

**AN ASSESSMENT OF BRAND BUILDING AWARENESS
THROUGH RADIO AND TELEVISION**

A CASE STUDY OF ERNEST CHEMIST LIMITED

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DECLARATION

We hereby declare that, this research work entirely our work with the exception of reference made in other people's work which have been duly acknowledged. We bear full responsibility of this work produced under supervision and that no part of this work had been presented or published for the award of any degree or diploma anywhere.

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ABSTRACT

The study was conducted to find out how Ernest Chemist Limited, a Pharmaceutical Company is providing quality products at affordable prices to the delight of consumers and also building brand awareness in terms of Radio and Television. The needs and wants of the customers was limited to Ernest Chemist Limited and quality of products or service, customers needs and wants in terms of brands. The study suggests tangible solution which if applied will elevate the numerous problems facing the company.

The information was gathered from both primary and secondary source. The sources were consulted for the needed data in a form of questionnaires, interview and personal observations. The finding from the study, indicate that the company was meeting the needs and wants of their clients in terms of building brand awareness among some 15 product of Ernest Chemist. The study revealed that, consumer's needs and wants plays a significant role in the running of an organization.

CERTIFICATION

I the undersigned hereby certify that, I have fully supervised this work and confirm that, it is original work of the student and should be presented.

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CHAPTER ONE

1.0 BACKGROUND OF THE STUDY

The study into building brand awareness; a comparative assessment of radio and TV advertisement begins with the general introduction. This include the background to the study, problem statement, research objectives, research questions, scope of the study, significance of the study and study limitations.

A brand is a distinguishing name, symbol, design or a combination of these, which is used to identify a product or service, differentiate product or services from those of the competition and producer from competitors who would attempt to provide products that appear to be identical (Kotler, Armstrong, Sauders and Wong, 1999).

Branding is the process of creating an association between a symbol or object or emotion or perception and a product or company with the goal of driving loyalty and creating differentiation. As consumers are bombarded with a variety of product to meet the same need, branding provide a way for consumers to reduce their decision making to consider only those products that they feel are relevant to them or that have met their needs acceptably in the past.

A strong brand is an important corporate asset. The basic reason is that people must know about a company and its brands before they commit themselves.

Brand awareness is the level of public awareness of a specific brand in the minds of existing and potential customers. Successful brand awareness strategies should distinctly define the uniqueness of the brand as well as the company that produces it and set it apart from competition. Brand awareness is one of the keys steps of getting customers to

patronize products. Advertising plays a key role in building strong brand awareness. Advertising is any paid form of non-personal presentation and promotion of ideas, products and services by an identified sponsor. Advertising on Radio and Television are popular channels that can be effectively used to build brand awareness.

The research seeks to look at the role of Radio and Television advertising in building brand awareness for (15) brands of pharmaceutical products of Ernest Chemists Limited. The study will also identify which of the two tools of mass communication (Radio and Television) will better serve Ernest Chemist in achieving strong brand awareness. The study will also identify how customers patronize of the products are influenced by brand awareness through radio and TV advertisement.

1.1 RESEARCH PROBLEM

The ability of advertisement as a tool for building branding awareness can not be underestimated. Studies have shown that effective application of advertisement opportunities is a source of effective tool for building brand awareness (Kotler, 1996). In studying brand management Armstrong (2003) argues that building brand awareness requires strong efforts because many factors contribute to brand awareness. This makes it difficult for one to assess the exact factors that contribute to building brand awareness. The questions that have emerged from brands and brand management are; what role does advertisement play in building brand awareness? What is the contribution of TV advertising in building brand awareness? How can one assess the effect of radio and TV advertisement in building brand awareness? This study thus, attempts to explain the relationship between radio and TV advertisement and build brand awareness by Ernest Chemists Limited.

1.2 RESEARCH OBJECTIVES

Building brand awareness is an essential component in brand development and management. A firm grasp of the requisite tools to achieve brand awareness will help advertisers make the right choices. The study “Building brand awareness: An Assessment of the Radio and Television option” seek to achieve the following:

- To examine Radio and Tv use for building brand awareness
- To assess the contribution of radio advertisement towards building brand awareness
- To assess the contribution of TV advertisement towards building brand awareness
- To make a comparative assessment of radio advertisement and TV advertisement in building brand awareness
- To suggest and recommend to the management of Ernest Chemists Limited tool that present the most effective means of building brand awareness

1.3 RESEARCH QUESTIONS

- What are the media channels use for building brand awareness by Ernest Chemists Limited?
- What is the contribution of radio advertisement towards building brand awareness?
- What is the contribution of TV advertisement towards building brand awareness?
- How can a comparison of radio advertisement and TV advertisement in building brand awareness be described

1.4 SCOPE OF STUDY

. The study was specifically on the products of Ernest Chemists Limited. The study was limited to eight suburbs of Kumasi namely, (Asawasi, Amakom, Ashanti New Town, Fante New Town, Mmbroom, Atonsu, Santasi and Asokwa).

1.5 SIGNIFICANCE OR JUSTIFICATION OF THE STUDY

The study is intended to help advertisers and their agencies make informed choices in their search for the right media channel to build strong brand awareness. It is also to serve as reference material for marketing communications practitioners, advertisers and students in the planning of campaigns involving radio and television and presentation of arguments for the use of any of the two media channels.

1.6 LIMITATIONS OF STUDY

The study faced a number of difficulties in an attempt to collect relevant information for the research work.

1. Financial Problems: As a result of cost incurred in transportation, telecommunication, stationeries and printing.
2. Reluctance on the part of management, staff, customers to make available information at the expected or right time.
3. Time which should be devoted for academic work was divided between research work and academic work.

1.7 ORGANIZATION OF STUDY

The project is organized in five (5) chapters as follows:

Chapter one provides a background to the study, the research problem and research questions, scope of the study, significance and limitations. Chapter two reviews research materials in similar or related areas of study as the foundation for the study and relate concept of brand awareness, advertisement and building brand awareness. Chapter Three describes the research methodology; population, sample size, sampling procedures, data collection tools, data analysis techniques. Chapter four converts the data collected into meaningful information to the tables. Chapter five draws conclusions on the results received from the field and offers recommendations to industry players on the issue of building brand awareness.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews relevant literature on the topic understudy. It covers concept of brand awareness, components of brand awareness and the use of advertisement in building brand awareness.

Branding is the process of creating an association between a symbol or object or emotion or perception and a product with the goal of driving loyalty and creating differentiation (Kotler, 2000). As consumers are bombarded with a variety of product to meet the same need, branding provides a way for consumers to reduce their decision making to consider only those products that they feel are relevant to them or that have met their needs acceptably in the past. A strong brand is an important corporate asset. The basic reason is that people must know about a company and its brands before commit themselves.

2.1 CONCEPT OF BRAND AWARENESS

Mandler (2000) defines brand awareness as a rudimentary level of brand knowledge involving recognition of the brand name. Awareness represents the lowest end of a continuum of brand knowledge that ranges from simple recognition of the brand name to a highly developed cognitive structure based on detailed information (Mandler, 2000). Thus, the distinction between awareness and recognition is a subtle one, the former denoting a state of knowledge possessed by the consumer and the latter a cognitive process resulting from awareness.

Rossiter and Percy (2007) describe brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand, they must first be

made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter & Percy 2007; Rossiter et al. 2001).

In memory theory, brand awareness is positioned as a vital first step in building the “bundle” of associations which are attached to the brand in memory (Stokes 1985). The brand is conceptualized as a node in memory which allows other information about the brand to be “anchored” to it (Aaker 2008). The conceptualization of a network of brand associations in memory with the brand as a central core has been put forward by many others (e.g. Keller 2003; Holden 2003; Holden & Lutz 2002).

Brand awareness has been hypothesised to play a crucial role in determining the consideration set: the small set of brands which a consumer gives serious attention when making a purchase (Howard & Sheth 1969; Narayana & Markin 1975). The composition of this small set of brands which are considered during decision-making is important. A brand that is not considered cannot be chosen (Baker et al. 1986), and further, the probability of the brand being chosen is a function of the number of other brands in the consideration set.

In a situation where the consumer is aware of a number of brands which fit the relevant criteria, he or she is unlikely to expend much effort in seeking out information on unfamiliar brands. A brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands which the consumer is unaware of. Additionally, the strength of awareness of the brands within the consideration set can also be significant. Wilson (2005) confirmed the importance of top-of-mind awareness in a study which found that the higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention and the higher the relative purchase of the brand. In another study, increases in brand awareness were

shown to increase the probability of choice even without any accompanying change in attitude or perceptions (Nedungadi 2000).

Brand awareness can also affect decisions about brands within the consideration set (Hoyer & Brown 1990; Keller 1993). Consumers may employ a heuristic (decision rule) to buy only familiar, well-established brands (Keller 1993). Consumers do not always spend a great deal of time making purchase decisions. In a study of pre-purchase search for laundry powder, Hoyer (2004) found that the median number of packages examined in-store was 1.2 before a selection was made.

Dickson and Sawyer (2006) found that for purchases such as coffee, toothpaste and margarine, the consumer took an average 12 seconds from the time of first looking at the shelf to the time they placed the item in their trolley. In many cases consumers try to minimize the costs of decision making in terms of time spent, and cognitive effort, by employing simple rules of thumb, such as 'buy the brand I've heard of'. This is particularly likely to occur in low involvement situations where a minimum level of brand awareness may be sufficient for choice (Hoyer & Brown 1990; Mackay 1990).

2.2 ADVERTISING AND BRAND AWARENESS

Brand awareness assesses both the reach and the cut-through of the advertising, in that it records the proportion of the market with long term memories of having noticed the brand advertising. This platform of prior exposure is then typically used as a screen for asking more detailed questions about advertising effectiveness, such as message take out or likeability (Dubow, 2004). While a traditional measure of advertising effectiveness at both the pre-testing and post-testing stages, advertising awareness has not been without its detractors.

In the Advertising Research Foundation's (ARF) Copy Testing Study (Haley and Baldinger, 2001), recall did not perform as well as likeability in discriminating between successful and unsuccessful copy. Other criticisms have noted the narrow ambit of awareness measures and their inability to take into account other possible outcomes of exposure to the advertising, including unconscious processing (e.g. Heath and Howard-Spink, 2000; Heath, 2001). Following the release of the ARF study there was a reported increase in the use of likeability to pre-test advertising (Haley, 2004), but this was most likely an addition to the employed measures rather than a substitution.

Rossiter and Eagleson's (2004) re-analysis of the ARF results rejected only top of mind awareness as a pre-test measure. Despite this, they still advocated all nine measures (including the ones they rejected through their re-analyses) to be included in pretesting to capture the hierarchy of different effects and provide insight into how different aspects of the advertisement performed. Most commercial monitors used in post-testing also include advertising awareness measures in some form.

Given the many possible ways in which awareness can be measured, researchers have debated the relative merits of the different advertising awareness measures particularly spontaneous and aided measures of recall (du Plessis, 2004). At the heart of the debate is the contention that aided and spontaneous advertising measures tap into different mental processes. For example, showing someone in an advertisement and asking if it is familiar requires visual processing (or right brain as per Krugman, 2007). In contrast, asking for which brands a person recalled seeing advertising requires processing from semantic memory (or left brain as per du Plessis, 2004).

Some researchers have claimed that spontaneous and aided awareness scores do co-vary and that they tap into a “common [memory] content domain” (Singh and Rothschild, 1983; Zinkhan et al., 1986; Singh et al., 1988). However there has been little research comparing the underlying structure of each measure. Du Plessis (2004) cites a low correlation as one source of evidence of the measures being different, but a low correlation is unsurprising if the relationship between the two measures is non-linear, as Laurent et al. (2000) show.

2.3 DEVELOPMENT OF RADIO AND TELEVISION IN GHANA

Broadcasting in Ghana traces its roots to the establishment of station ZOY (radio) in 1935 by the British colonial government to disseminate news on the world war. It was later transformed into the National Broadcaster, Ghana Broadcasting Corporate (GBC). Television was introduced much later (1967) with the establishment of the Television Department of the GBC. GBC enjoyed a monopoly over the airwaves until June 1995, when Multi-Media Broadcasting Company (owners of joy fm) made a daring entry into the industry. Since then, the broadcasting industry has experienced one of the most dramatic transformations. Presently, there are nineteen (19) frequency modulation (FM) radio stations and four (4) “free on Air” television stations

(GTV, TV3, METRO TV, AND TV AFRICA) and a number of ‘pay TV’ Stations such as M-NET, SUPER SPORTS etc in Accra Metropolis.

The rapid development in information communication Technology (ICT) in their last five years has facilitated the setting up of websites by these Radio and TV stations as a supplementary tool. This enables stations to be patronizing their programmes, using the two mass communication tools presents advertisers with same advantages and limitations. Dominick (1993) outlines these as follows:

ADVERTISING

Advertising according to Bal (2005), is any form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is used by many organizations to communicate specific messages about themselves, their products and services or their modes of behavior to a response from the audience. The response may be perceptual in nature. For example, the consumer develops specific views or opinions about the product or brand or these feelings are altered by the advert. The response could buy the product or increase the amount that he or she buys.

IMPORTANCE OF ADVERTISING

Advertising can reach huge audiences with simple messages that present opportunities to allow receivers to understand what a product is, what its primary function is and how it relates to all similar products. Advertising cannot be said to have a single role as it can be used to achieve a number of outcomes. It can be used to differentiate and position brands, it can be used to reinforce brand messages and it can easily inform and even persuade audiences to think or behave about and around products, services, brands and organizations.

Advertising plays an important role in the development of competitive advantage. In some consumer markets, advertising is a dominant form of promotion. It can become a mobility barrier, deterring exit and more importantly, deterring entry to a market by organizations attracted by the profits of the industry. Many people believe that brands sustain their market share by sheer weight of advertising; for example Big Joe Tablets brand of Ernest Chemists.

Advertising can also be an anchor for many integrated campaigns. Normally, it is necessary to use advertising to build awareness and develop brands. Public relations and Sales promotions are more effective when advertising is used to raise initial awareness and shape attitudes respectively.

ADVANTAGES OF RADIO

Cost and Efficiency: Radio commercials are relatively inexpensive to produce and air. This means that advertisers can use different stations to broaden the reach of their messages.

Selectivity: Through the different programmes and geographical coverage, radio enables advertisers to focus their messages to specialized audiences such as certain geographic and lifestyle groups. In addition, radio is able to reach elusive consumers such as students and very busy working adults.

Flexibility: Radio is perhaps the most flexible form advertising, because it has a very short losing period. Radio commercials can be produced and scheduled at very short notice. Advertisers can also adjust their messages to suit local market conditions at a relatively the cost.

Mental Imagery: Radio enables consumers to use their mental picture of what is in the radio message.

Merchandising Value and Support: Radio stations often become an integral part of many communities. Together with its personalities, radio stations help marketers enhance their involvement with the local market.

LIMITATIONS OF RADIO

Absence of a Visual Image: A major limitation of radio as an advertising tool is the absence of a visual image. The advertiser cannot show the product, demonstrate it or use any visual appeal or information. A radio commercial is also a short-lived and fleeting and does not allow the receiver the control over the message.

Fragmentation: Another drawback of radio is the high level of audience fragmentation due to the large number of radio stations. The percentage of audience tuned into a particular radio

station is usually small. Advertisers who want to reach a huge majority of a population must therefore purchase airtime on a number of radio stations to achieve the needed results.

Complex Buying Procedures: Media planning and purchasing process for radio is a complex and difficult process especially when the advertiser is planning a nationwide campaign that will require a use of a lot of radio stations.

ADVANTAGES OF TELEVISION

Creativity and Great Impact: Television combines sound and vision and can be effectively used to convey a mood or image for a brand as well as to develop emotional and entertaining appeals. Television is also an excellent means to demonstrate a product.

Coverage and Cost Effectiveness: Television advertizing enables advertisers reach a large audience while using even one network. Nearly everyone, regardless of age, sex, income, educational or social standing watch some TV. Advertisers are therefore able to attract brand target audiences in a very cost effective way. Due to its cost effectiveness; Television advertising is popular among companies selling mass consumption products.

LIMITATIONS OF TELEVISION

High Costs: Despite its efficiency in reaching larger audiences, Television is a very expensive medium. The high cost does not relate only to the airtime cost but the production as well. These high cost drive out small and medium size advertisers out of the TV advertising arena.

Lack of Selectivity: Television is not ideal for advertisers who are aiming at a specific, often small target audience. Such advertisers will be better off with radio and specialized magazines.

Fleeting Nature of TV Messages: Despite its high cost, TV commercials usually last between 30 seconds and one minute and leave nothing tangible for the viewer to examine or consider.

Clutter: The problem of fleeting TV message is compounded by the fact that the advertising spots seen during a commercial break. It may therefore be very difficult noticing these commercials.

Limited Viewer Attention: When advertisers buy a TV programme, they are not purchasing granted exposure but instead the opportunity to communicate a message to the viewer audience. However, whilst advertisers pay these large sums hoping to make use of the opportunity to reach large number of customers, there is increasing evidence that the size of viewing audience reduces considerably during a commercial break.

2.4 EMPIRICAL STUDIES ON THE RELATIONSHIP BETWEEN ADVERTISING AND BRAND AWARENESS

Branding equity is the value of a brand as derived from consumer attitudes, behaviours, awareness and perceptions. Brand equity refers to the brand assets linked to a brand's name and symbol that add to (or subtract from) the value provides by a product or service. These assets can be grouped into four dimensions: brand awareness, perceived quality, brand associations and brand loyalty. These four dimensions guide brand development, management and measurement according to (Keller, 2003).

Branding awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumer ability to confirm prior exposure to the brand. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. On the other hand, brand recalls related to the customer's ability to retrieve the brand from memory

when giving the product category, the needs fulfilled by that category or a purchase or usage situation as a cue. Increasing familiarity of the brand through repeated exposure creates brand awareness.

That is say that the more a consumer ‘experience’ the brand by seeing it, or hearing it or thinking about it, the more likely the brand will become strongly registered in your memory. A wide range of communication options such as advertising, sponsorship, public relations and publicity create brand awareness. Brand awareness is more than just customers knowing the brand name and having previously seen or heard it. Brand awareness also involves linking the brand- the brand name, logo, symbol and so forth to certain association. Brand awareness can be categorized into depth and breadth.

The depth concerns the likelihood that a brand element will come to mind and the ease with which it does so. For example, a brand that can be easily be recalled has a deeper level of brand awareness. The breadth of brand awareness refers to the range of purchase and usage situations in which the element comes to mind. This research will be limited to the depth of brand awareness. Brand awareness is the first of six steps in building brand equity. The other steps are: brand attributes, message association, brand favorability, brand preference and brand loyalty.

These are two type of brand awareness. Unaided and Aided. Brand awareness. Unaided brand awareness refers to the situation where the brand is ‘top of the mind’ for the consumer. Aided Brand awareness refers to the state in which the consumer recognizes the brand after he or she has been prompted.

Radio and Television are no doubt two dominant tools for building brand awareness. The researcher reviewed some works in areas related to the topic and discovered the following

Study by the Ghana Advertising and Media Research Foundation (GAMERF) on Ghana all media and products survey does not address the researcher's subject specifically. However, the year 2004 Radio was a more potent medium for achieving brand awareness than television.

A study by Millward Brown with partnership with media planning agency, Mindshare Australia in March 2006 brought this to the fore. The research titled "Radio Advantage-Advertising Effectiveness study" noted that by shifting twenty percent (20%) of a television advertising budget to radio, advertise could increase brand awareness by over twenty percent and lift sales by up to 15 percent. The report showed that radio, used in combination with television, produces better results than using television advertising alone.

The study shows that radio and television are very popular means of media usage. Over 80% of respondents in all these survey depend on radio and television.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter is concerned with the source of data, population under study, sample and sampling techniques, data collection instruments, data analysis techniques and organizational profile of the study area. The selection and choice of various research methodologies are explained with justification.

3.1 SOURCES OF DATA

The study uses both primary and secondary data. The primary data is the one gathered from the field which includes interviewing or observing the stakeholders under study. Primary data will be collected from the people selected from eight (8) suburbs in Kumasi through questionnaire. Interview guide was also used to collect primary data from the marketing manager of the company. This will achieve the research objectives because the managers are in the position to provide quality information because they are the major stakeholders.

The secondary data used in the study includes data that are gathered from books, journals and websites of companies whose operations are relevant to the study objectives. Other secondary data include existing theses and publications on the topic. The secondary data were carefully gathered to meet the research questions and the research objectives.

3.2 POPULATION AND TARGET POPULATION

The population of the study is the people resident in the Kumasi Metropolis. The target population of the study was however limited to eight suburbs within the Kumasi Metropolis. The areas considered for the study include Asawasi, Amakom, Ashanti New Town, Fante New Town, Mmbroom, Atonsu, Santasi and Asokwa. The number of the population is estimated to be 300,000 according Ghana Statistical Service (2010).

3.3 SAMPLE SIZE

Four hundred (400), persons resident in the eight suburbs; Asawasi, Amakom, Ashanti New Town, Fante New Town, Mmbroom, Atonsu, Santasi and Asokwa were selected to participate in the study. It is believed that the four hundred (400) people who participated in the study onform a representation of the target population. The management of the company was used as a key informant.

3.4 SAMPLING TECHNIQUES

The researchers employed the convenience sampling system which enabled them to carry out the research successfully

3.5 DATA COLLECTION INSTRUMENTS

The questionnaire was the only instrument of data collection. The questions were both closed-ended and open-ended. The open-ended questions were included to permit respondents to answer freely and fully in their own words. This also gives the respondents an opportunity to reveal certain motives and opinions in a form of follow-up.

3.6 DATA ANALYSIS TECHNIQUES

After the questionnaires were collected, the researchers categorized the data into demographics and specific questions that provide direct answers to the research questions. In order to ensure effective analysis and interpretation of the data, frequency tables and percentages were used for presentation and analysis of the data gathered from the respondents. Microsoft excel was used to derive the tables and charts for the interpretation and the analysis. The analysis was done using the research objectives and the research questions as a measuring tool in order to realize the general objectives of the study. The results were discussed and summarized with some recommendations.

3.7 ORGANIZATIONAL PROFILE OF THE STUDY AREA

Ernest Chemists Limited is a pharmaceutical company which started business in 1986 initially as a sole proprietorship. By 1993, after an impressive showing over the years with a rapidly increasing turnover, it was converted into a Limited Liability Company. Ernest Chemists Limited has expanded from a one shop business entity to one with its own office complex warehouse facilities and manufacturing plant. Its current assets are now held in stocks of pharmaceutical and medical products.

Mission Statement. “ To achieve a leadership role in the Healthcare Business in Ghana and West Africa, and to consolidate that position through the provision of extensive range of quality products at affordable prices to the delight of consumers”.

3.7.1 THE COMPANY PRODUCTS

The company manufacturing plants is designed to produce tablets including coated tablets, capsules, liquids and suspensions for paediatric use, medicines for external use only such as liniments and disinfectants and powders in sachets for oral rehydration therapy.

This translates into such class of medicine as analgesics, anti-malaria, antacids, disinfectants, antibiotics and other anti-microbial agents, anti-hypertensive's vitamins and minerals, etc the company has been granted license by seven seas (UK) to bottle its cod liver oil at its plants at Tema. Our products list which continues to grow includes:

Antibiotics

1. Tetracin (Tetracycline) 250mg Capsules
2. Amiclox (Ampicillin & Cloxacillin) 500mg Capsules
3. Enamyccin (Erythromycin) 250mg Tablets
4. Fluxacin (flucoxacillin) 250mg Capsules
5. Permoxyl (Amoxycillin) 250mg & 500mg Capsules

Vitamins & Minerals or Tonics

1. Vitamin B complex tablets
2. Multivitamin syrup 125ml & 5l
3. Vitamin B Co syrup 125ml & 5l
4. Vitamin C 100mg tablets
5. Livertone 125m

Analgesics

1. Paracetamol 500mg tablets
2. Big Joe Tablets
3. Tarzan Tablets
4. Oxafen (Piroxicam) 20mg Capsule
5. Envico syrup 125mg

Miscellaneous Drugs

1. Diazepan 5 & 10mg Tablets
2. Buscomed Sugar Coated Tablets
3. Azimox (Acetazolamide) syrup 250mg Tablets
4. Wormcoper (Piperazine) syrup 30ml
5. Gastrone Tablets

CHAPTER FOUR

DATA ANALYSIS AND RESEARCH FINDINGS

4.0 INTRODUCTION

Microsoft excel was employed to analyse the data.. The analysis are presented and discussed according to the research objectives and the research questions. It begins with demographic characteristics of respondents. The analysis is organized in sections according to the study questions; What are the media channels use for building brand awareness by Ernest Chemists Limited? What is the contribution of radio advertisement towards building brand awareness? What is the contribution of TV advertisement towards building brand awareness? How can a comparison of radio advertisement and TV advertisement in building brand awareness be described?

4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The analysis of demographic characteristics of respondents is relevant to the study objectives. The researchers believed that issues such as age, educational background, gender and socio-economic status influence people appreciation and perception when making choices.

4.1.2 AGE DISTRIBUTION OF RESPONDENTS

The respondents were asked to indicate on the questionnaire their age from a range of 18-24, 25-35, 36-50 and 50+. The results are shown in table 1.

Table 4. 1: Age and Media Preference

AGE GROUP	MORE RADIO	(%)	MORE TV	(%)	TOTAL
18-24 years	76	45	93	55	169
25-35 years	72	59	50	41	122
36-50 years	48	62	30	38	78
50 years and above	22	71	9	29	31
TOTAL	218		182		400

Source: Field Survey 2012

The study showed age and preference for radio or TV. The more one advanced in age, the more one's preference for radio. From the study, 169 respondents aged between 18 and 24 years. Out of this number, 45% preferred radio to TV. Out of 122 respondents who fell between the age brackets 25 to 35 years, 59 % preferred radio. The percentage increased to 62% in the 35 to 50 years brackets and 71% for persons aged 50 years and above. On the contrary, the more one advanced in age, the lower one's preference for TV. The marketing manager of Ernest Chemists said that majority of the people who patronize their products are aged between 30-40 years.

4.1.3 GENDER OF RESPONDENTS

The gender of respondents explains the male and females situations in relations to their preference of TV or Radio and how they become aware of the products of Ernest Chemists.

Information relating to males and females respondents is presented in table 2.

Table 4.2 Gender and Media Use

MEDIA	MALE	%	FEMALE	%
RADIO	130	62	91	48
TELEVISION	80	38	99	52
TOTAL	210	100	190	100

Source: Field Survey 2012

The study further showed that men listen to more radio than watch TV. Out of a total 210 men interviewed 130, representing 62% indicated that they do more listening than watching. A majority of them cited their busy schedules as the main reason. Out of 190 women who were part of the survey, 99 of them representing 52% watched more TV than listened to radio as against 48 percent the other way round. The finding therefore confirms the hypothesis that “men are better reached through radio than Television” because most men do not stay over the television for long period. In an interview with the company’s marketing manger have do no idea on the ratio of male and female on issues relating their brand awareness drive.

4.1.4 EDUCATIONAL BACKGROUND OF RESPONDENTS

The educational background of people goes a long way to influence their decisions. Educational background may explain one’s perception, attitude and behavioural patterns. In this study the

respondents were asked to indicate their level of educational. The responses are presented in table 3.

Table4. 3: Educational background of respondents

LEVEL OF EDUCATION	FREQUENCY	PERCENTAGE (%)
(JHS)	99	24.75
SHS	198	49.5
DIPLOMA/HND	87	21.75
DEGREE	16	4
TOTAL	400	100

Source: Field Survey 2012

The respondents who have first cycle (JHS) qualification recorded 99 (24.75%). Respondents who have SHS qualification were 198 representing 49.5% of the total respondents. Diploma/HND holders were 87 showing 21.75% of the respondents, whilst degree holders constituted 16(4%) of the respondents. This means that the respondents have formal education and that they are able to understand the topic under study. The implication is respondent may be able to differentiate between radio advertising, TV advertising and build brand awareness.

4.1.5 SOCIO-ECONOMIC STATUS AND MEDIA PREFERENCE

The study sought to investigate any correlation between socio-economic status and preference for radio or television. The findings are as follows: for purpose of this study, the researcher has categorized the income levels as follows;

Low -income: GHS 200 and below

Middle -income: Above GHS 200-GHS 500

High-income Above GHS 500

Table 4.4: Socio-economic Status and Media Preference

INCOME	MORE RADIO	%	MORE TELEVISION	%	TOTAL	%
LOW INCOME	159	53	140	47	299	74.75
MIDDLE INCOME	28	55	23	45	51	12.75
HIGH INCOME	12	67	6	33	18	4.5
NO RESPONSE	-	-	-	-	32	8
TOTAL	-	-	-	-	400	100

Source: Researchers Field Survey 2012

There was no significant correlation between one's socio-economic status and preference for radio or television. 299 persons representing 74.75 percent of respondents belonged to the low – income group. Out of that, 159 (53%) preferred radio to television. Respondents, who fall within the middle–income group, constitute 12.75% of the population for study. 55 percent of persons within this group prefer radio, 4.5% of respondents belonged to the high –income group. 67 percent of persons in this group preferred radio to TV.

The study confirms the hypothesis that “People in the low-income group are likely to be reached by radio than television.” However, 32 respondents declined to state their income. So therefore Ernest Chemist can use both radio either low or high income level customers in educating and informing their brand of product to them. The response from the marketing manager suggests that the company is aware of the socio-economic of their customer and that it influence the pricing decisions of the company.

4.2 MEDIA CHANNELS AND BUILDING BRAND AWARENESS

In order to understand the role of other variable in building brand awareness, the respondents were asked a general question on the media type that generate high brand awareness of pharmaceutical products especially Ernest Chemists Limited. The respondents indicated radio, TV, newspaper, billboard, internet and others. The findings are shown in table 4.

Table4. 5: Media Channels and Building Brand Awareness

MEDIA	FREQUENCY	%
RADIO	94	23.5
TELEVISION	190	47.5
SUB-TOTAL OF RADIO & TV	284	71
NEWSPAPER	76	19
BILL BOARDS	20	5
INTERNET	8	2
OTHERS	12	3
SUB-TOTAL OF OTHER MEDIA	116	29
TOTAL	400	100

Source: Researcher's Fieldwork, 2012.

The study showed that Radio and Television were key channel in building brand awareness, 71% respondents saw the two media channel as being more important in building their awareness than other channels of mass communication, 29% of respondents indicated that the other communication channelled such as newspapers, billboards and the internet were lesser than radio and television as means of creating brand awareness.

4.3 RADIO ADVERTISEMENT AND BUILDING BRAND AWARENESS

The liberalization of the airwaves in Ghana has brought on board many radio stations. Today radio operations exist in regional capitals, towns, cities and district capitals. The listening habits of the respondents are presented in table 5.

Table4. 6: Radio listening habits of respondents

LISTENING HABITS	FREQUENCY	%
EVERYDAY	313	78.2
EVERY OTHER DAY	45	11.25
TWICE A WEEK	8	2.0
THRICE A WEEK	10	2.5
ONCE A WEEK	12	3.0
DON'T REMEMBER	11	2.75
DON'T LISTEN	1	0.25
TOTAL	400	100

Source: Field Survey 2012

The study showed that 313 respondents regularly listen to the radio everyday representing 78.2%. Over 45 (11.25%) of the respondents listen to radio every other day, 8(2%) listen to radio twice a week, 10 (2.5%) of the respondents indicated that they listen to radio thrice in a week, 12(3.0%) mentioned once a week, 11(2.75%) do not remember their radio listening patterns, whilst 1(0.25%) respondents do not listen to radio at all. The revelations therefore show that more people are likely to know or hear about the drugs they purchase through radio advertisements. The implication is that the more Ernest Chemist Limited advertises on radio, the more brand awareness is created among the people.

4.4 TV ADVERTISEMENT AND BUILDING BRAND AWARENESS

Television has the advantage of pictures demonstrations in the advertisement. Many companies that advertise on TV take advantage of picture to promote their brands. The respondents indicated the extent to which TV builds brand awareness of Ernest Chemists' products. The responses are demonstrated in table 6.

Table 4.7: Television viewing habits

VIEWING HABITS	FREQUENCY	%
EVERYDAY	282	70.5
EVERY OTHER DAY	54	13.5
TWICE A WEEK	21	5.25
THRICE A WEEK	14	3.5
ONCE A WEEK	15	3.75
DON'T REMEMBER	10	2.5
DON'T WATCH AT ALL	4	1.0
TOTAL	400	100

Sources: Field Survey 2012

The study conducted shows that respondents watching television every day were 70.5%, 54(13%) said they watch TV every other day, respondents who watch TV twice a week were 21(5.25%) thrice a week 14(3.5%), once a week 15(3.75%), don't remember 10(2.5%) and those that do not watch were 1.0% on the table. The findings therefore show that more people are likely to know or hear about the drugs they purchase through TV advertisements. The implication is that the more Ernest Chemist Limited advertises on TV, the more brand awareness is created among the people.

4.5 COMPARATIVE ANALYSIS OF RADIO AND TV IN BUILDING BRAND AWARENESS

Comparing T.V to Radio, the study further revealed that T.V was a better option for building brand awareness. 74 percent of respondents stated that T.V helped them more than Radio to know about the fifteen (15) brands used for the study. Table 7 and 8 below gives the summaries of the presentation.

Table4. 8: Radio versus Televisions in Building Brand Awareness

MEDIA	FREQUENCY	%
TELEVISION	297	74
RADIO	103	26
TOTAL	400	100

Source: Field Survey 2012

Table 4.9: Radio and Television in building awareness among some 15 products (brands) of Ernest chemists limited

BRAND	RADIO	%	TELEVISION	%	TOTAL
BIG JOE	120	30	280	70	100
TARZAN	66	16.5	334	83.5	100
LIVERSTONE	50	12.5	350	87.5	100
GASTRONE	70	17.5	330	82.7	100
MALASATE	66	16.5	334	83.5	100
KOFYN COUGH SYRUP	73	18	327	82	100
WORM COPER SYRUP	156	39	244	61	100
EFPAC	208	52	192	48.1	100

SEPTOL	103	26	297	74	100
MULTIVITAMIN SYRUP	81	20	319	80	100
FLUXACIN	144	36	256	64	100
OXAFEN CAPSULES	90	22.5	310	77.5	100
DR JONES TONIC	131	33	269	67	100
VITAMIN C TABLETS	94	23.5	306	76.5	100

Sources: Field Survey 2012

The study above shows that Television was able to create more brand awareness than radio. Television emerged tops out of the fifteen (15) products (brands) used for the survey. It was (EFPAC) that radio emerged as the better channel for building brand awareness. Even in that instance, the difference between was very negligible (52% for radio and 48% for television). For each of the other brands (14) of respondents indicated that awareness of these brands was achieved more through television than radio. On average, 74.2% of the respondents indicated that TV was a better channel for building brand awareness than radio.

This findings confirm management response that majority of their customers know the product through TV. The marketing of Ernest Chemists said in a survey conducted by the department, TV proved to be more effective than radio in terms of brand awareness.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

This chapter presents summary of the study findings, conclusion and recommendation. This chapter again takes into consideration the study objectives and the research questions. This will help reconcile the findings, recommendation and the conclusion of the study. The chapter also makes provision for future studies using the findings and conclusion of this study.

5.1 SUMMARY OF FINDINGS

From the results obtained from the field and published in Chapter four of this work, the researchers make the following conclusions:

- Radio and Television are very important vehicles for building brand awareness. Advertisers and their agencies will be earning value for their money's worth in terms of creating awareness about their products if they result in radio and television advertising.
- People are exposed to more radio than television. However, television is a stronger tool in building brand awareness than radio.
- Men tend to listen to radio more than to watch television. Therefore any campaign aimed mainly at men should consider the inclusion of radio.
- On the other hand, women tend to watch television more than listen to the radio. A campaign aimed generally at women is greatly influenced by television.
- There is no significant correlation between a person's socio-economic status and media preference. Although television is relatively more expensive to acquire, this is not a barrier to people's preference for it.

- There is a strong correlation between age and preference for radio or Television. Older people tend to listen to radio than TV whilst younger people tend to stick to TV more than radio.

5.2 CONCLUSIONS

The study examined building brand awareness of Ernest Chemist products. A brand is a distinguishing name, symbol, design or a combination of these, which is used to identify a good or service, differentiate goods or services from those of the competitors. Branding is the process of creating an association between a symbol or object or emotion/ perception and a product/company with the goal of driving loyalty and creating differentiations.

Brand awareness is the level of public awareness of a specific brand in the minds of existing and potential customers. Advertising on Radio and Television are two popular channels that can be effectively used to build brand awareness. The research has achieved its objectives by effectively identifying from between radio and TV advertisement in building brand awareness of (15) selected pharmaceutical products at Ernest chemist.

5.3 RECOMMENDATIONS

- The company should design more youthful oriented advertisement in order to keep on attracting the youth to the Ernest chemists brands. This is because majority of the respondents are in their youthful age. Also the company should consider issues such as

gender and socio-economic status of the people when designing advertisement aimed at building brand awareness.

- It is recommended that the company increase the budget for radio and TV advertisement. The marketing manager should also make use of the other media channels such newspaper, billboard and internet. This will make Ernest chemist succeed in such a competitive industry.
- It is therefore recommended that Ernest Chemist Limited can emphasize more on their brand awareness through radio. This is based on the intra channel responses from the respondents on the radio listening habits.
- It therefore represents that Ernest Chemist can create brand awareness through television because of the number of respondent who preferred television.
- It recommended that Ernest chemists invest more in TV advertisement. This means that marketing department of the company should spend more TV commercial, especially when it has to do with promoting and building awareness.
- Considering the fact that some people indicated radio as their source of brand awareness, the company should also increase the radio advertisement. This together with the TV advertisement will help Ernest Chemist achieve total and effective brand equity in the pharmaceutical industry.

5.4 SUGGESTIONS FOR FUTURE STUDY

This study looked at brand awareness via radio and television. Future studies could include the other forms of mass communication such as newspapers, outdoor, the internet etc. Future studies could also go beyond using media to build brand awareness and measure marketing communication effectiveness in terms of sales and market shares in the pharmaceutical industry.

APPENDIX 1

QUESTIONNAIRE

TOPIC: BUILDING BRAND AWARENESS AN ASSESSMENTS OF THE RADIO AND TELEVISION OPTION

CASE STUDY: ERNEST CHEMIST LIMITED

This questionnaire is an instrument by a final year Bachelor of Business Administration (Marketing Option) a Student of Christian Service University College to solicit views of some residents in Kumasi on the role that Television and Radio play in creating Awareness about products and which of these of the two will be the option if one were faced with the issue of choice. Could you please fill the questionnaire below? You are assured that this data is absolutely confidential and will not be used in any Endeavour apart from this academic exercise. Thanks in advance for your co-operation.

DEMOGRAPHIC DATA

1. Please tick the response that appropriately relates to you.

- A. ☐ 18-24 years
☐ 25-35 years
☐ 36-50 years
☐ 50- years above

B. INCOME

- ☐ Below GHS100
☐ GHS100-GHS200
☐ Above GHS200-GHS500
☐ Above GHS500-GHS1000
☐ Above GHS1000

C. GENDER Female ☐ Male ☐

2. OCCUPATION.....

3. EDUCATION ☐ JHS
- ☐ SHS/SSSCE
- ☐ DIPLOMA/HND
- ☐ DEGREE

4. AREA OF RESIDENCE.....

MEDIA CHANNELS AND BUILDING BRAND AWARENESS

5. Which channels do you usually listen/view/read about Ernest Chemists Products?

- ☐ TV
- ☐ Radio
- ☐ Newspaper
- ☐ Billboard
- ☐ Internet
- ☐ Others

RADIO ADVERTISING AND BUILDING BRAND AWARENESS

6. Please select one and fill in the following

I a Radio set

- ☐ Own
- ☐ Do not own but have easy access to

7. Which of the following best describes your radio listening habits?

- ☐ I listen to radio everyday
- ☐ I listen to radio every other day
- ☐ I listen to radio twice a week
- ☐ I listen to radio thrice a week
- ☐ I listen to radio once a week

☐ Don't remember

8. What role do you think radio play in promoting brand awareness of pharmaceutical products from Ernest Chemists?

.....
.....

TELEVISION ADVERTISING AND BUILDING BRAND AWARENESS

9. Please select one and fill in the following

I a TV set

☐

Own

☐

Do not own but have easy access to

10. Which of the following best describe your TV viewing habits?

☐

I watch Television every day

☐

I watch Television every other day

☐

I watch Television twice a week

☐

I watch Television thrice a week

☐

I watch Television once a week

☐

Don't remember

11. What role do you think Television plays in the promoting brand awareness of pharmaceutical products from Ernest Chemists?.....

.....
.....

COMPARISON OF TV AND RADIO IN BUILDING BRAND AWARENESS

12. Which of these two statements appropriately describes your use of Radio or Television?
Tick your response?

☐ I listen to more Radio than Watch Television

☐ I watch more Television than listens to Radio

13. I listen to Radio aboutminutes/hours a day

14. I watch Minutes/hours of Television a day

15. Below is a list of products or items of Ernest Chemists Limited on Ghana Radio and Television. Please tick besides products which of the two media tools (Radio or Television) helped you to know the product.

- | | | | | | |
|-------|---------------------|--------------------------|------------|--------------------------|------------|
| i. | Big Joe- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| ii. | Tarzan- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |
| iii. | Liver tone- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| iv. | Gastrone- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |
| v. | Malasate- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| vi. | Koflyn Cough Syrup- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |
| vii. | Gripe Mixture- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| viii. | Worm Coper Syrup- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |
| ix. | Efpac- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| x. | Septol Syrup- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |
| xi. | Fluxacin- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| xii. | Multivitamin Syrup- | <input type="checkbox"/> | Television | <input type="checkbox"/> | Radio |
| xiii. | Oxafen Capules- | <input type="checkbox"/> | Radio | <input type="checkbox"/> | Television |

xiv. Dr. Jones Tonic- ☐ Television ☐ Radio

xv. Vitamin C Tables- ☐ Radio ☐ Television

16. Can you recall an advert of any of the Product listed in (Q) 15?

If Yes, which product?.....
.....

Briefly describe the advert.....

17. What is your favourite advert?.....

18. Why do you like it?.....
.....
.....

19. Do you depend on other mass media more than radio and television for Knowledge about product? ☐ Yes ☐ No

20. If yes, state the medium and reasons.....

21. If No, state your reasons.....

THANK YOU VERY MUCH, GOD BLESS YOU.

APPENDIX 2

INTERVIEW GUIDE

MANAGEMENT OF ERNEST CHEMIST LIMITED

Please can you tell as your position?

What are some of the products of Ernest Chemist?

What are some of the product you advertise?

How often do you advertise your products?

Do you advertise you advertise on radio?

How often do you advertise on radio?

Is the advertisement on radio aimed at building brand awareness?

Do you advertisement on TV?

How often do you advertise on TV?

Is the advertisement on TV aimed at building brand awareness?

Do you know the age groups that usually patronize your products?

Do you know the educational background of your customers?

Are you concern about the income levels of the customers?

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