

**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
SCHOOL OF BUSINESS  
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CORPORATE STRATEGIES**

**THE IMPACT OF ADVERTISEMENT ON THE  
DEMAND OF VODAFONE RECHARGE CARDS. A  
CASE STUDY OF KWAME NKRUMAH UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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We have read the University regulation relating to plagiarism and certify that this report is all our own work and do not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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**DEDICATION**

We dedicate this study to the almighty God for his protection and guidance throughout our academic period.

## **ACKNOWLEDGEMENT**

We are much grateful to the almighty God for his wisdom and divine favour upon our life and his abundance grace we have received from the beginning to the successful completion of this project. We are highly indebted to our supervisor, Dr. Stephen Banahene for his priceless and most valuable contributions, corrections and suggestions throughout this thesis.

## **ABSTRACT**

This study examined whether advertising influences the usage of telecommunication networks, using the students of Kwame Nkrumah University of Science and Technology in the Ashanti Region as a point of reference. It was also to ascertain the media through which tertiary students received most advertising messages. The study found that, advertising was not the only variable that influenced respondents to use a particular network and that when matched up against other variables; ‘service quality’ comes on top as the number one influencing agent ahead of advertising. The traditional media was identified as the media through which most advertising messages are received. Finally, the study identified that advertising is a necessity but not sufficient condition that influences switching between telecommunication networks.

Keywords: Advertising, Influence, Mobile Telecommunication Networks, Universities, Ghana.

## TABLE OF CONTENTS

<b>STATEMENT OF AUTHENTICITY .....</b>	<b>ii</b>
<b>DEDICATION .....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iv</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>CHAPTER ONE .....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>1</b>
1.1 Background of Study.....	1
1.2 Statement of Problem.....	5
1.3.1 General Objective of the Study .....	5
1.3.2 Specific Objectives of the Study .....	5
1.4 Research Questions .....	6
1.5 Significance of the Study .....	6
1.6 Scope of the Study .....	7

1.7 Limitation of the Study .....	7
1.8 Organization of the Study .....	7
<b>CHAPTER TWO .....</b>	<b>9</b>
<b>LITERATURE REVIEW .....</b>	<b>9</b>
2.1 Introduction .....	9
2.2 Concept of advertising .....	11
2.3 Objectives of Advertising .....	13
2.4 Importance of Advertising .....	13
2.5 The Negative Effects of Advertising.....	16
2.6 Types of Advertising.....	18
2.7 Concept of Consumer Behaviour .....	22
2.8 Factors that Influence Consumer Behaviour .....	24
2.9 Howard-Sheth Model .....	30
2.10 Summary .....	31
<b>CHAPTER THREE.....</b>	<b>32</b>
<b>METHODOLOGY .....</b>	<b>32</b>
3.1 Introduction .....	32

3.2 Population .....	32
3.3 Sample and Sampling Technique.....	32
3.4 Data Collection.....	33
3.4.1 Primary Source.....	33
3.4.2 Secondary Source.....	33
3.5 Instrument of Data Collection.....	34
3.6 Procedure of Data Collection.....	34
3.7 The Questionnaire .....	34
3.8 Method of Data Analysis .....	35
3.9 History of Advertising in Ghana.....	35
3.10 The Role of Advertising Agency or Department.....	36
<b>CHAPTER FOUR.....</b>	<b>39</b>
<b>DATA PRESENTATION AND ANALYSIS OF RESULTS.....</b>	<b>39</b>
4.1 Introduction .....	39
4.2 Respondents .....	39
4.3 Demographic information .....	40
4.4 Reliability of the study .....	42
4.5 Correlation Matrix.....	43

4.6 Objective 1 .....	45
4.7 Objective 2 .....	46
4.7 Objectives 3.....	47
<b>CHAPTER 5.....</b>	<b>49</b>
<b>SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>49</b>
5.1 Introduction .....	49
5.2 Summary of Findings.....	49
5.3 Recommendations .....	50
5.4 Conclusion.....	51
<b>REFERENCES.....</b>	<b>53</b>
<b>APPENDICE .....</b>	<b>58</b>

## LIST OF TABLES

	<b>Pages</b>
Table 4.1 Gender of respondents	40
Table 4.2 Age of respondents	41
Table 4.3 Reliability of the study	41
Table 4.4 Correlation Matrix	43
Table 4.5 Objective 1 of the study to determine which media channel for telecom advertisement that respondents pay more attention to.	45
Table 4.6 Objective 2 of the study: Media exposure	45
Table 4.7 Objective 3: Impact of advertisement on the demand of Vodafone recharge card	46

# CHAPTER ONE

## INTRODUCTION

### **1.1 Background of Study**

Every competitive environment, calls for serious strategies to be able to maintain as well as capture new consumers. Notwithstanding, no business can survive without consumers. Consumer is a person who buys and uses products. Therefore, consumers keep the production cycle moving as well as play an important role in the economic system of any nation, as a result, any nation will face crisis if consumers don't have the effective demand for goods produced. Consumers demand different commodities based on their taste and preference for them. Consciousness of good influences consumers purchase of that good. Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of consumers' choice (Sharma, 2009).

From the above assertion, a company cannot make dream to be a well-known until they invests in their promotional activities, for which consumer market have been dominating through advertisements. Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion (Ozga,1960).

The pressure of advertisement is growing every day. A significant amount of money is spent on advertising campaigns bringing to the companies multi-billion profits. Moreover, it is a

"product of the first necessity" for any enterprise, aimed at a commercial success, and it is becoming more and more expensive. According to statistics media the money spent on advertising in Finland was 1313,1 million euro in 2012 and 1206,7 million euro in 2013. (Finnish Advertising Council, TNS Gallup, Ad Intelligence 2014)

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases. The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy.

However, the most important developments in the global advertising business were made in the 20th century. It is no exaggeration to say that the 20th century was the "century of advertising"- at that time there were profound changes and innovations in the field of technology and advertising. It was the 20th century when advertising became this so popular—primarily due to the unprecedented growth rate of world industrial production, as well as due to the appearance of more and more sophisticated means of creating and distributing advertisements: multicolor printing, analog and then digital radio, television, satellite communications, and finally, computers and the Internet. Advertising is day to day becoming more professionally organized and more quality performed (Presbrey, 2009).

Advertising is all about mass publicity of products. Advertising involves creating awareness of product's uses and their benefits to consumers. By doing this, it makes a product to be available to those who want it and this satisfies the needs of the advertiser; increasing sales. According to Cohen, advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare. (Cohen, 1988)

From Cohen's definition, it can be found that advertising satisfies three objectives; to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society. Advertising can be done through various media such as; radio and television, billboards, magazines and newspapers and websites. (Cohen, 1988)

In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Now a day, due to globalized economy, this made available a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need (Bagwell, 2001).

Therefore, that consumer is more likely to associate with advertisements of those products, which have emotional values and messages. Because, positive emotional appeals also provide a strong product cue and stimulate category-based processing. If the categorization

process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the product association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a product image and perception / concept toward new products. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer's familiarity and information, but also attachment and preference of product. It is also suggested that consumer can disregard or prevail over the dissonance from brand extension.

It was then thought of as a waste of resource and an increase in cost of production for one to advertise on products because consumers were not in any way going to respond to that. The advancement in transportation and technology, made producers rethink their decision to improve their capacity and thus, ensure publicity of their products (Roberts, J. 1987)

There is the complementary view of advertising which is developed by (Stigler and Becker, 1977), this view believes that, advertising influences consumers by attaching a "complementary influence in the consumer's utility function" (Bagwell, 2001). These views make us understand the different phases through which advertising has gone through.

Therefore the goal of this research was to find the impact of advertisement on the demand of Vodafone recharge cards. As stated previously, advertising affect products and are believed to have an intrinsic quality that is not known at the time of purchase .One of such product are recharge cards. It is for this reason forever living products were chosen as a case study in KNUST.

## **1.2 Statement of Problem**

In this current dispensation of telecommunication era, competition is always paramount. Notwithstanding, companies in the telecommunication are spending large amount of investment on the advertisement of their product especially the recharge card because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a keen ingredient for the success in terms of communication and creating awareness to consumers. However, companies are still in a state of confusion when it comes to advertisement structure, component, relevant and so on.

It is however unknown as to how advertisement influence consumers decision in choice making. The research therefore intended to get answers as to how and why telecommunication companies (Vodafone) advertise their products (recharge cards) even though other factors of communication exist to increase sales.

Telecommunication products like recharge cards were considered because they satisfy the conditions of commodities on which they are effective to advertise. There are a lot of telecommunication products (recharge cards) which are differentiated but serve same purpose. Therefore, this study aimed to find out the impact of advertisement on the demand of recharge cards specifically Vodafone recharge cards.

### **1.3.1 General Objective of the Study**

The general objective of this study was to establish the impact of advertisement on the demand of Vodafone recharge cards

### **1.3.2 Specific Objectives of the Study**

The study was guided by the following specific objectives.

1. To examine the influence of advertising on consumer buying behaviors.
2. To establish how different advertisements influence consumers behavior
3. To identify the role of advertisement on building consumer perception

#### **1.4 Research Questions**

The study was guided by the following research questions

1. What is the influence of advertisement on consumer buying behaviors?
2. How differently does advertisement influence consumer behavior?
3. What role does advertisement play on consumer perception?

#### **1.5 Significance of the Study**

The findings of the study benefitted telecommunication companies, specifically, Vodafone-Ghana by helping them to understand the impact of advertising on the demand of recharge cards, various media of advertisements that can be used to advertise Vodafone products, ways in which advertisements influence consumer buying behavior and how advertisements influence consumer buying behavior.

The findings of this study added to the existing body of knowledge on the influence of advertising on consumer buying behavior by provide future researchers with a source of empirical literature on the same or similar topics.

## **1.6 Scope of the Study**

The study focused on the impact of advertisement on the demand of Vodafone recharge card. The study was conducted in Kwame Nkrumah University of Science and Technology in the Kumasi environment.

## **1.7 Limitation of the Study**

The research faced time constraints since this is an academic paper and needed to be completed according to the academic schedule of the university; hence it was a short period of time for conducting the study. To address this constrain the researcher had to manage time used for data collection by using interview and questionnaire methods which helped to collect data in short period of time. The researcher was willing to cover more respondents; however it was possible due to financial constraints due to the fact that the amount available for conducting the study is not sufficient. To solve financial constrain the researcher had to hire people who helped to distribute and collect questionnaires while the researcher interviewed other respondents.

## **1.8 Organization of the Study**

The project work is categorized into five (5) chapters.

Chapter one focuses on the introduction of the study, this consists of the background to the study, statement of problem, objectives and research questions of the study, significance of the study, limitation and scope of study. Chapter two is devoted to systematic review of

existing literature with emphasis on advertisement and other related literature that meet the discussion of the study. The third chapter deals with research methodology which involves with the population, sampling techniques, method of data collection and research instrument employed. Chapter four is also made up of detailed analysis of data collection and presentation of information with the aid of quantitative and statistical models. The fifth chapter covers the findings, conclusion and recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Cohen (1993) states that advertising campaign involved four main stages: situation analysis, creative strategy, media strategy and evaluation of advertising effectiveness. The situation analysis stage gathers information with particular reference to a firm's market competition and customers. On the creative strategy, the author emphasis the needs for the unique setting proposition which stresses on usual product benefits to distinguish a particular product from others. Again, he states that the firm's marketing requirement, advertising requirement and an evaluation of the different characteristics of specific media are factors to consider in selection of channels to carry the message. In evaluation advertising, the author contends that there is lack of consensus. Concerning the techniques to be adopted, Jenkins (1990) refers to David

Bernstein's VIPS formula for advertisement-visibility, identify, promise and single mindness. Advertising must be visible; the product must not be hidden by too clever a presentation or bad design and efforts made to overcome communication barriers whereby listeners or viewers misunderstand the advertising message. According to a author of media advertising, consumers wish to know only so much as they choose to and they pick up only fleeting impression about advertisement. Consumers are generally selective and actively attentive to only those advertising that arouse them.

Kotler and Armstrong (2003) pointed out that marketing management makes 5 main decisions when developed an advertising program (the 5M):

- What are the advertising objectives? (mission)
- How much can be spent (money)
- What message should be used (media)
- How should the result be evaluated (measurement)

They advocate that advertising objectives must be based on past decisions about the target markets position and marketing mix. Advertising is one of the many marketing tools that are used to attract attention of prospective customers to a business or its products or service. The more effective and advertising campaign, more the customers or consumers it draws, and with greater frequency. Advertising is part of the overall marketing strategy of a business which includes public relations, promotional programs, incentives, newsletters and word of mouth, among other strategies. The aim of a marketing strategy is to use advertising along with these other tools, for maximum impact (Anthony, 2007)

Kotler and Armstrong (2003) define advertising as any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is the best known and most widely discuss form of promotion. Marketers use advertising for its cost effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits.

## 2.2 Concept of advertising

According to Laver (2004) advertising is a device which first arrest the attention of the passer-by and then induces him to accept a mutually advantageous exchange”

Williams (1988) focus on the institutionalization and professionalization of advertising that is its commercial functions and its persuasive force. As a social critic, he locates advertising in a social context. For him, advertising belong to a particular historical moment. It is a part of modern capitalist society, and it distinguishes it from attention- grabbing devices in non capitalist societies in other times and places. For Williams, advertising cannot be decoupled from the way it come into being and the work it does in society. He drew attention to sponsorship of art in modern times. His definition said advert is the official art of capitalist of society.

Galbraith (1958) examined that advertising as manipulating the public by creating artificial needs and wants. He did much to popularize the understanding of economics and society. Aspects of adverting that received emphasis in other fields is persuasion (psychology) regulation (political science) gender, race and class (sociology, cultural studies, and culture (anthropology) Richard (1980) defined that “advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. Randazzo (1993) examined advertising as a form of myth making. While myths are more than entertaining little stories about gods, goddesses, and heroic characters, the universality of myths the fact that the same myths recur across time and many cultures, suggest that they originate somewhere inside us. Advertisers sell products by mythologizing them, by wrapping them in our dreams and fantasies in advertising is not

simply in the business of “selling soap” advertising turns product into brands by mythologizing them by humanizing them and giving them distinct.

According to Diamond, (1962) advertising is a form of communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, persuade potential customers to purchase or consume that particular brand. Commercial advertisers seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the mind of consumers.

Christ (1998) defined advertising as non-personal form of promotion that is delivered through selected media outlet that, under most circumstances, required the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer’s target markets, and thus, may be an inefficient use of promotional funds.

However, this is changing as now advertising technologies and the emergence of new media outlets offer more options for targeting advertising campaign.

Anthony (2007) in his article defined advertising as one of the many marketing tools that are used to attract attention of prospective customers to a business or its product or services. The more effective an advertising campaign, the more the customers it draws and with greater frequency. Advertising is part of the overall marketing communication strategy of a business,

which includes public relations, promotional programs, signets, incentives, newsletters, and word of mouth, among other strategic.

### **2.3 Objectives of Advertising**

According to Ryverson, (1976) Advertising is a crucial element in the marketing plan. But, its role in specific marketing programs varies, from time to time, market to market and from company to company. The objectives include the following: To create awareness of the existence of a product, to persuade potential targets to buy the product, encourage the public to buy more of the product than previously, to convince the public that its product is superior to other products, Create image and goodwill, Building up confidence in a business, Identifies a business with the goods and service it offer.

### **2.4 Importance of Advertising**

Lake (2002) stated that advertising promotes a product, service or event to its target audience. A target audience is the portion of the general public that products, services or events were created to fill a desire or need in the market place. The channels advertising is run through to reach its target audience includes internet, print media, broadcast, outdoor and point of purchase.

Root (2004) examined that web adverts can be interactive and allow consumers to react instantly to the message by clicking on the link to visit the sponsor website or by agreeing to fill out an online survey to give their opinion. Web advertising can be traced and tracked to find out exactly where responses are coming from and which kinds of websites are most effective for particular kinds of product or service. Geographically, internet advertisement

can be seen by people all over the world for a relatively low cost. Also, one vital aspect is that it can offer international exposure without charging a premium.

Anthony (2007) said advertising is one of the most important things present in a society today, like an old slogan puts it “advertising” your right to choose”. Advertising helps to keep the consumers informed about new products or services available in the market.

Hood (2005) argues that advertising images are responsible for part of the pleasure people take in making purchase. Hood asserts that advertising is an essential and valuable element of a free society. Adverts convey crucial information about the price, quality and availability of products. They save consumers time and energy.

Dawson (2004) researched that when you stop advertising you lose sales not again. It will be difficult for people to know about your business and all it benefits if they don't know what you have to offer. What good is a product if it is not known to the masses? Adverts make sales consistent and competitive. Adverts reveal the key to gaining and retaining customers.

Pinkus (2008) stated that profits are made when product are sold. Advertising is a marketing strategy that helps draw the attention of possible buyers toward the product.

However, if the advertisement is made to add to the sales and therefore the consequent profits of a venture, then regardless of the quality of the advertisement, it fails in its aim. Advertising obviously makes businesses have competitive advantages over others that trim their marketing budgets. Advertising is a way to spread the word about services available to a target customer base long-term value, short term advertising generates new sales, which

leads to repeat business from existing customers and create new leads that turn into future sales.

The more familiar buyers are with a business or brand, the more likely they are to purchase that brand. If a business is not communicating with customers, then that company will not be considered in the buying decision.

Newcomb (2004) studied that advertising is an important driver of corporate success. In fact, 72% think advertising and marketing can have a substantial influence over the way the market perceives their company; while 62% feel their advertising and marketing programs have substantial impact on sales. But when it comes to effectiveness, the respondents were split- about 42% felt that “the advertising industry seems to have a poor grasp of the business issues confronting organization like mine” while just under 40% think external advertising and marketing services bring a valuable perspective to our advertising and marketing issues.

Brady et al (2004) said the position that intrinsic brand cues are more important for highly intangible service purchases (natural funds) than for purchases that are more tangible (hotels and computers). The result reveals that extrinsic brand cues are less important in purchase decisions of highly intangible service. Marcedo (2008) examined that advertising is a technique are more sophisticated, thus appealing to people more easily. Adverts, however, make people anxious to get more and more things to buy and may feel they don't need those things. People always want more and consume more than they need. Advertising makes known the existence of a product or service on the market. Therefore, it may stimulate the economy, creating new jobs, this, being a good source of income for companies, families and countries. Moreover, it is a good way of entertaining people and increase people's

creativities. A popular culture media (2004) studied that advertising is the promotion of a product or service and is extremely pervasive in contemporary society. Its maximize sales. Advertising helps to spread awareness about products or services that are of some use to consumer and potential buyers. The main aim of advertising is to sell. Advertising on the whole helps business as well as the economy to prosper and makes the consumer aware of the various choices that are available to him.

Advertising worldwide, contribute to economic growth. Most organization, small and large uses advertising to help meet marketing objective.

## **2.5 The Negative Effects of Advertising**

According to Mularz (2008) in his article, “Negative Effect of Advertising”, advertising may have some good points, as you have just heard, but advertising is really just a necessary evil.

Advertising has its own fair share of negative effects. While some are obvious to those with a more scrutinizing eye, most of advertising’s potentially harmful facets go undetected.

- Hidden costs
- Lying
- Degradation of art
- Hidden costs

This may come as a shock to some of you, but Advertising costs lots of money! So where does this money come from? From you the consumer. When you purchase a product, you pay for the product itself, that product’s packaging, the cost of the development of that product’s packaging, the machinery that made that product and its packaging, the facility

that machinery is housed in, etc, and you also pay for that product's advertising. I can understand paying for the cost of the machinery and everything else that went into making the product, but I don't really want to pay the company to tell me to buy their product chances are their advertising didn't really sway my decision to buy from them, but I must still pay for their advertising.

- Lying

Advertisers know that they cannot make outright false claims... any claim they make must be, because of current laws, supportable by some kind of statistic. However, advertisers can, and do, bend the truth--by using various techniques of „puffery“. They can exaggerate certain mundane features of their products or they can make vague and ambiguous claims that sound good. Advertisements can be deceiving; especially for younger people in a world where our kids are left to rot in front of a radon emitting screen for hours at a time, this kind of deception cannot be healthy.

### ***Degradation of art***

The most painful negative effect of advertising is the complete and utter degradation of some forms of art. Almost nothing you see on television or hear on the radio is done for the sake of creativity. Everything you see or hear now is meant to sell you something. All the singers are singing about something you should buy, all the dancers are dancing around a new perfume, all the cartoons are telling you what to get your kids for Christmas. Why is only 40% of the typical newspaper devoted to news? Because the rest is all advertisement. Why are only 20 minutes out of the hour devoted to music and programming on radio? Because the other 40 minutes are sold to other companies. The negative side of adverts is that it is not

usually a neutral and objective statement. The adverts are made by the product's manufacturer and that already tells us that it will never be objective. According to the box every product is the best after all. Mularz (2008) in his article, "Negative Effect of Advertising",

## **2.6 Types of Advertising**

According to Manohar (2009) advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new products /services to the customers.

Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget. There are several reasons for advertising some of which are as follows:

- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. Mentioned below are the various categories or types of advertising.

**PRINT Advertising** – Newspaper, Magazine, Brochures, Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depends on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper.

**Outdoor Advertising:** Billboards, kiosks, Tradeshow and events

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance, a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

**Broadcast Advertising** – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still

Remember and enjoy the popular radio jingles.

**Covert Advertising** – Advertising in movies. Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand NOKIA which is displayed on Tom Cruise's phone in the movie Minority Report, or the use of Cadillac cars in the movie Matrix Reloaded.

**Surrogate Advertising** – Advertising indirectly. Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of

the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

**PRINT SERVICE ADVERTISING** – Advertising for social causes Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause.

Ogilvy once said, "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes." Today public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes. In USA, the radio and television stations are granted on the basis of a fixed amount of public service advertisements aired by the channel.

**Celebrity Advertising** - Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

## **2.7 Concept of Consumer Behaviour**

Consumer behavior is defined as the acquisition, consumption and disposition of products, service, time and ideas by decision making units. It is the body of knowledge which studied various aspect of purchase and consumption of products and services by individuals with various social and psychological variable of pay.

Richens (2001) refers to the ways in which people use the product they buy. This includes where the product is consumed and when (in terms of what occasions the product might be used) and how the product is used. In some cases, people use products in ways which were not intended by the manufacture: this is called re-invention. For instance, a biological might buy a turkey-bosting syringe to use for taking water samples from a river or gardener might buy a china serving dish to use as a plant pot. Consumption is necessary for our health and well-being. Obviously some consumption is not good for us. (Over consumption of alcohol, drug abuse, or even using a mobile telephone while driving but most of our consumption is essential for living and relating to other people.

Fazio (1986) identified that the consumer forms an attitude and then acts accordingly. Some consumers are likely to develop positive attitudes and consequently a preference towards a specific tariff. (i.e. positive attitude towards a tariff) are more likely to choose this tariff when confronted with the tariff choice decision.

Haward (1977) said because of consumer strong preference for their attitudes, customers with specific tariff preference will choose their favorite tariff most of the times regardless of price.

Burton (1990) argued with regards to brand choice since consumers with tariff preference are more interested in acquiring the needs satisfying properties of their favorite tariff than in choosing any tariff that offer lower price they will be rather insensitive to the price than their favorites tariff. Consequently, this will be reflected in the lower price elasticity of this tariff.

Consumer with no tariff specific preferences, on the other hand, have no reason to choose a tariff other than its price will make their purchase decisions based mainly on price. This is reflected in price sensitivities.

Loye (1978) indicate that convergence of attitudes across a number of different polar groupings within the social structure accelerate or hasten acceptance of an emergent consumer behavior pattern while divergence across different polar a consumer pattern.

Diamond (1962) holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction. It proposed that in order to satisfy its organization objective, an organization should anticipate the needs and wants of consumers and satisfy those more effectively than competitors.

The greater centrality of a concept, that is, the more likely that it is to be accepted. In addition, the more important or central that it is to the population, more likely it persists and be durable in the short term. The centrality of a concept has been demonstrated „Consumer behavior“ describes basically two types of consumer entities:

**1. Personal / individual consumers** – who buy goods or service for their own use of household or as gift for a friend.

**2. Organization / business buyers** – these are not for profit business. These includes agencies (local state & national) and institutions (schools, hospital, prisons) who must by product equipment and service in order to run their organization to be important determine the casual strength of that concept of behavior Sheth, behavioural marketing and consumer behavior said “consumers are not logically but psychologically driven in their buying behavior. Consumer behavior began to borrow both concepts and methods from clinical social concept of consumer behavior Belch and belch (2009) define consumer behavior as the process and activities people engage in when searching for, selecting, purchasing using evaluation, and disposing of products and services so as to satisfy their needs and desires Thompson (2006) examine that the study of consumer behavior involves search, evaluation, purchasing, consumption and post purchase behavior of the consumers and includes the disposal of purchases product keeping environment and personal characteristic in mind.

### **2.8 Factors that Influence Consumer Behaviour**

Consumer purchases are influenced strongly by four factors, Engel (1986)

#### **Cultural Factor:-**

- Cultural factor divided into three sub factors (i) Culture (ii) Sub Culture (iii) Social Class
- **Culture:** - The set of basic values perceptions, wants, and behaviours learned by a member of society from family and other important institutions. Culture is the most basic cause of a person's wants and behaviour. Every group or society has a culture,

and cultural influences on buying behaviour may vary greatly from country to country.

- **Sub Culture :-**

A group of people with shared value systems based on common life experiences and situations.

- Each culture contains smaller sub cultures a group of people with shared value system based on common life experiences and situations. Sub culture includes nationalities, religions, racial group and geographic regions.
- **Social Class:** - Almost every society has some form of social structure; social classes are society's relatively permanent and ordered divisions whose members share similar values, interests and behaviour.

**Social Factors:-**

A consumer's behaviour also is influenced by social factors, such as the (i) Groups (ii) Family (iii) Roles and status

- **Groups:** - Two or more people who interact to accomplish individual or mutual goals. A person's behaviours is influenced by many small groups. Groups that have a direct influence and to which a person belongs are called membership groups.
- Some are primary groups includes family, friends, neighbours and coworkers. Some are secondary groups, which are more formal and have less regular interaction. This

includes organizations like religious groups, professional association and trade unions.

- *Family*: - Family members can strongly influence buyer behaviour. The family is the most important consumer buying organization society and it has been researched extensively. Marketers are interested in the roles, and influence of the husband, wife and children on the purchase of different products and services.
- *Roles and Status*: - A person belongs to many groups, family, clubs, and organizations.
- The person's position in each group can be defined in terms of both role and status. For example. M & "X" plays the role of father, in his family he plays the role of husband, in his company, he plays the role of manager, etc.

A Role consists of the activities people are expected to perform according to the persons around them.

**Personal Factors:** -

It includes (i) age and life cycle stage (ii) Occupation (iii) Economic situation (iv) Life Style (v) Personality and self concept.

- *Age and Life cycle Stage*: - People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle.
- *Occupation*: - A person's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas white-collar workers

buy more business suits. A Co. can even specialize in making products needed by a given occupational group. Thus, computer software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors.

- Economic situation :- A person's economic situation will affect product choice

- o Life Style: - Life Style is a person's Pattern of living, understanding these forces involves measuring consumer's major AIO dimensions. i.e. activities

(Work, hobbies, shopping, support etc) interest (Food, fashion, family recreation) and opinions (about themselves, Business, Products)

- o Personality and Self concept: - Each person's distinct personality influences his or her buying behaviour. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment.

**Psychological Factors:** - It includes these Factors.

- Motivation (ii) Perception (iii) Learning (iv) Beliefs and attitudes

Motivation: - Motive (drive) a need that is sufficiently pressing to direct the person to seek satisfaction of the need

Perception: - The process by which people select, Organize, and interpret information to form a meaningful picture of the world.

Learning: - Changes in an individuals behaviour arising from experience.

Beliefs and attitudes: - Belief is a descriptive thought that a person holds about something

Attitude, a Person's consistently favourable or unfavourable evaluations, feelings, and tendencies towards an object or idea

## **2.8 Stages of Consumer Buying Process**

Six Stages to the Consumer Buying Decision Process (For complex decisions). According to

Engel, (1986): Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...discussed next. The 6 stages are:

1. *Problem Recognition* (awareness of need)--difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.

Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

2. *Information search*--

o Internal search, memory.

o External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc. A successful information search leaves a buyer with possible alternatives, the evoked set.

Hungry, want to go out and eat, evoked set is

- Chinese food
- Indian food
- Burger king
- Klondike kates etc

3. *Evaluation of Alternatives*--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.

If not satisfied with your choice then returns to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.

4. *Purchase decision*--Choose buying alternative, includes product, package, store, method of purchase etc.

5. *Purchase*--May differ from decision, time lapse between 4 & 5, product availability.

6. *Post-Purchase Evaluation*--outcome: Satisfaction or Dissatisfaction. *Cognitive*

*Dissonance*, have you made the right decision. This can be reduced by warranties, after sales communication etc.

After eating an Indian meal, may think that really you wanted a Chinese meal instead.

## 2.9 Howard-Sheth Model

This model explains the buyer decision process using four major sets of variables Engel, (1986) (1) input (2) perceptual and learning constructs (3) outputs and (4) exogenous or external variable

*Input:* the input to the customer decision process is provided by three distinct types of stimuli.

There two types of stimuli are provided by the marketer in the form of physical tangible product characteristics known as symbolic stimuli.

*Perceptual And Learning Constructs:* These constructs are composed of physiological variable such as motives, attitudes and perceptions that influence the consumer's decision process.

*Outputs:* the purchase decision is the output after using the product the consumer is satisfied with it, this will reinforce his positive attitude and purchase intent about the product and brand.

*Exogenous Or External Variable:* These are directly a part of the decision making process and not shown in the model. They are important to the extent that they influence the consumer. Consumer behavior is a process is only one stage in that process. There are many influences ranging from internal motivations and attitudes to social and external influencing of many kinds.

## **2.10 Summary**

The effect of advertising on Vodafone recharge cards: a case study of Vodafone Ghana is the main issue under consideration. The dimensions reviewed above were based on prior research done by others in the industry. The following issues were reviewed: the concept of advertising, importance of advertising, objectives of advertising, concept of consumer behavior, factors that influence consumer behavior, stages of consumer buying process. Both theoretical and empirical literatures were used to help explain the purpose of study.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This section presents the methodology that was used in obtaining the data. The purpose of this study was to show the procedure employed in gathering data for the study. It laid emphasis on the following areas: population, sample and sample technique, data collection, instrument for data collection and data analysis.

#### **3.2 Population**

A population is the aggregate of all the elements showing some common set of characteristics that comprises the universe for the purpose of the marketing research problem (Malhotra, 1996) the population for this research was selected from Vodafone subscribers. The target population of 18,000 for the study was subscribers of Vodafone within the area of KNUST campus Kumasi Ghana. The reason for the selection of this target population was that, they constitute the client/customer of the case study and as such offer the research the opportunity to develop and have an understanding of the consumer's feelings and perception toward advertising.

#### **3.3 Sample and Sampling Technique**

A sample is a subset of the elements of the population selected for participation in the study (Malhotra, 1996). Non probability sampling was used in this research where the method of sampling the sampling unit in that population has no equal chance of being selected in the

sample. A sample size of 150 respondents was chosen of Vodafone. The researcher has chosen this size because of time constraints and funds available for the study.

### **3.4 Data Collection**

The data collection refers to the information the researcher obtained about the sample chosen. The information is used to generalize the findings on the population. The subscribers express their feelings rated the influence of adverts on the consumptions of Vodafone products.

#### **3.4.1 Primary Source**

The data for this research was collected from subscribers of Vodafone through questionnaire which were simple and straight forward to answer within a constraint.

Questions were structured on the objectives of the study so as to bring out what the researcher needs. The selection criterion of the interviewee was bases on his or her knowledge as well as his or her position in the company. A questionnaire with questions relating to the impact of advertisement on Vodafone recharge cards on consumer behaviour were asked.

#### **3.4.2 Secondary Source**

The secondary source of data was obtained from a wide variety of source including the archives of the company under study. However, the main source of information was from the internet. As Eloise (2001) stated, the internet provides market researches with a new environment for research. Since the internet provides good opportunities for the research, the internet has been used as an efficient tool to find quite a lot of useful information concerning

the research topic. Also, other informations were obtained from books, journal, newsletter, and published articles.

### **3.5 Instrument of Data Collection**

The main instrument used by the researcher for collecting data was questionnaire. The questionnaire was divided according to the objective of the study.

### **3.6 Procedure of Data Collection**

The researcher distributed the questionnaire within one selected area that cut across various areas in Kumasi. Projected area included KNUST campus; Consumers were expected to respond to questionnaire. The actual questionnaire distributed was 60 of which 60 respondents completed the questionnaire. There were constant of follow-up, since some of the respondent refused to fill the questionnaire on the spot, because they were busy and needed time to go through.

### **3.7 The Questionnaire**

A questionnaire was design to elicit demographic information such as age, gender and professional work experience. Respondent were also required to express the impression about Vodafone adverts and its effect on consumers. Also, what influence consumers purchase Vodafone product. The key areas of focus for questionnaire were along the following: reasons for Vodafone marketing growth, do Vodafone adverts persuade people to buy Vodafone product, media exposure, the influence of adverts on consumption of

Vodafone product, important of Vodafone adverts, perception of respondent about Vodafone network.

### **3.8 Method of Data Analysis**

The researcher statistically analyzed and interpreted the data by using spss were used to illustrate and analyze the data. It is believed that such procedure would help readers get a vivid picture of the result from the study.

### **3.9 History of Advertising in Ghana**

It is difficult to know exactly when formal advertising began in Ghana. Formally advertising began in 1927, when UAC formed WAP. WAP evolved into LINTAS and AFROMEDIA, pioneers of the business. The British agencies follow, AUGER AND TURNER, GRAHAM AND GULLIES etc. By 1960, indigenous companies had entered the market. It brought on the-job training, in-house agencies, agencies were compensated via commissions, and agencies were largely insulated from foreign input and narrow scope of operations/expertise. From the mid 1980s Ghana embraced the free market economy as directed under the Economic Recovery Program. This led to an increase in competition due to the increase in local production and influence of foreign goods. In 1991, total revenue derived from television advertising was ₵328 million or GH₵32,800.00. (Nettey 2009).

A further development was the establish of more Ghanaian-owned agencies like Apra service, Target advertising, those who were responsible for influencing the creation of advertising messages were part of the market and this made the message more meaningful and indigenous. Today, advertising attract more certified and qualified talent, advertising

not as “agencies” but management partner’s, Advertising is regulated by agencies like the AAG and the Media commission.

### **3.10 The Role of Advertising Agency or Department**

Advertising agencies create most advertisements and are the core of the advertising industry. Some companies, however, have their own advertising departments which function much like an agency. The development, production, and placement of single adverts can be a time consuming process involving a large number of people with a variety of business and creative skills. Advertising agencies not only create the advertisements but also pay for the cost of placing the adverts in a newspaper or magazine or on television or radio. A large advertising agency or department may employ hundreds or thousands of people, including advertising and marketing specialists, designers, writers known as copywriters, artists, economists, psychologists, researchers, media analysts, product testers, librarians, accountants and bookkeepers, and mathematicians.

A typical advertising agency is made up of the main functional department namely:

- The administrative / management (including accounting)
- Client service
- Creative / production
- Media department

#### ***The administrative / Managements***

The management department headed by the chief executive who takes care of the day to day managerial and administrative services. It takes care of long range plans of the agency.

### ***Client Service Department***

Their responsibility is to formulate advertising strategy in consultation with the client company and translating the strategy into effective advertising. They are constantly in touch with the client, advising on marketing problems in respect of his product / service and communication these ideas, problem and needs of the client book to the agency for translating into effective advertising campaign

### ***Creative / Production Department***

They are responsible for the creation and production of the actual advertising for the press, cinema, television, hoarding, posters etc. The creative team begins by familiarizing itself with the product and the research. Often the creative team will "kick around ideas" or "brainstorm," a process in which one idea is allowed to stimulate another without reaching a decision about whether any of the ideas are valid. Such free association often leads to unexpected approaches that might never have resulted from more logical thinking.

Art directors and copywriters create the concepts behind the adverts, but they do not literally make the advertising. Making the ads is the job of the production department. In print advertising, the art director works with the print production manager to hire a photographer or illustrator and then supervises the work. After a client approves a television story, the creative team works with the broadcast producer to hire a director for the commercial. In consultation with the agency and the client, the director selects the actors who will appear in the commercial. The director also hires the crew, including the camera and sound people

who will film and record the commercial. After the commercial has been filmed, the creative team works with an editor to put the commercial's various scenes together.

### ***The Planning (Media Department)***

Once the target audience has been identified, an agency's media department determines the most effective way of delivering the message to that target. The media planner is the person who decides which media will be used. The media planner must consider three factors: (1) the number of people to be exposed to the message, known as the reach, (2) the number of times each person needs to be exposed to the message in order to remember it, known as the frequency, and (3) the costs. The media planner wants to reach the largest possible percentage of the target audience. To accomplish that goal, the media planner must employ the media that have audiences closely resembling the target audience. If the target is very broad, such as the national market for medium-priced automobiles, the media planner will probably select network television, which has a broad reach.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS OF RESULTS**

#### **4.1 Introduction**

The analysis made aimed at establishing the impact of advertisement on the demand of Vodafone recharge cards. The secondary data were obtained from the internet, journal, documents and books, newsletters and articles. The outputs are presented in the form of tables and charts.

#### **4.2 Respondents**

The questionnaire was distributed to students of Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi. A projected four halls namely Unity hall, Republic hall, Queens hall and Katanga hall responded to the questionnaires. Questionnaires that capture the Impact of advertisement on the demand of Vodafone recharge cards of Vodafone product and factors that influence respondents purchase Vodafone product were asked. The respondents were informed by the researcher that the research was conducted as part of university Degree Dissertation requirement. Consistent follow up was made since some of them were busy attending to their assignments and needed time to read through. The actual questionnaire distributed was 50 of which 50 respondents completed the questionnaire. The key areas of focus for both the questionnaire and interview were along the following: reasons for Vodafone market growth, does adverts persuade people to buy Vodafone product, Media exposure, the influence of advertising on consumption of Vodafone product, the impact of Vodafone Advertising, Factors consumers looks for in Advertising, Perception of respondent about Vodafone Network.

### 4.3 Demographic information

**Table 4.1:** Gender of respondents

#### GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	66	44.0	44.0	44.0
	FEMALE	84	56.0	56.0	100.0
	Total	150	100.0	100.0	100.0

**Source:** Field Survey,2019.

The gender pairing at the end of the survey was male 66 in number which constituted 44% and 84 female which constituted 56% of the total population of 150.

**Table 4.2** Age of respondents

**AGE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	47	31.0	31.0	31.0
23-30	57	38.0	38.0	69.0
31-38	30	20.0	20.0	89.0
39 & ABOVE	16	11.0	11.0	100.0
Total	150	100.0	100.0	100.0

**Source:** Field Survey,2019.

The age limit to own a chip or sim is at the age of 18 years and above that is by law established. The age was set to 18-22 of the total customers of the company, which constituted 31% of the total population of the respondents, followed by age 23-30 with the percentage of 38%, 31-38 also constituted 20%, 39 and above made up of 11% of the total respondents to the survey.

#### 4.4 Reliability of the study

**Table 4.3** Reliability of the study

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
.662	3

**Source:** Field Survey,2019.

Sources: Streiner,2003

## 4.5 Correlation Matrix

**Table 4.4** Correlation Matrix

### Correlations

		MEDIA EXPOSURE	RESPOND TO ADVERTISING, DO AD PERSUADE YOU TO BUY VODAFONE SIM OR SERVICES	PLEASE RANK YOUR EXPOSURE TO THE FOLLOWING RADIO, TELEVISION, PRINT, INTERNET, BILLBOARD
MEDIA EXPOSURE	Pearson Correlation	1	.004	-.334*
	Sig. (2-tailed)		.979	.018
	N	150	150	150
RESPOND TO ADVERTISING, DO AD PERSUADE YOU TO BUY VODAFONE SIM OR SERVICES	Pearson Correlation	.004	1	-.040
	Sig. (2-tailed)	.979		.783
	N	150	150	150
PLEASE RANK YOUR EXPOSURE TO THE FOLLOWING RADIO, TELEVISION, PRINT, INTERNET, BILLBOARD	Pearson Correlation	-.334*	-.040	1
	Sig. (2-tailed)	.018	.783	
	N	150	150	150

**Source:** Field Survey, 2019.

\*. Correlation is significant at the 0.05 level (2-tailed).

Customers of Vodafone responded that their exposure to the following media (television, radio, internet, billboards and prints) has been one of the major reasons why they often purchase Vodafone recharged cards to subscribe to the products and services of the company. The media exposure to the customers of Vodafone is at 0.004 to the view of do advertisement persuade you to buy Vodafone sim or services do not have any positive correlation to the media through which advertisement of Vodafone products and services is carried on. Meaning the existing customers of Vodafone do already own a sim or chip and do not have to buy another chip or sim to enjoy Vodafone amazing offers.

#### 4.6 Objective 1

**Table 4.5** Objective 1 of the study to determine which media channel for telecom advertisement that respondents pay more attention to.**Report**

WHICH MEDIA CHANNEL FOR TELECOM AD DO YOU PAY MORE ATTENTION TO

WHAT PREVENTED YOU FROM SWITCHING TO DIFFERENT MOBILE NETWORK	Mean	N	Std. Deviation
PERFORMANCE	2.50	65	1.819
LESS EXPENSIVE	2.84	35	1.951
FREE BEES	2.89	50	2.028
Total	2.70	150	1.876

**Source:** Field Survey,2019.

From the table above free bees which is offers that the customer gets to enjoyed for free by purchasing or subscribing to the product or services from the service provider is the main reason why most customers of Vodafone maintains their loyalty to the company and do not switch easily to other networks. This further goes on to say that customers of Vodafone Ghana makes purchase of recharged cards to check the quality of the product that the company has introduced to the general public and then recommends to fellow friends who are also customers of Vodafone Ghana products and services.

#### 4.7 Objective 2

**Table 4.6** Objective 2 of the study: Media exposure

#### Report

#### MEDIA EXPOSURE

WHICH OF THE FOLLOWING FACTORS URGED YOU MOST TO BUY VODAFONE RECHARGED CARDS	Mean	N	Std. Deviation
I NEEDED VODAFONE CHIP	7.11	25	2.711
THE BRAND NAME	7.60	45	2.722
PRODUCT INNOVATION	5.30	30	2.507
ADVERTISEMENT MESSAGE	6.93	50	2.836
Total	6.76	150	2.722

Source: Field Survey,2019.

The advertisement message carried out shows a very important message the company wants to send across board to their cherished customers. For this reason, Vodafone has been able to achieve their objective of carrying out messages to their customers through advertisement which have been successful by the period of which they want to advertise their products and services with the media their customers' best uses. For this reason, the media exposure to their customers have been carefully chosen by the company to enhance sales of their recharged cards by the end of the day.

#### 4.7 Objectives 3

**Table 4.7** Objective 3: Impact of advertisement on the demand of Vodafone recharge card

#### **MEDIA EXPOSURE**

The Impact of advertisement on the demand of Vodafone recharge cards

APART FROM ADVERTISEMENT WHICH OTHER FACTORS INFLUENCES YOU TO CONSUME VODAFONE PRODUCTS	Mean	Std. Deviation
CULTURAL VALUES	4.22	.861
ADVERTISING CONCEPT	5.91	2.729
PERSONAL FACTORS	6.94	2.494
PERCEPTION ABOUT BRAND	7.17	2.763
SOCIAL FACTORS	8.31	2.642
Total	6.76	2.722

**Source:** Field Survey,2019.

The impact of advertisement on the demand of Vodafone recharged cards are as follows cultural values had the least of impact on demand of recharged cards purchase since it recorded the lowest figure in the table above, followed by the highest element which shows a significant impact for the demand of Vodafone recharge cards to be perception about brand.

## **CHAPTER 5**

### **SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

Advertising is one of the major tools companies used to direct persuasive communication with their present and potential customers. Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If the desired result is to be achieved, the product must be good and acceptable to the consumer: adverts must be carefully planned in advance; right appeals claimed must be adopted; the right type of media must be provided; right distribution channel must be selected; the price of the product must be right i.e. acceptable to the consumers. This research attempted to examine the impact of advertising on Vodafone recharge cards and questionnaire examines the views of subscribers of Vodafone.

#### **5.2 Summary of Findings**

The study brought to the fore factors that motivate consumers to respond favourably to advertising. Some of the factors identified were brand image, the product quality, advertising messages. The frequency of adverts was seen as a determine factors which create the awareness and draws the attention of consumers of the existence of a product. The frequency of adverts also makes customers create some likeness for the product. The adverts that mostly attract respondent were the innovative adverts most of the respondent sought more information on the product before making decision to buy. Also, using different modes of advertisement makes changes of aware of products in a large scale. Modes like online, TV series and show, billboard, standard newspaper, magazine, word of mouth etc. gives desire

publicity to a product. More use of modes may increase initial cost but it gives good return to new products. Innovativeness makes adverts popular among the consumers and motivates them to purchase adverts specific products. The advertising message is received well by the target audience for follow-up action. Naturally, innovative adverts facilitate sales promotion.

For consumers, there are several factors or events relevant to decision making that may be subject to frequency. The research investigated consumers' sensitivity of frequency information of a particular type. The process by which frequency information is acquired may differ significantly from other types of learning.

### **5.3 Recommendations**

With respect to the findings and conclusions of the research work, the following recommendations are offered to the mobile telecom operators and other industry players such as advertising agencies.

i. Continuous attention should be given to the traditional advertising medium such as television, radio, newspapers, and billboards in influencing consumer buying behaviour. This is because they are the most accessible medium to reach target audience. Internet and other interactive media should not be neglected entirely but should be strategically utilized especially the social networking sites like FACEBOOK, TWITTER and YOUTUBE in influencing buying behaviour of Vodafone's product and services.

ii. It is also recommended that the mobile telecom companies focus advertising messages on stimulating more need for communication in customers in order to influence their buying

behaviour. This is supported by the finding that most customers sampled indicated that real need for communication is what motivates them in making purchasing decision.

#### **5.4 Conclusion**

Following the findings of the study, several conclusions could be made. Effective and continuous advertising is one of the most important functions of any successful business. It is imperative that the products or service of any business received the proper exposure, and the way to achieve exposure is through advertising. Whether it is on the national or local level, advertising campaigns are necessary to let people know about a business and its products.

The goal of marketing is to target the segments of a population who have specific needs for a particular products or service in the most effective means available.

Innovative adverts plays adverts significant role of business by creating great advantage, which in turn brings huge returns in the form of profits, its influence the customers by providing true and updated information about the latest products and services available to them.

Advertisement also creates awareness among the consumers through advertising. The words, colours, the cultural theme, the sound etc are the essential parameters that go a long way deciding the innovativeness of an advert.

The use of correct form of media also indicates the creativity of advertising. Where products are small in size are allocated toward the advertisement then the use of vocal through radio can be use if the target is large. Consumers adjust purchasing behaviour based on their

individual needs and interpersonal factors. Personal factors are also important to establish how consumers meet their needs. Pragmatist will buy what is practical or useful, and they make purchases based more on quality and durability than on physical beauty. The aesthetically inclined consumer. Cultural and social values also play large roles in determining what product will be successful in a given market. If great values is placed on characteristics such us activity, hard work, and materialism, then companies who suggest their products represent those values are likely to be successful. Social values are equally important if a manufacturer suggests their product will make the consumer appear more competitive in a place where those values are highly regarded, it is more likely consumers will respond.

Consumers also make decision based on an overall evaluation of their impressions, intuition, and knowledge based on past experience, when market research begin evaluating the behaviour of consumers, it is a mistake to rely on conventional wisdom, especially when it is possible to study the actual activities in which consumers are engaged when using a product or service. Where are they when they buy certain items? When do they use it? Who is with them when they make the purchase? Addition, sensory stimuli are important to marketing.

When food packages are appealing or associated with other positive qualities, people often find that they „taste“ better. It is hope that the major findings and recommendation of this research will make some significant contribution to knowledge in this area of advertising.

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**APPENDICE**  
**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**KUMASI**  
**SCHOOL OF BUSINESS**  
**THE IMPACT OF ADVERTISEMENT ON THE DEMAND OF VODAFONE**  
**RECHARGE CARDS**  
  
**A CASE STUDY OF KWAME NKRUMAH UNIVERSITY OF SCIENCE AND**  
**TECHNOLOGY**  
**QUESTIONNAIRE FOR GENERAL SUBCRIBERS OF VODAFONE GHANA**  
**STUDENTS QUESTIONNAIRE**

Dear Responder,

This Questionnaire is meant to collect data on the above subject matter for Academic Project Your views would be used for academic purposes only; you are assured that your views would be handled with utmost confidentiality.

**BIODATA**

**Name (optional)** .....

**Occupation** .....

**Gender Male** [ ]      **Female** [ ]

Q1. How old are you?

- a. 18-22 [ ] b. 23-30 [ ] c. 31-38 [ ] d. 39 & above [ ]

## **MEDIA EXPOSURE**

Q2. Which medium of advertisement is the best?

- a. TV
- b. Radio
- c. Newspaper
- d. Outdoor
- e. online

Q3. How long do you like watching TV ads during break?

- a. Excess [ ] b. quite a lot [ ] c. Average [ ] d. Less than average [ ] e. Rarely [ ]

Q4. Which media channel for telecom ad do you pay more attention to?

- a. TV [ ] b. Radio [ ] c. Newspaper [ ] d. Outdoor [ ] e. Online [ ]

## **RESPOND TO ADVERTISING**

Q5. Did Ad persuade you to buy Vodafone mobile/SIM connection?

- a. YES [ ] b. No [ ]

Q6. Do you think Vodafone advertising is one of the biggest reason for its growth in Telecom industry?

a. Yes [ ] b. NO [ ]

Q7. Usually do you remember Vodafone Radio Ad?

a. YES [ ] b. No [ ]

Q8. According to you, which of the Vodafone advertising does have strong impact?

a. Unique strong concept

b. Strong concept

c. highly emotional

d. Kids involvement

e. Cultural values

Q9. A part of Advertisement which other factor influence you consume Vodafone product?

a. Cultural value [ ] b. Advertising concept [ ] c. Personal factors [ ]

d. Perception about brand [ ] e. Social factors [ ]

Q11. Do you think Excess Advertising can weaken the brands?

a. YES [ ] b. NO [ ]

Q10. Please rank your exposure to the following media (1 to 5).

1= Strongly disagree 2= Disagree 3=Neutral 4=Agree 5=Strongly agree

MEDIA	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Radio					
Television					
Print					
Internet					
Billboard					

1 2 3 4 5

a. Radio b. Television c. Print d. Internet e. Billboard

Q11 Does Vodafone advertising influences you to use their product?

Yes [ ]

No [ ]

Q12. Which of these factors do you look for in advertising?

a. How convincing [ ] b. Important to me [ ] c. Appealing [ ] d. Appearance [ ]

Q13. From what source do you get your information?

a. Advertisement [ ] b. From peers [ ] c. From family / relatives [ ] d. Knowledge of brand [ ]

]

Q14. How did you get to know of the current Vodafone product?

a. From an advertisement [ ] b. From peers [ ] c. Knowledge of brand [ ]

Q15. . Which of the following factors urged you most to buy your Vodafone product

recharged cards?

- a. I needed Vodafone chip [ ] b. The brand name [ ] c. Product innovation [ ] d. Advertisement message [ ]

Q16. Did you take time to search for information about other brand in the telecom industry?

- a. Yes [ ] b. No [ ]

Q17. Which of the following influence your purchase of Vodafone product?

- a. Information about other telecom product [ ] b. Belief about Vodafone [ ] c. Advertising appeal [ ]

Q18. How did you know about the Vodafone Brand?

- a. Advertisement [ ] b. Conversation with peers [ ] c. Vodafone promotional activities [ ] d. Sponsorship programs [ ]

Q19. Which of the following did urge you to buy a Vodafone recharge card?

- a. Prestige [ ] b. Performance [ ] c. Price relative [ ] d. New features [ ]

Q20. Did you immediately wish to own a Vodafone chip or buy any of their products when you first saw advertisement?

- Yes  No, there was no need  No, I was not convince

Q21. What prevent you from switching to different mobile network?

a).....  
.....

b).....  
.....

c).....  
.....

THANK YOU.