

UNIVERSITY OF GHANA BUSINESS SCHOOL

**THE EFFECT OF ADVERTISEMENT ON CONSUMER PREFERENCE
AND BRANDS:
A CASE OF HERBALIFE PRODUCTS**

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LEGON IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
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DECLARATION

I, hereby declare that this dissertation is the result of my research it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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Date

CERTIFICATION

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by University of Ghana.

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(SUPERVISOR)

.....

DATE

DEDICATION

This project is dedicated to the Glory of God and my family and friends, who supported me with the love and care to aspire for greater academic excellence and achieve it successfully.

ACKNOWLEDGEMENT

Firstly, would like to take this opportunity to thank GOD for helping us through of studies. Our sincere thanks go to the Almighty God for making it possible for us to finish this project work.

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ABSTRACT

Most organizations primary mission of advertising is to reach prospective customers and influence their awareness, attitudes and buying behavior. Advertising has become the gateway to survival and the acquisition of market share for most organizations with herbalife products not been an exception. The research used a cross sectional survey and quantitative approach in collecting the opinion of Fifty-one (51) questionnaires, distributed to collate information to meet the specific study objectives. The findings was based on the various medium used for advertisement of herbalife products, the various types of advertisements of herbalife products, the factors that are most effective for influencing consumer buying behavior with herbalife brand and the extent to which advertising has influenced consumer brand preference of herbalife products.

The study had a fair representation of male and females respondents with the number of female participation out number male respondents based on purposive and convenient sampling method used in administering the questionnaires to retailers and consumers of herbalife products. Key findings of respondents reveal both retailers and customers who patronize herbalife products are the elderly, with all survey respondents possessing satisfactory level of education.

The study concludes majority of respondents do agree broadcast and celebrity advertising broadcast advertising is the most widely used medium for herbalife products. Based on results and its analysis it is recommended management of Herbalife must ensure selection of medium and type of advertisement returns maximum benefit to the organization at minimum costs, while engage in aggressive advertising to instill interest in the minds of the consumers towards their produc

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Today's organizations aim to survive or win the competition by engaging variety of audiences in this turbulent business environment with implementation of effective advertisement on consumer preference and behavior. The use of advertisements has significantly increased in the 21st century since the role of advertising in helping organizations inform as well as influence the general public to buy a product or services cannot be underestimated. Several Advertising definitions proliferate in today's world. According to Kotler et al. (2014), advertising delineates to be "any paid form of non-personal presentation and promotion of ideas, goods and/ or services by an identified sponsor". The purpose of advertising by organizations seeks to create awareness in the minds of potential buyers through various advertising mediums in order to impact on buying behavior.

Most organizations primary mission of advertising is to reach prospective customers and influence their awareness, attitudes and buying behaviour. Common advertising objectives are identified as, behavioral constructs that generate trial purchases, attitude changes and measurements, position, brand building and creating brand awareness (Sawanth, 2012, p.56). Green (2012) defines advertising as a "paid form of communication by individuals or companies, with an aim of influencing people to think or act in a particular way providing information".

Further, Yeshin (2006) sees advertising as a paid, /non personnel method that used to communicate and manipulate consumer behavior.

Ntiamoah, Egyiri, and Kwamega, (2014), suggested that, hitherto, the driving force of advertising is to create brand awareness inducing potential consumers to consider as well as to remind existing consumers of an existing brand (leading to create a positive effect on brand preference over competitive brands influencing the brand choice purpose (Barker, 1999). In contrast, Ewen (2008) is of the belief that the basic purpose of advertising is to provide efficient and massive distribution of products whereas the functional goal is creating consumers' desires or habits.

Further, Tahtinen, (2006) in his study, indicates advertising as a paid, mediated form of communication which premeditated in persuading enabling the receiver to make an action. This is further illustrated by Tom and Eves's (1999) perception of the principle of advertisements that is to inform as well as to persuade. Furthermore, Hussain et. al., (2008) state advertising involves in delivering allied information of product or service to potential consumers affecting their purchase intention. Several studies suggest advertising facilitate the effectiveness of advertisements in terms of brand recall, persuasion or brand preference (Keller, Macdonald & Sharp, 2000).

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 company 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).

The decision to buy or not to buy a product is purely based on consumer opinions. Consumer buying behaviour refers to the purchasing behaviour of consumers who are the individuals and households that purchase goods and services for consumption. Consumer behavior is also defined as the study of how people buy, what they buy, when they buy and why they buy. It refers to the buying process that occurs to anyone who is willing to buy, from individuals to households, groups or organisations. Kotler and Keller (2011). Factors influencing consumer behavior include culture, social class, reference groups and personal characteristics, among other things. It is therefore important to understand how consumer behavior is influenced by various forms of advertising.

Advertising is often used to make consumers aware of a product's special low price or its benefits. But an even more important function of advertising is to create an image that consumers associate with a product, known as the brand image. The brand image goes far beyond the functional characteristics of the product. For example, a soft drink may have a particular taste that is one of its benefits. But when consumers think of it, they not only think of its taste, but they may also associate it with high energy, extreme action, unconventional behavior, and youth. All of those meanings have been added to the product by advertising. Consumers frequently buy

the product not only for its functional characteristics but also because they want to be identified with the image associated with the brand.

The major aim of advertising is to impact on buying behaviour. However, this impact about brand is changed or strengthened frequently by peoples' memories. Memories about the brand consist of those associations that are related to brand name in the consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004). Most companies conduct analysis of consumers' behaviour. The major objective of consumer behaviour analysis is to determine the factors that enhance consumers' behaviour in particular circumstances like in economic aspects (Ayanwale & Ayanbmipe, 2005). Consumer behaviour analysis is helpful for an advertiser to understand the behaviour of consumer in buying in different situations. According to traditional hierarchy-of-effects models, effect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brands until their purchase intent (Mendelson & Bolls, 2002)

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler & Keller, 2006) advertising mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth. One form of advertising is personal selling. The Relevance of personal selling to this study lies on the role of face-to-face interactions in marketing of Herbal Life Products. This involves face-to-face interactions with prospective buyers for the purpose of selling a product or service. These days, personal selling is considered to be the most effective

tool as it involves personal interaction, hence feedback is received immediately (Kotler & Keller, 2006).

However, personal selling suffers from a few drawbacks i.e. it is the most expensive tool of promotion. Secondly, it requires too much dependence on sales force. If the organization is using a pull strategy to sell the product a sales force will be required to make sure that retail outlets are looked after well, that they have enough stock, are trained well so they can push the product onto the consumer (Kotler & Keller, 2006). Another form of advertising is direct advertising. According to (Kotler & Keller, 2006) direct advertising is advertising which communicates directly with customers and prospects. The merits of direct marketing is that it reaches a larger number of people, the message can be repeated, its cost is not high, and with the development of art and graphics, statements can be transformed into forceful messages.

Different companies, starting from the multinational firms and local firms attaches increasing importance of advertising in order to present their products and services to important markets. In functioning market economies, consumers have learned to use the advertising information in their purchase decisions. Understanding the intensity of advertising is imperative for researchers as well as practitioners (Clark et al., 2009) as it manipulates and propagates consumer purchase intentions than other aspects of the marketing mix) due to its ability of reaching a vast audience at a considerably lower cost (Belch & Belch, 2003)

1.2 Problem Statement

Companies in Ghana, particularly traditional pharmaceutical products consider advertising as an inevitable tool for survival in highly competitive market, since an increasing number of health products and food supplement brands are available in the market directly either locally produced

or imported which implies that Herbalife products would have to rely heavily on advertising to distinguish it from other products in the minds of consumers. The Herbalife Company undeniably have employed several advertisement strategies and whether the advertisement play any role and effect on consumer behavior and preference is worth studying.

The role of advertising in influencing consumer preference and behavior has been undermined by many firms in Ghana over the years. Some firms spend huge amounts of money advertising their products with herbalife not been an exception and still complain about low sales volume and product patronage, since adverts may not necessarily bring about huge volume of sales in the short-run, but will certainly increase sales and profits in the long run if done properly. In the knowledge of the researcher's limited empirical study exist in the health products and food supplement industry in Ghana on the effect of advertising on the consumer preference and behavior of which this study seeks to fill in the literature gap.

The level of competition within the health products and food supplement brands is so high, and this generally calls for the firms to put into place a number of effective advertising strategies in order to make sure that they remain competitive within the industry. According to Ambler (2000), advertising has major influences on consumption volume of consumers, as well as sales volume. How accurate are knowledge on consumers of herbalife products, how they buy, why they buy, and where they buy is necessary in influencing the right advertising medium which ensures greater return on increasing advertising budget of organizations.

Advertising has become the gateway to survival and the acquisition of market share for most organizations with herblife products not been an exception. Therefore the goal of this research is

to find if consumer buying behavior is a result of advertisements made on the Herbal Life Products. As stated previously, advertising affect products and are believed to have an intrinsic quality that is not known at the time of purchase. Based on the above discussion, the question therefore is, how does Herbalife Advertisement affect consumer behavior and preference towards Herbalife Products.

1.3 Objective of the Study

The main objective of the study is to assess the effect of advertisement on consumer brand preference, with herbalife products as a case study. The specific objectives of the study are to;

1. To determine the various medium used for advertisement of herbalife products.
2. To assess the various types of advertisements of herbalife products.
3. To determine the factors that are most effective for influencing consumer buying behavior with herbalife brand.
4. To examine the extent to which advertising has influenced consumer brand preference of herbalife product.

1.4 Research Questions

The study seeks to answer the following questions, Based on the research problem stated earlier:

1. What are the medium used for advertisement of herbalife products?
2. What are the various types of advertisements of herbalife products?

3. What factors are most effective for influencing consumer buying behavior with herbalife brand?
4. To what extent has advertising influenced consumer brand preference of herbalife products?

1.5 Significance of Study

The findings of the study benefitted health product Companies, specifically, herbal Life Products by helping them to understand the influence of advertising on consumer buying behavior, various media of advertisements that can be used to advertise health 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 providing future researchers with a source of empirical literature on the same or similar topics.

1.6 Scope of the Study

The study focused on how advertising influences consumer buying behavior and preference for health products promoted by Herbalife Products. The study was conducted in Accra in the Greater Accra Region of Ghana. The study involved 60 members of staff working for Herbal Life Products Company and consumers of various brands of Herbal Life products.

1.7 Organization of the Study

This study is organized into five chapters. The first chapter introduces the study. It provides the background of the study, statement of the problem, research objectives, research questions, significance of the study, scope and limitation of the study as well as the organization of the study.

Chapter two provides the literature review related to the study. It defines the key conceptual in the study. It also provides the theoretical perspectives, empirical studies and the conceptual framework of the study.

Chapter three discusses the methodology of the study. It explains area of the study, research design, population of the study, sampling design, data collection methods, reliability and validity of the study as well data analysis procedures.

Chapter four presents the findings of the study. Chapter five concludes the study. It provides the summary, conclusion and recommendation including area for further studies

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section reviewed key theoretical and empirical studies underpinning advertisement, consumer preference and behavior, in order to develop the conceptual framework relevant to the study. In this chapter the theory linked to the purpose of this paper will be examined.

2.1 Theoretical Literature Review

To assess the effects of advertising on consumer preference and behavior, this study adopted three (3) theories namely AIDA, Consumer Involvement and Strategic Positioning theories to highlights how advertising development add significant value to brands.

1. AIDA Theory

The AIDA model stands for **attention** or awareness, **interest**, **desire** and **action**. The AIDA model is widely used in advertising to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand and makes a purchase decision own or use the product and then finally leads to Action (Mackay, 2005).For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).

AIDA is a behavioural model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). The model is seen as a highly persuasive and is said to often unconsciously affect our

thinking. The model may be seen by many as the strongest advertising theory, but has along with the others been criticised by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action.

The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest (Brierley, 2002). The AIDA model helps in measuring the effectiveness of advertising. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea

2. Consumer Involvement Theory

Consumer Involvement is used to describe the level of consumer interest, search, or complex decision making toward an object. The object of involvement may be a product, service, a situation, or an advertisement. Derks (2011) explains the most important determinant of consumer involvement is the demographic segmentation in advertising, because factors such as age, gender and education have proven to be a useful means of identifying and differentiating various market segments

This theory in advertising, helps in understanding consumer behaviour at different social characteristic levels and segmentations (O'Cass, 2000). Furthermore, O'Cass (2000) proposes four types of involvement: product involvement, purchase decision involvement, advertising involvement and consumption involvement. He defines involvement as how much time, thought,

energy and other resources consumers devote to the purchase process. He categorizes four levels of consumer involvement: high rational involvement, high emotional involvement, low emotional involvement and low rational involvement. Low involvement implies inertia, and high involvement implies a great deal of activation and it is found to influence consumer decision making and interactive communications. A consumer's level of involvement can be used as a segmenting variable to further target the market by marketing managers.

3. Strategic Positioning Theory

Basically, advertising ensures brands are able to create a unique position and distinguishing the corporation from its rivals. The Strategic Positioning Theory as Schmidt and Ludlow(2002) explains is used in marketing to denote the distinctive market position which a brand has, or wishes to have, in relation to its competition. Keller (2000) identified some characteristics for a successful brand which is effectively positioned. Strategic positioning is synonymous with positioning in the literature and is a process of defining and maintaining a distinctive place in the market for organization, operation, and assessing organization position relative to competitors (Zineldin & Bredenlow, 2001). The ultimate goal of all branding development strategies is to achieve the emotional attachment between the customers and the brand, which results in purchase loyalty (Keller, 2003).

Positioning is the differentiation of brand or product according to the target market' perception relative to similar offerings in the given markets. All elements of an organizations behavior affect the position in customers' minds. Strategic position through advertising of a corporation is the outcome of decisions made at the corporate level and is influenced by the external environment, such as availability of internal resources and core competences, and the

expectations of various internal and external stakeholders (Johnson, Scholes and Whittington, 2006). In general, brand positioning refers to consumers' perceptions and insights about a special brand as well as the niche the brand occupies in their mind (Chew 2009).

2.2 The Concept of Advertising

The term comes from the Latin origin verb “clamare” which means “to call”. According to American Marketing Association (AMA); advertising is introducing a product, service or idea thereafter paying via non-personal ways. The idea of advertising begins with the trade between people. However, the historical development of the mass media and advertising, also has a close relationship. The year 3000 B.C. is considered as the starting date of advertising by many scholars like Sondape and Frybyiarper. But advertising, as we perceive today, along with mass communication started together with the invention of printing press around 1450 (Mustafa, 2010).

According to Belch & Belch (2003), advertising as any paid form of non-personal communication about an idea, a product, an organization or a service by a known promoter. Percy (2008) on the other hand defines advertising by looking at its Latin root, *advertere*, which translates roughly as turning towards. She notes that advertising is meant to change the mind of a consumer towards the advertised brand, and this it does by raising awareness for the brand among the target audience.

In the early ages advertising was described as a public announcement of a product or a service. This marketing communication tool had evolved since industrial revolution and was discovered 200-years-ago in the ancient Rome and Greece as a transmission of information dates. (Chunawalla & Sethia, 2008). The concept of advertising can be explained in five steps sender,

encoding, message, decoding and receiver. This process explains the different stages through which Message is formed and traveled to the audience. Advertising message is not just a message; it is a bundle of representation of the product and the company. The advertising process starts from sender and end up to receiver (Schramm, 1995).

Advertising simply means selling but for this one need a creativity of mind with the work of beauty and art.

Figure 2.1: Elements in Advertising Process Model



According to Chunawalla and Sethia (2008) advertising is a tool to reach big masses at same time. It is a powerful and the most visible marketing tool, which is used to increase a publicity, sales promotion and public relations. Advertising is one of the five elements in marketing communication mix, which have different elements to engage audience, for example advertising, sales promotion, publicity, personal selling and public relation. These are tools to help communicate and increase a sales effort of the company. According to Fill (2009) the advertiser's message can reach a customer from six different main mediums, which are Outdoor (street furniture, billboard & transit), Digital media (digital TV & Internet), Print (magazines & newspapers), Broadcast (radio & television), In-store (packaging & point-in-purchase) and other medias (product placement, cinema & exhibition).

2.3 Modes of Advertising

There are several forms of Advertising, the effectiveness of the advertising message depends upon a number of factors such as presentation style, attractiveness of the endorsers, creative appeal. Advertisings mix consists of modes of advertising which are

- a. **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. Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals and the like and it is also called press advertising. Newspapers are included in paper print out which are published in English or Kiswahili. These are the sources of news, opinions and current events (Mc Quails, 2005). In addition, Newspapers are also a very common medium of advertising.

- b. **Outdoor Advertising:** 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 tradeshows organized by the company.

- c. **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.

- d. **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.

- e. **Celebrity Advertising** - 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.

2.4 Concept of Branding

The concept of branding is a vital aspect of the marketing strategy of most firms. Brands, especially those that are strong aid in the establishment of a firm's identity in the market place, and it eventually leads to the development of a solid customer franchise (Keller and Aaker, 1998). The competitive nature of the beverage industry in Ghana has resulted in the need to brand products and services to make them different from that of others.

Kotler and Pfoertsch (2007) explain the concept of branding is gradually becoming an essential requirement for organizations in all industries, because brand is a symbolic classification of the relevant information that is connected to an organization products and service. In most cases, developing brand is made up of symbols, explicit logo, jargons, colour schemes, and sound which are further expanded to signify implicit values, ideas, and even personality. The main objective of brand development is to create a relationship of loyalty between the brand and the stakeholders including customers.

According to the American Marketing Association, a brand is “a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or

group of sellers and to differentiate them from those of competitors”. A brand is therefore much more than a product or service, the recognition of a brand as well as the reactions from consumers is formed by the accumulation of consumer experiences with the product or service. Consumer experiences may be as a result of the actual use of the product or service or it may be from the influence of advertising and other elements of the communication mix since a brand is intangible and tend to exists in the consumer’s mind.

Application of branding applies concept of strategic management where loyal customers are catered with high quality products and services. Hareem and Zeb (2011) noticed that branding helps in determining the loyalty level of the customers for a particular organisation and is considered to be effective tool of marketing. The foundation of branding is the logo, website, packaging and promotional materials, all of which should integrate logo and identity to communicate brand (Marc Gobe, 2007).

2.5 Impact of advertisement on Brand

The sole mission of advertisement is to develop the brand, means to improve the brand value. This is done by many large organisations to improve the sales and profits. But it requires investing in advertisement more and more. Brand value consists of quality, performance and investment made for the brand. Brand value is an intangible asset for the organisation. According to Adcock, D. et al (2001) brand involves product and set of values. According to them product is visible symbol but it preserve hidden and imaginary set of values. Values is also determined as a perceived quality of the product or perceived value for money (p. 211).Sutherland, et al (2000) explains when advertisement is stopped, it will be harmful to businesses, which will result in lost of brand value.

Consumer tastes and preferences for a product or brand might be built through one or more of the following distinct modes. Need association: the product or brand is linked to one need through repeated association. Mood association: the mood is attached to the product or brand through repeated association. Subconscious motivation: suggestive symbols are used to excite consumers' subconscious motives. Behavior modification: consumers are conditioned to buy the brand by manipulating cues and rewards. Cognitive processing: perceptual and cognitive barriers are penetrated to create favorable attitudes, and finally model emulation: idealized social lifestyle models are presented for consumers to emulate (Katke, 2007). Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's an effective source to convey message and stay in customer's mind Iqbal (2013)

2.6 Impact of advertisement on Consumer Buying Behavior

Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

According to (Proctor et al, 2002), the principle aim of consumer buying behavior analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase

decision. With this information, marketers are able to determine better strategic marketing decisions.

They will be able to predict how consumers are likely to react to various informational and environment cues and to shape their marketing strategies accordingly once they have understood consumers behavior on purchasing. With no doubt, marketers who understand consumer behavior have great competitive advantages in the market place (Schiff man et al 2001). The two authors (Schiff man et al 2001), in their book, mention two factors which are influencing the consumers for decision making; risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing. Highly risk adverse consumers need to be very certain about what they are buying. There are five types of consumer behaviour namely; dissonance reducing, habitual, variety seeking and complex buying behaviour as described below;

2.7 Empirical Literature Review

Michael (2012) had conducted a study on the Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola. The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choice. The research conducted by taking three main variables, namely Information, communication, and comprehension. This research revealed that the variable information has high influence in advertisement in consumers brand preference. Here the variable information is measured by three dimensions; they are attractiveness, attention, and awareness. These three dimensions account for about 56% of respondents that are highly influenced by information in advertisement (Vivekananthan, 2010).

Gallup, (2008), in their study explains due to continuous growth in the number of television channels, the proliferated electronic media has pressurized the advertisers to ensure their presence not only on the increasing number of television channels, but also on print and outdoor media. Their findings reveal the advertising industry reveals is continuously growing with a high pace as media presence has become the matter of survival for companies. The study indicates that beside advertising on television, print media has also got considerable attention of the advertisers. At the same time, spending on other medium which include radio, outdoor and direct marketing has also shown an increasing trend during 2003 and onward. Further, the share of television advertising spending per year is rising continuously with higher pace than all other media.

Numberger & Schwaiger (2003) researched on “Cross Media, Print, and Internet Advertising: Impact of Medium on Recall, Brand Attitude, and Purchase Intention.” The study was conducted to compare the advertising effectiveness of cross media with internet and print advertising. The study suggested that while a combination of internet and print advertising is more effective than only internet advertising with regard to brand attitude, no differences could be confirmed between advertising effectiveness of media combination and print. Thus it also found that banners performed worse than print advertisements with regard to recall and brand attitude.

Havlena et al. (2007) researched on “measuring magazine advertising effectiveness and synergies”. The results of a study conducted explained each media advertising contribution to awareness, branding, and purchase consideration. The study findings provide a better understanding in strengthen branding metrics and as well reinforce exposure of advertising in the media. Media spending was then incorporated into the analysis to understand the relative cost

efficiencies created by the cross-platform campaign. The results suggested that the magazines have a higher level of influence on purchase intent when used incrementally than television advertising.

Havlena (2009) analyzed on “What’s Working: Empirical Generalizations of the Branding Impact of Multimedia Campaigns.” The analysis of 39 multimedia campaigns demonstrated how television, magazines, and online advertising work together to drive brand metrics and provided a return on spending for each medium and media combination. Their study explained that all three media which is television, magazines and internet are effective at increasing consumer awareness, preference, and purchase intent. The findings suggested that the television remains a strong medium for increasing brand and advertising awareness, exposure to online advertising together with television was associated with increased levels of unaided (or top of mind) brand awareness, an important measure of brand salience. These findings can serve as a benchmark for campaign measurement which can help advertisers to plan more efficient and effective campaigns for better output. Furthermore, Bamfo & Abeeku (2011) analysed on “Advertising Likeability and Its Effectiveness.” they emphasized more on the processing of advertisement information consciously. The study identified the factors that attract the customer’s interest. The findings were that some factors which are celebrities, humour, information, music were influential in attracting customers. The researcher has given more emphasis on the medium and language used in advertising.

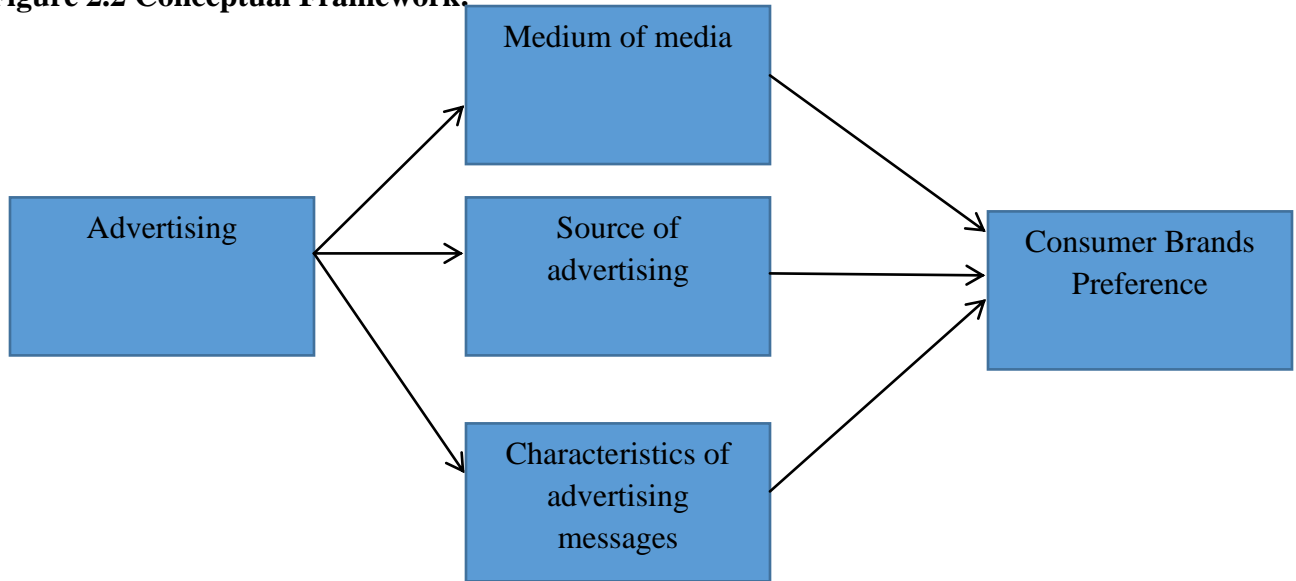
Another study conducted by Olomofe,(2010) on the factors which influence purchasing decision by Nigerian women with regard to cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the product, 12% were influenced by the

packaging of the product while 10% were influenced by the testimonials seen in Television advertisements. Kumar (2011) study also found that consumers make the decision to purchase a particular product after being exposed to advertisements which raise their level of awareness on the product, product price, product benefits and product quality. The study also found that some consumers use advertisements to compare various advertised products before making the decision to purchase.

2.8 Conceptual Framework.

To assess the effect of advertisement on Consumer Preference and Brands. The following concepts were taken from different researchers in developing the conceptual framework for this study. Types of advertising media is adopted from Adeolu (2005), Singh et al.; Michael (2012), and Chandrima (2009). Source of advertising is also adopted from Gezachew (2012) and Yang et al. (2007). Finally, Characteristics of advertising messages is adopted from Vivekananthan (2010), Haghirian and Madlberger (2005) and Ling (2010) by modifying factors; communication, informative, comprehension, hedonic/pleasure, and credibility of advertisement. The framework shows that the independent variables such as media, source of advertising, and characteristics of advertising messages and brand preference as dependent variable.

Figure 2.2 Conceptual Framework.



Source: Adopted from (Chandrima, 2009; Vivekananthan, 2010).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section entails methodological approaches used to derive data for the study. It includes the following: study area, and design, population sample size and techniques, procedure for data instruments and analysis.

3.1 Study Area

The study was conducted within the sub of Accra of the regional capital. The choice for Accra was due to presence of the national office of herbalife and greater number of retail shops of the products of the company. From the above, it is obvious that due to the varied number of businesses in Accra, it attracts the influx of various categories of people from the country and outside the country and triggers commercial activities in the study area. It is due to these factors that the study chose Accra as a case study in order to understand specific objectives of the study.

3.2 Research Design

This research work was based on descriptive design and under which, case study, and cross-sectional design was used for the study. The use of descriptive design helps explain the prevailing condition of the phenomenon based on the current conditions of advertisement impact on consumer preference and brands. The purpose of descriptive design was to enable the researchers to observe, describe, and document as it is experienced and it naturally occurs. A case study was used to provide indepth understanding of the relationships between advertisement and consumer preference and brands.

3.3 Population of Study

The population of study was heterogeneous by nature. It was made up of both retailers and customers who patronize Herbalife Products in Accra. The target population included all customers and Staffs Herbalife Ghana. The accessible population was made up of retailers who sell Herbalife products and Consumers of the Herbalife Products. The total estimated population size for the study was sixty (60). Since customers are the main consumers of the Herbalife products, it is important to solicit their views on the how advertisement affects their preference and purchasing behavior. The retailers are part of the distribution channel that also play the role of making the health products available to customers.

3.4 Sample Size Determination

The estimated total population of the study for the customers and retailers was 60 of which 30 were consumers and the remaining 30 were sellers of Herbalife Products. The estimated number took into consideration the number of shops Accra that sell Herbalife Products and also the number of customers that came in to buy the Products. A sample was then chosen from the estimated population.

3.5 Sampling Techniques

The sampling technique employed in the research was non-probability sampling, under which convenient sampling was used. This method was used because it gave easy access to respondents. It also helped researchers have access to as many customers as possible to respond to the questionnaires administered. This was done by visiting the shops in Accra that sold Herbalife Products. By utilizing the purposive sampling method, the questionnaires were then given to any respondent who buys some product from the Herbalife outlets.

3.6 Data Collection Tools

The use of questionnaires was utilized as the main tools for the survey.. The questionnaires were divided into 4 sections. Section A requested the respondents to provide their background information; Section B examined the medium of advertisement of products of herbalife. Section C was to identify the types of advertisement of used to advertise Herbal Life products and Section D was find out extent advertising influence consumer brand preference of herbalife products.The questionnaires administered were close-ended questions and were used to gather information from the customers and retailers of local rice brands. The questionnaire was used because it is usually easy to analyze, has a format that is familiar to respondents and simple and quick for respondents to complete. The questionnaires provided information on all the three objectives.

3.7 Data Collection Procedure

The study relied on filed survey for primary data due to the objectives of the study. Consent was sort from the various Herbalife shops to be granted permission to conduct the study. The researchers visited the shops known to be in the Herbalife Products with obvious Herbalife signage, posters and souvenirs. The researcher spent two hours in each shop administering questionnaires for respondents. Majority of respondents completed the questionnaires on their own while others were given some assistance. The filling of questionnaires was done in a week. Sources of secondary data used in literature were based on organization performance information on their website, training manual and research journals on advertisement.

3.8 Data Analysis

Survey data from field was verified to check completeness, after which spoiled questionnaire was taken out, the rest to be coded, entered into the statistical software and analyzed. Descriptive analysis of key findings was analysed by use of the Statistical Package for Social Sciences (SPSS) tool to make interpretation and presentation of results easily understanding to users of the information.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

Discussions of data findings are organized with respect to the objectives for this study. Findings on how advertisement affect consumer brand preference of herbalife products, are presented in descriptive of data obtained from the questionnaire administered to respondents in the organization.

4.1 Presentation of findings

In order to assess the effects of advertisement on consumer brand preference, Sixty (60) questionnaires were distributed, however Fifty-one (51) questionnaires were returned from respondents, thus showed 85% response rate of data administered. The following subsections present key findings obtained from the survey, focusing on relevant respondent's demographic information and on the specific research questions.

4.2 Demographics of Respondents

This section analysed demographic information about the respondents. These are presented in the subsequent sections. The analysis is presented based on demographic variables with respect to gender, age and educational background. These demographic variables according to Perez & Bosque, (2013) "have become important pillar in understanding perception among the group of respondents".

4.2.1 Respondents distribution based on Gender

Table 4.1 Gender distribution of respondents

Gender	Frequency (N)	Percentage (%)
Female	33	64.7
Male	18	35.3
TOTAL	51	100

Source: Field Data Survey, (2019)

Findings based analysis of field survey revealed, the number of female participation out number male respondents, with male comprising of 18 (35.3%), females respondents made up 33 (64.7%). The study based on convenient sampling profile the gender representation in order to understand and ensure diversity of opinion and representation. The relevance of the gender in the study helps understand the difference between masculinity and femininity opinion and influences on how advertising influence consumer brand preference (Davis, 2000).

4.2.2 Age Range profile of respondents

Table 4.2 Respondents Age Range

Ranges in years	Frequency (N)	Percentage (%)
Less than 20 years	3	5.8
21-30 years	14	27.5
31-40 years	8	15.7
41-50 years	10	19.6
51 and +	16	31.4
TOTAL	51	100

Source: Field Data Survey, (2019)

The feedback reveal majority of respondents are within the age group 51 years and above, which account to 16 (31.4%), with respondents between ages 21 – 30 years making up 14 (27.5%) and

the least age group been Less than 20 years, which account for 3 (5.8%). Key findings of respondents reveal both retailers and customers who patronize Herbalife products are the elderly who by their age are prone to health issues and basically the products of herbalife are health products and food supplement, this shows the correlation between the age range and the highest number of respondents.

4.2.3 Educational Background

Table 4.3 Educational Background

Education level	Frequency (N)	Percentage (%)
Professional	13	25.5
Secondary (SSSCE/WSSCE)	21	41.2
MBA/MPhl /MSc	6	11.8
HND/Degree	11	21.6
TOTAL	51	100

Source: Field Data Survey, (2019)

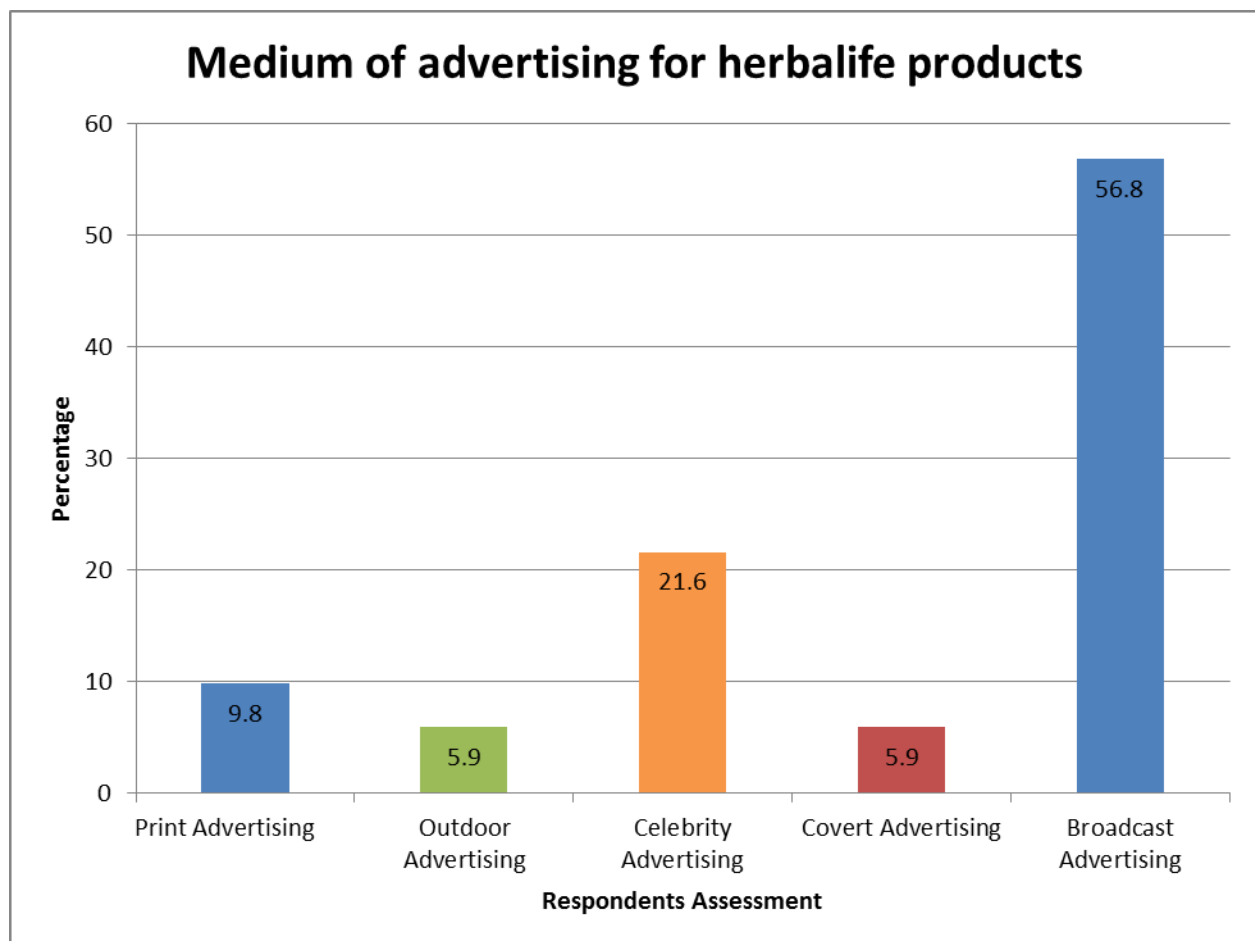
The study analyzed if patronage of herbalife products is influenced educational qualification of respondents. It was observed 21 (41.2%) majority of the respondents had Secondary (SSSCE/WSSCE) qualifications, with 13 (25.5%) possessing Professional qualifications in diverse fields mainly marketing and health fields, furthermore, the findings depicts MBA/MPhl /MSc with 6 (11.8%) of the respondents had the least respondents by educational qualification level. The responses shows all survey respondents can provide have satisfactory level of education and can help provide relevant information based on study questions.

4.3 Results and Analysis of Research Questions

A discussion in the subsections presents analysis based on the findings on the research Questions. The analysis focused on understanding the various medium used for advertisement of herbalife products, the various types of advertisements of herbalife products, the factors that are most effective for influencing consumer buying behavior with herbalife brand and the extent to which advertising has influenced consumer brand preference of herbalife products.

4.3.1 What are the medium used for advertisement of herbalife products

Figure 4.1 The various medium used for advertisement of herbalife products.

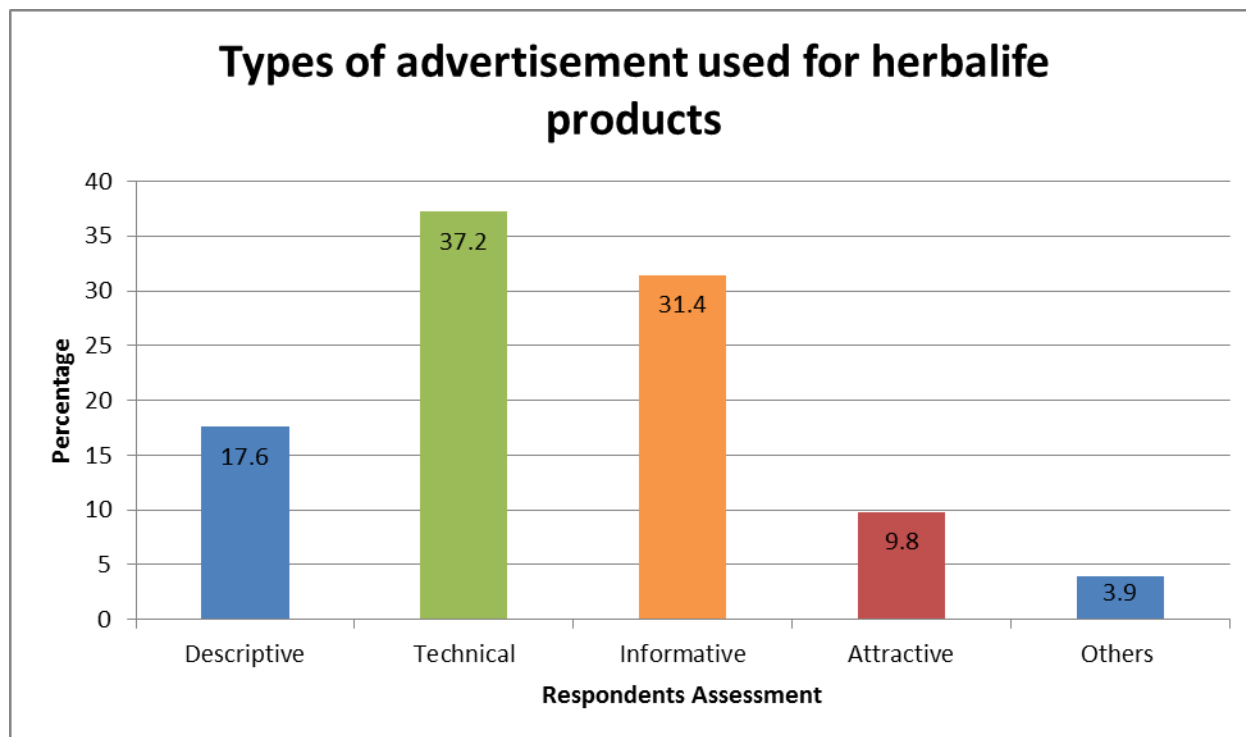


Source: Field Data Survey, (2019)

The study observed the most used medium for advertisement of herbalife products by respondents. The graphical figure above depicts majority of respondents 29 (56.8%) stated broadcast advertising comprising of television, radio and the digital platforms like facebook, whatsapp, instagram, etc is the most widely used medium for advertisement of herbalife products. Celebrity advertising another advertising medium comprising of signing up celebrities for advertising campaigns in prints and television platforms had 11 (21.6%) of respondents and 3 (5.9%) of respondents stated Outdoor advertising using events, tradeshows and covert advertising which comprise of media and entertainment channels is the least medium for herbalife products by respondents. The study revealed broadcast advertising and Celebrity advertising are the most widely used medium of advertising for herbalife products. The findings support Awan and Arif (2015) assertion that the use of celebrity endorsement in media advertisement attract the customers while broadcast advertising is the most widely used medium by consumers.

4.3.3 What are the various types of advertisements for herbalife products.

Figure 4.2 The various types of advertisements for herbalife products.

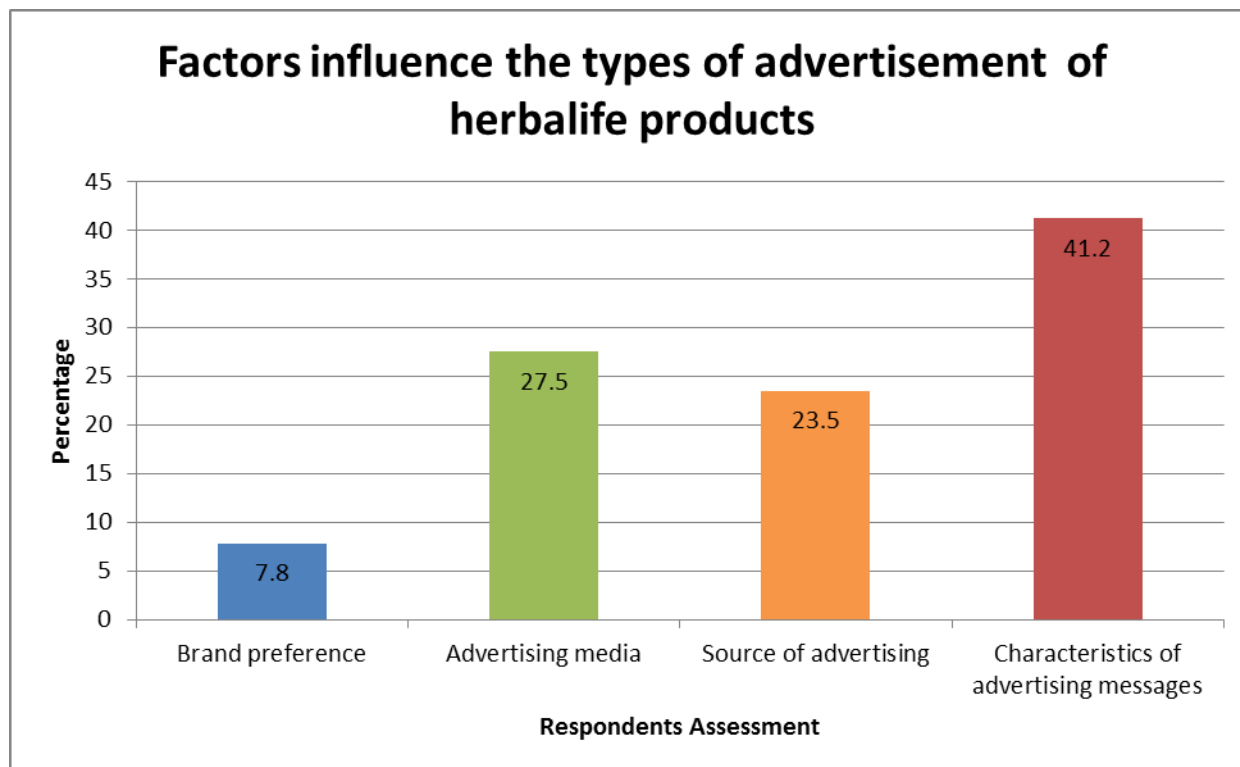


Source: Field Data Survey, (2019)

The study analyzed feedback about the various types of advertisements used to depict herbalife products. The graphical figure above reveals majority of respondents 19 (37.2%) stated advertisement of herbalife products depicts technical characteristic of products, while 16 (31.4%) stated advertisement of herbalife products are informative on the various uses and benefits of the use of the products, with only 2 (3.9%) of respondents stating advertisement attribute other benefits gender of their products. The findings support empirical evidence by Mehta, Chen, and Narasimhan (2008) study which explains that advertising shapes consumer preferences through the technical, descriptive, and informative effect it has on the consumers.

4.3.4 What factors influence the types of advertisements of Herbalife products?

Figure 4.3 Factors that influence the types of advertisements of Herbalife products



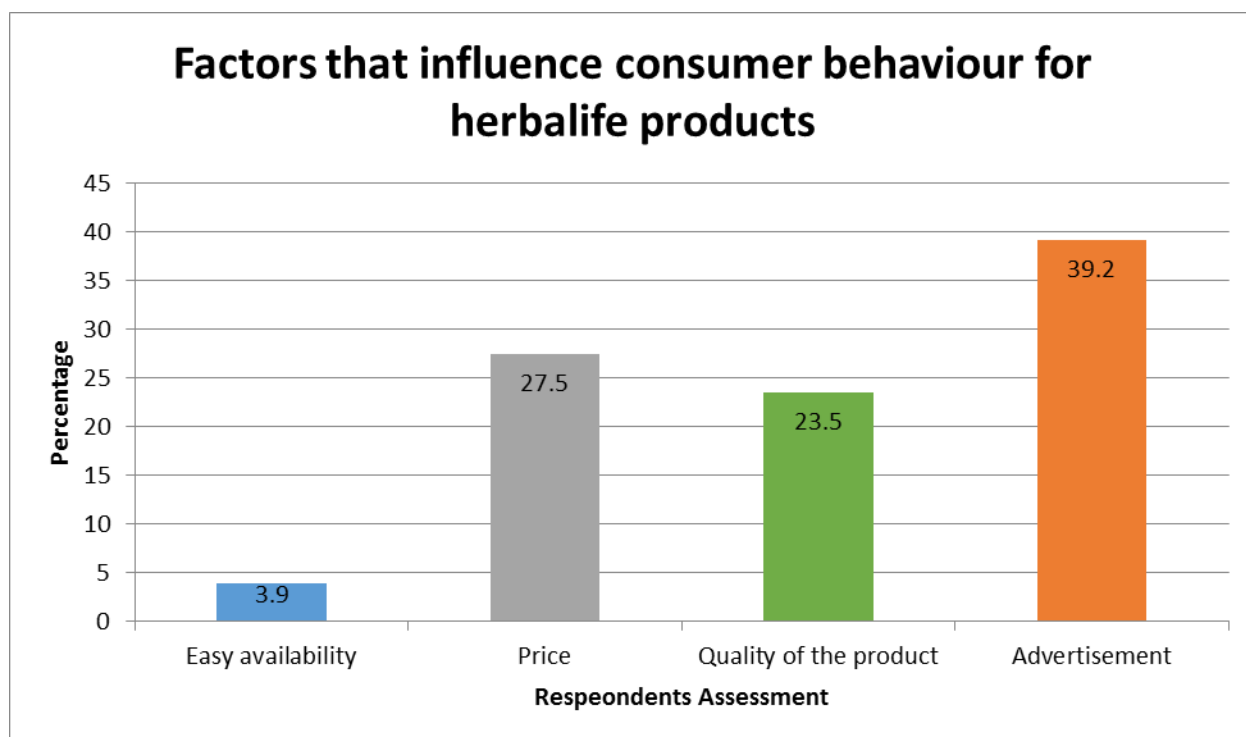
Source: Field Data Survey, (2019)

Factors that influence the types of advertisements of Herbalife products were examined based on four assessment tools. This part of the study sought to understand the factors that influence the types of advertisements of Herbalife products. The results reveal that 21 (41.2%) of respondents indicated characteristics of advertising messages, which comprise the benefits, effects, and use of Herbalife products, influence their purchase decisions, while 14 (27.5%) stated that the advertising medium, in relation to print, outdoor, celebrity, covert, and broadcast advertising, are factors that influence buying behavior, and 4 (7.8%) stated that brand preference is the least factor to consider in purchase behavior for Herbalife products. The results concur with Rasool (2012) who “explain

the dominance of advertisement provide the awareness about, characteristics of messages, sources and media of which messages or information is passed on to the prospective customers, readers, viewers, and listeners”.

4.3.5 What factors influence consumer buying behavior for herbalife products

Figure 4.4 Factors that influence consumer buying behavior for herbalife products



Source: Field Data Survey, (2019)

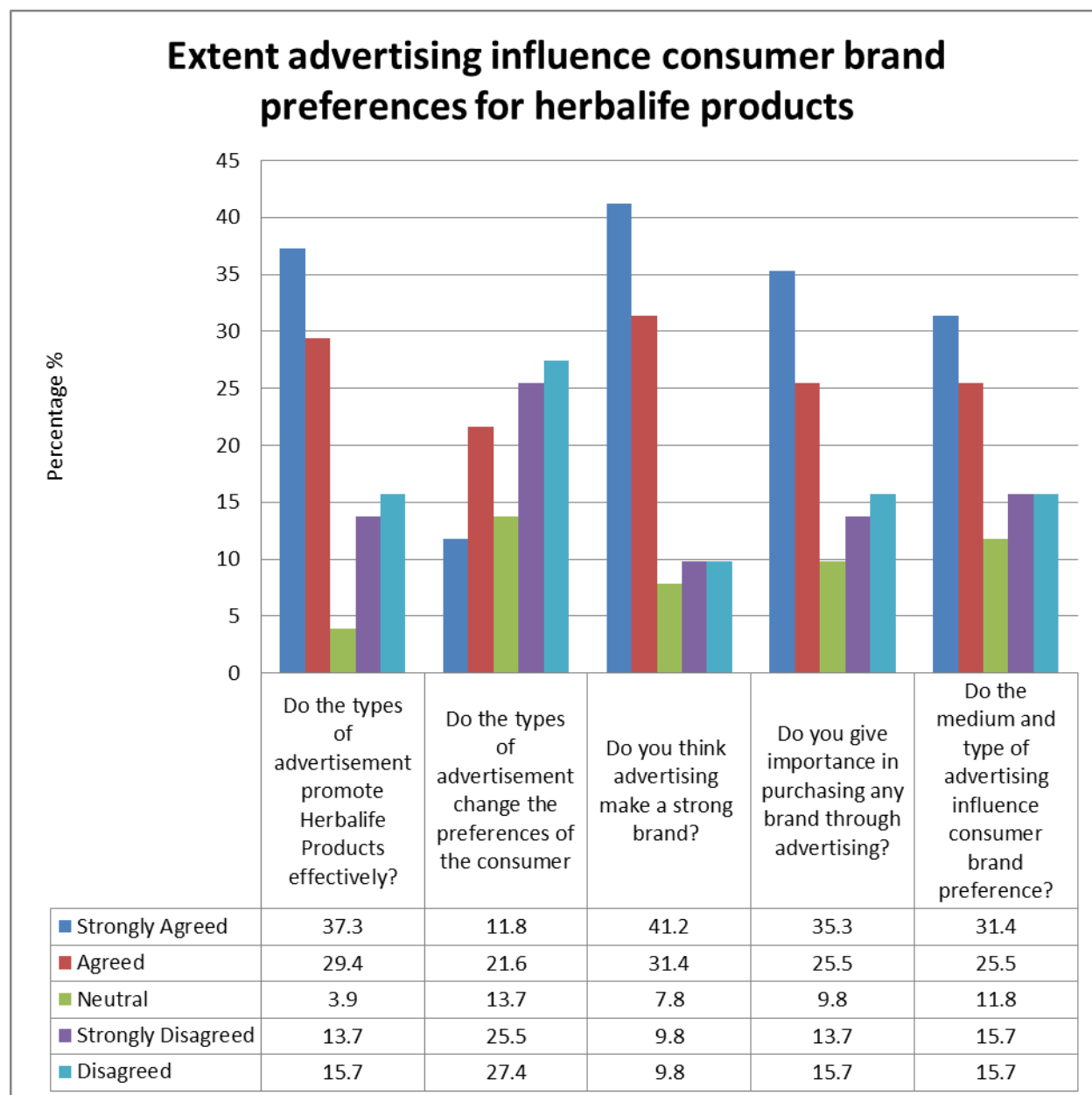
Four variables were used to examine the most effective factors that influence consumer buying behavior of Herbalife brand. The findings show that 20 (39.2%) of the respondents stated advertisement is the main factor that influence consumer patronage of products, this shows advertising has thus, a stimulating influence on the purchasing behavior of the consumers, furthermore 14 (23.5%) of respondents stated the price with reference to how affordable the products are sold for, since most consumers buy product at the lowest price, while the least factor

by 9 (30%) of respondents stated easy availability of products influence consumer buying behavior of Herbalife products.

The findings depict a large number of respondents are influence by herbalife Advertisement, while other respondents focus on product quality and price to which the products are sold. The findings agree with Kumar and Raju (2013) in their paper “The role of advertising in consumer decision making found that advertisements are able to change the consumer’s opinion about a particular product”, since advertising plays a major role in convincing and persuading people. to know the worth of a product and further educate and inform consumers about the quality of product and benefits from the use of the product as compared to its substitutes.

4.3.6 Extent advertising has influenced herbalife products as a brand preference.

Figure 4.5 Extent advertising has influenced herbalife products as a brand preference.



Source: Field Data Survey, (2019)

The study assessed five (5) themes based on the extent to which advertising has influenced consumer brand preference of herbalife products, with focus on how advertisement promote

herbalife products effectively, how the types of advertisement change the preferences of the consumer, if advertising make a brand strong, importance in purchasing brand through advertising and how medium and the type of advertising influence consumer brand preference.

Firstly, it was discovered from survey data that 19 (37.7%) a larger number of respondents strongly agreed, 15 (29.4%) of respondents agreed and 2 (3.9%) of respondents were neutral, when asked whether the types of advertisement promote herbalife products effectively. It can be concluded majority of respondents agreed the types of advertisement promote Herbalife.

Furthermore, respondents were whether the types of advertisement change the preferences of the consumer. The findings shows that 14 (27.4%) of the respondents said they disagreed, 13 (25.5%) said they strongly disagreed, while 6 (11.8%) strongly agreed. It can be concluded that majority of the respondents disagreed that the types of advertisement change the preferences of the consumer. These findings are in agreement with earlier studies which showed that advertising has a significant influence on consumer brand preference. Alamro & Lowrey (2011), for example, argued that if an advertisement is evaluated positively by a consumer, the consumer will form a positive perception of the brand, and the higher the positive perception of the brand, the greater the likelihood of a brand being preferred.

Participant's responses in relation to whether advertising make a strong brand revealed majority of respondent 21 (41.2%) strongly agreed and 16 (31.4%) agreed respectively to the statement advertising make a strong brand. The response by the respondents confirms overwhelming advertising help build a strong brand an effective. The study supports Ninan, (2008) "findings

which explain advertising always help the companies and marketers to improve their brand image and increase their share in the market”.

Furthermore, majority of 18(35.3%) and 13(25.5%) of the 51 respondents strongly agreed and agreed respectively they give importance in purchasing any brand through advertising. The findings concur with Abiodun, (2011) statement that advertisement is directly linked with the sales of the products.

However, with respect to whether the medium and type of advertising influence consumer brand preference, greater number of 16 (31.4%) respondents strongly agreed, 13 (25.5%) agreed and 8(15.7%) strongly disagreed and disagreed respectively. The findings concur with Mehta, Chen, and Narasimhan’s (2008) findings which demonstrate advertising directly influence a consumer’s brand evaluations. In supporting the findings of the study, Ingavale (2013) pointed out that it has been argued that advertising plays a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Discussion of major findings of the study and its conclusions is the focus of this chapter. Recommendations and areas for future research based on the theoretical review and the results of quantitative analysis on the findings from the study are summarized below.

5.1 Summary of Findings

The focus of the study was to examine effect of advertisement on consumer preference and brands. The study was conducted using Herbalife Products as case study, with specific objectives focusing on understanding the various medium used for advertisement of herbalife products, the various types of advertisements of herbalife products, the factors that influence consumer buying behavior with brands of herbalife and the extent to which advertisement influenced brand preference of herbalife products. The key findings established based on study objectives are highlighted below:

5.1.1 Determine the various medium used for advertisement of herbalife products.

The medium respondents observed are used for advertisement of herbalife products mostly reveals broadcast and celebrity advertising is the most widely used medium of advertising for herbalife products. Celebrity advertising involves celebrity's campaigns endorsement for advertising in prints and television platforms while broadcast was mainly in digital platforms like

facebook, whatsapp, and instagram. While Outdoor advertising and covert advertising is the least medium for herbalife products by respondents.

5.1.2 Assess the various types of advertisements for herbalife products.

In identifying various types of product advertisement mostly used. It came to the fore herbalife advertisement are descriptive, technical, informative and package attractive to gain attraction of consumers. However, the findings revealed majority of respondents stated advertisement of herbalife products depicts technical characteristic of products and advertisement of herbalife products are informative on the various uses and benefits of the products.

5.1.3 Factors that influence consumer buying behavior for herbalife products.

The findings reveal greater number of respondents give focus on Advertisement, while the quality of the product and price to which the products are sold also influence some consumers. It is also important to establish advertisement medium, brand preference, source and characteristics of advertising influence buying behavior for herbalife products.

5.1.4 Extent advertising has influenced herbalife products as a brand preference.

Most respondents were of the view advertising influence patronage or purchase of herbalife products, while a sizable number of respondents disagreed the types of advertisement change the preferences of the consumer. Furthermore greater number of respondents agreed advertising places a great influence and consideration in the purchase of any herbalife brand, while the response by the respondents confirms overwhelming advertising help build a strong brand an effective.

5.2 Conclusion

The effect of advertisement on consumer preference and brands using, herbalife Products as case study was examined. Sixty (60) questionnaires were distributed, however Fifty-one (51) questionnaires were returned from respondents, thus showed 85% response rate of data administered. The findings were based on the various medium used for advertisement of herbalife products, the various types of advertisements of herbalife products, the factors that are most effective for influencing consumer buying behavior with herbalife brand and the extent to which advertising has influenced consumer brand preference of herbalife products.

The study had a fair representation of male and female respondents with the number of female participation outnumbering male respondents based on purposive and convenient sampling method used in administering the questionnaires to retailers and consumers of herbalife products. Key findings of respondents reveal both retailers and customers who patronize herbalife products are the elderly, with all survey respondents possessing a satisfactory level of education.

The study concludes that the majority of respondents do agree that broadcast and celebrity advertising is the most widely used medium for herbalife products. The study revealed that advertisement of herbalife products depicts technical characteristics of products and are informative on the various uses and benefits of the products. Most respondents were of the view that advertising influences patronage or purchase of herbalife products, while a larger number of respondents disagreed that the types of advertisement change preferences of the consumer.

5.3 Recommendations

1. Since there are an increasing number of health products and food supplement brands available in the market directly either locally produced or imported which implies that

Herbalife products would need aggressive advertising to instill interest in the minds of the consumers towards their product and other alternative products in the minds of consumers to encourage them in purchasing it. It is essential that every manufacturer of herbalife advertise distinguish its products from others.

2. Effectiveness of advertising depends on several factors, a critical factor with respect to the medium in which advertisement is communicated. Management of Herbalife must ensure selection of medium and type of advertisement returns maximum benefit to the organization at minimum costs, since information can be assessed from various sources, there is the need for the organization to adopt the most effective and widely used medium to engage customers.
3. Regardless of how well designed and appropriate a particular advertisement is, its success is continuously depends upon whether it is transmitted or communicated through an appropriate media or not. Herbalife must ensure the advertising medium is a channel of communication through which the advertising message is conveyed to a large group of prospect consumers adopt effective use of all the various Print Advertising, Outdoor Advertising and Covert Advertising
4. Organizations should implement a comprehensive communication strategy using an effective and adequate appeal to make their products customer oriented so consumers will easily identify with them and make a purchase.

5.4 Future Research

Other research works is encouraged with particular emphasis on including the various tools, the choice in selection which advertisement medium is appropriate and forms of advertising such as outdoor, celebrity and television advertising, using a larger sample and using other industries as case studies.

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Section B- The medium of advertisement of products

4. Which of the following medium of advertisement gets your attention more for Herbalife Products?

- | | | | |
|---------------------------|-----|-------------------------|-----|
| (a) Print Advertising | [] | (d) Outdoor Advertising | [] |
| (b) Celebrity Advertising | [] | (e) Covert Advertising | [] |
| (c) Broadcast Advertising | [] | | |

5. Which medium of Advertising show different kinds of products available for customers?

- | | | | |
|---------------------------|-----|-------------------------|-----|
| (a) Print Advertising | [] | (d) Outdoor Advertising | [] |
| (b) Celebrity Advertising | [] | (e) Covert Advertising | [] |
| (c) Broadcast Advertising | [] | | |

Section C- The types of advertisement of products

6. What type of advertisements you prefer for Herbalife Products?

- | | | | |
|-----------------|-----|-----------------|-----|
| (a) Descriptive | [] | (d) Informative | [] |
| (b) Technical | [] | (e) Attractive | [] |
| (c) Others | [] | | |

7. What factors influence the types of advertisements on Herbalife products?

- | | |
|---|-----|
| (a) Brand preference | [] |
| (b) Advertising media | [] |
| (c) Source of advertising | [] |
| (d) Characteristics of advertising messages | [] |

Section D- Extent advertising influence consumer brand preference of herbalife products?

No	Statements	Strongly Agreed	Agreed	Neutral	Strongly Disagreed	Disagreed
8	Do the types of advertisement promote Herbalife Products effectively?					
9	Do the types of advertisement change the preferences of the consumer					
10	Do you think advertising make a strong brand?					
11	Do you give importance in purchasing any brand through advertising?					
12	Do the medium and type of advertising influence consumer brand preference?					

13. What are the factors that are most effective for influencing consumer buying behavior with of why you patronize in Herbalife brand?

- (a) Easy availability []
- (b) Price []
- (c) Quality of the product []
- (d) Advertisement []
- (e) Others []

THANK YOU FOR YOUR TIME

