

**ATTENTION TO REGULATORY APPROVAL IN FOOD AND DRUGS
ADVERTISEMENTS: DOES THE MEDIUM MATTER?**

BY

PAAPA AGYABENG ANOCHIE

10566674

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INTEGRI PROCEDAMUS

DECLARATION

I, PAAPA AGYABENG ANOCHIE, declare that apart from references to other people's works which have been duly acknowledged, this dissertation is entirely mine and was conducted at the Department of Communication Studies under the supervision of Dr. Abena A. Yeboah-Banin.

Paephie

05-10-2023

PAAPA AGYABENG ANOCHIE
(STUDENT)

DATE

Abena A. Yeboah-Banin

06-10-23

DR. ABENA A. YEBOAH-BANIN
(SUPERVISOR)

DATE



DEDICATION

This work is dedicated to the Lord God Almighty my creator and strong pillar; my source of inspiration, wisdom, knowledge, and understanding. He has been the source of my strength throughout this program, and I soared on his wings.

I also dedicate this work to my Parents, big sister, brother-in-law, and friends; whose encouragement made sure I give it all it takes to finish that which I started.



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I thank the Almighty God for His gift of knowledge and strength to pursue this course.

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God bless you.

Nyame Y3 GUY!

ABSTRACT

Consumers are confronted daily with various risks associated with the consumption or usage of food and drug products. Health complications and even death are the possibilities for consumers who do not pay attention to critical warnings and signals of regulation of food and drug products and their advertisements. This study was guided by the AIDA (Awareness, Interest, Desire, and Action) model in advertising to examine the impact of advertising media on the attention of consumers to signals of regulatory approvals by the Food and Drugs Authority of Ghana. Survey responses from 201 undergraduate resident students of the University of Ghana were collected. Descriptive and inferential statistics conducted revealed that consumers are generally adamant about claims of regulatory approval in food and drug advertisements. Again, the study findings showed a preference for ads in local rather than English. Furthermore, the study found a significant difference in consumers' attention to regulatory approval of food and drug advertisements across media types. . Thus, the study recommends that food and drug manufacturing companies, and food and drug regulatory bodies, educate the public to understand the value of validation and engender their interest. It is also recommended that regulatory approval should be presented, preferably in many local languages, to reach a bigger and more diversified audience. Also, the media used to display advertising and, for that matter, regulatory approval in advertisements should be carefully chosen to guarantee that the advertiser's objectives are met.

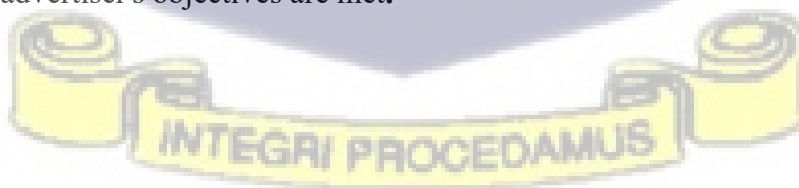


TABLE OF CONTENT

DECLARATION	i
DEDICATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.1.1 Regulation of Food and Drug Advertisements.....	2
1.1.2 Consumer Response to Regulatory Approvals in Advertisements.....	7
1.1.3 Advertising Media and Regulatory Approvals.....	9
1.1.4 Cross-channel Advertising and Consumer Attention.....	10
1.2 Problem Statement.....	11
1.3 Research Objectives.....	13
1.4 Research Questions.....	13
1.5 Significance of the Study.....	14
1.6 Definition of key terms.....	14
1.6.1 Regulatory approvals.....	14
1.6.2 Attention.....	15
1.6.3 Food and Drug Advertisement.....	15
1.6.4 Media of advertising.....	15
1.6.5 Language of advertising.....	15
1.6.6 Advertising believability.....	16
1.6.7 Product choice.....	16
1.7 Chapter Summary.....	16
1.8 Organization of study.....	17
CHAPTER TWO	18
THEORY AND LITERATURE REVIEW	18

2.1 Introduction	18
2.2 The concept of advertising	18
2.2 Theoretical framework	20
2.2.1 The AIDA model in advertising.....	20
2.3 The Role of Advertising Media.....	21
2.3.1 Television advertising	22
2.3.2 Print media advertising	22
2.3.3 Radio advertising	23
2.3.4 Internet advertising	23
2.3.5 Mobile phone advertising.....	24
2.4 Effects of different media on consumer attentiveness to advertisements	24
2.5 The influence of language on consumers' attention to advertisements	27
2.6 Literature gaps.....	29
CHAPTER THREE	30
RESEARCH METHODOLOGY	30
3.1. Introduction	30
3.2 Study design	30
3.3 Study population	30
3.4 Sampling procedure and sample size	31
3.5 Data collection method and survey instrument.....	32
3.6 Data analysis	33
3.7 Ethical considerations	34
3.8 Chapter Summary.....	34
CHAPTER FOUR.....	35
FINDINGS OF THE STUDY	35
4.1 Introduction	35
4.2 Sample description	35
4.2 Ownership of communication devices	36
4.3 Frequency of consumption of social media	37
4.4 Type of traditional media used.....	37

4.5 Consumers' exposure to and attentiveness to claims of regulatory approval of food and drug advertisements.....	38
4.6 Media type and attention to claims of regulatory approval of advertisements	41
4.7 Language and audience attention to claims of regulatory approval in advertisements.....	42
4.7.1 Normality test.....	42
4.7.2 ANOVA analysis of language and consumer attention	43
4.8 The role of media of exposure.....	47
4.9 Chapter Summary.....	51
CHAPTER FIVE	52
DISCUSSIONS, CONCLUSION, RECOMMENDATIONS AND LIMITATIONS.....	52
5. 1 Introduction	52
5.2 Discussions.....	52
5.2.1 Consumers' exposure to and attentiveness to claims of regulatory approval of food and drug advertisements.....	52
5.2.2 Language and audience attention to claims of regulatory approval in advertisements.....	53
5.2.3 The role of media in exposure to claims of regulatory approval of food and drug advertisements.....	54
5.3 Conclusions and Recommendations.....	56
5.4 Limitations and suggestions for further studies	56
5.5 Chapter Summary.....	57
REFERENCES.....	58
APPENDIX.....	69



LIST OF TABLES

Table 1.0: Respondents’ profile 35

Table 2.0: Frequency of consumption of social media 37

Table 3.0: Type of media 40

Table 4.0: Consumer attentiveness across different media channels 42

Table 5.0: Normality Test Table 43

Table 6.0: One-way ANOVA results table of language and consumer attention 44

Table 7.0: One-way ANOVA results table of media and consumer attention 47



LIST OF FIGURES

Figure 1.0: Ownership of communication devices 36

Figure 2.0: Type of traditional media used 38

Figure 3.0: Attentiveness when consuming media 39

Figure 4.0: Consumer attentiveness to claims of regulatory approval of food and drugs advertisements..... 41

Figure 5.0: Language Preference and consumer attention to FDA-approved ads 46

Figure 6.0: Media and consumer attention to FDA-approved Ads..... 50



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to Beltramini and Stafford (1993), there is a great deal of confusion regarding consumers' understanding and believability of regulatory approvals (i.e. advertised seals of approval and warning labels) in food and drug advertisements. A lot of factors determine the believability or attention that consumers give to these regulatory approvals and warnings. Marketers of pre-packaged and labeled food and drugs are mandated by law to provide consumers with on-product warnings to warrant the product's safe use; and off-product warning labels to warn consumers of product risks before usage (Torres, Sierra, & Heiser, 2007).

Regardless of the methodology used, paid advertising (i.e. via print, non-print, social media, websites, e-mails, etc.) plays a crucial role in the dissemination of information by food and drug companies, consumer protection agencies, and other public health and safety agencies to protect the public against unreasonable risks of injury associated with the consumption of pre-packaged foods and drugs (Torres, Sierra, & Heiser, 2007).

According to Zeitlin (1994), consumers are rational beings who will comply with any safety instruction to avoid unpleasant outcomes. Such information regarding a hazard and how its risks can be minimized when enunciated, arouses the attention of consumers who are interested in their safety. Thus, for this theory of attention (believability) to hold, the consumer must be rational; must value his/her safety, and / should be provided with information (regulatory approval) on a prevalent hazard and how to avoid personal injury. The essence of advertising in this regard is for

the public to detect the approvals, and pay heed to them. Therefore, if the public fails to detect the regulatory approvals(s), then it is not effectively communicated (Hilton, 1993).

Although previous studies have contributed to the literature on the subject matter of warning label believability and effectiveness, there remains a lot to be known about the role of the media in communicating such messages and enhancing attention and uptake of such regulatory approvals. This study seeks to fill that gap and contribute to the literature on the audience response to announcements of regulatory approvals of advertisements for food and drug products, and the effect of various media outlets on such responses.

1.1.1 Regulation of Food and Drug Advertisements

Many countries have rules in place to limit exposure to and control the advertising of unhealthy foods in a variety of contexts. For example, the Hastings systematic review established an evidentiary foundation for action on restricting the influence of advertising targeting children on health issues for the very first time (Hastings et al., 2003). As a result, the World Health Organization (WHO) raised concerns about the food industry's marketing of particular fats and processed foods. The joint WHO/FAO research cites the fast-food sector and the role of advertising as significant components in the growth of obesity, driven in part by the rise in diet-related noncommunicable illnesses and their influence on obesity, and views advertising as being included in the preventive equation (WHO, 2010). To promote a healthy lifestyle and avoid obesity and other chronic illnesses, the WHO proposes the creation of regulations targeted at controlling the marketing of foods high in saturated fats, trans fatty acids, free sugars, and salt to children, for example (WHO, 2010).

Some African nations (e.g. Ghana, Kenya, and South Africa) also have rules in place to limit the exposure and power of unhealthy food advertising in a variety of situations. According to the global legal summary, South Africa is the only African country to have enacted a lot of laws since 2000 to bring it in line with similar regimes and developments in North America and Europe (Global Legal Summaries, 2017). In South Africa, nonetheless, there has been minimal investigation concerning food promotion on television. According to a 2007 survey, almost 55 percent of commercials were for fast-food restaurants or foods with little nutritional value. The Advertising Standards Authority (ASA) of South Africa publishes a Code of Advertising Practice that contains standards for food and beverage advertising.

In Ghana, the advertising industry relies on self-regulatory rules and adherence to broadcasting regulations. The legislation covers all types of advertising, but it has no legal jurisdiction over marketers and can only enforce voluntary compliance. The standards for broadcasting regulation have put protections designed to safeguard, for instance, young children's audiences in the television advertising industry. One of the recommendations is the separation concept, which has three components. To begin, the transitions between advertisements and program material must be distinctive; the show must utilize a consistent production convention to divide program and commercial content, such as "after these messages, we will be right back." Second, "host selling" is strictly prohibited. That is, the primary characters on a television show are not allowed to promote things during the show or commercial breaks. Third, goods that are for sale cannot be incorporated into program material (a technique that is similar to product placements) (Eve, 2008). The Food and Drug Administration (FDA) is in charge of enforcing broadcast advertising regulations for food and drug products. The Foods and Drugs Authority (FDA) of Ghana has been

mandated by part seven (7), section 148 of the Public Health Act, 2012, Act 851 to regulate the advertisement of all foods and drugs, both locally manufactured and imported (FDA, 2016).

Before products are advertised, the Food and Drugs Authority (FDA) requires that they be registered and that advertisement scripts be authorized (FDA, 2016). In 2015, the FDA urged the media to guarantee that all food, pharmaceutical, and cosmetics commercials be approved by the agency before being broadcast. Various legal and regulatory guidelines governing food and drug advertising in Ghana are contained in the Guidelines for the advertisement of foods (FDA, 2016).

The rule of thumb generally is that every advert on a product must be vetted and approved by the Foods and Drugs Authority. Food and drug advertisements are expected to be legal, honest, truthful, and decent, and must not be misleading have the potential of causing harm to a consumer, or be offensive. Unfair marketing, a situation in which a marketer in a quest to create a market niche, decides to publicize misleading statements about his/her product is also not acceptable in the advertisement of foods and drugs.

General Requirement for Prepackaged Foods

According to part seven (7), section 148 of the Public Health Act, 2012, Act 851, below are some of the requirements for food ads, whether they are locally produced/prepared or imported into Ghana.

- No person shall advertise any prepackaged food unless the product has been registered with the FDA.
- No person shall advertise prepackaged foods without first obtaining permission from the FDA.

- Unless an advertisement includes the FDA Advertisement Approval Number, no media company or advertising agency may run it in electronic or printed media.
- No person shall advertise on their medium or permit unauthorized adverts to appear on it.
- No person shall advertise pre-packaged food as a preventative or treatment for a disease, ailment, or abnormal physical condition.
- All advertising must be accurate, complete, and clear, as well as intended to enhance public trust. Statements or pictures must not be misleading, either directly or indirectly.
- No advertisement shall drag the food industry into disgrace, erode advertising confidence, or jeopardize public trust in food.
- No advertisement shall directly or indirectly denigrate any other firm or its competing or alternative products.
- No advertisement shall replicate the general layout, language, slogans, graphic representation, or devices used in the advertising of other firms' food products.
- All assertions shall be complete, accurate, and non-misleading, and they must be backed up with evidence. Claims must comply with the Codex Guidelines for Claims.
- No advertising shall be designed with the intent of manipulating superstitious beliefs and/or planning to prey on customers' emotions to generate panic in them to buy the offered item.
- (Live Presenter Mentions are limited to advertisement scripts that have been authorized by the FDA.
- The duration of an approved advertisement is one (1) year.
- An authorized advertisement may be revoked by the Authority if:
 - a) The advertisement ultimately offends the public's sensibilities.
 - b) Changes to the advertisement are made without the Authority's previous permission.

- c) The Authority determined that the information provided for initial approval was incorrect.
- d) A personality subsequently attracts individuals under the legal drinking age.
- e) Any other situations which may necessitate the cancellation of the license.

Within thirty (30) days of receiving news of the revocation, a person who is affected by the decision to withdraw an approved advertisement may file a written appeal with appropriate documentation to the CEO.

The FDA's compliance department sees to this by ensuring that a person or company wishing to advertise its food or drug product does the following:

1. Buy and complete an application form for advertisement (FDA/FM05/AD/01); this shall be addressed to the Chief Executive Officer of the Foods and Drugs Authority (FDA), Cantonments, Accra.
2. Include a photocopy of a valid certificate of registration of the product or any letter of approval of the product usage in Ghana.
3. Applicant needs to add a written advertisement script or story for appraisal and approval or disapproval within seven working days. In cases where the proposed advertisement fails to meet the required standards, the applicant will be notified of the unacceptable information contained in the advertisement script or story and shall be allowed to respond to the objection(s) raised within three months of receipt of the notice.
4. Once the advertisement script is approved, a script approval letter will be sent to the applicant, who will then be required to submit a film/video or audio recording of the approved script or story, where applicable.

5. A company or individual who wishes to review the content of its advertisement is mandated to apply for a review to be granted before he/she can do so.

In Ghana, a good number of radio and television ads are on foods and drugs, and mostly end with the declaration, “This advertisement has been vetted and approved by the FDA” or “This advert is FDA approved”. Per Section 100(2) and 114(1) of the Public Health Act, 2012 (Act 851), it is a grievous offense to advertise a product that is regulated by the FDA without approval from the FDA.

In summary, Ghana has established the Food and Drugs Authority (FDA) as the primary regulatory body responsible for ensuring safety, efficacy, and quality standards in food and drug products (Ministry of Health, 2020). Given this mandate, the FDA has instituted measures to ensure that advertising about food and drug products is reliable. Understanding the extent to which consumers pay attention to regulatory approval in advertisements is essential for effective consumer protection.

1.1.2 Consumer Response to Regulatory Approvals in Advertisements

Wogalter and Sojourner (1999) have postulated five dimensions of the attention of consumers toward regulatory warning advertising information. They include attention, reading and comprehension, recall, judgments, and behavioral compliance:

The attention of consumers to regulatory warnings in advertising is influenced by several factors. A study by Gerritsen et al. (2010) postulates that the choice of language in advertising (whether linguistically standardized or linguistically adapted) significantly impacts the public’s attitude toward the advert. After an experiment in Italy, Germany, and Spain, it was discovered that adverts that were in the local language of the people were preferred over adverts in foreign languages. This

by extension implies that consumers will be more responsive to regulatory warnings advertised in their local languages than in a foreign language.

Meanwhile, for warning labels on foods and drugs, after the customer notices the warning label, it is extremely important that he/she reads and understands the warning. Argo and Main (2004) say that the ability of the consumer to become responsive to a warning label on a food or drug product depends on the nature of the message, and the personal motivation, literacy, and ability of the consumer (Argo & Main, 2004).

Another important variable that enhances the comprehension and attention of consumers to regulatory warning adverts is what Argo and Main (2004) call “vividness-enhancing characteristics”. That is the use of warning design features (such as colors, font size, spacing, symbols, pictures, etc.) to enhance the vividness of the warning to increase the attention of the target consumer.

Advertising is a powerful tool employed by the food and pharmaceutical industries to promote their products and influence consumer purchasing decisions. However, in the case of food and drugs, regulatory bodies play a pivotal role in ensuring the safety, efficacy, and quality of these products. In Ghana, the Food and Drugs Authority (FDA) serves as the regulatory body responsible for ensuring compliance with regulations and safeguarding public health. Despite the vital role of regulatory approval in ensuring consumer safety and trust, limited research has been conducted on consumer attention to regulatory approval in food and drug advertisements, particularly in the context of Ghana. Understanding consumer attention in this context is crucial to inform consumer protection policies and industry practices. This study will contribute to the existing literature on

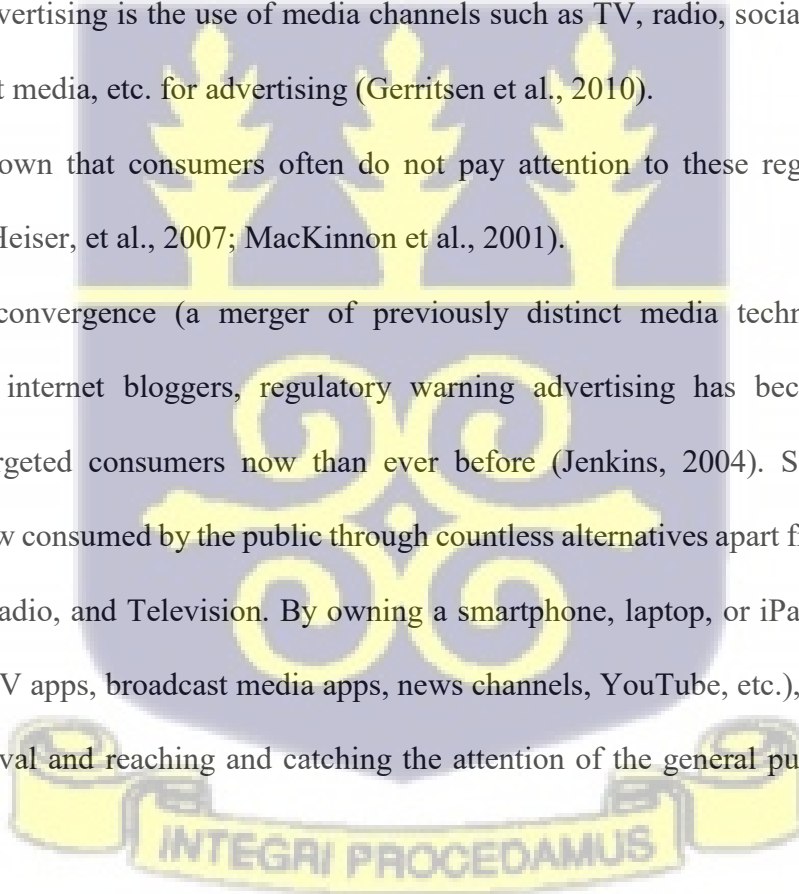
consumer attention and regulatory frameworks in the food and pharmaceutical industries while offering insights into consumer protection in the Ghanaian context.

1.1.3 Advertising Media and Regulatory Approvals

Advertising is the oldest instrument for promoting, informing, and educating the general public (or target group) about a product as well as incentivizing prospective buyers to purchase a product (Domazet et al., 2017). Apart from being a promotional instrument, advertising has been identified by several researchers to have the innate ability to improve the value of a product in the eyes of consumers and increase consumer awareness of the product being advertised (Domazet et al., 2017). Media advertising is the use of media channels such as TV, radio, social media, websites, the internet, print media, etc. for advertising (Gerritsen et al., 2010).

Research has shown that consumers often do not pay attention to these regulatory approvals (Torres, Sierra, Heiser, et al., 2007; MacKinnon et al., 2001).

Due to media convergence (a merger of previously distinct media technologies) and the proliferation of internet bloggers, regulatory warning advertising has become more easily accessible to targeted consumers now than ever before (Jenkins, 2004). Simply put, media advertising is now consumed by the public through countless alternatives apart from the traditional media of print, radio, and Television. By owning a smartphone, laptop, or iPad (which contains radio, internet, TV apps, broadcast media apps, news channels, YouTube, etc.), the probability of regulatory approval and reaching and catching the attention of the general public has increased exponentially.



1.1.4 Cross-channel Advertising and Consumer Attention

According to Fulgoni and Lipsman (2014), as cited in the study of Yeboah-Banin and Asante (2020), communication technology has developed, and consumers' media preferences and options for message exposure have become increasingly fragmented. Because of this, brand communicators must use a variety of touchpoints to connect with their target market, regardless of the product category. As a consequence, modern brand communications have adopted a cross-channel tone while building advertising media plans (Zigmond & Stipp, 2010). Cross-channel advertising, sometimes referred to as multi-platform advertising, multimedia advertising, multi-channel advertising, and other similar terms is a technique that combines the use of multiple media to communicate brand messages to certain audiences (Naik & Raman, 2003). According to academics, businesses must interact with customers across a range of channels in a world where consumers frequently bargain over how much time they spend using different media (Naik & Raman, 2003).

The benefits are clear-cut and well-covered in the literature. For instance, cross-channel advertising increases the reach of a brand's message (Taylor et al., 2013). Additionally, the interaction of the various media used for cross-channel communication can produce significant complementary benefits (Kurultay, 2018). Last but not least, it has been suggested that getting a message via one channel makes messages received through other mediums or channels simpler to absorb (Kurultay, 2018).

Regardless of the methods employed, paid advertising (i.e. via print, non-print, social media, websites, e-mails, etc.) is essential to determine how effectively food and medication corporations disseminate information through different media. For instance, Yeboah-Banin and Asante (2020) study on the cross-channel message consistency in Ghanaian herbal medicine advertising indicated

that producers of herbal medicines advertise their goods and draw consumers' attention to them. By doing this, herbal medicine businesses may profit from the cross-channel advantages of broader reach and a higher likelihood that clients will comprehend the product. Similar to this, the various channels give food and drug regulatory bodies, consumer protection organizations, and other public health and safety organizations a way to safeguard the general populace from unreasonably high injury risks related to the consumption of pre-packaged foods and medications.

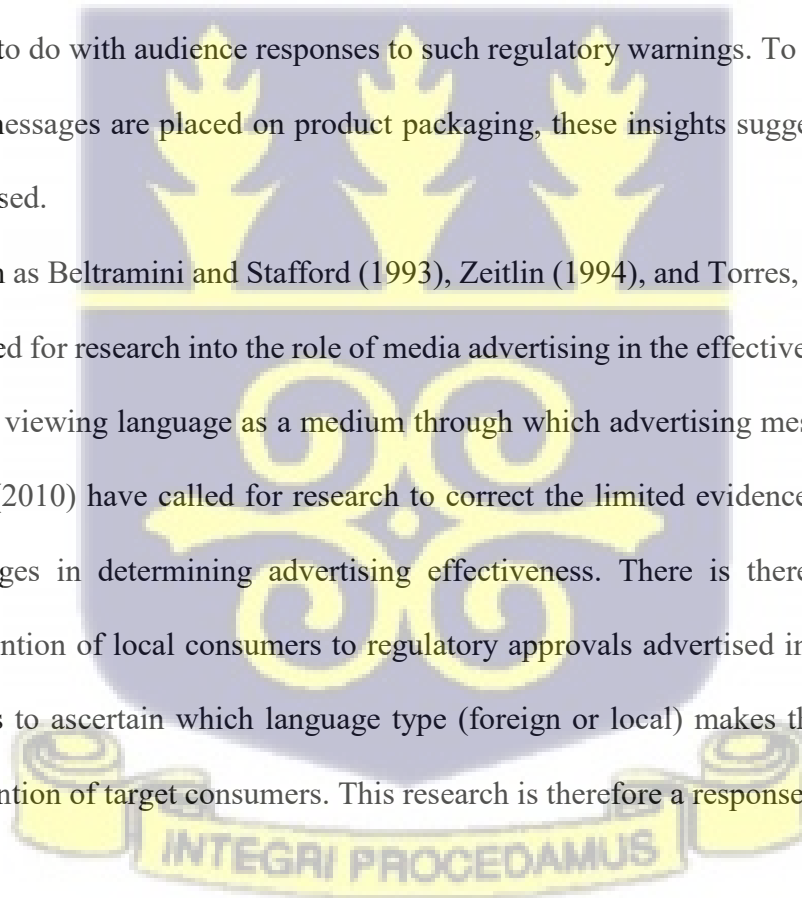
The link between advertising medium, governmental approvals, and consumer response effects has received relatively little investigation. However, research has shown that customers do not always take these governmental approvals seriously (see: Torres, Sierra, Heiser, et al., 2007; MacKinnon et al., 2001).

1.2 Problem Statement

Over the past three decades, regulatory warning labels and advertising have been extensively studied by market researchers and public policy experts across a wide range of products and services. The findings of these studies reveal variations in behavioral compliance by consumers. For instance, a study involving a warning ad informing consumers about the risk of cancer posed by saccharin led to a 4% fall in the demand and consumption of sales of soft drinks (Torres, Sierra, & Heiser, 2007). Beltramini (1988) study on nicotine reveals that cigarette smokers are more informed about the risks of smoking than non-smokers; this is because smokers are exposed to warning labels on the product more than non-smokers who barely come in contact with cigarette packets. McAuliffe (1988) says the warning labels about the dangers of smoking cigarettes have led to a fall in the consumption of cigarettes in the long term.

However, there is also contrary evidence that suggests that consumers do not change their consumption of products like alcohol based on regulatory approvals. Several intervening variables have been shown to affect the uptake of regulatory advice and warnings in food and drug advertisements. For instance, only warnings on products whose usage leads to serious or immediate health risks catch the attention of consumers and eventually lead to a change in their consumption behaviors (Torres, Sierra & Heiser, 2007a). For such on-product warnings, the visibility of the warning label on the product is critical in influencing its effectiveness in attracting customers' attention (Torres, Sierra, & Heiser, 2007). In short, there is a positive relationship between on-product warning labels and behavioral compliance or attention. This suggests that media might have something to do with audience responses to such regulatory warnings. To the extent that not all advertising messages are placed on product packaging, these insights suggest the importance of the medium used.

Researchers such as Beltramini and Stafford (1993), Zeitlin (1994), and Torres, Sierra, and Heiser (2007) have called for research into the role of media advertising in the effectiveness of regulatory approvals. Also, viewing language as a medium through which advertising messages are carried, Gerritsen et al. (2010) have called for research to correct the limited evidence on the effects of different languages in determining advertising effectiveness. There is therefore the need to examine the attention of local consumers to regulatory approvals advertised in both foreign and native languages to ascertain which language type (foreign or local) makes the most impact in catching the attention of target consumers. This research is therefore a response to these calls.



1.3 Research Objectives

This study aimed to examine the roles of advertising media and language in the attention of consumers to claims of regulatory approvals of food and drug adverts.

This study sought to achieve the following specific objectives:

Evaluate consumers' attentiveness to claims of regulatory approval in food and drug advertisements.

Analyze the influence of language on consumers' attention to regulatory approvals in advertisements.

Analyze the effect of different media on consumers' attention to regulatory approvals in advertisements.

1.4 Research Questions

From the ongoing, previous research has established the factors responsible for the effectiveness of regulatory warning advertising with little attention to the medium and language used. This study, therefore, seeks to add to the body of knowledge on the subject matter by answering the following research questions:

1. Do consumers pay attention to claims of regulatory approval in food and drug advertisement?
2. Do consumers' attentiveness to claims of regulatory approval in food and drug advertisements vary across different media channels?
3. Does the language use influence consumer attention to regulatory approvals?
4. Does the medium use influence consumer attention to regulatory approvals?

1.5 Significance of the Study

Researchers such as Beltramini and Stafford (1993), Zeitlin (1994), and Torres, Sierra, and Heiser (2007) have called for research into the role of media advertising in the effectiveness of regulatory approvals. Furthermore, previous research has established the factors responsible for the effectiveness of regulatory warning advertising with little attention to the medium used. Consequently, this study will contribute significantly to the literature by extending studies on the role of media advertising in the effectiveness of regulatory approvals. It is anticipated that the study findings will augment the findings of already existing literature on behavioral compliance to regulatory approval ads on print media, TV, radio, internet, social media, etc.

Also, the study provides additional insight into the relationship between regulatory approval and behavioral compliance or the attention of consumers. Moreover, the study apart from recommending the most efficient language mix for advertising regulatory approvals would also help provide recommendations to food and drug product manufacturers with FDA seals of approvals on the most appropriate and efficient media advertising mix to adopt to increase consumer attention.

1.6 Definition of key terms

1.6.1 Regulatory approvals

According to Zeitlin (1994), regulatory approvals are messages from a regulatory agency usually given about a product (in this case food or drug) to a prospective consumer, prompting him/her of the safety in the use of the product, and recommending the consumption of such a product as void of potential danger to health.

1.6.2 Attention

In consumer behavior, attention refers to the cognitive process by which individuals selectively focus their awareness on specific stimuli or information (Vainikka, 2015). It involves the conscious allocation of mental resources to stimuli that capture interest or relevance. Attention plays a crucial role in advertising and marketing, as capturing and maintaining consumer attention is key to effectively conveying messages and influencing consumer behavior (Lavie, 2005; Werthner & Hoch, 1991).

In this study, “attention” refers to the amount of cognitive effort that a person directs to a particular advertising message and the regulatory approval declaration in it.

1.6.3 Food and Drug Advertisement

Also, the term “advertisement” as applied to food and drugs has been defined by FDA, (2016) as “a public notice, either by print or electronic media, offering or promoting the sale of a food product”.

1.6.4 Media of advertising

The term “Media” used in advertising is equally defined by same Ghana Foods and Drugs Authority (FDA) as “tools used to store and deliver information on data about food and drugs. For example, print, radio, television, internet and social media” (FDA, 2016).

1.6.5 Language of advertising

Shirinbojevna (2020) defines the language of advertising as a combination of linguistic means of expression that is governed by laws of mass communication and general literary rules and a special language structure that helps a receiver (or addressee) to perceive specific information considering

the cultural, social and psycholinguistics features of the language. Advertising language as used in the study refers simply to the language used in a food and drug ad, I.e., whether local language or English.

1.6.6 Advertising believability

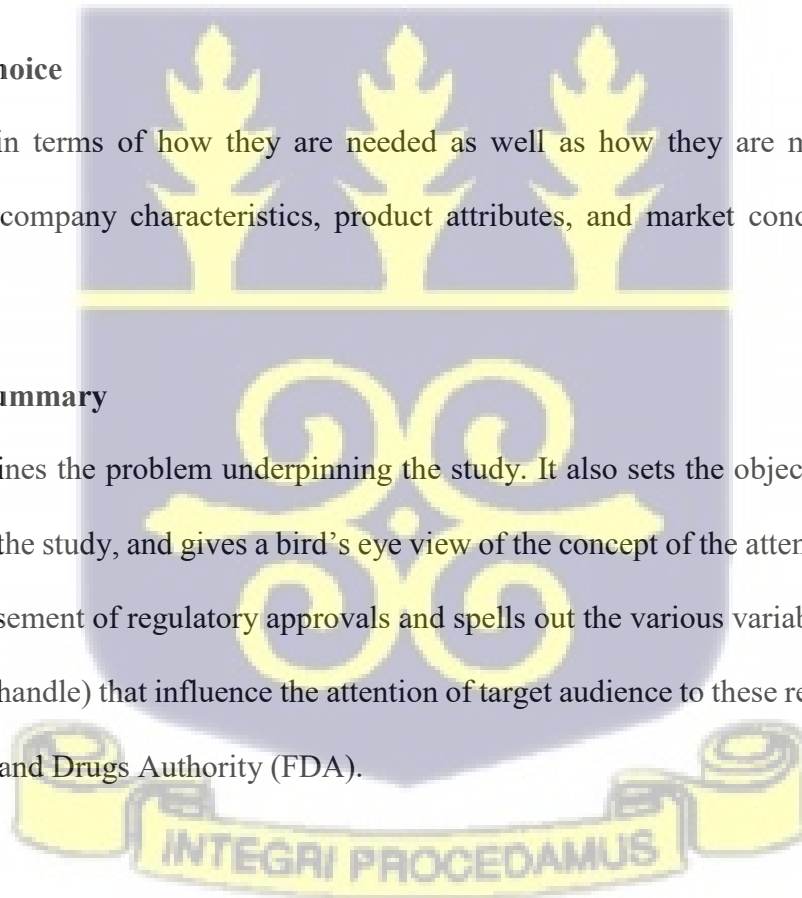
Advertising believability, according to Maloney (1963), is the net impact of advertising on the mind of the reader, listener, or spectator. When a customer has the attitude, belief, or intention toward a product that the marketer intended for them to have after seeing the commercial, it is said that the advertisement has been "believed."

1.6.7 Product choice

Products differ in terms of how they are needed as well as how they are manufactured. The combination of company characteristics, product attributes, and market conditions determines product choice.

1.7 Chapter Summary

This chapter defines the problem underpinning the study. It also sets the objectives of the study, the relevance of the study, and gives a bird's eye view of the concept of the attention of consumers to media advertisement of regulatory approvals and spells out the various variables (language and choice of media handle) that influence the attention of target audience to these regulatory approval ads by the Food and Drugs Authority (FDA).



1.8 Organization of study

Chapter One encompasses the Background, Problem Statement, Objectives, and Relevance of the Study. The Literature Review and the Theoretical Framework of this study are discussed in Chapter Two (2), whereas Chapter Three (3) captures the methods of data collection and data analysis (i.e., Sources of Data and Instruments employed, Sampling Procedure, Interview Procedure, and Study Area). Chapter Four (4) presents the findings of the Study, whereas Chapter Five (5) provides the Discussion, Conclusion, Recommendations, and Limitations of the Study.



CHAPTER TWO

THEORY AND LITERATURE REVIEW

2.1 Introduction

This chapter gives a review of related theory and literature on the key concepts forming the basis of the study. The chapter begins by presenting the concept of advertising. Furthermore, there is a discussion of the theoretical model underpinning the study. In addition, existing literature on the role of advertising media, the effects of different media on consumer attentiveness to advertisements, and the influence of language on consumers' attention to advertisements are discussed. Finally, there is the presentation of relevant empirical literature about the study.

2.2 The concept of advertising

Advertising remains the most widely understood and evaluated marketing term by businesses and even the public (Aaker, Biel, & Biel, 2013). Many people have come across advertisements at least a few times in their everyday routine. According to Tomse and Snoj (2014), advertising simply represents a minor part of marketing communication and is not a synonym for it. Advertising may be described in a variety of ways from various perspectives, and its meaning can be interpreted in a variety of ways (Akrani, 2012).

The basic explanation of advertising, given by John E. Kennedy in 1904, was "salesmanship in print." According to the majority of scholars, this description cannot be improved or made more concise than it is (Buildingpharmabrands, 2013). The American Marketing Association explains "any paid type of non-personal presentation and promotion of ideas, products, or services by an identifiable sponsor". Philip Kotler offers a more precise definition: "any compensated type of non-personal presentation and promotion of products, ideas, or services by a recognized sponsor"

(Kaptan, 2002). According to Rai (2013), numerous businesses use advertisements as one of their main approaches to product marketing. The goal of mass advertising is to draw attention to a product, thus ensuring a long-term relationship with clients or ensuring that buyers remember their product.

Various similar themes arose from the explanations above. They are stated in three points by Wienclaw (1969). To begin with, advertising remains a paid type of communication and is hence commercial. Furthermore, advertising uses non-personal communication methods (mass media) to reach a large audience instead of individual clients. As a result, it becomes a monologue in which receivers are unable to comment or ask questions regarding the message's content. Finally, advertising has a named sponsor (Wienclaw, 1969). Moreover, advertising is known as the costliest of all promotional elements, and it should be carefully monitored and controlled (Semenik, 2002).

There are various motivating factors for advertising, including increasing brand sales, creating and sustaining a brand image, communicating a modification in a current product line, introducing new products and services, and increasing the brand or firm's base value, etc (Ansari & Riasi, 2016). Advertising aims are divided into three categories based on their purpose: informational purposes, compelling objectives, and reminder objectives (Kasser, 2016). According to Jaideep, new advertising purposes may arise in response to changing circumstances, but the goal of advertising will stay the same: to enhance sales and profits (Jaideep, n.d.).

The primary goal of advertising is to maintain client loyalty while also communicating with future consumers to encourage them to accept a certain product or develop a preference for it. Advertising theories primarily clarify why advertising is likely to alter the behavior of prospective customers and achieve its goal. There are a variety of advertising theories, but most of them advocate a

spectacular presentation of a brand to potential customers or repetitive promotion as the most effective advertising method (Bhasin, 2017). In this study, insights are drawn from the AIDA model in designing the approach and variables under examination.

2.2 Theoretical framework

2.2.1 The AIDA model in advertising

Lavidge and Steiner (1961) developed the "Awareness, Interest, Desire, and Action" (AIDA) model, which explains the consumer's purchasing journey across multiple media channels. This model is frequently utilized in advertising to explain the processes or phases that transpire from the moment a customer initially becomes aware of a certain product or brand until the time he or she makes a purchasing choice (Mackay, 2005; Chris, 2008). To be effective, advertising must always be designed in a manner that the customer travels through every phase, which is extremely important. Advertising, per this approach, should incorporate memorable and believable messages that encourage consumers to act in a certain manner (Gittings & Brierley, 2002). The model continues to be a reliable guide to practitioners who have increasingly focused their efforts on two crucial behavioral responses: awareness and interest (Gitting & Brierley, 2002). The AIDA model aids in the evaluation of advertising effectiveness.

In relating the model to how consumers respond to regulatory warnings in food and drug advertisements, Zeitlin (1994) indicates that consumers are rational beings who will follow any safety instructions to prevent negative consequences. When properly stated, information about danger and how to reduce its risks attracts the attention of customers concerned about their safety.

To keep true to this theory of attention, the customer must be sensible, value his or her safety, and

be given knowledge (regulatory warning/approval) about a common hazard and how to avoid personal damage. In this regard, the essence of the model in consumers' attention to regulatory warnings/ approvals concerning food and drug advertisement is that it aids the public in detecting warnings/approvals and paying attention to them before making a purchase.

2.3 The Role of Advertising Media

Any channels or platforms (like magazines and newspapers, cinema, radio, television, posters, etc.) adopted in communication between advertisers and consumers are referred to as advertising media within marketing vocabulary (Advertising Media, n.d.). The media is typically divided into two categories: mass and niche. Television, newspapers, magazines, and radio are forms of mass media that communicate messages to a large and anonymous public. Because of their vast reach, the mass media are perfect platforms for advertisements attempting to reach a large audience. On the other hand, cable television and direct mail are sometimes regarded as "niche" media since they target a narrow and specific audience with distinct demographic features or specific interests (Singer, 2009).

Marketers use a variety of media platforms to communicate with their target audience. According to Ayanwale et al. (2005), marketers use radio, newspapers, television, and outdoor advertising, but Internet advertising is the current trend. Commercial materials such as billboards, banner ads, e-mail messages, interactive games, and other types of advertising are all covered. In 2004, cable television broadcast television, and radio received 44 percent of advertising revenue, somewhat more than magazines and newspapers. This is because television and internet ads have a beneficial impact on purchasers (Sadhasivam & Nithya Priya, 2015).

2.3.1 Television advertising

Ever since its debut at the 1939 World's Fair in New York, television has been utilized as a marketing tool (Gilani, n.d.). Despite the fast expansion and advent of digital media, television remains among the most common means of disseminating a mass message (Jaspersen & Yun, 2007), and the most probable type of media to be recalled and talked about by the public at large (Hayko, 2010). Advertisers may use television to demonstrate and inform a large audience about their company, goods, or services. It enables advertisers to show potential buyers the advantages of ownership, how well the service or product works, and how it is packaged so they know what to look out for at the time of sale. It is no surprise that Brassel described it as the "King" of advertising since it has repeatedly demonstrated its ability to affect human behavior (Brassel, n.d.).

2.3.2 Print media advertising

Advertising may be done in a variety of ways, including print. Newspapers, periodicals, journals, pamphlets, banners, billboards, flyers, and newsletters are just a few examples. Traditional print demands engaging and original content that increases brand and name awareness while engaging customers (Cacciatore et al., 2012). According to Pleshette (2013), advertising costs vary substantially based on the number of competitors for similar media spaces and the level of viewership. Professionally developed and planned out spreads are often required for print advertising to present the advertiser's information in the best possible light.

When it comes to renowned companies and products, print ads portray uniqueness, seriousness, and knowledge. In addition, the print medium provides for nearly limitless message length and processing time (Mautner, 2008). Print media, in contrast to television advertising that conveys

sound, action, and text messages all at once, delivers communications one issue at a time and one thought at a time (Bellman, Schweda, & Varan, 2010).

2.3.3 Radio advertising

Radio used to be a popular form of advertising, but it has lost popularity in recent times (Rixon, 2018). Personal music players, satellite radio, and internet-based music streaming have eroded the radio's position, even though some people still listen to it in their cars and outside their houses (Grätz, 2013). According to May (2013), radio is seen as a good way to target older consumers who have not embraced new technology and continue to listen to the radio regularly.

2.3.4 Internet advertising

Since its inception in 1994, the Internet has been widely regarded as a marketing as well as an advertising tool. The Internet is different from traditional advertising mediums in many ways. It serves as a transaction and distribution medium as well as a communication route (Lim, 2015). The internet user can obtain information as well as execute transactions and payments. There remain no other platforms that can instantaneously perform these marketing duties alone without the aid of additional tools. Because of its design, the Internet is interactive (Sadmin, 2015). It supports multimedia material and can transport not just text and images, but also audio and video. The Internet's multimodal nature makes it ideal for high-impact advertising. It remains a convergent medium for all other media, combining newspapers, television, radio, direct mail, magazines, billboards, and other forms of advertising (Celebi, 2015).

On the internet, there are several types of advertising like buttons, banner ads, popup ads, paid text links, e-mail, sponsorships, target sites, and advertisements, among others (Brownell et al., 2004).

2.3.5 Mobile phone advertising

SMS (Short Messaging Service), or mobile advertising, remains a significant and essential addition to the growing array of communication channels (Danaher, Smith, Ranasinghe, & Danaher, 2015). In recent years, SMS has become one of the quickest, simplest, and most efficient forms of communication. The most contemporary goal of SMS is to serve the client by delivering products and services similar to those offered by several forms of mass media. Mobile marketing remains a relatively new phenomenon that has the potential to be among the best, if not the best, targeted advertising mediums since it gives customers access to their personal information depending on their location, period of the day, and hobbies (Scharl, Dickinger, & Murphy, 2005). Unlike traditional advertising, mobile advertising allows for micro-targeting, which allows for tracking of communication usage. Accessibility to this medium additionally enables the customer to respond to the communication instantly, which aids in determining the campaign's efficacy (Wong, Tan, Tan, & Ooi, 2015). There is always the option of looking at the capability of the media being utilized to spread word of mouth.

2.4 Effects of different media on consumer attentiveness to advertisements

Customers' expectations for information from a variety of sources, such as television, radio, newspapers, the internet, and magazines, are diverse. Different media have different features, as well as different immediate and long-term effects on consumers (Doyle & Saunders, 1990).

Television, for example, allows for high-definition audiovisual content, which is best suited to products requiring physical display. Radio is an audio medium that is the best fit for businesses that cater to local audiences (Petersen, 2018).

According to Berkowitz et al. (2001), the impact of various media outlets on customers' recollections varies with time. For instance, whereas television advertisements have a substantial impact on consumers' recollections initially, this influence fades with time. A magazine, on the other hand, has a minimal yet long-lasting impact on consumers' memories since they may read it whenever they choose.

Due to their wide reach, broadcast media, including radio and television, are some of the most popular (Wagas & Abdul, 2011). Newspapers play an important role as an effective communication medium. This is attributable to the fact that it is present in almost every country on the planet (Jayaraj, 2011). According to Statista (2016), advertisers continue to choose traditional media such as print and television. Furthermore, according to Nayak and Shah (2015), newspaper advertising plays a significant role in the creation of a brand and influences buying decisions. In a similar study, Raju and Devi (2012) discovered that newspaper advertising is more reliable. According to Sorce and Dewitz (2007), magazine advertisements remain more effective than television advertisements. Also, print media remained the preferred channel for advertising, according to the study by Pongiannan and Chinnasamy (2014). Trivedi (2017a) argued, nevertheless, that internet advertisements do not directly influence customers' purchase intentions, contrary to popular belief. The association between internet ads and message process involvement and attitude toward the brand mediate purchase intent. According to the findings, the media has an influence on client behavior at various phases of the purchasing process.

The Internet is a more attractive medium than a newspaper. Consumers have more control over what they see on the Internet than they do while reading newspapers and magazines (BezjianAvery, Calder, & Iacobucci, 1998). The term "internet" is used in this research to refer to digital platforms such as Instagram, Facebook, Twitter, email, and YouTube, to mention a few (Gilaninia, Taleghani, & Karimi, 2013; Mishra & Vashiath, 2017; Trivedi, 2017a). According to Opeodu and Gbadebo (2017), advertisements on multiple media platforms have a significant influence on influencing client decisions, owing to the varying effects of various media platforms. As a result, for product and service marketing, selecting the appropriate media channel for advertising is critical (Singh, 2012). When compared to other sources of information, advertisements are often considered a source of information by consumers, hence media mix considerations are critical for marketers (Shrivastava, 2014). The word "internet" is used in this study to describe digital platforms such as Instagram, Facebook, Twitter, email, and YouTube, to mention a few. This remains a pressing topic since, in marketing and advertising, prioritizing the use of various media channels for advertising is a challenge. Nowadays, the cost of advertising in each medium is quite expensive, and any ineffective media strategy may be very expensive. As a result, understanding various media advertisements and their impact on customer behavior is still critical for advertising executives (Opeodu & Gbadebo 2017).

There remains a link between ads and distinct stages of customer behavior. Television advertising influences attention, interest, and desire. Television advertising influences attention, interest, and desire (Ranjbarian et al., 2011). Also, according to Nysveen and Breivik (2005), radio commercials have a lower impact on changing customers' attitudes and behaviors.

Numberger and Schwaiger (2003) research was to evaluate the efficiency of cross-media advertising compared to that of internet and print advertising. It was discovered that banner ads fared worse than print ads in terms of memory and brand attitude.

Also, Sama (2019) conducted a study to determine the influence of various media commercials on customer behavior. Newspaper advertisements were found to influence all five phases of customer behavior. It has been scientifically proven that television and the internet have an impact on customer awareness, intention, and conviction. Magazines and newspapers were also found to be useful media for influencing customer purchase and post-buy behavior.

Boateng (2019) research, employed a cross-sectional survey using a quantitative technique to gather opinions from fifty-one (51) questionnaires that were distributed to suit the study's unique goals. The findings were based on the various mediums used for Herbalife product advertising, the different kinds of Herbalife product advertisements, the factors that are most effective for influencing consumer buying behavior with the Herbalife brand, and the extent to which Herbalife product advertising has impacted consumer brand preference. According to the findings of the survey, the majority of respondents feel that television and celebrity advertising are the most extensively used channels for Herbalife products.

2.5 The influence of language on consumers' attention to advertisements

Advertising language remains a unique phenomenon and a distinct subject of study in the realm of public relations in contemporary science. Specialists from numerous professions are studying it, including linguists, psychologists, economists, and others. Each of these specialists has a different purpose in mind when they do their research. Linguists classify advertising language (phonetic, syntactic, lexical, morphological, stylistic), whereas psychologists study language management

approaches and their influence on customers (Shirinboyevna, 2020). In the reflection of public life, the language of advertising is likewise evolving in tandem with social concerns. It is vital to remember that the advertising language remains a source that represents the lexical resources accessible to the audience and demonstrates the scope of the language's social meaning. In the field of management and communication, the language used in advertisements and consumer preferences has gotten a lot of attention (Mandal, 2000). According to Usunier and Shaner (2002), language phrases represent and encapsulate cultural realities. Also, as indicated by Nantel and Glaser (2008), consumers' decision-making processes when it comes to product selection are influenced by linguistic variations.

Several local and multinational businesses want to create their brand identity in a specific location by using the local language and incorporating cultural traditions (Usunier & Shaner, 2002). Nantel and Glaser (2008) demonstrate that when the words used in an advertisement are developed in the client's mother tongue, the perceived usefulness rises. In this context, Mohammed and Alkubise (2012) looked at the contents of advertisements and discovered that language and location represent the most important factors affecting buyers' propensity to buy, whereas advertisement design remains less statistically significant than other variables. According to the study results, obscene language has a favorable influence on advertisement attitude, attitude toward the brand, and purchase intention (Ilicic & Blakemore, 2015). As a result, people's emotional regulation tendencies may be stimulated by deliberately adding language in marketing messages that target consumers' emotions (Kemp & Kopp, 2011).

According to several studies (see: Faseur & Geuens, 2006; Chang & Lee, 2010; Micu & Chowdhury, 2010), language has the potential to be an attribute as well as a medium of experience.

It has the potential to impact customers' emotional responses as well as their thinking (De Run, Yee, & Khalique, 2012). A customer's impression of an advertisement might be influenced by an individual's emotional response to it. As a result, one's attitude toward the advertisement might influence one's behavioral intentions (Ilicic & Blakemore, 2015). Thus, businesses must consider the language they use in their marketing initiatives (De Run, Yee, & Khalique, 2012), as evidence shows that customers' inclination to purchase items or services from a service provider is linked to the language used in an advertising campaign (Kemp & Kopp, 2011; Mohammed & Alkubise, 2012).

2.6 Literature gaps

Researchers have shown that advertising has the inherent capacity to raise a product's perceived value in the eyes of customers and raise consumer attention to the product being marketed (Domazet et al., 2017). Regulation-related warning advertisements are now more readily available to targeted customers than ever before because of media convergence. Despite this, the literature reviewed demonstrates that customers frequently disregard these regulatory approvals or cautions (see: Torres, Sierra, Heiser, et al., 2007; MacKinnon et al., 2001). Again, there is still much to learn about how language and the media might be used to communicate such messages and increase attention and adherence to such regulatory approvals. Consequently, this study aimed to fill these gaps and add to the body of knowledge about audience responses to advertisements of regulatory approvals of food and drug product marketing, as well as the impact of different media channels and language used on such responses.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents the methodology of the study. It explains the methods of data collection for achieving the specified objectives. The chapter also specifies the study design and sampling procedure, population of the study, data collection method and survey instrument, and sample size.

3.2 Study design

This study employed the quantitative research approach of data collection and analysis in addressing the research questions. This was due to the intended research outcome and the way the research questions were modeled (Bosco Baguri Sumani et al., 2018). A cross-sectional survey design was used (King et al., 2006). Respondents to the questionnaire were selected through random sampling of two hundred and one (201) residents within the area of study. This sample size was obtained from Yamane (1967) optimal sample size formula at a 7% margin of error for a residential student population of 14,274. The University of Ghana campus was the study area for this survey, and residential students on the main campus were the target respondents. The unit of analysis for this study was the individual students.

3.3 Study population

Hair et al. (2012) describe the population as consisting of all the elements that make up the unit of analysis. In other words, the population includes the total group of individuals, objects, or events that have one common observable characteristic. For this study, the population consisted of all University of Ghana undergraduate students who are residents of the main campus of the

University. Resident students of universities are often known for consuming a lot of media using their media devices due to several factors. The first is Time Availability. Resident students often have more free time compared to non-residential students. They have fewer commitments outside of their studies, which allows them to have more leisure time for media consumption. The second factor is Technological Access: The University provides easy access to media devices and internet connectivity on campus, which enables students to consume media content effortlessly. The availability of technology encourages students to spend more time engaging with various forms of media. The third factor is Social Influence. Peer influence and societal norms also play a role in driving the media consumption habits of resident students. Students may feel the need to stay informed and connected to popular media trends to fit in or engage in discussions with their peers. According to a study by Rideout et al. (2010), college students spend an average of 9.5 hours per day using media for recreational purposes. This includes activities such as watching television, browsing the internet, and using social media platforms. The study also found that 40% of students reported frequently multitasking with media, which further increases their overall media consumption. The study by Rideout et al. (2010) provides empirical evidence supporting this observation. These factors guided the choice of this study population.

3.4 Sampling procedure and sample size

From the total of twelve halls housing undergraduate students on the main campus, this study employed the probability sampling technique, specifically the Simple Random Sampling Technique in selecting four halls to participate in the study. The adoption of the Simple Random Sampling Technique guaranteed that every case in the population had an equal chance of being included in the sample. The sample size of 201 students was divided equally among the four halls

of residence. Thus, approximately 50 students responded to the study questionnaire from each sampled hall.

A sample size of two hundred and one (201) residents was considered within the area of study. This sample size was obtained from Yamane (1967) published table on optimal sample size formula at a 7% margin of error for a residential student population of 14,274.

A list containing names, room numbers, and contact numbers of resident students was obtained from each of the four halls with assistance from the Junior Common Room (JCR) office. From the total population of 14,274 undergraduate student residents on the main campus, the formula proposed by Kish (1965) was used to calculate the i^{th} respondents to be selected from the list. Thus, $14274/201 = 71$. Thus, 50 students were selected from three halls, whereas 51 were selected from the fourth hall (making a total of 201 students), through the Systematic Random Sampling from each list at an interval of (i.e. 1, 71, 142, 213, 284...and so on). Calculating this sampling interval involved multiplying the population size by the required sample size to arrive at the predetermined periodic interval. The count looped back to the start of the list when it reached the end and continued counting if more participants were needed.

3.5 Data collection method and survey instrument

The study mainly relied on primary data collection through the distribution of a structured questionnaire to a sample of respondents. According to Cameron and Price (2009), questionnaires enable one to gather large quantities of data that are valuable for quantitative research with explanatory purposes. Moreover, Sekaran and Bougie (2013) postulated that questionnaires are deemed an effective data-gathering instrument when the study is explanatory. Thus, a well-structured questionnaire was used to solicit the views of the 201 sampled respondents. The

structured questionnaire attempted to obtain information on respondents' socio-demographic characteristics (which include; gender, age, and educational level); language (English, local language); medium of exposure (which includes radio, Television, social media, newspaper), and about the core study constructs including; consumers' attentiveness to claims of FDA approval in ads, advertising language preference, media of advertising consumption and media of exposure to claims of FDA approval in ads. Construct measures included a mix of nominal (demographic variables- age, gender, and education).

Individuals sampled were visited and the purpose of the study was explained to them. Upon securing their readiness to participate, the researcher emailed the questionnaire (designed in Google form and share it through a link) for them to complete and submit.

3.6 Data analysis

Data obtained through questionnaires concerning all the study objectives were processed, coded, and analyzed with the use of the Statistical Package for the Social Sciences (SPSS, version 26.0). Descriptive statistics were used to profile respondents as well as paint a picture of patterns around the study constructs. Cross-tabulation was employed in analyzing data about consumer attentiveness across different media channels, in line with the study's first objective. In addition, a one-way analysis of variance (ANOVA) was conducted to evaluate the hypotheses concerning whether there exists any difference in consumer attention to regulatory approval concerning language preferences, in line with the study's second objective. Again, a one-way analysis of variance (ANOVA) was conducted to evaluate the hypotheses with regards to whether there exists any difference in consumer attention to regulatory approval of food and drug advertisements across media types in consumer attention to regulatory approval concerning language preferences, in line with the study's third objective.

3.7 Ethical considerations

The essential ethical factors that must be considered in any research, according to Patten (2017), are voluntary participation, privacy rights, anonymity, and information confidentiality. Given this, every effort was made to resolve every one of these ethical concerns. For example, with voluntary participation, all respondents were able to freely participate in the data collection process.

Furthermore, potential privacy issues were addressed by allowing respondents to complete the questionnaire on their own, and respondents were asked to leave any difficult questions unanswered so that more information may be offered via their preferred medium.

Also, in terms of anonymity, the option for respondents to disclose their names and phone numbers was removed from the questionnaire. Respondents were assured that their personal information would not be shared with the public or used for any other project purpose. In addition, the study ensured data privacy by assuring participants of the confidentiality of any information they provided. The data collected from the survey was entered on password-protected computers. Respondents were also assured that no personal information about them was to be used against them or made public. Finally, all relevant publications obtained for the study were appropriately cited to avoid the ethical issue of plagiarism.

3.8 Chapter Summary

This chapter discussed the methodology employed in this study, which included amongst others, the research design, study population, sampling procedure, and sample size, data collection methods and instruments, data analysis, and ethical considerations.

CHAPTER FOUR
FINDINGS OF THE STUDY

4.1 Introduction

While the preceding chapter provided the procedures employed in undertaking the study, this chapter analyses the field data collected to answer the research questions posed in Chapter One of this study.

4.2 Sample description

Table 1.0: Respondents’ profile

Variables	Frequency (%)
Gender	
Male	141 (70.15%)
Female	60 (29.85%)
Age	
20 years and below	26 (12.94%)
21 – 25 years	172 (85.57%)
26-30 years	3 (1.49)
Education	
Level 100	86 (42.79%)
Level 200	29 (14.43%)
Level 300	69 (34.33%)
Level 400	17 (8.46%)

The effective sample sex distribution was 70% male. Also, the sample was generally young, with the majority (43%) falling in the 21-25 age bracket. This was followed by those aged 20

years and below (13%). Those who were aged 26-30 years were 3%. In terms of education, as high as 43% of the respondents were in Level 100.

4.2 Ownership of communication devices

As shown in Figure 1.0, data concerning respondents' ownership of various communication devices were also obtained. The data analyzed revealed that 196 of the respondents, representing 97.51%, owned various forms of communication devices, which included smartphones, laptops, tablets, and iPads. The remaining 5 respondents, representing 2.49% of the total number of respondents did not own any form of a communication device.

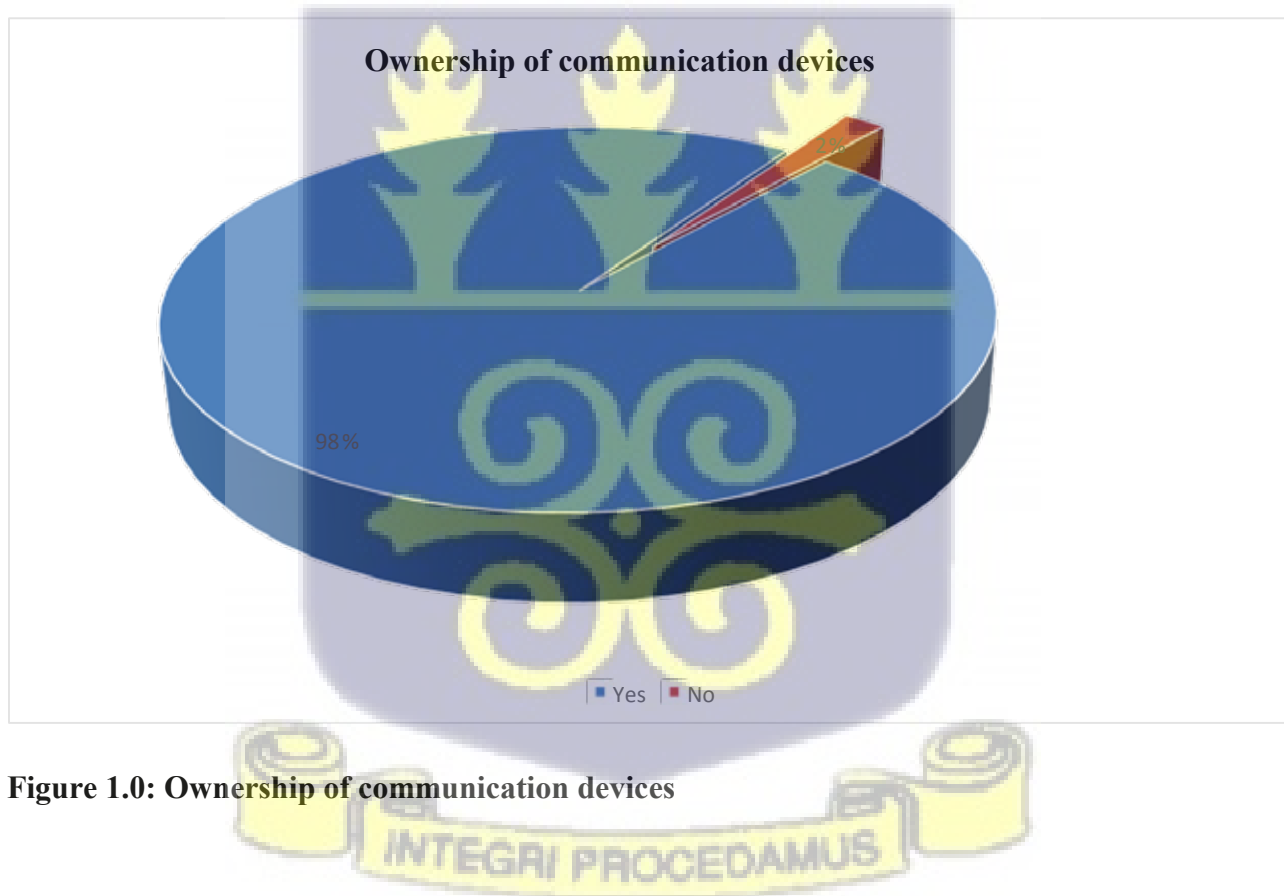


Figure 1.0: Ownership of communication devices

4.3 Frequency of consumption of social media

The study also sought to obtain information relating to the frequency of social media consumption by the respondents. As presented in Table 2.0, the data analyzed revealed that the majority of the respondents, that is 81% consumed social media very often.

Table 2.0: Frequency of consumption of social media

	Frequency (%)
Always	13 (6.47%)
Very often	162 (80.60%)
Rarely	24 (11.94%)
Never	2 (1%)

4.4 Type of traditional media used

Furthermore, the study wanted to find out from the respondents, the top traditional media used. As shown in Figure 2.0, the data analyzed discovered that 54% of the respondents, representing the majority indicated that radio is the top traditional medium used. the rest included television, newspaper, phone, social media, billboard banner ads, and door-to-door ads.

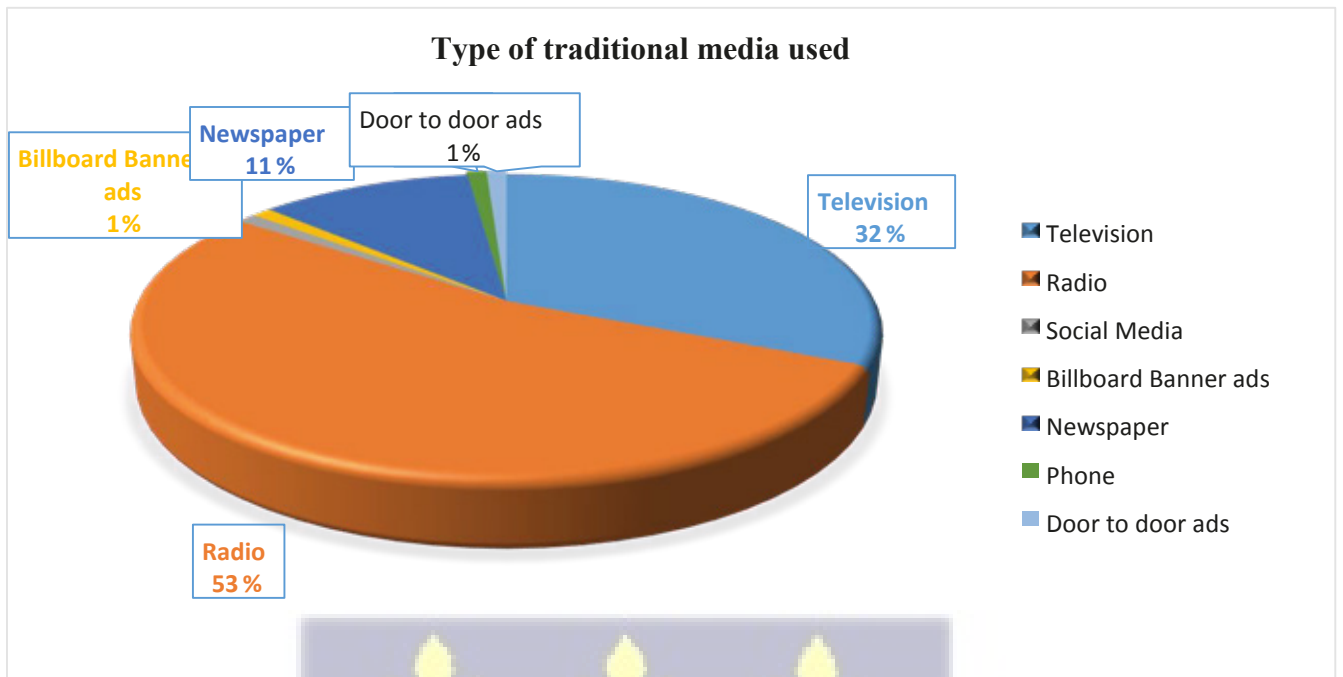
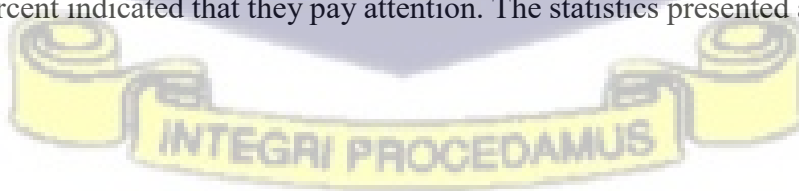


Figure 2.0: Type of traditional media used

4.5 Consumers’ exposure to and attentiveness to claims of regulatory approval of food and drug advertisements

This part of the analysis presents data relating to consumers’ attentiveness to claims of regulatory approval of food and drug advertisements, in line with the study’s first objective. To begin, respondents were asked what they typically do when consuming media and an ad pops up. The study finds that the majority of consumers pay attention when consuming media and an ad pops up. Nearly 61 percent indicated that they pay attention. The statistics presented are summarized in Figure 3.0.



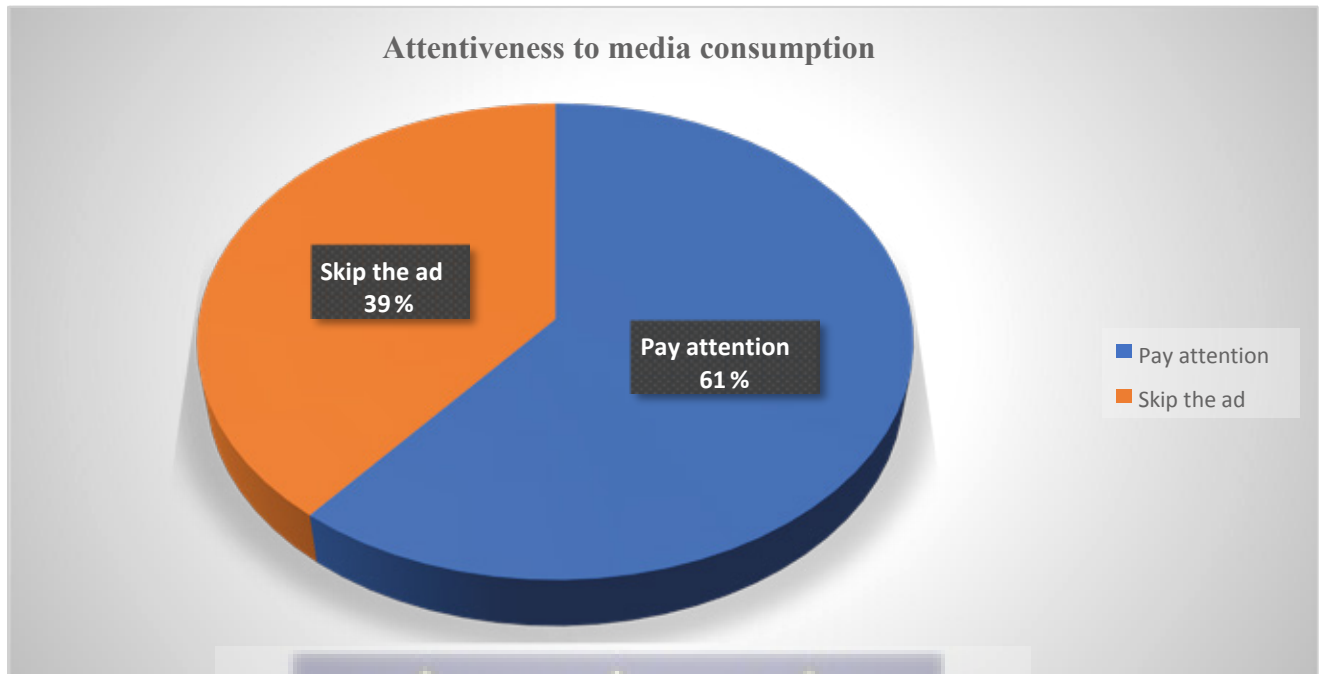


Figure 3.0: Attentiveness when consuming media

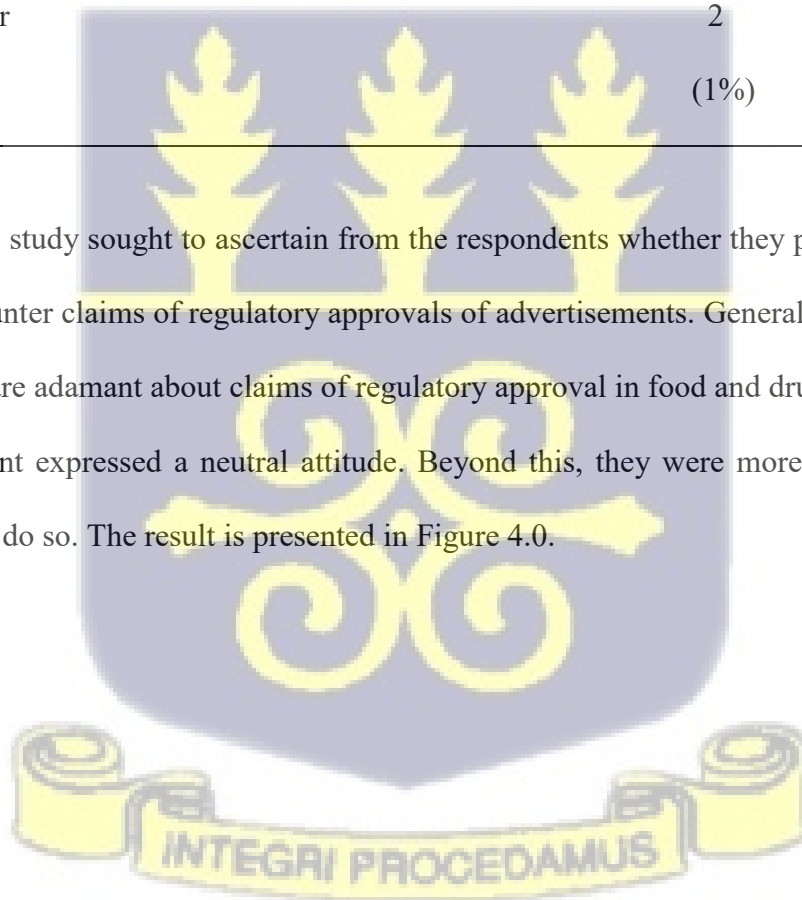
Again, the researcher wanted to know from the respondents, which medium they mostly encounter the expression "this advert is FDA approved". The data analyzed revealed that the majority of the respondents mostly encounter the expression "this advert is FDA approved on the radio. Nearly 54% indicated that they encountered the expression on the radio. Beyond this, the remaining 46% indicated that they encounter the expression on other media channels which include: television, social media, and newspaper. The result hence suggests that all respondents do encounter claims of regulatory approval in ads. The statistics presented are summarized in Table 3.0.



Table 3.0: Type of media

	Frequency
	(%)
Television	86 (42.79%)
Radio	108 (53.73%)
Social media	5 (2.49%)
Newspaper	2 (1%)

Furthermore, the study sought to ascertain from the respondents whether they pay close attention when they encounter claims of regulatory approvals of advertisements. Generally, the study finds that consumers are adamant about claims of regulatory approval in food and drug advertisements. Nearly 80 percent expressed a neutral attitude. Beyond this, they were more likely to not pay attention than to do so. The result is presented in Figure 4.0.



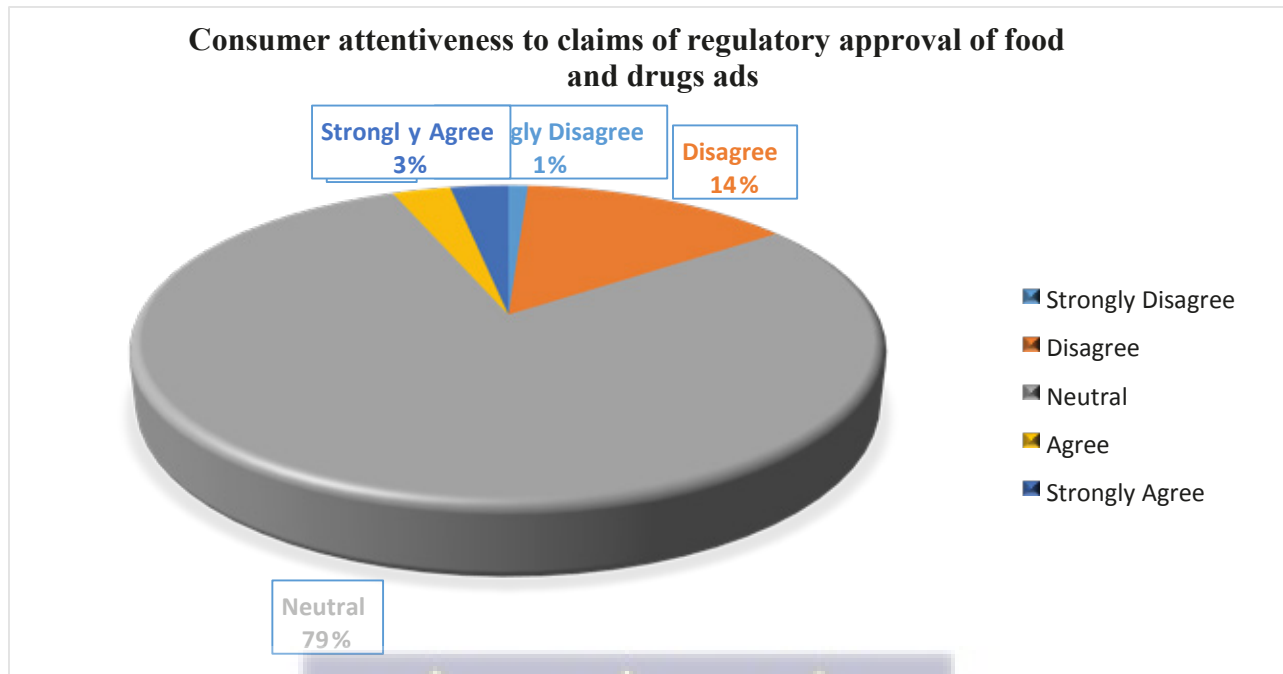


Figure 4.0: Consumer attentiveness to claims of regulatory approval of food and drugs advertisements

4.6 Media type and attention to claims of regulatory approval of advertisements

Also, the researcher wanted to know whether the attention to claims of regulatory approval of food and drug advertisements varies depending on the type of media. As presented in Table 4.0, a cross tabulation analysis found that consumer attention varies across different media channels. The majority of the consumers, nearly 80% expressed a neutral attitude about paying attention to claims of regulatory approval in advertisements. 15% indicated that they do not pay attention to claims of regulatory approval in advertisements, whereas 6% indicated that they pay attention to claims of regulatory approval in advertisements. Of the majority number of consumers who expressed a neutral attitude, 40% of them expressed a neutral attitude toward paying attention to the radio, thus, recording the highest number of responses. This was followed by nearly 36% of consumers who expressed a neutral attitude toward paying attention to television. Social media followed with

about 2% of consumers who expressed a neutral attitude to paying attention to social media. The newspaper recorded the lowest number of neutral responses, about 1%.

Table 4.0: Consumer attentiveness across different media channels

When I encounter an advert with the expression This advert is FDA approved, I pay close attention

	Do not pay attention	Neutral	Pay attention	Total
Television	5	72	9	86
	2.5%	35.8%	4.5%	42.8%
Radio	25	81	2	108
	12.4.0%	40.3%	1.0%	53.7%
Newspaper	0	1	1	2
	0.0%	0.5%	0.5%	1.0%
Social media	1	4	0	5
	0.5%	2.0%	0.0%	2.5%
Total	31	158	12	201
	15.4%	78.6%	6.0%	100.0%

4.7 Language and audience attention to claims of regulatory approval in advertisements

4.7.1 Normality test

This section elaborates on normality and thus health tests. This test was conducted to ascertain which statistical test model to incline to. Thus, the determination of whether language preference and media type influence consumer attention to food and drug ads approved by the FDA is informed

by the toggling choice between the ANOVA model if the outcome variable is normally distributed and the non-parametric Kruskal Wallis model if the outcome variable is not normally distributed.

Table 5.0: Normality Test Table

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attention to food and drug ads approved by the FDA	.460	201	.419	.554	201	.213

As shown in Table 5.0, the outcome variable’s Kolmogorov-Smirnova test of normality obtained a p-value = .419 > 0.05. The Shapiro-Wilk test of normality is of p-value = .213 > 0.05, Impliedly both normality tests turned out not to be significant, which does indicate the normality of the distribution of the data.

Therefore, the non-parametric Kruskal Wallis model is ditched, and the ANOVA test model is inclined to the analysis of whether language preference and media type influence attention to food and drug ads approved by the FDA.

4.7.2 ANOVA analysis of language and consumer attention

This study hypothesized in H1 that consumers' attention to claims of regulatory approval in advertisements varied depending on language preference. An ANOVA test was run to establish the veracity of this assumption and evaluate the null hypothesis that there are no significant differences in consumers’ attention to regulatory approval concerning language preferences. The

independent variable: Consumer attention, was made up of three groups; Disagree or Strongly Disagree (M = 2.871, SD = .7634), Neutral (M = 3.389, SD = 1.0922), and Agree or Strongly Agree (M = 3.389, SD = 1.0922), as shown in Table 6.0.

The assumption of homogeneity of variance was tested and was found not tenable having used the Levene's Test, $F(2, 198) = 9.682, p < .01$.

Table 6.0: One-way ANOVA results table of language and consumer attention

Language Preferences Groups	Mean	Std. Dev.	Test of Homogeneity			
			Levene's Statistic	Sig.		
Disagree or Strongly Disagree	2.871	.7634	9.682	.000		
Neutral	3.389	1.0922				
Agree or Strongly Agree	3.303	.5403				
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	η^2_p
Between Groups	5.214	2	2.607	6.307	.002	.060
Within Groups	81.841	198	.413			
Total	87.055	200				
Group Differences						
Language Preferences Groups				Mean Difference	Sig.	
Disagree or Strongly Disagree – Agree or Strongly Agree				-.4317*	.014	

The ANOVA was statistically significant $F(2, 198) = 5.706, p < .01, \eta^2_p = .06$. This indicates that it is significant enough evidence to reject the null hypothesis and draw the conclusion that, there

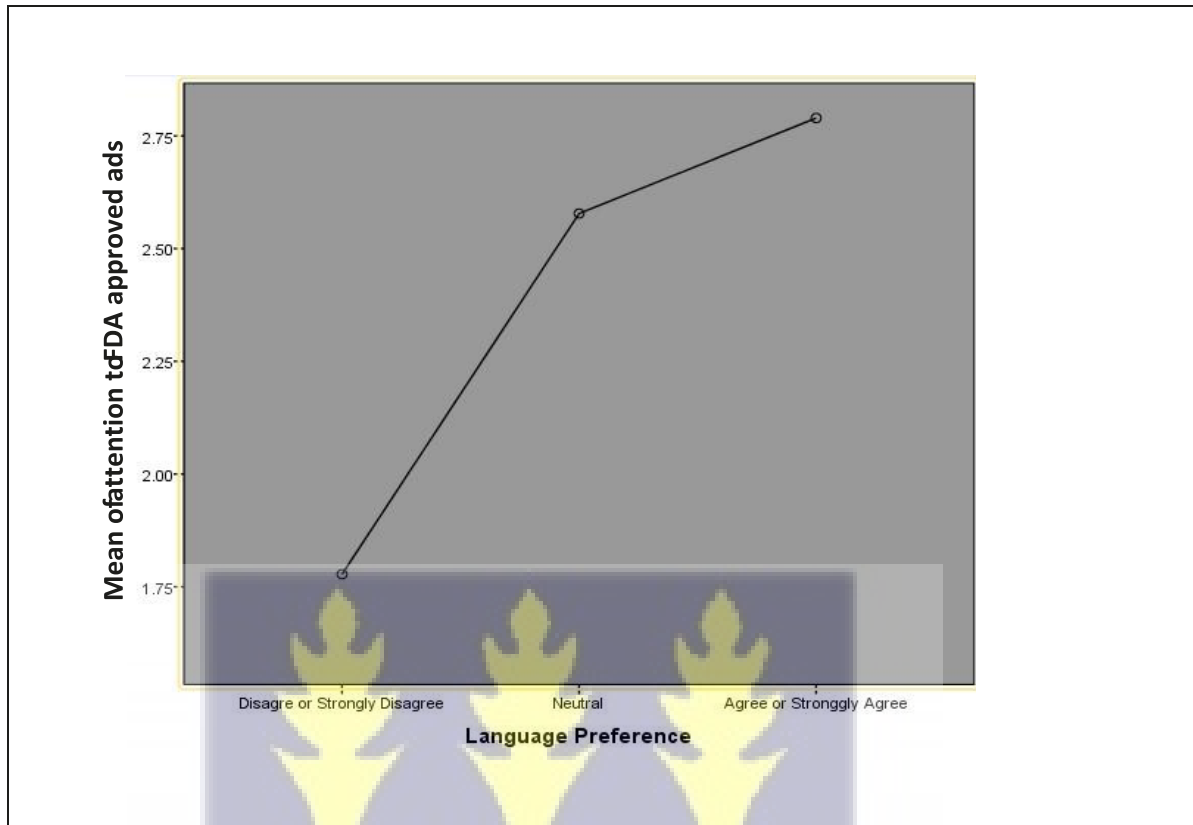
are significant differences in consumer attention to regulatory approvals in respect to language preferences, given the 6% variation accounted for regarding attention to language preference as indicated by the partial eta squared.

The Post hoc comparisons to evaluate the differences among the group means were conducted using Dunnett's T3 since equal variance could not be assumed. The test revealed a statistically significant difference between the mean scores of "Disagree" or "Strongly Disagree" to the attention to food and drug ads approved by the FDA and "Agree" or "Strongly Agree" to the attention to food and drug ads approved by the FDA, $p < .05$.

The mean plot was employed to better foster the comparisons of the mean scores between the groups.



Figure 5.0: Language Preference and consumer attention to FDA-approved ads



As displayed in Figure 5.0, Disagree or Strongly Disagree concerning the attention to food and drug advertisements approved by the FDA had the lowest mean score given the preference for ads in the local language over English.

However, Agree or Strongly agree concerning the attention to food and drug ads approved by the FDA obtained the highest mean scores given the preference for ads in the local language over the English language.

In conclusion, the study found significant differences in consumer attention to regulatory approval concerning language preferences. In that, there exist statistically significant differences between Disagree or Strongly Disagree and Agree or Strongly Agree to attention groups, and among these groups. Agree or Strongly Agree obtained the highest mean score. Thus, it can be concluded that

preference for ads local rather than the English language influences the attention to FDA-approved food and drug advertisements.

Hence, the type of language employed in ads tends to have an impact on consumers' attention to regulatory approvals in food and drug advertisements, such that greater positive responses are generated when FDA-approved advertisements are fostered in the local language, so long as the Ghanaian context is of concern on the average.

4.8 The role of media of exposure

This section presents the analysis to explore the role of media of exposure to claims of regulatory approval of food and drug advertisements. The section looks at the output of the analysis of variance in media and the attention of consumers concerning regulatory approval of food and drug advertisements, where it is hypothesized that;

H₀: There are no significant differences in consumer attention to regulatory approval of food and drug advertisements across media types.

H₁: There are significant differences in consumer attention to regulatory approval of food and drug advertisements across media types.

Table 7.0: One-way ANOVA results table of media and consumer attention

Media Groups	Mean	Std. Dev.	Test of Homogeneity	
			Levene's Statistic	Sig
Television	2.709	.5914	6.321	.000
Radio	2.528	.8368		
Newspaper	2.500	.7071		

Social Media	2.400	.8944				
ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	η^2_p
Between Groups	1.810	3	.603	1.097	.004	.016
Within Groups	108.349	197	.550			
Total	110.159	200				
Group Differences						
Media Groups				Mean Difference	Sig.	
Television – Radio				-.506*	.002	

** The mean difference is significant at the 0.05 level.*

A one-way analysis of variance was conducted to evaluate the null hypothesis that there are no significant differences relating to consumers' attention to regulatory approval of food and drug advertisements across media types. The independent variable was made up of three groups; Television ($M = 2.709$, $SD = .5914$), Radio ($M = 2.528$, $SD = .8368$), Newspaper ($M = 2.500$, $SD = .7071$) and Social Media ($M = 2.400$, $SD = .8944$), as displayed in the above table.

The assumption of homogeneity of variance was tested and was found not tenable having used Levene's Test, $F(3, 197) = 6.321$, $p < .01$).

The ANOVA was statistically significant $F(3, 197) = 1.097$, $p < .01$, $\eta^2_p = .016$). Thus, there is substantive evidence to reject the null hypothesis and conclude that there are significant differences in consumers' attention to regulatory approval of food and drug advertisements across media types. Given that, 1.6% of the variation in consumer attention is accounted for by media, as indicated by the Eta partial square.

The post hoc comparison was also employed, to evaluate the differences among the group means using Dunnett's T3, since equal variance was not tenable. The test revealed a statistically significant difference between the mean scores of the media types; Television and Radio $p < .05$. However, the media types (newspaper and social media) failed to significantly differ from any of the other groups, $p > .05$.

The mean plot was employed to better foster the comparisons of the mean scores between the groups. As displayed in Figure 6.0, television had the highest mean score concerning consumer attention to FDA-approved ads through this medium. Radio recorded the next highest mean concerning consumer attention to FDA-approved ads through this medium. The newspaper was the next media type that recorded the highest mean scores after radio. Finally, social media recorded the lowest scores of all means concerning consumer attention to FDA-approved ads through this medium.

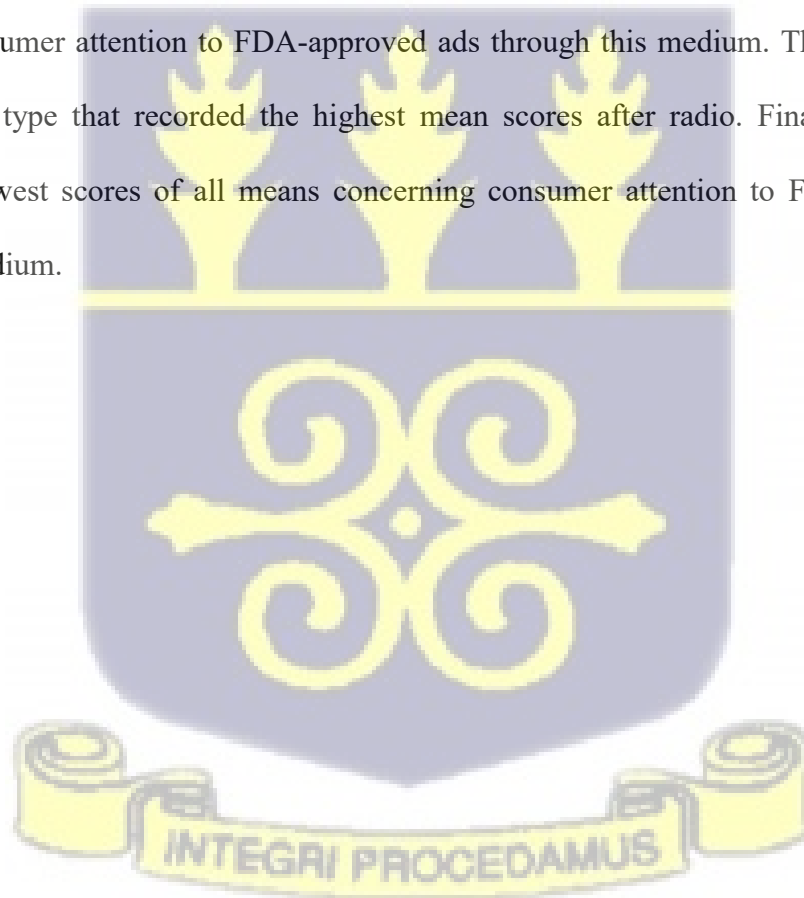
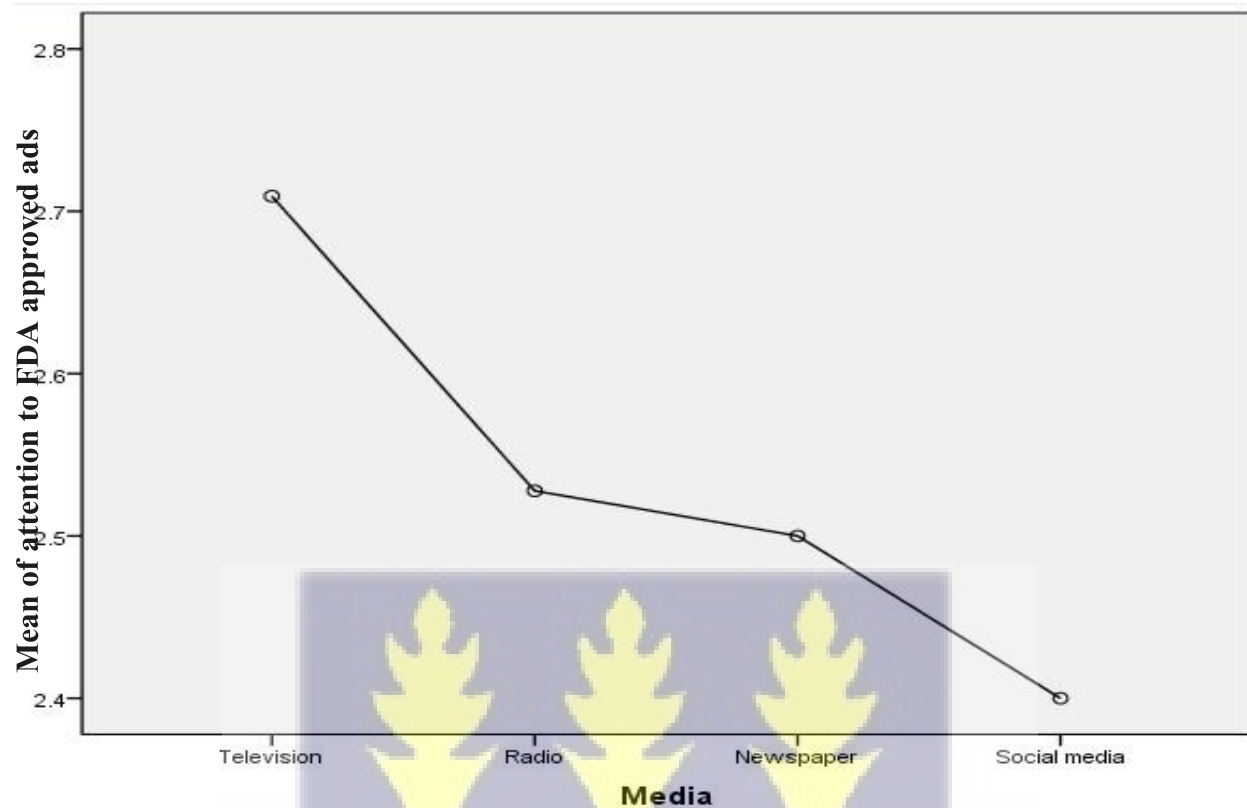


Figure 6.0: Media and consumer attention to FDA-approved Ads

This implies that the type of media employed can generate a higher level of attention for a said food or drug ad, and this is relative to television, followed by the radio, the newspaper, and the least is social media.

In conclusion, the study established significant differences in consumer attention to regulatory approvals across media types. In that, there exist statistically significant differences between the media types: television and radio, and among these groups, television achieved the highest mean score. As a result, the conclusion is that the media type, television, stimulates positive results in terms of the purchase of FDA-approved food and drug advertisements. Hence, the media type deployment influences consumer attention to regulatory approvals on average, so long as the context of Ghana is of concern.

4.9 Chapter Summary

This chapter reported the findings of the study, starting with an introduction to what the chapter provides and an overview of the sample, i.e., the demographic information of the sample. This was followed by the main analysis of the study based on the study's objectives. The findings from the current study reveal that consumers are adamant about claims of regulatory approval in food and drug advertisements. Also, the study findings show significant differences in consumers' attention to regulatory approval concerning language preferences. Moreover, significant differences in consumers' attention to regulatory approval of food and drug advertisements across media types were established by the study.



CHAPTER FIVE

DISCUSSIONS, CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

5.1 Introduction

This study was aimed at examining the roles of advertising media and language in the attention of consumers to claims of regulatory approvals of food and drug adverts. This chapter presents the discussion of the findings from the analysis conducted where the findings are discussed based on the theoretical framework that underpinned the study in addition to other related studies. There is also the presentation of the study's conclusion, recommendations, and limitations.

5.2 Discussions

5.2.1 Consumers' exposure to and attentiveness to claims of regulatory approval of food and drug advertisements

The findings from the study show that the majority of the respondents mostly encounter the expression "this advertisement is FDA approved" on the radio. Nearly 54% indicated that they encountered the expression on the radio. Beyond this, the remaining 46% indicated that they encounter the expression on other media channels, which include television, social media, and newspapers. Nearly 54% indicated that they encountered the expression on the radio. Beyond this, the remaining 46% indicated that they encounter the expression on other media channels, which include television, social media, and newspapers. Overall, the findings from the current study reveal that consumers are adamant about claims of regulatory approval in food and drug advertisements. Nearly 80% expressed a neutral attitude toward paying attention to advertisements

vetted and approved by the FDA. Beyond this, they were more likely to not pay attention than to do so. Furthermore, a cross-tabulation analysis found that consumer attention varies across different media channels. The majority of consumers (40%) expressed a neutral attitude toward listening to the radio.

The study was guided by the AIDA model of "attention or awareness, interest, desire, and action."

The model explains the consumer's purchasing journey across multiple media channels. In relating this model to how consumers respond to regulatory warnings in food and drug advertisements, Zeitlin (1994) argued that consumers are rational beings who will follow any safety instructions to prevent negative consequences. When properly stated, information about danger and how to reduce its risks attracts the attention of customers concerned about their safety. To stay true to this theory of attention, the customer must be rational, value his or her safety, and be given knowledge (regulatory approval) about a common hazard and how to avoid personal damage. In this regard, the essence of the model in consumers' attention to regulatory warnings and approvals concerning food and drug advertisements is that it aids the public in detecting warnings and approvals and paying attention to them before making a purchase. Nevertheless, the findings from the current study revealed that consumers are adamant about claims of regulatory approval in food and drug advertisements.

5.2.2 Language and audience attention to claims of regulatory approval in advertisements

Gerritsen et al. (2010) view language as a medium through which advertising messages are carried and therefore call for research to correct the limited evidence on the effects of different languages in determining advertising effectiveness. Advertising language as used in the study refers simply to the language used in a food and drug ad, i.e., whether it is local language or English. In the field of management and communication, the language used in advertisements and consumer

preferences has gotten a lot of attention (Mandal, 2000). According to Usunier and Shaner (2002), language phrases represent and encapsulate cultural realities. Also, as indicated by Usunier and Shaner (2002), several local and multinational businesses want to create their brand identity in a specific location by using the local language and incorporating cultural traditions. The study findings establish significant differences in consumers' attention to regulatory approval concerning language preferences. The study findings show that consumers prefer local ads in Local rather than English.

Hence, the type of language employed in ads tends to have an impact on consumers' attention to regulatory approvals in food and drug advertisements, such that greater positive responses are generated when FDA-approved advertisements are fostered in the local language. The study findings corroborate findings by Nantel and Glaser (2008), who reveal that when the words used in an advertisement are developed in the client's mother tongue, the perceived usefulness rises. Additionally, the study result is consistent with the study by Gerritsen et al. (2010) in Italy, Germany, and Spain, which discovered that adverts that were in the local language of the people were preferred over adverts in foreign languages. This implies, by extension, that consumers will be more responsive to regulatory warnings advertised in their local languages than in foreign Language.

5.2.3 The role of media in exposure to claims of regulatory approval of food and drug advertisements

According to Fulgoni and Lipsman (2014), consumers' media tastes and availability for message exposure have become increasingly fragmented as communication technology has advanced. As a result, brand communicators, regardless of product category, have no choice but to employ many

contact points to reach their intended audience. Zigmond and Stipp (2010) indicate that in establishing an advertising media strategy, contemporary brand communications have taken on a cross-channel tone. Cross-channel advertising, for example, expands the reach of a brand's message (Taylor et al., 2013). Furthermore, the interplay of the various media utilized in cross-channel communication can result in major complementary advantages (Kurultay, 2018).

Also, it has been proposed that receiving a message via one channel makes it easier to digest messages received through other media or channels (Kurultay, 2018). Regardless of the methodology used, paid advertising (i.e., via print, non-print, social media, websites, e-mails, etc.) plays a crucial role in the dissemination of information by food and drug companies across various media channels. In the same way, the various channels provide an avenue for food and drug regulatory bodies, consumer protection agencies, and other public health and safety agencies to protect the public against unreasonable risks of injury associated with the consumption of pre-packaged foods and drugs. In line with the results of the study, significant differences in consumers' attention to regulatory approval of food and drug advertisements across media types were established, given the 1.6% variation in consumer attention accounted for by media. Thus, there exist statistically significant differences between the media types: television and radio, and among these groups, television achieved the highest mean score. As a result, the conclusion is that the media type, television, stimulates positive results in terms of the purchase of FDA-approved food and drug advertisements. Hence, the media type deployment influences consumer attention to regulatory approvals on average, so long as the context of Ghana is of concern.

5.3 Conclusions and Recommendations

This study was carried out to examine the roles of advertising media and language on the attention of consumers to claims of regulatory approvals of food and drug adverts. This was done using a quantitative survey sampling of 201 resident undergraduate students from the University of Ghana to represent Ghanaian society.

The findings showed that generally, consumers are adamant about claims of regulatory approval in food and drug advertisements, as nearly 80 percent expressed a neutral attitude. This calls for more education to encourage and enhance the attention of consumers to regulatory approvals in advertisements. Food and drug manufacturing companies, and food and drug regulatory bodies, are urged to educate the public to understand the value of the validation and engender their interest. Also, on language, the study found a significant difference in consumers' attention to regulatory approval. The study findings show a preference for ads in local rather than English. Thus, a need for regulatory approval to be presented, preferably in many local languages, to reach a bigger and more diversified audience.

Again, the study found a significant difference in consumers' attention to regulatory approval of food and drug advertisements across media types. Thus, it is recommended that marketing managers devise a media mix strategy to deliver the desired impact. The media used to display advertising and, for that matter, regulatory approval in advertisements should be carefully chosen to guarantee that the advertiser's objectives are met.

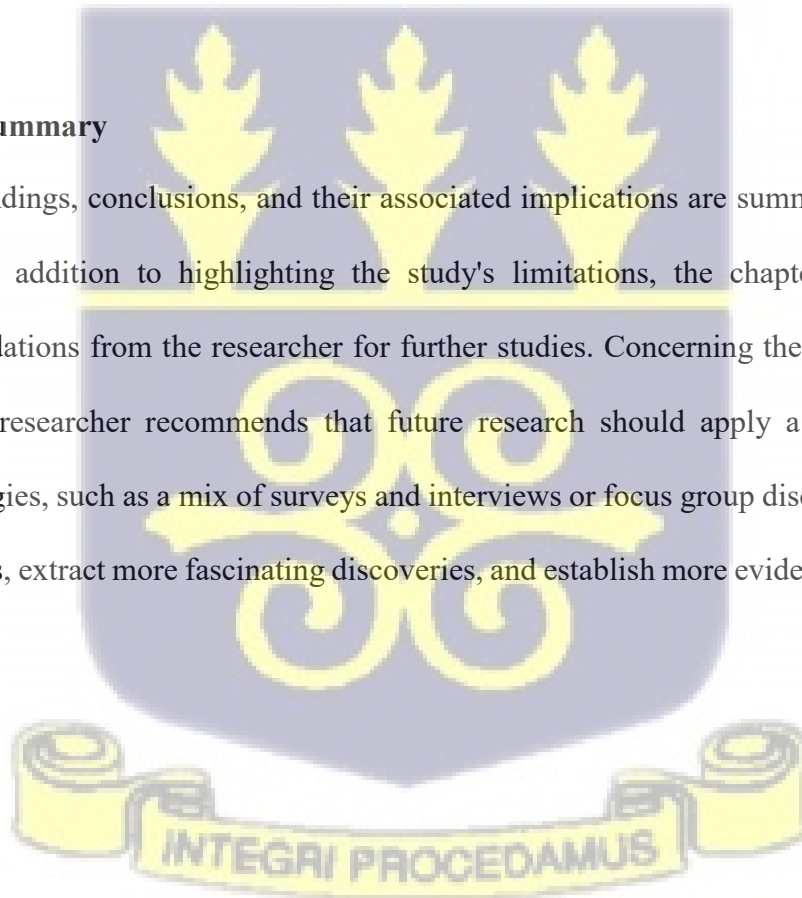
5.4 Limitations and suggestions for further studies

The study relied on only the quantitative research approach, which made it far too simple for respondents to check response alternatives and make inferences about their thoughts.

However, the addition of a qualitative method would have provided richer findings. Thus, it is suggested that future research should apply a broader array of methodologies, such as a mix of surveys and interviews or focus group discussions, to enrich the findings, extract more fascinating discoveries, and establish more evidence relevant to the study topic. Also, the use of solely resident undergraduate students from the University of Ghana, as well as a sample of 201 respondents, did not provide a good representation of the population, preventing the generalization of the study's key conclusions. Thus, the researcher recommends that future studies include a broader sample size drawn from other populations. A sample of working people, for example, may be investigated

5.5 Chapter Summary

The key findings, conclusions, and their associated implications are summarized in this last chapter. In addition to highlighting the study's limitations, the chapter included some recommendations from the researcher for further studies. Concerning the limitations of the study, the researcher recommends that future research should apply a broader array of methodologies, such as a mix of surveys and interviews or focus group discussions, to enrich the findings, extract more fascinating discoveries, and establish more evidence relevant to the study topic.



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APPENDIX

Below is the instrument (Questionnaire) used for data collection.

QUESTIONNAIRE



UNIVERSITY OF GHANA

ATTENTION TO REGULATORY APPROVAL IN FOOD AND DRUG ADVERTISEMENTS:
DOES THE MEDIUM MATTER?

Good morning /afternoon/evening. My name is PAAPA AGYABENG ANOCHIE

I'm a Graduate Student from the School of Graduate Studies, University of Ghana, Legon, Accra. I am conducting survey research on the attention of consumers to FDA approval in foods and drug advertisements.

I have contacted you because you are a student resident on the main campus of the University of Ghana. This interview will take about 30 minutes of your time. There will be no right or wrong answers. You can choose not to participate in the survey. If you participate, you can stop at any time without problems. The information you provide is strictly confidential and will not be divulged to a third party. Your name will be kept separate from the information you provide.

Please let me know if you have any questions before we proceed. We will begin the survey after I have answered all the questions you might have.

SECTION A

Individual Student Information

1. Gender: Male Female
2. Age: _____
3. Educational Level: 100 200 300 400
4. Do you currently own a smartphone/laptop/iPad? Yes No
5. How often do you consume the media (traditional media or social media) in a week?
Always Very often Rarely Never

SECTION B

Advertising Consumption Information (Please indicate your answer by completing the space provided or selecting an option that best fits)

1. What is the top traditional media that you use?
Television Radio New paper Bill Board Banner ads
Door-to-door ads
2. When consuming media traditionally and an ad pops up typically what do you do?
Skip the ad Pay attention and want to know more about the product advertised
3. Which online media do you use the most?
Social media Website Blogs Video games Web pages eBooks
4. When consuming media online and an ad pops up typically what do you do? Pay attention and click on the ad to know more about the product advertised Skip the ad

SECTION C

FDA Regulatory Approvals in Advertisements (Please indicate your answer by completing the space provided or selecting an option that best fits)

1. I have never encountered the expression “this advert is FDA approved” in ads.
Strong disagree [] Disagree [] Moderately Agree [] Agree [] Strongly Agree []
2. When I encounter an advert with the expression “this advert is FDA approved,” I pay close attention to ads.
Strong disagree [] Disagree [] Moderately Agree [] Agree [] Strongly Agree []
3. I buy food and drug products in which the advertisement includes the expression “this advert is FDA approved.”
Strong disagree [] Disagree [] Moderately Agree [] Agree [] Strongly Agree []
4. In which medium will you say you mostly encounter the expression “this advert is FDA approved.”
Television [] Radio [] News Paper [] Bill Board [] Web pages [] Pop-up ads [] Banner []
Social media []

SECTION D

Language and Regulatory Approvals in Advertisement (Please indicate your answer by selecting an option that best fits your position)

1. Please rate the extent to which you pay attention to ads in a local language.
Strong disagree [] Disagree [] Moderately Agree [] Agree [] Strongly Agree []
2. I prefer an advert in my local language to an advert in English.
Strong disagree [] Disagree [] Moderately Agree [] Agree [] Strongly Agree []

