

**TELEVISION ADVERTISING AND CONSUMER PREFERENCE – A
SURVEY OF OMO AND SO KLIN USERS**

BY

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DECLARATION

I certify that this study conducted on “Television Advertising and Consumer Preference – A Survey of Omo and So Klin Users” is my own research. All literature and data cited have been duly acknowledged and credited to their authors. This research has not been presented either in whole or in part to any other institution for any purpose.

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(Supervisor)

DEDICATION

I dedicate this work to my mother, Philomena Naana Araba Cudjoe. Maa Naana, thank you for your prayers, love, care and support. It is my prayer that the good Lord grants you long life to enable you enjoy the fruit of your labour. God bless you!



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I am extremely thankful to God for the gift of life, knowledge, wisdom and provision. I am grateful for His guidance and sense of direction and for His unfailing strength in my weakness. I would not have gotten this far without Him. I will forever remain grateful.

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ABSTRACT

This study was done within the framework of the Elaboration Likelihood Model and the Consumer Involvement Theory. It was based on a survey of 150 students of the University of Ghana and it sought to find out the role played by television advertising in influencing consumer preference for Omo and So Klin; two competing brands in Ghana.

Results revealed that television advertisement plays little role in determining brand preference as most of the respondents said they do not patronize their favourite brand because of advertisements on television. Also, the frequency with which a brand is advertised on television has little influence on consumers' brand preference and so does the use of celebrity endorsement. This, therefore, means that repeat purchase of products by consumers is not significantly influenced by television advertising. The findings showed that the quality of the product plays a major role in dictating consumers' preference rather than a mere exposure to the brand through television advertising.

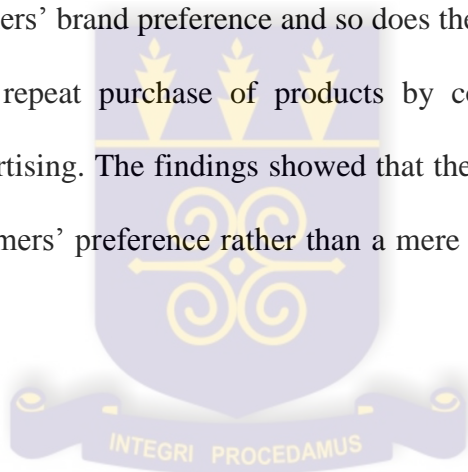
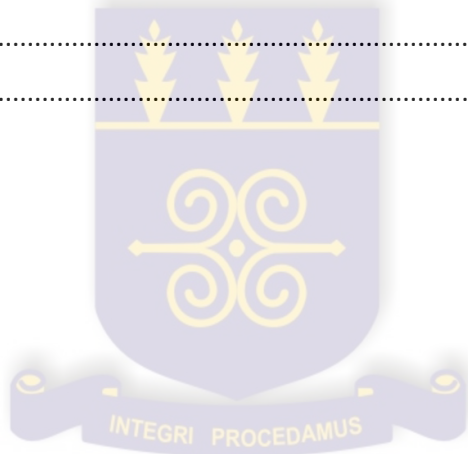


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CHAPTER ONE

INTRODUCTION

1.0 Background

In recent times, it is impossible to read a newspaper, watch television, listen to radio or even browse the internet for a few minutes without seeing any form of advertisement. A lot of organizations engage in all forms of advertising as part of their marketing strategy in order to influence consumers' decision to patronize their products or services. In advertising, a strong emphasis is placed on the consumer because no organization can survive without its consumers.

Manufacturing companies of competing products especially, tend to rely on advertising in order to get the attention of consumers, get them to understand what the brand does, get them to have a favourable attitude towards the brand and eventually purchase or use the product or service (Colley 1963). Advertising, thus, helps the organization to get a competitive edge over other products or services.

Osunbiyi (2002) believes that advertising has not only become an integral part of a global, economic and social system but has evolved over the years into a business activity and a social phenomenon. Osunbiyi (2002), therefore, proposes several adjectives to describe the communicative and persuasive power the word “advertising” connotes. Such adjectives include indispensable, dynamic, materialistic, fascinating, persuasive, alluring, ubiquitous, intrusive and obstructive.

1.1 Definition of Advertising

Advertising just like any other discipline has various definitions. Wimmer (2000) states that there are a lot of definitions of advertising as there are people who work in the advertising industry. Arens (1996) views advertising as a communication process, a marketing process, an economic and social process, a public relations process and a persuasion process.

Arens and Bovee (1994) see advertising as a stimulus that is able to break through the target's psychological 'screen' in order to create a certain kind of attention that leads to perception. This perception involves the conviction that product or service has all necessary attributes, properties or qualities to meet the needs of the consumer.

Wells et al. (1992) define advertising as a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. They suggest that in defining advertising, one must include six essential elements. Advertising must first be a form of paid communication even though some public forms of advertising such as public service announcement may have donated space and time. Apart from the payment, the sponsor must also be identified. Thirdly, advertisements aim at influencing or persuading the consumer to take an action. In some cases, however, some advertisements are just meant to create awareness but not necessarily to induce purchase. The advertising message may also be conveyed through different mediums. The fifth element is that advertising must have a target audience that the message is aimed at and finally advertising is non-personal.

1.2 Advertising and Consumer Response

Since advertisements are targeted at consumers, it is important to understand the behaviour or attitudes of consumers towards advertisement. ANZA and Nielson (2008) categorize consumers

into four groups based on their attitude towards advertising. Per their categories, consumers may be ad haters, ad lovers, ad avoiders or connoisseurs.

Ad haters have a resistant nature to advertising and may not remember advertising they might have been exposed to. They are likely to pay attention to advertising if it is informative rather than entertaining. They are also less likely to switch brands and less likely to base their purchase decisions on advertising.

Ad lovers have a positive attitude towards advertising and are more likely to remember ads they have been exposed to. Even though they are loyal to their favourite brands, they are more likely to try new products because of the product's advertisement.

Ad avoiders are also less likely to remember advertisements they have been exposed to. They have strong traditional values and they believe technology is growing faster than necessary. They are also less likely to base their purchase decision on advertising.

The connoisseurs consider quality first before cost when buying products. They are usually tolerant of advertising but not enthusiastic about it. They are also likely to remember some form of advertising they have been exposed to.

1.3 Television Advertising

Television, which is one of the mediums of mass communication, is the most preferred for advertisers because of its unique attributes. Arens and Bovee (2006) note that, until the advent of the internet, television grew faster than any other advertising medium. As both a news and entertainment medium, it attracted people easily. Brand advertisers, therefore, discovered they could use the medium effectively to expand distribution and sell their products like never before.

Arens and Bovee (2006) point out that no other medium has the unique creative abilities of television. According to them, television allows the combination of sight, sound and motion, the opportunity to demonstrate the product, the potential to use special effects and the believability of seeing it happen right before your eyes.

Since visuals carry much responsibility for an advertisement's success, it must be able to accomplish the following tasks: capture the viewer's attention, arouse the viewer's interest, create a favourable impression of the product and emphasize the product's unique features (Arens and Bovee, 1994).

Sissors and Bumba (1993) also suggest four reasons why advertisers use television as a medium for advertising.

1. Television provides sight and sound for dynamic selling
2. Television reaches both selective and mass markets.
3. Television advertising is flexible
4. The use of television may be cost effective because even though the cost of airtime may be high, the advertisement has the ability to reach a large number of people at the same time.

1.4 Problem Statement

Television is an influential source of information that plays a major role in constructing social reality (Tellis, 1998). Fujioka (1999) assert that since television shares similar characteristics of real events, television may become part of the human social experience and serve as a basis for forming social judgments. Due to these effects of television, one may say that television advertising is likely to have some strong effects on the audience.

Deighton et al (1994) assert that television advertising is influential enough to cause consumers to switch from one brand to the other. Contrary to this, however, studies from Ackerberg (2003) show that television advertising does not have any significant effect on consumers and their purchasing behaviour.

Generally, most people assume that television advertising influences consumers' preference for products. Due to this assumption, a lot of organizations advertise their products and services on television. Thus, it is almost impossible for people to watch news, talk shows, movies, entertainment or sport programmes without the interception of advertisements every 15-20 minutes.

These advertisements are meant to create awareness, influence the audience and induce them to take a positive action by patronizing the product or service advertised.

Using two popular washing detergents (Omo and So Klin) that are currently being advertised on television, this study seeks to examine the role of television advertisement in influencing consumers' preference. Understanding this role of television advertisement is worth investigating because many companies include advertising in their marketing strategy and pay a lot of money to purchase airtime on television stations. Thus, this study will provide empirical evidence to determine the efficacy of television advertisement in the Ghanaian context.

1.5 Objective/Aim

This research is designed to investigate the role of television advertising in influencing consumers' preference. The study aims to examine whether the users of Omo and So Klin make a choice between the two products based on the advertisements they see on television.

1.6 Research Questions

To achieve the objective above, the following research questions were posed:

1. To what extent does television advertising influence consumers' buying behaviour?
2. Is the frequency in television advertising the major factor that influences consumers' preferences for a particular product?
3. What attributes associated with television advertising influence consumers in their brand preference?
4. Does celebrity endorsement in advertisements influence consumers' brand preference?

1.7 Significance of the study

With the growth of the advertising industry in recent times, it has become important for advertisers to know how consumers perceive television advertising and the extent to which it aids in the preference of consumers. Information from this study will be beneficial to manufacturers since it will help them know the level of importance to attach to television advertising.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the conceptual framework that underpins the study and reviews literature on related studies. For this study, the Elaboration Likelihood Model and the Consumer Involvement Theory will constitute the theoretical framework.

2.1 Theoretical Framework

Littlejohn and Foss (2008) suggest that theories provide explanations that help us understand the phenomenon of human behaviour relative to communication. Through theories, scholars from various traditions have described and explained the universal human experience. By developing an understanding of a variety of communication theories, we can gain tools to improve our communication and can better understand the discipline of communication (Littlejohn & Foss, 2008).

2.1.1 Elaboration Likelihood Model

The Elaboration Likelihood Model suggests that there are two ways of changing or creating one's attitude: a central route and a peripheral route. According to Petty and Cacioppo (1986), attitudes are the general evaluations of ourselves, other persons, objects or facts. These general evaluations rely on behavioural, affective and cognitive experiences and influence our behaviour, emotions, preferences and knowledge.

Attitudes are influenced through the central route when one has the motivation, opportunity and ability to carefully process information. In this case, the receiver actively processes the

information and is persuaded by the rationality of the argument. This then means that the likelihood of elaboration is high and the person is in a state of high involvement with the object.

If there is no motivation, opportunity or ability to process the information, then attitudes are more influenced through the peripheral route. Here, attitudes are not formed by active thinking about the message and its characteristics but rather by positive or negative associations with the message. In this case, the likelihood of elaboration is low and the person is in a state of low involvement with the object.

Petty and Cacioppo (1986) explain elaboration as “the extent to which a person carefully thinks about issue-relevant information.” Elaboration means paying close attention to the arguments, assessing the relevant information about the argument, making inferences about the arguments and drawing conclusions about the benefits of the arguments.

The Elaboration Likelihood Model claims that the central route is most appropriately used when the receiver is motivated and has the ability to think about the message. Thus, if an advertisement carries a message that the consumer thinks is relevant to their personal needs, the consumer is likely to be persuaded by the advertising message and also likely to take a positive purchase decision towards the advertised product.

Advertisers either use the central or peripheral routes in order to appeal to the senses of consumers and eventually influence purchase. The Elaboration Likelihood Model is relevant in this study because the model explains how audiences (users of Omo and So Klin who watch television) receive and process advertising messages.

2.1.2 Consumer Involvement Theory

The Consumer Involvement Theory in advertising and communication, aids in understanding consumer behaviour at different social characteristic levels and segmentations (O’Cass 2000). O’Cass (2000) proposes four types of involvement: product involvement, purchase decision involvement, advertising involvement and consumption involvement. He defines involvement as how much time, thought, energy and other resources consumers devote to the purchase process. He categorizes four levels of consumer involvement: high rational involvement, high emotional involvement, low emotional involvement and low rational involvement.

O’Cass (2000) defines high rational involvement as the consumer’s use of reason over impulse. The audience here tends to be quite careful in their purchase decision as they are likely to invest a lot of time or money in the advertised product. They will need to be convinced that they are making a good decision by patronizing the product. The use of impulse or passion on the part of the audience here is minimal or nonexistent.

For high emotional involvement, audiences tend to be influenced by the affective attributes of the advertised product, as they will be identifying with it more from the point of view of glamour than practicality. In other words, audiences feel that by patronizing the advertised product, they will benefit in terms of status, style among others.

For low rational involvement, there is a reference of logic over desire and for low emotional involvement, there is impulse over reason. The audience on the last level looks for satisfaction for minimum cost (O’Cass, 2000).

Derks (2011) also argues that the most important determinant of consumer involvement is the demographic segmentation, because factors such as age, gender and education have proven to be a useful means of identifying and differentiating various market segments.

2.2 Related Studies

Many studies have been conducted to find out how advertising influences consumers' behaviour with regards to their preference for a particular brand. Such studies have used various methodologies and have come out with different findings. Some studies suggest advertisements have significant influence on consumers' preference while others suggest otherwise.

Larweh (2008) investigated the role of advertising in influencing brand preference for Amstel Malta and Malta Guinness in Ghana. The study used the survey method and 120 respondents were randomly selected for the study.

Results from the study revealed that advertising plays a little role in determining repeat purchase of products as 78.9 percent of the respondents said they do not patronize their preferred brands because of television advertisement. The findings also showed that the frequency at which a product or brand is advertised on television has very little influence on consumers' buying behaviour. Again, Larweh (2008) discovered that factors such as taste and quality played major roles in dictating consumers' preference rather than a mere exposure of the brand through television advertisement.

Ayanwale et al (2005) examined the role played by advertising in influencing consumers' preference for Bournvita, one of the leading food drinks in the food and beverage industry in Nigeria. The study used the survey method and 315 respondents who were consumers of food drinks were randomly selected.

More than half of the respondents (59.05%) indicated that they were primarily made aware of Bournvita through advertisement. Results from the study also showed that rather than packaging, quality, availability and price, consumers' preference for Bournvita was influenced primarily by advertisement. Ayanwale et al (2005) also discovered males and females as well as people of different age groups were equally influenced by advertising in their preference for the brand. It was also revealed that of all the media used in advertising Bournvita, television advertising was most preferred by most of the respondents.

The studies of Larweh (2008) and Ayanwale et al (2005) are relevant to the current study because both works concentrate on the role of television advertising and how it influences brand preference which is the main focus of this study. Both works also come out with interesting findings as one directly contradicts the other.

Bridges et al (2007) developed a model to investigate the impact of advertising on brand choice in the ready-to-eat (RTE) cereal market, where many brands are heavily advertised. According to them, effects of advertising may depend on consumer demographics; for instance, children are thought to be vulnerable to advertising claims, and this market readily allows comparisons of healthier adult and all-family cereals against less healthy brands aimed at children. Convincing results indicate that households which include children and/or teens respond differently to television advertising than do adult-only households.

Households with children (0-12 years) tend to switch brands in children's cereal more frequently than do other households, consistent with a tendency to respond to children's requests for particular brands. Also, single adult households exhibit greater preference response to advertising for cereals for the entire family, while those with two adults show more preference

response to advertising for children's cereals. Finally, households with teens and a single adult behave similarly to households with children (0-12 years).

Deighton et al (1994) examined switching and repeat purchase effect of advertising in frequently purchased product categories. They drew on consumer behaviour theories of Framing and Usage Dominance to formulate a choice model for measuring these effects. They estimated the model using a single-source scanner data. Their results suggests that advertising induces brand switching but does not affect the repeat purchase rates of consumers who have just purchased the brand, a result consistent with Usage Dominance rather Framing. The study found the switching influence to be largely confined between the current and previous purchase occasions.

Deighton et al (1994) believe that in markets in which first time purchases are rare, advertising affects brand shares by either inducing switching or retaining customers who otherwise might switch to other brands. According to them, there are three possible consequences advertising exposure can have on a household's brand choice. It can increase the probability that the household will change brands (brand switching), it can induce the household to stay with the brand last purchased (repeat purchase) or it can have no effect on choice probabilities.

Like Deighton et al's (1994) research, this study also seeks to find out from consumers if advertisements on television are influential enough to cause them to switch from their current brand to another. Thus, results from Deighton el al's (1994) study will be relevant in making meaningful comparison with results from this study.

Ackerberg (2003) also conducted a study in the U.S.A to empirically analyze the different effects of advertising in a nondurable, experience good market. He presented a dynamic learning model of consumer behaviour in which he allowed both "informative" effects of advertising and

“prestige” or “image” effects of advertising. This learning model was estimated using consumer level panel data tracking grocery purchases and advertising exposure over time.

In each of two geographically isolated markets (Sioux Falls, South Dakota and Springfield, Missouri), shopping trips and purchases of approximately 2000 households at 80% of area supermarkets and drugstores were followed for three years. He also gathered data on weekly prices at each store to know prices on each household’s shopping trips.

In addition to the data on household purchases over time, A. C. Nielsen TV meters were used to collect information on household TV advertising exposures in order to know when members of the household were potentially exposed to TV advertisements for each brand.

Ackerberg’s (2003) study found a positive informative effect of advertising. His study revealed that the major benefit consumers get from brand advertising is that it gives them information about the various brands available on the market, thereby opening them to choices. Also, he found out that brand advertising does not have any significant effect on the prestige of consumers.

In their work on evaluating advertising effectiveness through consumer response, Mehta and Purvis (1994) studied two print advertisements for the same leading brand of a nonalcoholic beverage. Each ad introduced a new flavour for the brand but differed significantly in content and execution. “Ad A” presented four different varieties of the sugar free, low calories flavours by showing the various packages. It was basically an informational ad with the headline emphasizing the varieties and the choices available. In “Ad B”, the style was transformational. While the product was clearly shown in the ad by means of the package, an emotional and

romantic atmosphere was created by the suggestion of a couple and a headline that supported the romantic ambience.

A sample of regular readers of general interest magazines in ten geographically dispersed markets in the United States of America were selected to take part in the study. The 280 respondents, who were all females, were exposed to only either and not both of the two advertisements. The two ad magazines were placed at the home of participants with the instruction to read the magazine that day as they naturally would read any magazine. “Ad A” appeared in one magazine and “Ad B” was placed in another issue of the same magazine that did not contain “Ad A”.

Interviewers called the respondents the day after exposure and after being assured magazine readership, administered questionnaires to the respondents. Results showed that “Ad A”, the informational ad was the stronger of the two ads on recall and idea communication and the respondents used those primary attributes to assess the advertisement. “Ad A” was also reported to be more intrusive and clearly communicated its sales of flavours and low calorie/sugar free.

“Ad B” the transformational ad was weaker than “Ad A” on recall and idea communication. Also “Ad B” attempted to create a relaxing and romantic atmosphere, but this idea was not verbalized or recalled from memory by any of the respondents.

In their study of consumer attitude toward mobile device advertising, Rittippant et al (2009) investigated the effectiveness of Short Message Service (SMS) as an advertising tool and the consumers’ perception towards this form of advertising. They proposed that demographics, relevance to the advertisement and brand familiarity had significant effects on the consumers’ response to this form of advertising.

They also sought to find out whether demography was a determinant to consumers' response to SMS ads. The respondents were categorized by demographics such as gender, age, occupation and education. The data from the questionnaires collected were interpreted using multiple regressions.

According to the results gathered from the 342 respondents, there was no significant relationship between all the demographic characteristics and product preference resulting from SMS advertisements. Gender and age were found to have an inverse relationship with consumer attitude to brand preference resulting from SMS advertisement.

Darke (2011) examined audience perception of the effectiveness of advertisements on consumer purchase decisions. Using a survey, the study sought to find out what attributes audiences perceive make an advertisement effective and if perception of the effectiveness of the advertisement will potentially influence purchase decision. The attributes examined were categorized into four groups: cognitive, affective, personality and aesthetic attributes.

Responses elicited from the 212 respondents in Ghana, revealed that people perceive that the elements of cognitive, affective, personality and aesthetic attributes do make advertising effective. For cognitive attributes, respondents believed relevant information makes an ad more effective. For affective attributes, humour was perceived to make an ad more effective. For personality attributes, personal testimony and expert recommendation were the elements perceived in the same measure to make advertising more effective. For aesthetic attribute, visual appeal or images used in advertising were perceived to make advertising more effective.

Darke (2011) also found out that while advertising mattered to the respondents, it did not single handedly drive their purchase decisions. They also considered other factors in their purchase

decision making process. Respondents rated their need state highest on their considerations to make purchase decisions, ahead of the brand's credibility, their ability to afford the product and their self-image in relation to the product.

Mowen and Brown (1981) conducted a study in Midwestern University, U.S.A to find out if celebrity endorsement made an advertisement effective and if the endorsement of multiple products tarnished the celebrity's success of making the advertisement effective. They interviewed 99 students in an experiment on celebrity endorsed ball point pens. The students were shown an advertisement in which a celebrity, Paul Newman, endorses a ball point pen. The students were also shown a similar ad with three other less known celebrities joining Paul Newman and another ad showing Paul Newman with one of the students endorsing the pen.

The study showed that students liked the Paul Newman ad better when the student endorser was shown with him and liked the same ad less when his endorsement appeared alone or in conjunction with the less known celebrities. The experiment also showed that when the celebrity endorsed one product, the product was seen more favourably and positively and individuals indicated a greater interest in buying the product.

With the modern practice of celebrity endorsement in television advertising, one of the objectives of this study is to find out if celebrities in advertisements entice consumers to purchase the product. Similar to Mowen and Brown's (1981) study, this study seeks to find out if the use of liked or disliked celebrities in television advertisements affects consumers' brand preference in any way.

Ford-Hutchinson and Rothwell (2002) conducted a study on public perception of advertising: the role of advertising in today's fast changing world of communications and the extent to which

advertisers were perceived to be in touch with public views and the advertisements' ability to influence what the public patronized and what they did not. The study was conducted among respondents who were randomly selected from suburbs in North and South London.

The study adopted a qualitative approach by using 16 focus group discussions among people who represented the key stages in life. They used teenagers between the ages of 16 and 17, singles between 20 and 24, parents with at least one child between the ages of five and 14, empty nesters between 50 and 60 and greys between 65 and 75.

Respondents thought that the effect of the advertising could be enhanced by how consumers perceived the quality of the advertising idea, the quality of the production, the quality of the media and the quality of its mood, tone and style.

They also believed that if the brand itself was perceived well or was trusted because it was well established, there was a higher possibility that the advertisement would be more credible and this perceived credibility could influence the purchase decision of consumers.

Respondents also believed the three major roles advertisements played were information, entertainment and contribution to culture. Advertising was a source of information particularly for new products or services and for prices and promotions. It was also a significant source of entertainment. Advertisements were also talked about in day-to-day conversations and words and phrases used in various ads became part of conversations (Ford-Hutchinson and Rothwell, 2002).

The literature above shows that many studies have been conducted to find out how advertising influences consumers. While some of the studies above indicate that television advertising influences purchasing behaviour of consumers, others show otherwise. However, much research has not been done locally on this topic. Thus, it is important for research in this area to continue

earnestly. This study will, therefore, help expand the existing literature on the role of advertising as a marketing tool, focusing on the local Ghanaian perspective.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methodology of the study. It explains how the researcher collected data in order to answer the research questions, thus fulfilling the purpose of the study. The chapter presents the setting of the study, the research design, the sample size and sampling procedure, the data collection procedure, instruments of data collection and data analysis

3.1 Setting of the Study

The study was conducted on the campus of University of Ghana. The University is located at Legon, found on the Accra-Madina road, in the Greater Accra region. University of Ghana was selected for the study because the student body represents a diversity of people in a community. This diversity is due to the fact that students have different social, cultural and economic backgrounds as well as academic inclinations. Students are made up of both undergraduate and graduate students at different levels of academic pursuit (100, 200, 300, 400 and 600). The student body can also be divided into residential and non-residential students.

3.2 Research Design

The study is quantitative and the survey method was used. Survey is one the most important areas of measurement in applied social research (Wimmer & Dominick, 2006). Surveys can be divided into two groups: the questionnaire and the interview (Berg, 2007). For this study, questionnaires were used. Questionnaires usually have a set of questions for the respondents to respond to or statements for respondents to indicate that which applies to them.

3.3 Sample Size and Sampling procedure

The target population of this study was students of the University of Ghana. The population is made of about 35, 683 students (University of Ghana Graduate Handbook, 2013). However, for the purpose of this study, the sample was drawn from a population of about 19,922 undergraduate students in the 2014/2015 academic year who were resident on campus. The sample was restricted to residential students because of accessibility for questionnaire administration.

The University of Ghana has 15 halls and the multistage sampling technique was used in selecting the halls from which the respondents were administered the questionnaires. Multistage sampling is a sampling method in which a population is divided into a number of groups or stages from which samples are drawn. These groups are further divided from which further samples are drawn and so on.

In the first stage, purposive sampling was used to select three halls out of the 15 halls and this constituted the primary units for this study. The three halls used were: Volta Hall (female hall), Commonwealth Hall (male hall) and Akuafu Hall (mixed hall). These three halls represent the different kinds of halls in the University of Ghana in terms of gender. The secondary units were made up of the rooms selected on the various blocks of the hall. The skip sampling method was used to select the rooms on the various blocks. With this method, the researcher sampled even numbered rooms and skipped odd numbered rooms. Thus, every other room was sampled till the number of students needed per hall was attained.

In every room, one person was sampled. If the researcher met only one person in the room, that person automatically became a respondent. If there was more than one person in the room, the

researcher asked for the participation of the first person met. A sample size of 150 respondents was used for the study. For Commonwealth Hall, 50 male students were sampled and for Volta Hall, 50 female respondents were sampled. In Akuafu Hall, 25 males and 25 females were sampled. In all, 75 males and 75 females were sampled which made a total of 150.

3.4 Data collection

All questionnaires were filled by the respondents themselves. Before a respondent was given a questionnaire, he or she was asked a screener question, that is, whether he or she uses Omo or So Klin. Those who did not use any of the two washing powders were disqualified. This was to help ensure that only respondents who were relevant to the study were sampled.

3.5 Instrument

The questionnaires used contained mainly close-ended questions with a few open-ended ones. The close ended questions provided a number of possible answers for the respondents to select from. The close ended questions were easy to code and analyze and were preferable for the purpose of this study. The few open ended questions that were used, however, enabled respondents express their views and opinions.

3.6 Data Analysis

A coding scheme was prepared using the Statistical Package for Social Science (SPSS) to group the responses. The data was organized and analyzed using descriptive statistical computations such as frequency tables, pie charts and bar graphs.

CHAPTER FOUR

FINDINGS AND ANALYSIS OF DATA

4.0 Introduction

In this chapter the results of the data gathered from respondents are presented, organized and analyzed. The data is mainly analyzed descriptively using frequency tables, pie charts and bar graphs. In all, 150 questionnaires were administered to respondents who were resident students of the University of Ghana (See Appendix I). All the questionnaires administered were retrieved successfully by the researcher. The 100 percent response rate was due to the fact that the researcher insisted on waiting for the respondents to fill the questionnaires.

Table 1: Demographic Characteristics of Respondents

	Frequency	Percent
Gender		
Male	75	50.0
Female	75	50.0
Total	150	100.0
Age		
18-23	78	52.0
24-29	51	34.0
30-35	14	9.3
36-41	6	4.0
42+	1	.7
Total	150	100.0
Level		
200	63	42.0
300	35	23.3
400	52	34.7
Total	150	100.0

Out of the 150 respondents, 75 (50%) were males and 75 (50%) were females. The majority of the respondents (52%) were within the 18-23 year age group, followed by the 24-29 year group who constituted 34 percent. The 30-35 year group represented 9.3 percent of all respondents and the 36-41 year group represented four percent. The oldest age group (42+) was 0.7 percent. Students who participated in the study were in either level 200 (42%), level 300 (23.3%) or level 400 (34.7%). There were no level 100's on campus at the time of the study because first year students had not yet been admitted.

4.1 Presentation of Findings

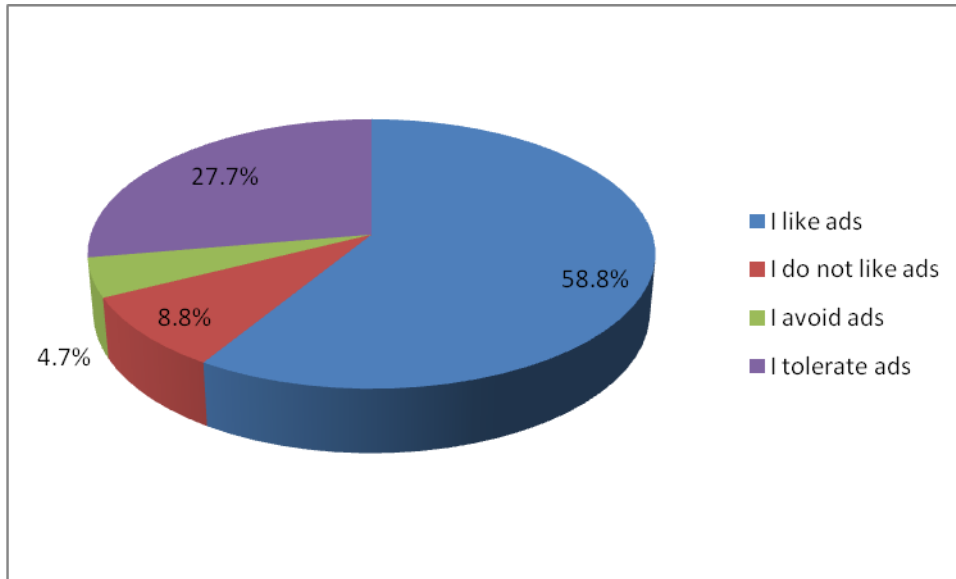
As stated in the objective, the study sought to examine whether the users of Omo and So Klin washing detergents are influenced by television advertising in choosing one washing powder or the other. The questionnaires administered contained mainly close-ended questions with a few open-ended ones. Responses to the open-ended questions which solicited in-depth information were themed and coded by the researcher.

Table 2: Respondent's Television Advertisement Viewing

Response	Frequency	Percent
Yes	149	99.3
No	1	.7
Total	150	100.0

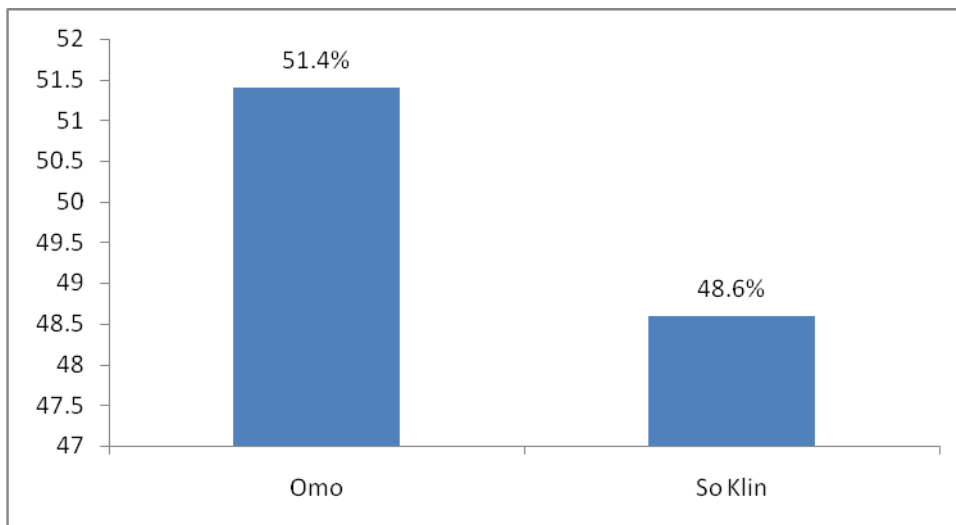
Respondents were asked if they watch television advertisements. Table 2 shows that with the exception of one person, all the respondents (99.3%) said they watch television advertisement.

Figure 1: Attitude of Respondents Towards TV Advertisements



Respondents were asked to describe their attitude towards television advertising. Majority of the respondents (86.5%) tend to like or tolerate television advertisements. Even though 13.5 percent either said they do not like television advertisements or they avoid television advertisements, all the respondents except one person watch television ads.

Figure 2: Brand Preference of Respondents



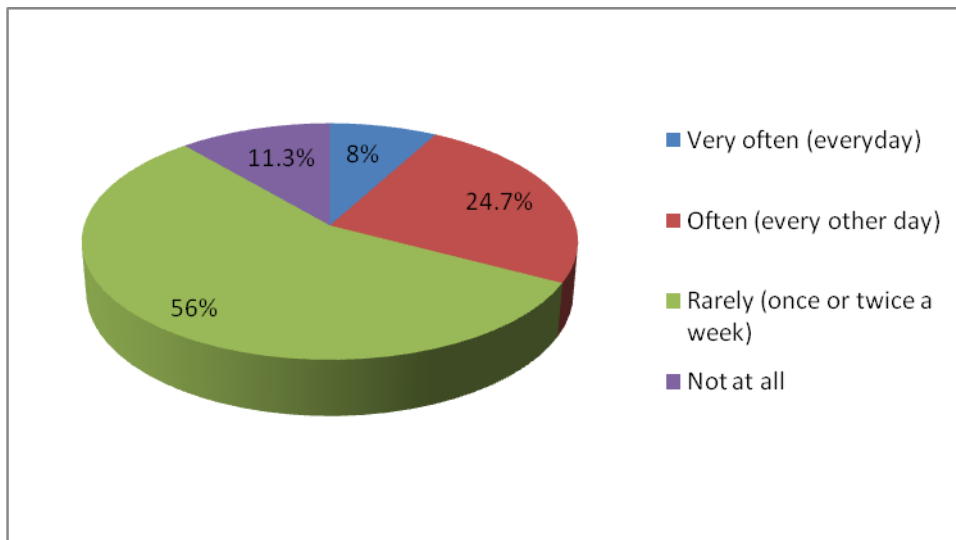
Respondents were asked if they preferred Omo or So Klin. About half of the respondents (51.4%) indicated that they preferred Omo while 72 respondents (48.6%) preferred So Klin. It is interesting to note that almost the same number of people who use Omo also use So Klin.

Table 3: Television Advertisement of Omo and So Klin

Response	Frequency	Percent
Omo	11	7.3
So Klin	16	10.7
Both	122	81.3
None	1	.7
Total	150	100.0

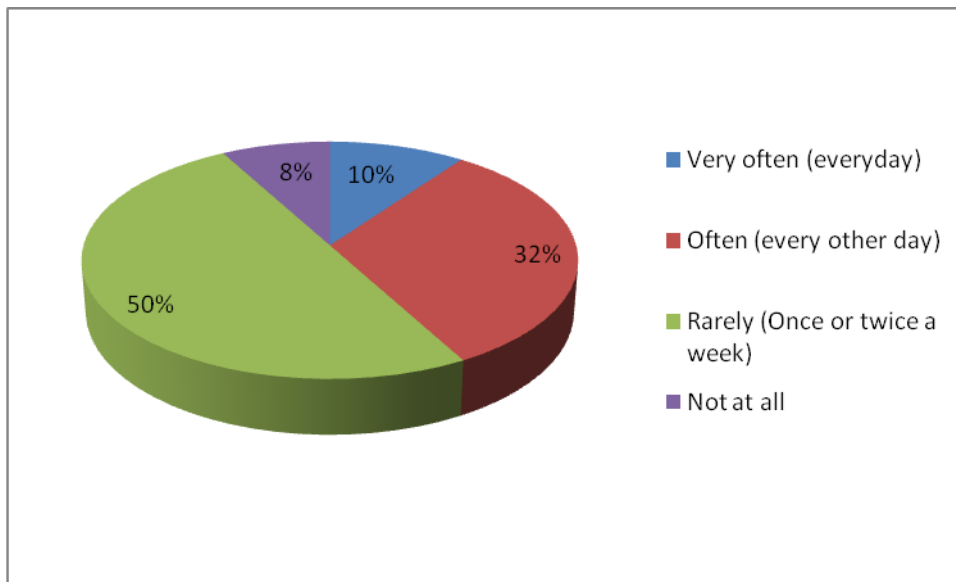
Table 3 shows that 122 respondents (81.3%) said they see both Omo and So Klin being advertised, 16 respondents (10.7%) said they only see So Klin being advertised while 11 respondents (7.3%) also said that they only see Omo being advertised. However, one respondent does not see any of the two brands being advertised on television.

Figure 3: How Often Respondents See the Omo Advertisement



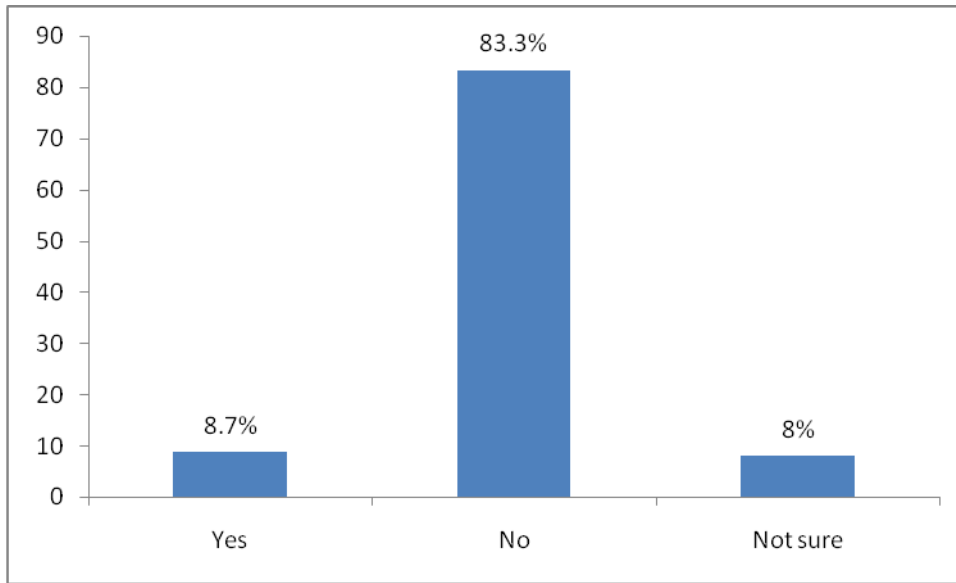
With regards to how often respondents see the Omo advertisement, 84 respondents (56%) said they rarely see the Omo advertisement, 37 respondents (24.7%) said they see it often (every other day), 17 respondents (11.3%) said they do not see it at all and 12 respondents (8%) said they see the Omo advertisement very often (everyday). This means that a total of 133 respondents (88.7%) see the Omo advertisement at least once or twice a week.

Figure 4: How Often Respondents see the So Klin Advertisement



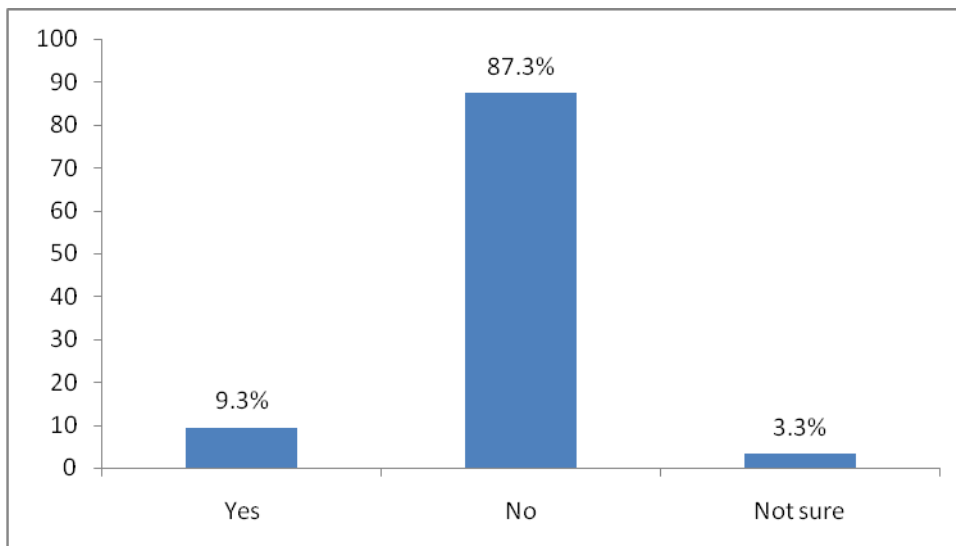
When respondents were asked how often they see the So Klin advertisement, half of the respondents (50 %) said they rarely see the advertisement, 48 respondents (32 %) said they see it often (every other day), 15 respondents (10%) said that they see it very often, and 12 respondents (8%) said they do not see the So Klin advertisement at all. This means that out of the 150 respondents, 138 respondents (92%) are exposed to the So Klin advertisement at least once or twice a week.

Figure 5: Television advertising and Brand preference



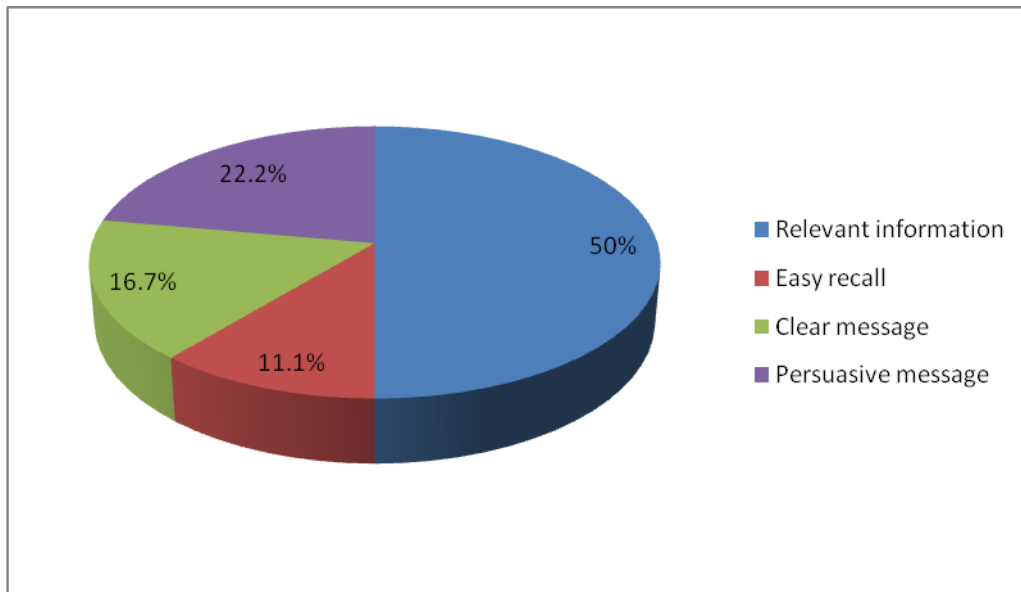
Respondents were asked if they patronize their preferred brand because it is being advertised on television. Figure 5 shows that 125 respondents (83.3%) said they do not patronize their preferred brand because of advertisement, 13 respondents (8.7 %) said they patronize their preferred product because of advertisements they saw, while 12 respondents (8 %) said they were not sure if it was advertisements that caused them to patronize their preferred brand.

Figure 6 Television Advertisement and Brand Switching



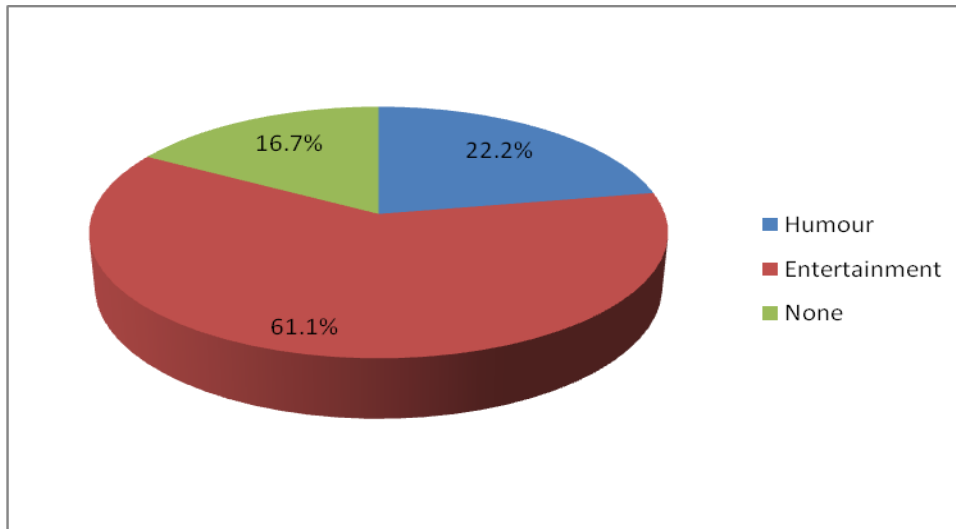
As a follow up question, respondents were asked if they switched to their current preferred brand because of an advertisement they saw on television. As seen in figure 6, 131 respondents (87.3%) said they did not switch to their current brand because of an advertisement, 14 respondents (9.3%) said they switched because of an advertisement, while five respondents said they were not sure.

Figure 7: Cognitive attributes of ads that influenced respondents' brand preference



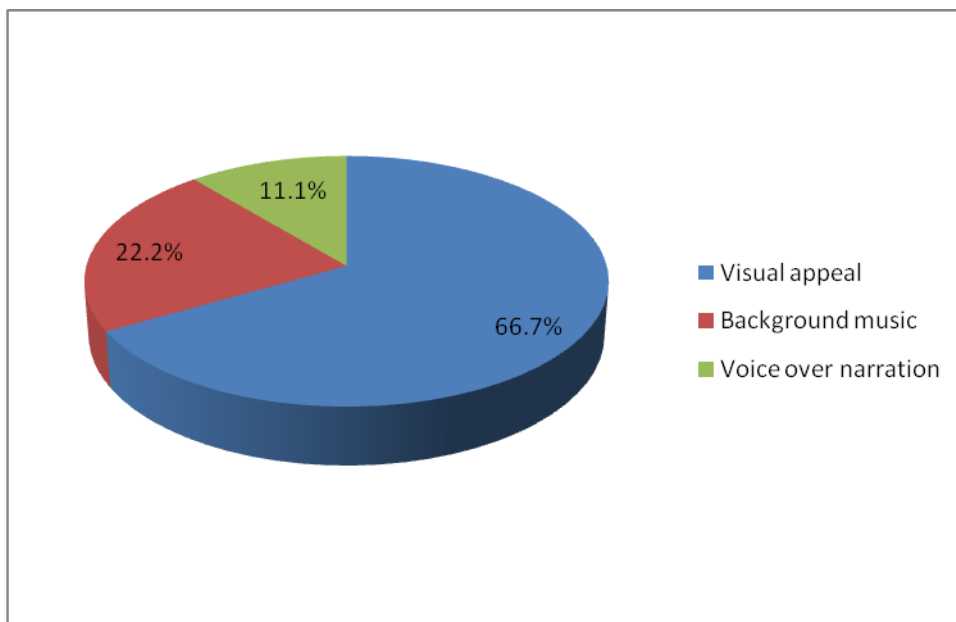
There were 18 respondents who either patronized their preferred brand or switched to their current brand because of television advertisements. These respondents were asked to indicate the cognitive attribute associated with the TV ad that influenced them most. Figure 7 shows that nine respondents said they were influenced by the relevant information in the ad, four respondents said that they were influenced by the persuasive message, three respondents said they were influenced by the clear message and two respondents indicated that easy recall of the of the ad is the cognitive attribute that influenced them.

Figure 8: Affective attributes of ads that influenced respondents' brand preference



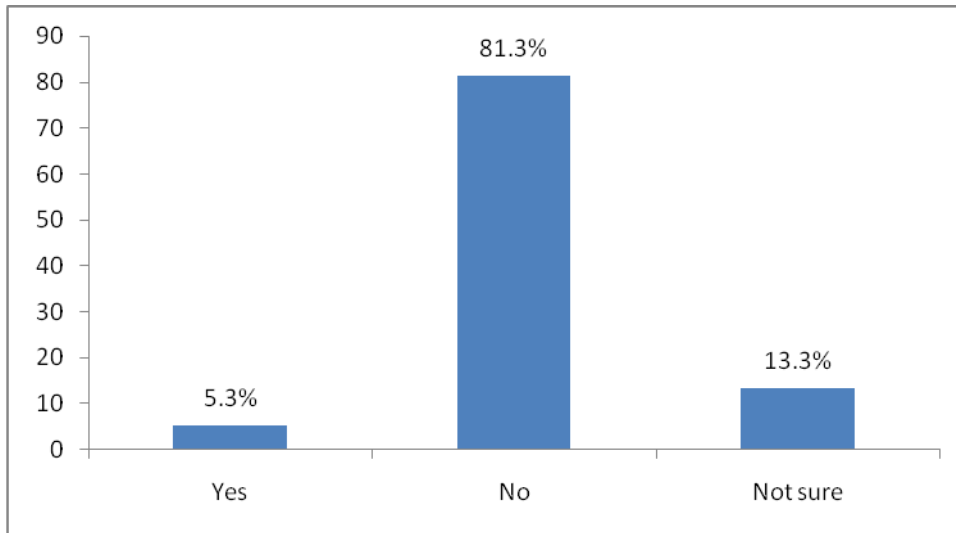
Similarly, the respondents were also asked to indicate the affective attribute associated with the TV ad that influenced them most. Entertainment was ranked the highest with 11 respondents (61.1%). Four respondents said they were influenced by the humour in the ad and three respondents were not influenced at all by any affective attribute.

Figure 9: Aesthetic attributes of ads that influenced respondents' brand preference



When respondents were also asked which affective attribute associated with the TV ad influenced them most, 12 of them (66.7 percent) said they were influenced by the visual appeal of the ad. Four respondents said the background music used in the ad influenced them and two respondents also said it was the voice over narration used in the ad that influenced their brand preference.

Figure 10: Frequency of Brand advertisement and Respondents' brand preference



A large majority (81.3 %) were confident they will not change their brand preference if both brands were advertised at the same frequency on TV compared to a small minority (13.3 %) who said they were not sure. Only eight respondents said that they would change their minds concerning their brand preference if both brands were being advertised at the same frequency on TV. This shows that the mere repetition of ads on TV was not influential enough to cause people to change their minds towards their brand preference.

Of the eight respondents who said they would change their minds concerning brand preference if both brands were being advertised at the same frequency on TV, two respondents said that it

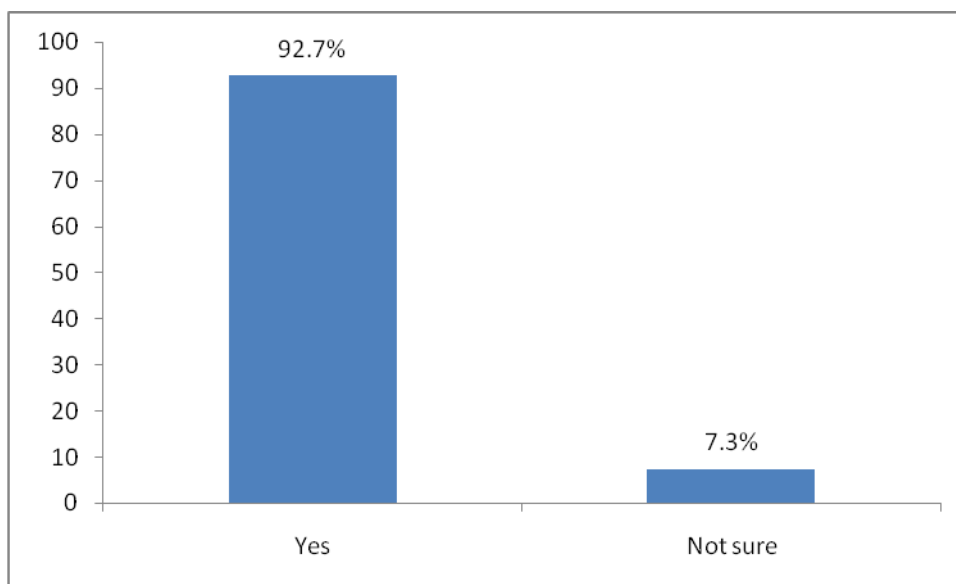
depends on how the product is advertised. They explained that if the other brand in an ad, introduces what their current brand does not have, they were likely to switch to the other brand. Two respondents also said that if both Omo and So Klin are advertised at the same frequency, there will be competition between the two products and this will subsequently lead to an increase in the quality of the products. Two other respondents said they make purchase based on a brand's popularity because they believe the popularity of a brand indicates it is of good quality. Two respondents, however, did not give any reason.

For respondents who said they would not change their minds if both brands were being advertised at the same frequency on TV, 60 of them (50.8%) said they make purchases based on the quality of the product and not on advertisement. To them, it does not really matter how often or not the product is advertised. Also, 35 respondents (29.7%) said they were loyal to their preferred brand because they have used it for many years while four respondents said they make purchases based on the price of the product. Availability of the product also mattered to four respondents who explained that they would purchase any of the two brands available on the market. Two other respondents said both brands serve the same purpose so it did not matter the frequency at which they were advertised. However, 13 respondents (11%) did not give reasons for their answer.

Some respondents said they were not sure what they were likely to do. However, some of their responses show that they are quite certain of what they would do if both brands were being advertised at the same frequency on TV. Five of the respondents said they purchase the product they are loyal to and four respondents said they make purchases based on the availability of the product. While some explained that they would continue to use their preferred product as long as

it was available on the market, others said that they would buy any product that was available because they do not have a brand preference. Three respondents explained that they were likely to try other products that were being advertised and two respondents said they purchase their preferred brand based on quality. One respondent said both products produced similar results and so advertisements did not really matter while one respondent gave no reason.

Figure 11: Brand preference and absence of TV advertisement



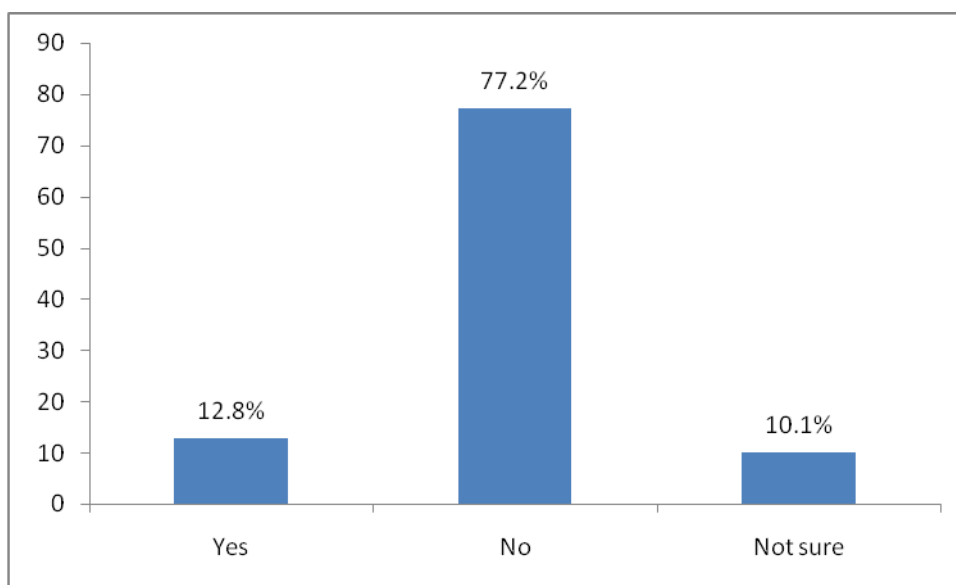
Respondents were asked if they would continue to patronize their preferred product if it is no longer advertised on TV. Almost all the respondents (92.7%) said they will still remain with their preferred product even if it is no longer advertised and 11 (7.3%) respondents said they were not sure of what they would do. However, none of the respondents confidently said that they would not patronize their preferred product if it is no longer advertised on TV.

When asked why they would continue to patronize their preferred brand even if it was not advertised on TV, 75 respondents (54 %) said they purchase their preferred brand because it is of

good quality and the absence of its advertisement on TV did not mean that the quality had reduced. Also, 31 respondents (22.3 %) said they were loyal to their preferred brand while nine respondents said they bought either Omo or So Klin depending on which product was available on the market. Five respondents said they considered price first before making a purchase and two other respondents said both brands serve the same purpose and it did not matter if one brand or the other was not being advertised on TV. However, 17 respondents (12.2%) did not give reasons for their answer.

The respondents who were not sure what they would do if their preferred brand was not advertised on TV gave a variety of reasons. Three respondents said they were likely to try a product other than their preferred product while two respondents said they would purchase a product based on what is available. Two other respondents said they would purchase a product based on its quality and another two said they were not sure because they need advertisements to remind them of the product. One respondent, however, did not give any reason.

Figure 12: The use of a liked celebrity in an advertisement



Celebrity endorsement is a common advertising strategy used by advertisers worldwide. In order to find out whether celebrity endorsement influences brand preference, respondents were asked if they would switch to another product if a celebrity they liked is used to advertise that product. Majority (77.2%) said they will not. However, 19 respondents (12.8%) said they would while 15 respondents (10.1%) said they were not sure. Responses to this question show that a lot of consumers will not switch from their preferred product to another product just because their favourite celebrity is advertising that product.

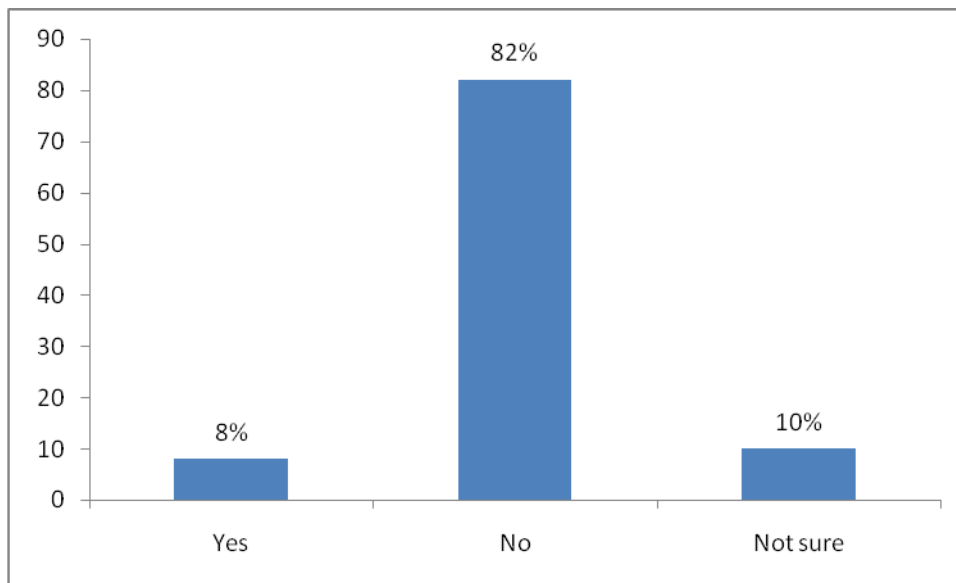
Giving reasons for their answer, 40 respondents (35.7%) explained that they would not switch from their preferred product because it is the quality of the product that matters and not the celebrity used. Another 28 respondents (25%) indicated that the celebrity used has no effect on the product while 21 respondents (18.8%) said their preference is based on their loyalty to the brand. Seven respondents also said the use of celebrities is only a marketing strategy. They explained that celebrities do not necessarily use the product they are advertising so celebrity endorsement did not mean the product is of good quality. Two of the respondents said they consider the price of the product before making a purchase and one respondent considered availability of the product before making purchase. However, 13 respondents (11.6%) did not give any reason for their answer.

With respondents who were not sure, four said they make purchases based on the quality of the product and not the celebrity used. Two respondents said the use of celebrity in the ad did not affect the product being advertised and another two respondents said celebrity endorsement is just a marketing strategy and it does not mean the celebrities use the product. One respondent makes purchases based on the need for the product and another respondent said it was likely he

will try the product because he likes the celebrity but he will not entirely switch to that product.

Three respondents, however, did not give reasons for their answer.

Figure 13: The Use of a Disliked Celebrity in an Advertisement



Respondents were also asked if they would stop using their preferred product if a celebrity they disliked is used to advertise that product. Majority (82%) said they will not. However, 15 respondents (10%) said they were not sure while 12 respondents (8%) said they would. Responses to this question show that a lot of consumers will not stop using their preferred product just because a celebrity they do not like is advertising the product. Stating why they would stop using their preferred product, the 12 respondents (8 %) said that their dislike for the celebrity will make them dislike the product. Hence, they would not like to purchase the product.

Of the 139 respondents who said they would not stop using their preferred product if a celebrity they disliked was advertising the product, 51 respondents (41.8%) said they make purchases based on the quality of the product and not advertisement. Another 27 respondents (22.1 %) said the celebrity used in the ad did not affect the product in any way while 18 respondents (14.8%)

said when they are loyal to a product, the dislike for a celebrity used in an ad did not affect their purchase decision. Eight of the respondents believed that the use of celebrities in ads is just a marketing strategy and so they will not consider it in making purchases. Three respondents said they make purchases based on the price of the product while two respondents said they make purchases based on the availability of the product and not the celebrity used. However 13 respondents (10.7%) did not give reasons for their answer.

With respondents who were not sure, three said it depends on the celebrity used. They explained that they would continue to use the product for some disliked celebrities but would not use the product if a political figure was used or if they considered the celebrity to have low morals. One respondent considered quality first before making purchase and one other respondent also said the dislike for a celebrity in an ad will result in the dislike for the product. Three respondents did not give reasons for their answer.

Table 4: Factors that Determine Respondents' Brand Preference

Factor	Frequency	Percent
Advertisement	8	5.3
Need	8	5.3
Packaging	2	1.3
Price	9	6.0
Availability	6	4.0
Quality	117	78.0
Total	150	100.0

Respondents were asked to choose from a list of six options, the factor they considered most in choosing a particular product. Table 4 shows that close to 4 out of 5 (78 %) said they considered

the quality of the product, nine respondents considered price, eight respondents considered advertisement, another eight considered need, six respondents considered availability and two respondents considered the packaging of the product. The data indicates that most people mostly consider quality in their purchase decisions.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The thrust of this study was to find out the influence of television advertising on consumer preference. The study was based on a survey of 150 users of Omo and So Kiln washing detergents. The theoretical framework used for the study comprised the Elaboration Likelihood Model and the Consumer Involvement Theory. The findings were presented and analyzed in chapter four. This chapter, thus, discusses the findings in relation to the research questions posed.

5.1 Discussion

The study was conducted in order to answer four research questions:

1. To what extent does television advertising influence consumers' buying behaviour?
2. Is the frequency in television advertising the major factor that influences consumers' preferences for a particular product?
3. What attributes associated with television advertising influence consumers in their brand preference?
4. Does celebrity endorsement in advertisements influence consumers' brand preference?

With reference to research question one, the study found out that television advertisements have little influence on consumers' buying behaviour. Even though almost all the respondents said they watch television advertisements, eight out of ten respondents were certain that they do not patronize their preferred brand because of television advertisement. This finding contrasts the

claims of Ayanwale et al (2005) that advertising has major influence on consumers' preference contributing to the success of a brand. However, the finding confirms the suggestion of the Consumer Involvement Theory that some people have high rational involvement with a product. Such people tend to be careful about their purchase decision since they are likely to put a lot of money or time in the advertised product. They need to be convinced that they are making the right choice. Thus, they do not patronize a product just because it is being advertised on television.

A related question was asked to determine whether respondents switched brands because of television advertisement. Again, very few respondents said they switched because of a television advertisement. However, the majority said they did not switch to their current brand because of television advertisement. These findings contrast with Deighton et al's (1994) suggestion that advertising induces brand switching. However, Deighton et al (1994) adds that the switch does not guarantee that consumers will continue to use the brand.

With regards to research question two, the study revealed that the frequency with which a product or brand is advertised on television has little influence on consumers' preferences for the product. Respondents who said they watch television advertisements said they see either Omo or So Klin or both being advertised on television. More than half of the respondents said they see the Omo advertisement once or twice a week, 24.7 percent said they see it every other day, 11.3 percent said they do not see it at all and eight percent said they see it every day. Also, half of the respondents said they see the So Klin advertisement once or twice a week, 32 percent said they see it every other day, 10 percent said that they see it every day, and eight percent said they do not see the So Klin advertisement at all..

This means that eight out of ten respondents are exposed to the Omo advertisement once or twice a week and nine out of ten respondents are exposed to the So Klin advertisement once or twice a week. However, this exposure does not influence consumers' purchase behaviour because as indicated earlier, only few respondents admitted to buying Omo or So Klin due to advertisements they saw on television. This finding confirms the claims of Larweh (2008) that the frequency with which a brand is advertised on television does not actively influence consumers' behaviour with regards to their preference for a brand.

Research question three was aimed at ascertaining from respondents the attributes associated with television advertising that influence their brand preference. The few respondents influenced by television advertising indicated the cognitive, affective and aesthetic attributes that influenced them most. For cognitive attributes, half of the respondents were influenced most by relevant information ahead of easy recall, clear message and persuasive message. For affective attributes, a little over half of the respondents were influenced most by entertainment ahead of humour and emotion. For aesthetic attributes also, more than half of the respondents were influenced most by visual appeal ahead of background music and voice-over narration. Whereas Darke's (2011) study showed that consumers perceived relevant information, humour and visual appeal as attributes that make advertisements effective, the current study reveals that relevant information and visual appeal also influenced consumers in their brand preferences.

This finding confirms the Elaboration Likelihood Model that states that there are two ways of changing or creating one's attitudes: a central route and a peripheral route. Attitudes are influenced through the central route when one has the motivation, opportunity and ability to carefully process information. The suggestions of the Elaboration Likelihood Model held true for

the category of respondents who were influenced by cognitive attributes such as relevant information, clear message and persuasive message.

The model also suggests that if there is no motivation, opportunity or ability to process the information, then attitudes are more influenced through the peripheral route. With the peripheral route, attitudes are formed by positive or negative associations with the message. This suggestion is confirmed by the few respondents who were influenced by affective and aesthetic attributes such as humour, entertainment, visual appeal and background music.

Given the contemporary advertising practice of celebrity endorsement, research question four sought to find out whether celebrity endorsement influences brand preference. Respondents were asked if they would switch to another product if a celebrity they liked was used to advertise that product. Majority said they will not switch. As a follow up question, respondents were also asked if the use of a celebrity they disliked can cause them to stop using a product. Similarly, majority said it will not. This reveals that in as much as consumers may like or dislike celebrities, brand endorsement by celebrities has little influence on the purchase decision of consumers. Even though Mowen and Brown (1981) admit that depending on how a celebrity is used to advertise the product, consumers may or may not be influenced by the ad, the findings suggest that consumers are less likely to be influenced by celebrity endorsement. The findings also contrast the suggestion of Koren (2004) that celebrity endorsements make advertisements effective and believable.

5.2 Conclusion

This research investigated the influence of television advertising and consumer preference using two competing brands: Omo and So Klin. From the study, it can be concluded that television

advertising has little role to play in determining the brand preference of consumers. Also, the frequency with which a brand is advertised on television has little influence on consumers' brand preference and so does the use of celebrity endorsement. The study also showed that consumers, in their purchase decisions, are more influenced by the quality of a product than other factors including advertising.

5.3 Limitations of the Study

Even though this study was undertaken with a great deal of earnestness, it had a limitation. Due to time constraint, the researcher was only able to use a sample size of 150 which was small in comparison to the student population of about 35, 683 of the University of Ghana. An extended study with a wider sample would have been useful.

In spite of this, however, the information contained in this study is authentic and reliable for further research or any other purpose for which it may be relevant.

5.4 Recommendations

The issue of advertising and brand preference will continue to remain an issue of great significance in social sciences due to the huge importance that modern business organizations attach to advertising.

Whereas this research was basically limited to television advertising and consumer preference, research could still look at other media such as radio, magazines, newspapers, billboards and social media to see how these different media influence consumer preference.

Research could also look at advertising and consumer preference using experiments to test the influence of advertising on consumers. Factors such as age, sex and level of education could also be used as intervening variables in the study.

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APPENDIX I

UNIVERSITY OF GHANA

LEGON

SCHOOL OF COMMUNICATION STUDIES

My name is Naa Tiokor Amartey, a graduate student of the School of Communication Studies, University of Ghana, Legon. This questionnaire is intended to find out the influence of television advertising on consumers' preference. It is purely an academic exercise and your selection as a respondent in this exercise is random. Kindly read the questionnaire and provide answers to the questions. Thank you.

1. Do you watch TV advertisements?
 - a. Yes
 - b. No

2. Which of the following best describes your attitude towards TV advertisements?
 - a. I like ads
 - b. I do not like ads
 - c. I avoid ads
 - d. I tolerate ads

3. Which of the following brands do you prefer?
 - a. Omo
 - b. So Klin

4. Which of the following brands do you see being advertised on TV?
 - a. Omo
 - b. So kiln
 - c. Both
 - d. None

5. How often do you see the Omo advertisement?
 - a. Very often (everyday)
 - b. Often (every other day)
 - c. Rarely (once or twice a week)
 - d. Not at all

6. How often do you see the So Klin advertisement?
 - a. Very often (everyday)
 - b. Often (every other day)
 - c. Rarely (once or twice a week)
 - d. Not at all

7. Do you patronize your preferred brand because it is being advertised on TV?
 - a. Yes
 - b. No
 - c. Not sure

8. Did you switch from one brand to your current brand because of a TV advertisement?
 - a. Yes
 - b. No
 - c. Not sure

If you answered 'yes' to either question 7 or 8 or both, please answer questions 9, 10 and 11. If you answered 'No' please skip.

9. Which of these cognitive attributes associated with the TV ad influenced you most?
 - a. Relevant information
 - b. Easy recall
 - c. Clear message
 - d. Persuasive message
 - e. None
 - f. Other (please specify).....

10. Which of these affective attributes associated with the TV ad influenced you most?
 - a. Humour
 - b. Entertainment
 - c. Emotion
 - d. None
 - e. Other (please specify).....

11. Which of these aesthetic attributes associated with the TV ad influenced you most?
 - a. Visual appeal
 - b. Background music
 - c. Voice over narration
 - d. None

e. Other (please specify).....

12. If both Omo and So Klin are being advertised at the same frequency on TV, could this cause you to change your mind concerning your brand preference?

- a. Yes
- b. No
- c. Not sure

13. Please give a reason for the answer you provided in question 12

.....
.....

14. Would you continue to patronize your preferred product if it is no longer advertised on TV?

- a. Yes
- b. No
- c. Not sure

15. Please give a reason for the answer you provided in question 14

.....
.....

16. Would you switch to another product if a celebrity you like is used to advertise the product?

- a. Yes
- b. No

17. Please give a reason for the answer you provided in question 16

.....
.....

18. Would you stop using your preferred product if a celebrity you dislike is used to advertise the product?

- a. Yes
- b. No

19. Please give a reason for the answer you provided in question 18

.....
.....

20. Generally, what factor do you consider most in choosing a particular product?
- a. Advertisement
 - b. Need
 - c. Packaging
 - d. Price
 - e. Availability
 - f. Quality

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

21. What is your gender?
- a. Male
 - b. Female
22. What is your age group?
- a. 18-23
 - b. 24-29
 - c. 30-35
 - d. 36-41
 - e. 42+
23. What level are you in?
- a. 100
 - b. 200
 - c. 300
 - d. 400