

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI,

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**THE IMPACT OF ADVERTISING LIKABILITY ON THE CHOICE OF ALCOHOLIC
BEVERAGES IN GHANA**

BY

ASHFORD AGYEMAN

(PG4782320)

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DECLARATION

I Solemnly declare that this submission, The Effect of Employees Motivation on Employees Performance: A Case Study of Ghana Publishing Company Limited is my personal work towards the Masters of Science in Marketing Degree and that, As I know, it holds no material earlier published by another person and has not been presented to any institution or examining body for the award of any degree, without where due acknowledgement has been made in the work.

ASHFORD AGYEMAN (PG4782320)

.....

.....

Signature

Date

Certified by:

PROFESSOR ABEEKU BYLON BAMFO

.....

Supervisor

Signature

Date

Certified by:

PROFESSOR AHMED AGYAPONG

.....

Head of Department

Signature

Date

DEDICATION

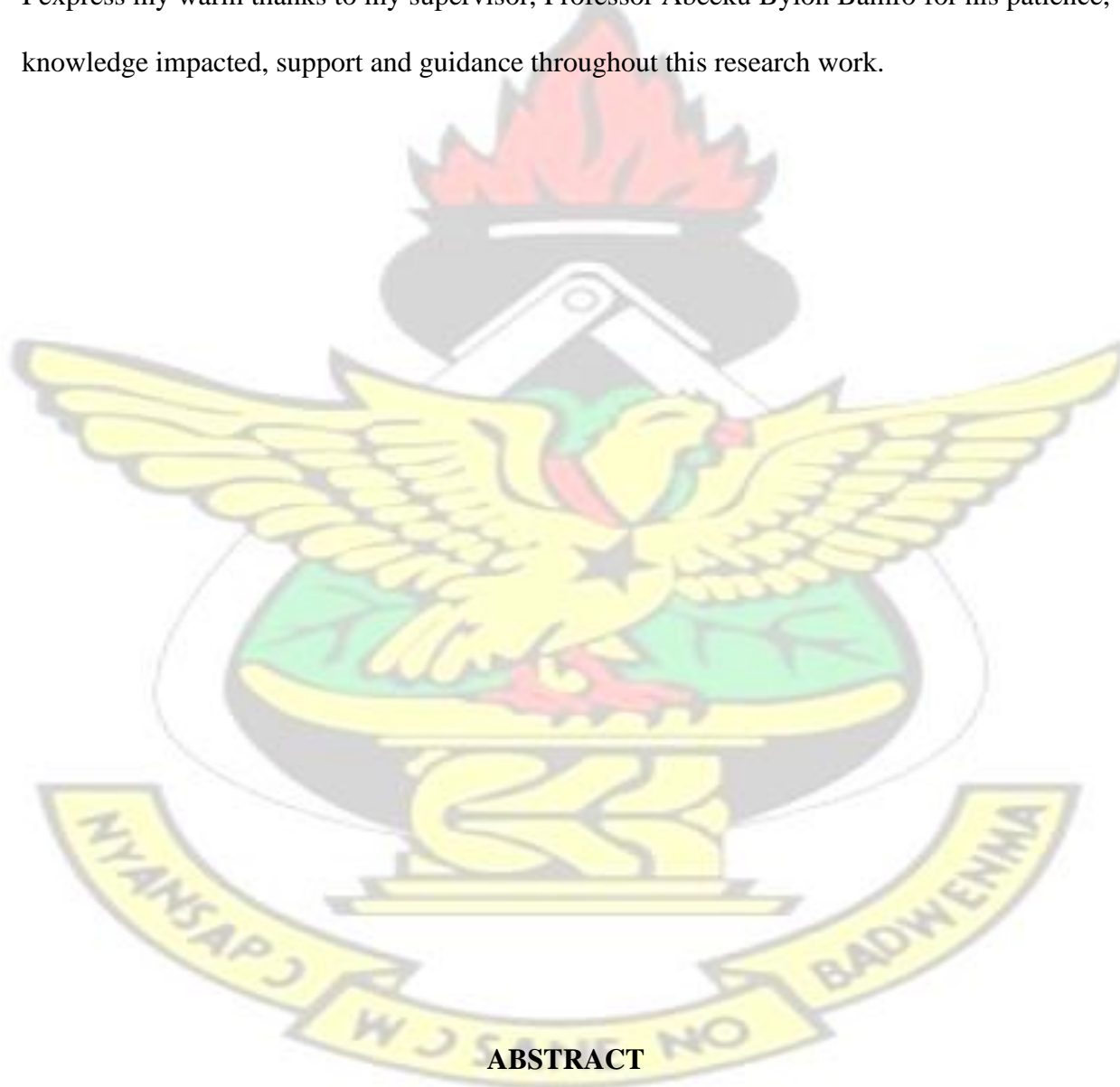
This academic work is dedicated to the Almighty God for His Mercies, Guidance and Protection throughout the undertaken of this project work. It is also dedicated to my lovely wife Mrs. Irene Boakye Agyeman for her words of encouragement, support and prayers.



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ABSTRACT

Promoting as the heart of every marketing institution, contribute to a very key role in achieving the firms in this progressively commercialized communities. In this Modern economy,

effective communication can be essential when industries are aiming a market. Numerous models of advertising came about in the early 1960s. From the above, the basic belief around commercial which is paid for organizational advertising and demonstrations of designs, goods and services by a known benefactor. Well planned ad communicates to customers what they have to buy before they think of realizing that they need it. The purpose of this study was to examine the impact of advertising likability on the choice of alcoholic beverages in Ghana. The following are the specific objectives: To identify the channel of advertising open to customers of alcoholic beverages, To identify the determinants of likability of adverts from perspective of customers of alcoholic beverages, To measure the impact of advertising likability on the choice of brands of alcoholic beverages by customers and To assess the effectiveness of other factors which influence the choice of brands of alcoholic beverages by customers'. A quantitative survey approach with the use of questionnaire was adopted as the main instrument for collecting data from sample size of 30 respondents. Data were analyzed using statistics package for social sciences (SPSS). The study revealed that The study further showed that there was Effect of Digital Marketing On Consumer Behaviour. The respondents indicated that Artificial Intelligence Impacts Consumer Behaviour. In all, there was an agreement that Digital Marketing Effect On Consumer Behaviour (mean score of 6.48 and a standard deviation of 0. 683. The researcher recommends that businesses should invest more in building some great human qualities such as honesty, reliability, and resilience as most respondents believed brand persona is part of the things that constitutes branding

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CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This research work highlights the impact of advertising likability on the choice of alcoholic beverages in Ghana. The research work took into consideration alcoholic beverages in Ghana.

This chapter contains background, statement of the problem, objectives, research questions, scope, limitations, significance, and organization of the study

1.1 Background of the study

Promoting as the heart of every marketing institution, contribute to a very key role in achieving the firms in this progressively commercialized communities (Munday, 2004). In this Modern economy, effective communication can be essential when industries are aiming a market. Numerous models of advertising came about in the early 1960s. From the above, the basic belief around commercial which is paid for organizational advertising and demonstrations of designs, goods and services by a known benefactor. Well planned ad communicates to customers what they have to buy before they think of realizing that they need it.

For this reason, advertising takes part in every existence manufacturing company and the customers have the power to buy or not. Every institution has core aim of advertising it ideas or product to be patronize by the potential customer by offering its communication it well in search that the consumers will purchase the company's product or the knowledge offered. According to Bendixen (1993), It makes the company's brand name known to become a recognized grade worldwide. Professional Marketers emphasis so much on the semantic characteristics of the versions that they work with. It is therefore easy for them to neglect other

elements of communication essential to advertising. The semantic elements in the language of advertisements, its communicative roles, a core aspect that translators deal with, should of course be considered with great attention. Nevertheless, on the whole, an advertisement has a lot more than just likability fundamentals, and, in detail, “is a communication of essentials” (Cook, 1992). The propensity is to embrace non-spoken approaches additional than the spoken ones, and part outdoor advertisements be determined mostly on graphic essentials rather than on verbal ones.

1.2 Statement of the problem

Advertising provides information and also serves as a means of communication (Leech, 1972). These texts have more than just verbal elements, and in fact, is an interaction of elements (Cook, 1992). Traditionally, alcoholic drink advertisement texts are known to persuade people to buy or drink alcohol. According to McDonald (1992), verbal use in mass media influences values, attitudes, lifestyle, and taste. Advertisement, principally brand-name advertising, seems predicted on the notion that the public will attach prestige to products that have been brought to their attention by the media. Mass media has impact on perception and behavior so television and product manufacturers use advertising to make people aware of the availability of products. Although some researchers have investigated alcoholic drink advertisements, most of these works were in relation to alcoholic advertising and its consumption without really considering the other features in the text. According to Smith and Foxcroft (2009), relationship among exposure to advertising or promotional activity and successive consumption by numerous individuals has been a matter of concern and numerous articles have been done by many scholars. The uncertainty surrounding the nature of influence of alcoholic beverage advertisement on the level of consumption of alcoholic beverage has compelled this research.

However available literature reveals the lack of conclusive studies on impact of advertising likability on the choice of alcoholic beverages in Ghana, hence this study therefore seeks to answer these questions and address the gaps in the literature by examining impact of advertising likability on the choice of alcoholic beverages in Ghana.

1.3 Objective of the study

The main purpose of this study is to examine the impact of advertising likability on the choice of alcoholic beverages in Ghana. The following are the specific objectives:

- I. To identify the channel of advertising open to customers of alcoholic beverages.
- II. To identify the determinants of likability of adverts from perspective of customers of alcoholic beverages.
- III. To measure the impact of advertising likability on the choice of brands of alcoholic beverages by customers’
- IV. To assess the effectiveness of other factors which influence the choice of brands of alcoholic beverages by customers’

1.5 Research Questions

- I. What are the channel of advertising open to customers of alcoholic beverages?
- II. What are the determinants of likability of adverts from perspective of customers of alcoholic beverages?
- III. What are the impact of advertising likability on the choice of brands of alcoholic beverages by customers’?
- IV. Does effectiveness of other factors which influence the choice of brands of alcoholic beverages by customers’

1.6 Scope of the Study

This denotes the coverage of the study in terms of subject matter as to its limitations and delimitations. More information could be gathered by spreading the study to cover a wide scope, but due to the constraints or challenges, the study was conducted on Alcoholics Beverages in Ghana. In view of these, the researcher would be restricted to Alcoholics Beverages.

1.7 Significance of the study

The findings of the study will specifically help the management and employees of Alcoholics Beverages in Ghana by enabling them appreciate the impact of advertising in an organization. The research will help other organizations to know the importance of advertising. The study may further encourage government to set up educational institutions to provide training on how to proper advertisement on product. Students would find this study beneficial as a reference material in their quest to find academic laurels. It will also serve as a springboard for other researchers who want to undertake this study and also broaden their knowledge. The findings may provide information to stakeholder in different organizations especially on knowing how advertisement contribute to the growth of the organization in other to increase their profit.

1.8 Limitations of the Study

Literature on impact of advertising likability on the choice of alcoholic beverages practices is limited in the sense that there was not enough empirical information available about impact of advertising likability on the choice of alcoholic beverages in Ghana. Due to this limitation, there was not sufficient information, which was verifiable by observation or experience as against than theory or logic. Most of the respondent companies delayed in completing the

questionnaires. This caused problems with the study since it left very little time for data collection and thus shortening the time allotted for doing data analysis. Others claimed to have delayed due to their lack of proper understanding of some of the questions asked in the questionnaire. Most of the companies declined from giving certain information that was perceived as confidential during the data collection process. Some of such information included the company's annual revenue. As a result, the second proxy variable, annual revenue, which was used to measure company size was eliminated from the study. Other companies declined from participating entirely because the processes involved in getting approval for completing the forms were tedious. in spite of the challenges faced the researcher receives the appropriate information to make the work efficient and effective. Nonetheless, the findings of this study can be considered as reflective of situations.

1.9 Overview of research methods

The methodology explains the research design tools to be adopted and the processes the researcher will follow to achieve the objectives of the study in order to ensure reliability and validity of the research. This research adopted quantitative approach by using research questionnaire to collect data from the respondents. The approach also minimizes bias and maximizes reliability of the evidence collected if designed within precise objectives and on relevant data. This research approach was chosen because of its relevance to this project study, more particularly it could answer research questions in this study. The researcher used random sampling to select the sample size. The research instrument used to gather data was Questionnaire. Saunders (2011) confirmed this when he argued that questionnaires are one of the most used survey data collection techniques. The study used primary data. The drop and pick later was used to administer the questionnaires. The researcher used quantitative approach

in analyzing the data. The data will be grouped into categories, analyzed and presented with the use of percentages, charts and tables.

1.10 Organization of the Study

This study is organized into five chapters. Chapter One discusses the overview of the study, problem definition, research question, research objectives, significance of the study. Chapter Two presents all the relevant literature review on impact of advertising likability on the choice of alcoholic beverages and its related concepts. Chapter Three addresses the identification of the most suitable research methodology for this research and Chapter Four presents a data analysis of findings gathered from the field. Finally, Chapter Five presents the summary of findings, conclusion, and made relevant recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter emphasizes on the theoretical aspect of the study (Review of literature). This takes into consideration what various professions have written on the topic in respect of advertising likability on the choice of alcoholic beverages in Ghana.

2.1 The Concept of Advertisement

According to Berger (2011), advertisement comes from the Latin verb ‘advertere’, meaning “to turn towards” and it is certainly factual that adverts are texts that do their best to get our attention, to make us turn towards the product being sold. In its simplest sense the word “advertising” means drawing attention to something, or in other words it may be interpreted as notifying or informing somebody of something (Dyer, 1982). Numerous advertising models were developed during the early 1960’s. It is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. A good advert tells us we need something even before we think we do. All advertisement strategy includes two main characteristics which are targeting and information content of the advertisement. The information is presented to the target audience through company’s selected advertising medium (Anand et al, 2009). Customer gets enough informed about product when he is more exposed to a product’s advertisement and this results in lessening the risk involved with product and this factor is called as advertising role of risk reduction (Byzalov et al, 2004). According to Hanif et al (2010), key to customer satisfaction is when his needs and desires are fulfilled and proper services are provided, moreover fair pricing also leaves impact on customer. Hamilton et. al (2009) revealed that, company participates in generic advertising programs, it has a significant impact on company’s market performance. Shachar, & Anand, (1998) stated that, too much expenses of television networks on tune-in seem unnecessary but in actual these advertisements really influence the decision of audience for what to watch. De Mooij, M. (2003) likewise elaborated that the divergence in customer behavior that leads to variation in customer’s choices is majorly due to cultural difference that usually results in different consumption pattern.

The effect of advertisement on consumer brand preference and most of the findings showed a positive relationship and that advertisement continues to be among the major elements in maintaining consumer brand preference (Cross, 2019) The study concluded various findings regarding. Abdullah (2015) stated that, advertising awareness has significant positive effects on brand awareness, brand image and brand equity. Also, brand awareness has significant positive effects on brand image. The results indicate that advertising awareness plays as a good source of meaning and identity for a brand by enhance brand awareness and brand image. Therefore, we can consider advertising awareness as important and integral to a brand's equity as any other dimensions.

Malik et. al., (2013) in their study, "Impact of brand image and advertisement on consumer buying behavior". The purpose of this study was to examine the impact of brand image and advertisement on consumer buying behavior. Questionnaire survey was used to collect the data by non-probability convenient sampling technique. Findings show that brand image and advertisement have a strong positive influence and significant relationship with customer buying behavior. Advertisement affects consumer buying behavior positively.

Kumar (2012) in his artical "A Study on impact of visual advertisement on women consumer buying behavior". For the purpose of this study, he collected primary data through well-structured questionnaire. After analyse data, he was of view that there is significant relationship between women consumer's buying behavior and consumer's attitude towards visual media advertisement. There is also relationship between consumer's behavior and advertisement value.

Baheti, Jain & Jain (2012) in their study, “Impact of advertising appeals on customer buying behavior”. The purpose of this research was to investigate the impact of advertising appeals have significantly positive influence on advertising attitude. Emotional advertising appeals are more significant than rational appeals.

Mohr et al (2001) identified a different dimension in customer perception that customers prefer those companies or organizations that are socially responsible and make charitable donations. The ethical behavior of organizations increases the inclination of customers towards them. According to Kacen et al (2002) emerging ecommerce has provided customers so many impulsive purchasing opportunities but some cultural aspects temperate the customer’s impulsive purchasing attitude. Moraga-González (2000) also explained that informative advertising is designed when customers are capable of evaluating quality of product, and they give consideration to quality of product and cost of advertisement is high. Li et al (1999) analyzed that demographics, channel knowledge, shopping orientations and perceived channel utilities are the important factors that must be taken into account while analyzing customer online buying behavior. Also the education, convenience and experience are important to confer to while discussing online shopping attitude. According to Elliott et al (1994) country of region is important predictor of product quality as imported product is more preferred when local product is considered of low quality. But customer pick local product when price, technical features, and brand name are invariant. Raj S. P. (1982) also examined that customer purchase for a product increases when advertisement for that product increases and this increase is due to high loyalty. While increase in advertisement doesn’t affect low loyal customers purchases so much. According to Wogalter et al (1991) product warnings and

customer's willingness to read those warnings is one of the important factors through which customers form hazard perception about product.

Becker et al (1993) analyzed that the impact on customer utility, the level of competition in the market for advertised goods and the induced variation in prices are some deciding factors to judge whether huge or little advertisement is required. Holbrook et al (1982) also discussed that in order to analyze customer buying behavior more deeply, one must go through the pattern of experiential aspects of customer behavior such as fantasies, feeling and fun associated with product because these leave a great impact on customer buying behavior. Deighton et al (1994) suggested that advertising might result in switching from one brand to another brand but it does not influence purchase rate of customers. Anderson (1973) suggested that when product actual performance does not meet customer's high expectations, it generates unfavorable and negative product image. According to Sirgy et al (1982) self-concept of customer about the product is an important predictor to judge customer attitude and customer preference about the products. Moreover, Petty et al (1983) described that the central and the peripheral routes of the persuasion are equally important to bring effective results from any advertisement but which route to choose to advertise a product entirely depends on the level of the involvement (investment required to get hold on the product). Central route of the persuasion works where product has high involvement as in this case the customers focus more on the informational content about the product. Peripheral route is adopted when the product is of low involvement and in such scenario the use of celebrities and common citizens as endorsers in the advertisement has the positive effect on the customer attitude toward the product. Smith et al (1983) also presented a marketing scenario in which the influence of direct and indirect experience is revealed on the customer's attitude and behavior consistency. The direct

experience in terms of product trial leaves a remarkable impact in shaping attitude and behavior of the customer towards purchase decision. While the indirect experience which includes advertising a product has comparatively lesser impact on attitude and behavior consistency of customer. Milgrom et al (1986) proposed a different view in shaping customer behavior that the importance of camera angle in product advertisement for seeking the attention of audience. Different camera angles have different impact on audience. The camera angle is the most influential factor when the audiences' processing motivation is not very high. In case of low processing motivation, the camera angle that makes the audience to look up at the product is highly favorable, moderate results are obtained when angle enables the product to be positioned at eye level and the least favorable results come when audience has to look down at the product. But in case of audience having moderate processing motivation the eye level camera angles work best. Childers et al (1984) acknowledged the importance of picture for any product advertisement and said that it has great impact on customer memory. The pictorial ads give really incredible results in scenario of immediate and delayed recall tasks where apparent features are focus of processing. While verbal works only in case of immediate recalls and it loses its value when the delayed recall is required.

Mela et al (1997) also studied the long term outcome of the advertisement and the promotional activities on customer choice of brand. The model says that advertisement plays a major role over time in making the customer less price sensitive while in comparison the promotional activities are one of the important causes of making the customer more sensitive towards price and the promotion of the product. This pattern is observed in both loyal and non-loyal customers but it is observed more widely in the non-loyal customers. Akerbergm D. A. (2003) also revealed that advertising is a great source of product learning. This learning process is

carried by either information advertisement or prestige or image advertisement but the research shows that the presence of informational content in an advertisement is a primary tool for creating learning about the product and the image content has relatively less significance in creating the learning about the product and this prestige strategy does not work in every product category with same effectiveness to support the purpose of learning.

According to Wang et al (2002, August) traditional and the internet marketers both can strategize their advertisement policies more effectively by deeply studying those factors in advertisement through which the audience or the customers form their perception about the product. Some of these factors are information content presented in advertisement, the degree of focus on entertainment, credibility and the different demographic characteristics presented in advertisement. Moreover, the advertisement with more interactive concept grabs more attention of the customer. Vakratsas et al (1999) also proposed that in order to know how an advertisement works; it should be evaluated on the basis of three aspects. First of all, the behavioral dimension that includes purchasing decision, brand choice and market share. Secondly the effect on the customer behavior values and believes. And third the most important cognitive dimension that includes product type, the degree of competition in the market, the development stage of the product and the consideration of the market that needs to be captured. According to Zhang et al (1996) the phenomenon of humor in the advertisement significantly influences the individual's response towards product. And this phenomenon does not equally influence each individual. Presence of humor in advertisement produces favorable results for a person possessing low need for cognition.

2.2 The Different Types of Advertising

A lot alcoholic products pursue the strategy of advertising a brand-differentiating benefit, showing the consumer specifically what their product is able to do in order to charge a higher price for it (Young, 2011). The gist of an advertisement is to make the consumer perceive the product as more valuable, increasing sales and prices, ultimately achieving a positive impact on profitability. Though can a price premium be evoked from the advertisement itself? In current advertising strategy two types can be distinguished:

- ❖ Informational advertising
- ❖ Transformational advertising

2.2.1 Informational advertising

According to Puto & Wells (1984), every advertisement includes some element of information, however, informational advertising provides consumers solely with factual, relevant brand data in a clear and concise manner so that the consumer confides in the ability of the product.

2.2.2 Transformational advertising

Transformational advertising again relates the experience of using the product with a unique set of psychological characteristics that would not typically be associated with the brand experience to the same degree without previous exposure to the advertisement. Thus advertisements in this category “transform” the image of using the brand by endowing this use with a particular and unique experience different to any other brand (Puto & Wells, 1984). This is in line with Rory Sutherlands suggestion of advertising creating additional intangible value. A study run by Charles Young examined the effectiveness advertising has on the willingness-to-pay for the advertised product and the strongest correlation has been found between price

and an emotionally focused advertisement as opposed to a mainly information based one (Young 2011).

2.3 Alcoholic beverage adverts

Alcoholic beverage advertising is produced with a likability which is of important. It can be a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the customer s to purchase goods and services. Alcoholic beverage advertisements target likability that can promote a new product or designed to promote existing ones. Alcoholic beverage adverts have become greatly popular and even commonplace in today's world. Trahan and Treshan (2011), stated that alcoholic beverage market is controlled by customer s so companies have to use persuasive likability to attract the customer s when selling their products and services. Thus, the likability of alcoholic beverages advertisement has crucial role for communication. Alcoholic beverages advertisement pop up on various websites and can be found in all sorts of unusual places from can drinks to concert tickets with the use of persuasive likability. There are basic features of alcoholic beverage advertising to create awareness in customer s. The likability used gives information and can also persuade customer s. Advertising has costs; because of that, it is produced to run for just a short time. The likability of alcoholic advertisement is not communicating directly with a person; it is open to the public.

Information on the alcoholic beverage and it is the likability that is used to educate customer s on a product or service. It includes various creative strategies and tactics also but in advertising nature it is trying to convince customer s to make a purchase. Therefore, the likability of alcoholic beverage advertisement is mostly used in promoting the alcoholic beverage by their

producers through a variety of media. Austin (1994) and Grube (1994) indicate that alcoholic beverages advertisement changes people's attitudes about drinking and is really common worldwide. In fact, Strasburger (1999) estimates that the alcoholic industry spends \$2 billion per year on all media advertisements on their products. Katzper et al (1978) conducted a study which examined the alcohol beverage industry's view of the value and role of advertising and its relationship to consumption. The researchers found that the alcohol beverage industry assumes advertising does increase consumption, and increased consumption is related to increased alcohol related problems and alcoholism. It was also found that alcohol advertising encourages heavy drinkers to drink more. According to Katzper et al (1978), they accounted for the target percentage of consumption and are more likely to have alcohol related problems. They concluded by saying that caution about excessive use of alcohol was seldom mentioned.

A lot ambiguous symbols appeared aside little logical relationship existing between the product and the advertised messages. They felt that the advertisements contained suggestions of ideal outcome states such as success and prestige, social approval, hedonistic pleasure, exotic associations, and sexual accomplishment. In another early study, Miller (1986) conducted a preliminary study on the effects of alcohol advertising on the youth attitudes towards drinking and driving. The methods used were interviews and self-administered questionnaires. The objectives of the study were to evaluate if teenagers who drink are more aware of alcohol advertising than teenagers who do not drink; if teenagers with a high awareness of alcohol advertisements are inclined to drink and drive; or if drinkers have a higher recall of alcohol advertisement slogans than students who do not drink; and, if drinkers tend to pay close attention to alcohol advertisements, but say they are not influenced by the advertisements. Bandura's Social Learning approach, Modeling theory and the theory of Gratification were the

frameworks adopted. After the data were collected from the recall study and the questionnaire, the information was coded, and some variables were recorded.

2.4 Theoretical Framework

The study will use three theories, that is Cognitive Dissonance theory, Theory of Planned Behavior/ Reasoned Action and the Uses and Gratification theory.

2.4.1 Cognitive Dissonance theory

Cognitive Dissonance theory Leon Festinger (1957) synthesized a set of studies to distil a theory about communication's social influences. Cognitive dissonance enjoyed great popularity from the late 1950s through the mid-1970s. Theoretical problems and conflicting findings lead to temporary replacement by similar "self" theories in the early 1980s, but cognitive dissonance regained its place as the umbrella theory for selective advert to communication by the late 1980s. Cognitive dissonance is a communication theory adopted from social psychology. The title gives the concept: cognitive is thinking or the mind; and dissonance is inconsistency or conflict. Cognitive dissonance is the psychological conflict from holding two or more incompatible beliefs simultaneously. Cognitive dissonance is a relatively straightforward social psychology theory that has enjoyed wide acceptance in a variety of disciplines including communication. The theory replaces previous conditioning or reinforcement theories by viewing individuals as more purposeful decision makers; who strive for balance in their beliefs. The theory suggests that, dissonance is psychologically uncomfortable enough to motivate people to achieve consonance, and in a state of dissonance, people will avoid information and situations that might increase the dissonance. How dissonance arises is easy to imagine, it may be unavoidable in an information rich-society. How

people deal with their dissonance is more difficult and different. The Dissonance theory applies to all situations involving attitude formation and change. This theory is able to manipulate people's minds into certain behavior, by doing so these people will alter their attitudes themselves. It is especially relevant to decision making and problem-solving.

2.4.2 Theory of Planned Behavior / Reasoned Action

The theory of reasoned action (TRA) was formulated by Ajzen and Fishbein in 1980. The theory resulted from attitude research from the Expectancy Value Models. Ajzen and Fishbein formulated the TRA after trying to estimate the discrepancy between attitude and behavior. This TRA was related to voluntary behavior. Later on behavior appeared not to be 100% voluntary and under control, this resulted in the addition of perceived behavior al control. With this addition the theory was called the theory of planned behavior. The theory of planned behavior is a theory which predicts deliberate behavior, because behavior can be deliberative and planned. Theory of Reasoned Action suggests that a person's behavior is determined by his/her intention to perform the behavior and that this intention is in turn, a function of his/her attitude toward the behavior and his/her subjective norm. The best predictor of behavior is intention. Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. This intention is determined by three things: their attitude toward the specific behavior, their subjective norms and their perceived behavior al control. The theory of planned behavior holds that only specific attitudes toward the behavior in question can be expected to predict that behavior. In addition to measuring attitudes toward the behavior, we also need to measure people's subjective norms, their beliefs about how people they care about will view the behavior in question. To predict someone's intentions or knowing their beliefs can be as important as knowing the person's

attitudes. Finally, perceived behavioral control influences intentions. Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior. These predictors lead to intention. A general rule is that the more favorable the attitude and the subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behavior in question. The theory provides useful information for the development of communication strategies. This theory is also used in evaluation studies. Other usages of the model include: voting behavior, disease prevention behavior, birth control behavior and consumption prediction (Jaccard & Davidson, 1972).

2.4.3 The Uses and Gratification theory

The Uses and gratification theory proposes that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use (Blumler & Katz 1974). These theorists articulate that media users seek out a media source that best fulfils their needs. Uses and gratifications assume that the users have alternate choices to satisfy their needs. Uses and gratifications theory takes a more humanistic approach to looking at media use. Blumler & Katz (1974) believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media customers have a free will to decide how they will use the media and how it will affect them. Blumler & Katz's values are clearly seen by the fact that they believe that media customers can choose the influence media has on them. Uses and gratification is the optimist's view of the media. The theory takes out the possibility that the media can have an unconscious influence over people's lives and how they view the world. The idea that citizens simply use the media to satisfy a given need does not seem to fully recognize the power of the media in today's society. In view of the three

theories, this study will adopt the uses and gratification theory as an analytical tool mainly because it is the one that is more applicable to the problem at hand.

2.5 Connecting Uses and Gratification theory to the study

Uses and gratification theory can be seen in situations such as alcohol advertisement selection. People select advertisements not only to fit a specific mood but also in attempts to show empowerment or other socially conscience motives. There are numerous different categories of advertisements and customers choose from them to fulfil a specific need. That is those students who may say after watching a certain alcohol advertisement they feel like drinking chooses to be influenced on their own way.

2.6 Elements contained in Alcohol Advertisements

According to Waiters, Treno and Grube (2001), children and adolescents respond positively to animals, humor, and musical elements featured in television alcohol advertisements. Elementary school children were particularly fond of the animal characters. Precisely, young girls were attracted to animals' cuteness, whereas boys were attracted to animals' actions or voices. In addition, Atkin and Block (1983) assert that advertisements featuring celebrities are rated significantly more interesting, effective, and important, and stronger than those with non-celebrity endorsers. Specific elements such as humor, music, people characters, animal characters and story) contained in a sample of beer advertisements. They found that liking of specific elements contributed to overall liking of the advertisement and subsequent advertising effectiveness and purchase intentions (Chen et al 2005). Concurrently, youth liking of elements contained in alcohol advertisements has been recognized in the literature and humor is a widely used advertising technique, particularly in television (Zhang & Zinkhan, 2006). Whereas

humor appeals to most audiences, various forms appeal to different age groups. For instance, slapstick and clownish humor appeal to children (Buijzen & Valkenberg, 2004), adolescents also like slapstick humor but enjoy more sophisticated forms such as sarcasm, irony and sexual allusion (Acuff & Reiher, 1997). It is reported that children who are more aware of beer advertisements are also more knowledgeable about beer brands and slogans, have more favorable attitudes towards drinking, and are more likely to report an intention to drink beer once they are adults. It is also stated that teenagers often pay more attention to beer commercials than to soft drink commercials, partly because beer advertisements use techniques, such as animation and cute animal icons that appeal to children (Grube & Wallack, 1994).

Popular music is another element used in advertising that appeals to children and youth, hence, it has become a pervasive element in advertising. Liking of the music in an advertisement has been identified as influencing alcohol effectiveness among the youth (Chen et al., 2005). Research indicates that beer advertisements containing an engaging storyline have been found to be more attractive to youth than those without them (Chen et al., 2005; Miller & Mizerski, 2005; and Austin et al., 2006).

Alcohol advertising has the power to influence adolescents' drinking behaviors with studies reporting a positive effect between advert to alcohol advertising and the initiation or reinforcement of alcohol consumption. The influence of alcohol advert on alcohol consumption does not apply only on television (Ellikson et al., 2005). Alcoholic beverages popular among the underage youths are more likely than those less popular among youths to be advertised in magazines with high youth readerships (King et al., 2009).

2.7 The Causal Link between Alcoholic Advert and Alcohol Use

A lot of studies have clearly demonstrated the causal link between the effects of advert of alcohol advertising and alcohol intake. Aitken et al., (1988) revealed that, alcohol advertising is more familiar and attracted to young people who are currently drinking alcohol than their counterparts. A lot of studies has revealed that elements such as humor, animation, music and others make the advertisement to be interesting. According to Ellickson et al., (2005) alcohol consumption among young people can be linked directly to advertising advert. Alcohol advertising is significantly related to more positive beliefs about alcohol use, which in turn are associated with greater future intentions to drink alcohol among children and adolescents (Grube and Wallack 1994). Gruenewald (2007) indicated that alcohol outlets are environmental features of communities that expose populations to opportunities to drink and socially model others' drinking behaviour. Given the potential role of alcohol advertising in alcohol consumption among the youth, this study investigates how television alcohol advertisements influence alcohol use by the youth in the community of Praktiseer. Also, the researcher in a nutshell discusses some of the aspects of alcohol advertisements that make them more or less appealing to the youth. According to Doran et al., (2008), advertising of alcohol products has only limited influence, primarily on brand choice (market share), there is growing evidence that advertising also influences how people think and feel about alcohol, and levels and patterns of consumption (market size). Moreover, bans on alcohol advertising have been shown to be both an effective and cost-effective public policy measure to reduce alcohol consumption (Saffer & Dave, 2002).

2.8 Importance of advertising

The public/ consumers benefits greatly from advertising expenditures. First, advertisements are informative. The newspaper ads are full of information about products, prices, features and more. Businesses spend more on direct mail than radio or magazine advertising. Direct mail (e.g. catalogs and letters sent by mail to people's homes and offices) is an informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspaper, that tells them what's on sales, where at what price, for how long and more. Advertising not only informs us about products, it also provides us with free television and radio programs because money advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines. Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it's expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets. (Philip, 2005). Young (2005) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains the procedures employed in undertaking the study. It includes the study area, research design, population, sample size, sampling techniques, research instruments, data collection and analyses procedures.

3.2 Research Paradigm

Paradigm describes a research perspective that is based on what is known as the scientific process of enquiry in research methodologies. The scientific method, in its purest form, is a process of experimentation that is used to investigate observations and answer questions. In nature, it's utilized to look for cause-and-effect linkages. It has been chosen as the worldview favoured for study to interpret observations in facts or quantifiable entities (Fadhel, 2002). To reach results, research in this paradigm employs deductive logic, the formation of hypotheses, the testing of those hypotheses, the provision of operational definitions and mathematical equations, calculations, extrapolations, and expressions. It seeks to explain and predict on the basis of quantifiable results.

To describe this issue, the researcher has chosen a quantitative research method, since it is most suited to descriptive research for more knowledge. The problems under consideration would be difficult to understand if they were separated from their social context, which is why the quantitative method was chosen. The research will be a cross-sectional descriptive survey employing structured data collection questionnaires. Cross-sectional design, as defined by Bryman (2012), is the collecting of data from numerous cases at a single point in time in order

to obtain quantitative data in relation to two or more variables, which is then analyzed to identify patterns of relationship.

3.3 Sampling procedure

Sampling is a process of selecting a group of people, events or behavior with which to conduct a study (Burns and Grove 2003). Polit et al. (2001) confirm that in sampling a portion that represents the whole population is selected. Sampling is closely related to generalizability of the findings.

3.4 Population and Sampling

Population is the total number of units from which data can be collected, such as individuals, artifacts, events or organizations (Parah, 1997). Burns Grove (2003) population as all the elements that meet the criteria for inclusion in a study. In this study the target population is the workers of manufacturing of alcoholic beverages in Ghana, estimated around 75.

Sample size does not influence the importance or quality of the study and note that there are on guidelines in determining sample size in qualitative research (Holloway and Wheeler 2002). Qualitative researchers do not normally know the number of people in the research beforehand; the sample may change in size and type during research. Sampling goes on until saturation has been achieved, namely on new information is generated (Holloway, 1997). Sample of this study was drawn from the various. A sample size of thirty (30) was drawn from the targeted population.

3.5 Sampling Technique

Purposive sampling was used in this study. Parah (1997) describes purposive sampling as a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data. The rationale for choosing this approach was that the researcher was seeking knowledge about the worker's opinion on the relationship between company size and business process outsourcing, which the participants would provide by virtue of their experience. In study only workers who were eligible were purposively chosen to participate in this study.

3.6 Sources of Data

There are two classifications for collected data which are: primary and secondary data. Primary data can be collected for instance through interviews, observations, and questionnaires. Secondary data on the other hand is the information obtained from previous studies and can be collected from the Internet or libraries (Zikmund (2000) & Sounders et al., 2009). Primary data was generated by employing survey which Saunders and Lewis (2012) described as a research technique or strategy which involves structured collection of data from a sample of people using questionnaires, structured observations and structured interviews. the study will use primary data to collect the data needed for the by using questionnaire.

3.7 Data Collection Method

Questionnaires were used as data collection tools. The questionnaires were made up of close-ended questions. Closed-ended question ask participants to choose among discrete categories and select which one best reflects their opinion or situation. Questions with ordered choices are common on questionnaires and are often similar to the individual items in a

personality inventory or a summated attitude scale. These questions may in fact be single Likert-type items which the respondent is asked to rate from strongly disagree to strongly agree (Salant and Dillman, 1994). In all thirty (30) questionnaires were given out. The researcher used questionnaires since it gave respondents the opportunity to disclose relevant information which might otherwise been withheld when other means of data collection was used.

3.8 Data analysis

The explanatory statistics was adopted to analyse data. The data was processed and analysed using the Microsoft Excel software. Through the Microsoft Excel software, there was consistency and accuracy, time saving and cost reduction. Subsequently, data was classified, sorted and analysed in percentages and then presented in tables and charts.

3.9 Research Ethics and Limitations

Ethics is following accepted standards and agreed-upon principles of appropriate moral behavior (Strydom, De Vos, Fouche, & Delport, 2005). Research requires strong ethics. Ethics is the system of moral rules, values and behaviors. Ethics provide the researcher with a code of conduct as to how a research is to be conducted in a morally accepted manner (Struwing and Stead 2001). Ethics prevent researchers from engaging in misconducts such as: cooking data, plagiarism, failing to acknowledge respondents and other participants, deceiving people and falsely reporting results (Saunders et al, 2003). The researcher respected all opinions and responses of the respondents as expressed in the questionnaire. All the sources that were used in the course of the work have been duly acknowledged. The research work can therefore be considered to have been accomplished with all ethical values for the conduct of research rightly

followed. This makes the research work reliable and is not characterized with unethical characters.

The researcher faces the limitation of how to get relevant information of the study since a lot of work has not been done on the impact of advertising as a whole but most likely there were some isolated cases of works on subunits of the topic such as how customer relationship could lead to customer likability on alcoholic. Furthermore, the researcher was constraint with time and some possibility of financial problems and there was the issue of measurement that is how reliable and valid are the instruments used in determining the research findings. Lastly there was statistical problem and as such it was difficult to meet the research assumptions. The issue of data collection method, the researcher made use of only questionnaire as per the selection of the research as partly case study. As Weller and Romney (1988) said, it has been found that effective data collection procedures and processes affect the value sampling of both informants and their responses. Based on the statement above the researcher is of the view that since not all the procedures were followed the result of this study could suffer some amount of not able to make generalization.

There were other factors that were beyond the control of the researcher like the issue of the respondents not willing to give the maximum information that could help the researcher to improve the work, instances like the fear of bringing out the secrets of the institutions as far as the usage of the topic is concern and its effectiveness to the organization. More so since the respondents were selected from only one branch, there were instances where it was obvious that respondents compared answers of the questionnaires administered which did not help in making effective generalization on the topic. Despite the difficulties, the researcher acquires

the necessary knowledge to complete the study efficiently and effectively. However, the conclusions of this research may be applied to a variety of scenarios.

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CHAPTER FIVE

Findings, Data Analysis and Discussion

4.0 Introduction

This chapter presents the findings of the study as per the data collected. The data for this study are presented in tabular form and analysed subsequently. The researcher used both descriptive and inferential statistics to provide appropriate answers to the research questions. The study also made use of the measure of central tendencies like mode, mean, and median, a measure of proportion and measure of spread. The likert system of rating was used in rating the responses of participants on the extent to which they agreed with various research questions.

4.1 Background Information of Respondents

Table 4.1 The Gender of Respondents

<i>Question</i>	<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Gender of Respondent	Male	18	60.0
	Female	12	40.0
	Total	30	100.0
Age Group	Below 20	4	13.3
	20-30years	11	36.7
	30-40years	7	23.3
	41 Above	8	26.7
	Total	30	100.0
Level of Education	Basic	2	6.7
	Secondary	7	23.3
	Degree	14	46.7
	Masters	7	23.3
	Total	30	100.0
Years of Experience	Less than 5years	15	50.0
	Between 5 and 7years	8	26.7
	Between 8 and 10years	4	13.3
	More than 10years	3	10.0
	Total	100	100.0
Classification of drinking behaviour	Regular	15	50.0
	Weekly Consumption	11	36.7

Binge Drinker	4	13.3
Total	30	100.0

Source: Field Data, 2021

In Table 4.1 the study examined the sex distribution of respondents and revealed that there were more male than female respondents. As Table 4.1 indicates, 18 (60%) of the respondents were male whilst the female constituted 12 (40%).

It can be noticed that 13.3% of the respondents were under 20 years, 36.7% of the respondents between the ages of 20 to 30years, 23.3% of the respondents were between the ages of 31 to 40, 26.7% of the respondents above the age 41 years, it can be inferred from table 4.1 that majority of the respondents within the organization are between the ages of 20 to 30 years.

From the Table above, every respondent had had at least Basic education which means that they were able to read and understand the questions that were asked. 7 of the respondent had at least completed Secondary with 14 holding degree and 7 of the participants were having a master's certificates.

Table 4.1 implies that 50% of the respondents said that they are drinking behaviour is on regular basis, 13.3% chose binge drinkers whiles 36.7% said their drinking behavior is on weekly basis. This clearly means that majority of the respondent take alcohol on regular basis.

The study also sought the number of years that each worker has spent working for the organization. Half of the respondents has worked for the organization for not less than five years. 26.7 percent of the responded were found to have worked for the organization between

5-7years while only 3 had more than 10 years working experience with the organization. On the average, each respondent had worked at the organization for 4.5years

4.3 Advertising and Advertisement

This question represents the ordinal scale which represents your answer to a particular statement regarding Customers Perceives to be Service Gap by Insurance Companies. This part of the questionnaire was prepared to test the customers Perceives to be Service Gap by Insurance Companies. The following questions were in likert ordinal scale and here are the summaries of responses obtained on table 4.2

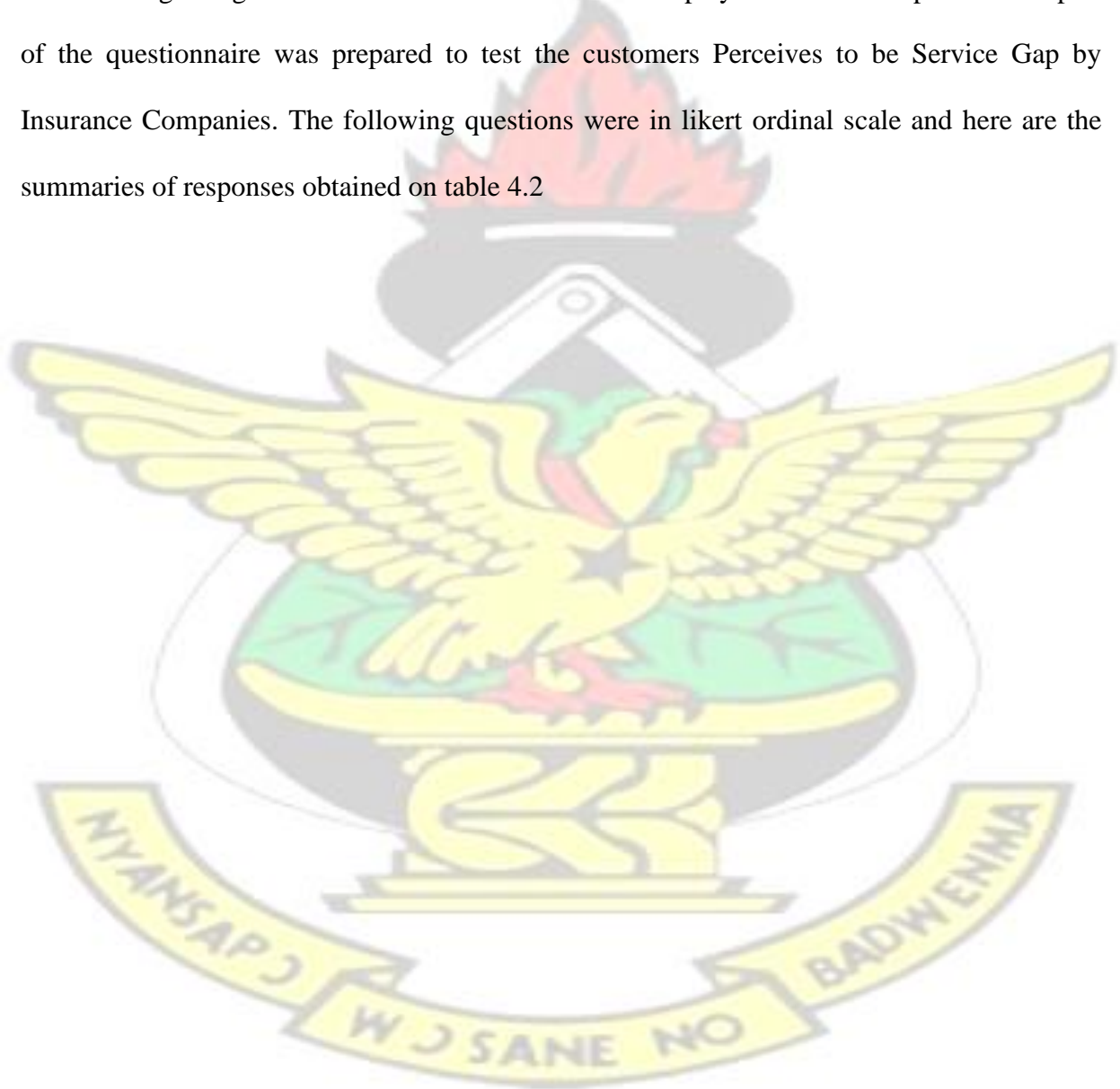


Table 4.2 Advertising and Advertisement

<i>Statement</i>	<i>Strongly disagree (%)</i>	<i>Disagree (%)</i>	<i>Neutral (%)</i>	<i>Agree (%)</i>	<i>Strongly agree (%)</i>	<i>Mean</i>	<i>SDV</i>
Advertising gives room for production comparison	3.33	10.00	6.67	36.67	43.33	4.067	1.112
There is a significant difference in advertising and advertisement	10.00	6.67	10.00	26.67	46.67	3.933	1.337
That there are no benefits in the various advertising programmes employed by the organization	6.67	13.33	3.33	26.67	50.00	4.000	1.313
No advertisement has the chance of being believed completely if its major objective is to change customers mind	0.00	6.67	0.00	30.00	63.33	4.500	0.820
Great advertising is the creative expression of understanding the market needs.	6.67	16.67	6.67	33.33	36.67	3.767	1.305
An identified brand means safety	3.33	10.00	20.00	26.67	40.00	3.900	1.155
Advertising is a power tool capable of reaching and motivating large audiences.	10.00	6.67	16.67	30.00	36.67	3.767	1.305
Consumer's loyalty can be further guaranteed through consistent advertising	3.33	3.33	6.67	40.00	46.67	4.233	0.971
Advertising justifies its existence when it is used in the interest of the public	3.33	6.67	13.33	43.33	33.33	3.967	1.033
Advertising is non-personal but yet effective.	6.67	6.67	6.67	40.00	40.00	4.000	1.174

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It is only the rich organizations that can advertise their products or services

6.67	10.00	10.00	26.67	46.67	3.967	1.273
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Source: Field Data, 2021



The response at table 4.2 with the statement, there is a significant difference in advertising and advertisement. The response to the question were 26.67% agreed, 46.67% strongly agreed, 10% were Neutral, 6.67% Disagreed and 10% strongly disagreed. These results implied that there existed internal satisfaction.

The researcher asked No advertisement has the chance of being believed completely if its major objective is to change customers mind. 63.33% the respondent strongly agreed with that assertion. 30% of the respondents agreed, none of the respondents chose uncertain and strongly Disagreed with the above assertion respectively. The remaining 6.67% of the participants disagreed. They said to the best of their knowledge, no advertisement has the chance of being believed completely if its major objective is to change customers mind.

The analysis above shows that 33.3% of the respondents strongly agreed, 43.3% agreed while 6.7% disagreed with the argument Advertising justifies its existence when it is used in the interest of the public.

Majority of the respondents either agreed or agreed strongly that the Customers Perceives to be advertisement has the chance of being believed completely if its major objective is to change customers mind. On the scale of 1-5, the respondents rated the An identified brand means safety, 3.9 mean with a standard deviation of 1.15 indicating strong support for this point. Advertising justifies its existence when it is used in the interest of the public also identified as part of Advertising and Advertisement. Advertising is a power tool capable of reaching and motivating large audiences was also identified as Advertising and Advertisement by the organization. It has the highest average rating of all the factors with a standard deviation as low

as 0.97. On the issue of Advertising is non-personal but yet effective however, respondents were split of the impact this has on the firm's decision Customers Perceives to be Service Gap by Insurance Companies. It recorded an average rating of 4.0 with the standard deviation of 1.7.

On the statement of It is only the rich organizations that can advertise their products or services. From the table above, 10% of the respondents were uncertain about this. About 73% of the respondents according to the responses recorded either agreed or agreed strongly to this notion whereas 16.67% of the participants strongly disagreed.

4.4 Effects of advertising on alcoholic beverages

For this section, the researcher used the likert scale with the following rating: 1 = Strongly disagree, 2 = Disagree, 3 = Uncertain, 4 = Agree and, 5 = Strongly Agree. The mean and standard deviation are then calculated and interpreted. Because the data is ordinal, the mode and median are the most reliable measures of central tendencies

Table 4.3 Effects of advertising on alcoholic beverages

<i>Statement</i>	<i>Strongly disagree (%)</i>	<i>Disagree (%)</i>	<i>Neutral (%)</i>	<i>Agree (%)</i>	<i>Strongly agree (%)</i>	<i>Mean</i>	<i>SDV</i>
No product can survive competition without intensive advertisement	6.67	6.67	3.33	40.00	43.33	4.067	1.172
Advertising activities increase the length of leisure period	6.67	10.00	13.33	36.67	33.33	3.800	1.215
Advertising will increase organization target market and boost sales	3.33	13.33	16.67	30.00	36.67	3.833	1.177
The advertising target often includes everyone in the firm target	0.00	6.67	10.00	26.67	56.67	4.333	0.922
The advertising programme of the company has no impact on the sales volume of their product.	13.33	16.67	23.33	20.00	26.67	3.300	1.393
Most advertisement are misleading and false.	6.67	3.33	3.33	40.00	46.67	4.167	1.117
Advertisement is a strong tool in tapping into consumers buying power.	10.00	0.00	6.67	30.00	53.33	4.167	1.234

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13.33

20.00

10.00

23.33

33.33

3.433

1.478

Advertising creates product differentiation
Source: Field Data, 2021



The research again sought to ascertain the extent to which the respondents agreed or disagreed with the way forward with regards to the Effects of advertising on alcoholic beverages. Majority were of the view that advertising increases an organization's target and boosts its sales. This goes to show that respondents were of firm believe No product can survive competition without intensive advertisement is generally studied as a one-dimensional structure of in earlier studies. It measures the overall satisfaction of the organization with broader stakeholder consultation and inclusivity in decision making as well as a clear punity measure against those who go contrary to measures. There were varying responses on the statement of Advertising activities increase the length of leisure period by the standard deviation of 1.21. But on the average, there was a general consensus among the participants that Effects of advertising on alcoholic beverages possibility that customers believe that advertising will bring positive emotions. In the table above 33.33% of the respondents strongly agreed, 23.33% agreed and 20% disagreed with the argument that Advertising creates product differentiation.

4.5 Reasons for start of alcohol consumption

For this section, the researcher used the Likert scale with the following rating: 1 = Strongly disagree, 2 = Disagree, 3 = Uncertain, 4 = Agree and, 5 = Strongly Agree. The mean and standard deviation are then calculated and interpreted. Because the data is ordinal, the mode and median are the most reliable measures of central tendencies

Table 4.4 Reasons for start of alcohol consumption

<i>Statement</i>	<i>Strongly disagree (%)</i>	<i>Disagree (%)</i>	<i>Neutral (%)</i>	<i>Agree (%)</i>	<i>Strongly agree (%)</i>	<i>Mean</i>	<i>SDV</i>
Peer pressure	10.00	6.67	3.33	26.67	53.33	4.067	1.337
Influence of the media	6.67	10.00	13.33	36.67	33.33	3.800	1.215
Influence of an adults	3.33	3.33	10.00	33.33	50.00	4.233	1.006
Curiosity	0.00	0.00	6.67	46.67	46.67	4.400	0.621

Source: Field Data, 2021

The study sought to determine the level at which respondents agreed or disagreed with the above statements relating to Reasons for start of alcohol consumption, from the findings the study established that majority of the respondents strongly agree.

The researcher asked whether Peer pressure is the Reasons for start of alcohol consumption. 53.33% out of the total participants strongly agreed with that assertion. 26.67%, 3.33% and 6.67% respondents disagreed, were uncertain and Agreed with the above assertion respectively. The remaining 10% respondents represented of the participants strongly disagreed. They said to the best of their knowledge, the Reasons for start of alcohol consumption

Another question the researcher asked was whether the Influence of the media the Reasons for start of alcohol consumption. The majority of the participants (36.67%) agreed. This was directly followed by those who were strongly agreed (33.33) which was a quarter of the sample size. The remaining percentage were divided between, Strongly Disagreeing, Disagreeing or Simply Agreeing.

The researcher again asked if there is Influence of an adult. Only 3.33% of the respondents strongly disagreed and neutral each with this notion. The overwhelming majority of them 50% were strongly agreed that there are Influence of an adults. This has made the respondents Influence of an adults has made people to get addicted to alcohol intake.

Another reason was curiosity had standard deviation of 0.362 respectively. The respondents were influence to start taking alcohol based on different factors. The respondents were influence to start taking alcohol based on different factors 6.7% of them who were uncertain about the approach being adopted by the firms in this regard.

Table 4.5 Opinion on alcohol advertisements

<i>Question</i>	<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Do you drink Alcohol	Yes	17	56.7
	No	13	43.3
	Total	30	100.0
Have you heard/seen alcohol advert	Yes	23	76.7
	No	7	23.3
	Total	30	100.0
Do you like alcohol advertising	Yes	18	60.0
	No	12	40.0
	Total	30	100.0
Do people buy alcohol beverages because of alcohol advertising	Yes	11	36.7
	No	19	63.3
	Total	30	100.0
Alcohol advertising should be banned	Yes	17	56.7
	No	13	43.3
	Total	30	100.0

Source: Field Data, 2021

From table 4.5, 56.7% of the respondents responded 'YES' they drink alcohol and 13 respondent chose No which indicated 43.3%. The findings show that majority of the respondent's drink alcohol.

Table 4.7 shows that 23 respondents representing 76.7% said 'YES', they Have you heard/seen alcohol advert. 7 respondents choose 'NO' which indicated 23.3%. The findings showed that majority of the respondents Have heard/seen alcohol advert. This could also mean that the organization was very conscious of their advertisement in order to attain success in the organization.

Table 4.9 displays responses from data collected indicated that 18 sample population representing 60% of the respondents chose the option 'YES' and 12 respondents representing 40% also chose the option 'NO' in response to the question on the statement Do you like alcohol advertising.

From table 4.10 shows that 36.3% of the respondents were comfortable with the statement Do people buy alcohol beverages because of alcohol advertising. 63.3% of the respondents were not comfortable with the statement Do people buy alcohol beverages because of alcohol advertising.

Table 4.13 majority of the respondents said YES they had Alcohol advertising should be banned representing 56.7%. This implied that they really don't like to see advertising on the tv and social media platforms while 43.3% of the respondents said No they don't want advertising of alcohol product to be banned.

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CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of the findings, conclusion and recommendation made with respect to the study.

5.1 Summary of Key Findings

This study evaluates digital marketing (Email Marketing, Online advertising, Social media marketing, and Mobile Marketing) for alcoholic marketers. This analyses the effect of this digital marketing on the consumer buying behaviour in Accra. The researcher performed the study through online questionnaires. Questionnaires were distributed based on purposive sampling techniques and gathered in Accra. 100 participants were shared. The study adopted a descriptive research design to evaluate the various concepts mentioned above. To help meet the above research objectives, primary data was collected using closed ended question and the results analysed using descriptive statistics, measure of association, and relative importance index. The entire questionnaires were responded to. Instrument used for the study was a questionnaire. The data was presented in tables. The results from the findings were interpreted and discussed. The questionnaires were administered and the main results of the study are as follows;

The study found that 42 percent of the respondents identified as females whilst the percentage of males were 16 percentage point more than the females This shows a fairly gender-balanced sample. Also, the age distribution of the participants was presented on the table. This was very important again because we wanted to find out if there is any relationship between the ages of the respondents and the responses we were getting. The respondents further agreed to ability to locate and select the things that they desire as a factor that influence the buying behaviour of a consumer. Their mean scores were 6.42 with a very low standard deviation. This is an indication that the overwhelming majority of the respondents agreed to almost all the statements on the above-mentioned variables.

The study further showed that there was Effect of Digital Marketing On Consumer Behaviour. The respondents indicated that Artificial Intelligence Impacts Consumer Behaviour. In all, there was an agreement that Digital Marketing Effect On Consumer Behaviour (mean score of 6.48 and a standard deviation of 0.683. This explains why most workers have been with the organization for many years with no plans of finding a new job. Additionally, the study found a significant association between Digital marketing and consumer buying behaviour which is consistent with other studies.

Finally, On Problems of Digital Marketing, the respondents were almost unanimous with their responses. The respondents agreed strongly that there are some Problems of Digital Marketing. Respondents indicated that the problems digital marketing affect consumer behaviour. The mean

score was 6.47 and a standard deviation of 0.882. The result reveals the problems of digital marketing affect the consumer behaviour.

5.2 Conclusion

The study also sought to uncover personal factors that influence consumer purchase behaviour in the online spheres. The researcher found out that consumer experience determined the consumer attitude on online buying. Depending on the reliability and authenticity of the ads the consumer will either have a very negative attitude or positive on online buying. Digital Marketing is therefore very key in promoting online businesses and attracting customers to the online stores. Digital Marketing increases ease of trade. Most of the respondents cited that convenience in digital marketing entailed ease of obtaining information, availability of the digital ad, and product during anytime of the day or night. Therefore, the research concludes that indeed there is a great impact of Digital marketing on consumer buying behaviour, however both the consumer buying behaviour and the digital marketing are continuously evolving and the factors that affect both variables are continuously evolving as well.

5.3 Recommendations

The researcher recommends that businesses should invest more in building some great human qualities such as honesty, reliability, and resilience as most respondents believed brand persona is part of the things that constitutes branding.

The study further recommends that should improve on service quality and product performance as it is among the factors that consumers consider when doing business online. Other factors that should be looked at by businesses include price of products and availability of variety.

The study also recommends that indeed companies and all sorts of businesses should embrace this technology in marketing their businesses however, business should invest in more research on the evolving consumer behaviour. Today`s consumer is exposed to a lot of information and making them more powerful in knowledge and in holding options compared to the earlier years. It is paramount therefore for the business to study the modern consumer who has very different needs and desires every now and then. More innovation should be supported in making digital marketing more effective and enjoyable to most youths and other younger generation.

Finally, the study suggest that firms should adopt strategies to leverage the digital world and technology, increase brand awareness through digital platforms to continue competing in today`s commercial environment.

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The logo of Kwame Nkrumah University of Science and Technology (KNUST) is centered in the background. It features a yellow eagle with its wings spread, perched on a green shield. Above the eagle is a black mortar and pestle with a red flame rising from it. The entire emblem is set against a light grey background.

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI

DEPARTMENT OF MARKETING AND CORPORATE STRATEGY QUESTIONNAIRE

This questionnaire is designed to solicit information on the topic; **“impact of advertising likability on the choice of alcoholic beverages in Ghana”**. This is in partial fulfillment of the requirement for the award of the Master’s degree in Marketing. **Please note that your response to the questions is solely for academic purposes and as such all information shared will be treated with absolute confidentiality.** I hereby solicit your assistance in completing this questionnaire. Thank you for your co-operation.

Please tick [] and state where necessary.

SECTION A - BACKGROUND OF RESPONDENTS

- 1) Gender [] Female [] Male []
- 2) Educational Background: - Basic [] Secondary [] Tertiary []
- 3) Age: - Below 20 [] 20 – 30 [] 31 – 40 [] 41 and above []
- 4) Number of years in service: - Below 5 years [] 5 – 10 years [] Above 10year []
- 5) Religion a) Christians b) Islam c) Traditionalist
- 6) Classification of drinking behavior
 - a. Regular
 - b. Weekly consumption
 - c. Binge drinker

Please indicate the extent to which you agree with the statement on a of scale 1-5 **with 1- Strongly Disagree (SDA), 2- Disagree (D), 3-Uncertain (U) 4 - Agree (A), 5- Strongly Agree (SA)**

	Reasons for starting alcohol consumption	SDA	D	U	A	SA
		1	2	3	4	5
1	Peer pressure					
2	Influence of the media (advertisement)					
3	Influence of an adult					
4	Curiosity					

Section:

Please indicate the extent to which you agree with the statement on a scale of 1-5 with 1- Strongly Disagree (SDA), 2- Disagree (D), 3-Uncertain (U) 4 - Agree (A), 5- Strongly Agree (SA)



	SECTION B	SDA	D	U	A	SA
		1	2	3	4	5
1	No product can survive competition without intensive advertisement					
2	Advertising activities increase the length of leisure period					
3	Advertising will increase organization target market and boost sales					
4	The advertising target often includes everyone in the firm target					
5	The advertising programme of the company has no impact on the sales volume of their product.					
6	Most advertisement are misleading and false.					
7	Advertisement is a strong tool in taping into consumers buyingpower.					
8	Advertising creates product differentiation					
9	Selection of advertising media is of primary concern to an organization					
10	An organization must consider their financial status before embarking on advertisement					
11	Advertising enables producers to enjoy economic of large scale					
12	The effect/impact of advertising can be change as market grow older					
13	That there is no positive and significant relationship between advertising and sales volume of a product.					
14	Consumers buy what they have come across in one form or the other					

Please indicate the extent to which you agree with the statement on a scale 1-5 with **1- Strongly Disagree (SDA)**, **2- Disagree (D)**, **3-Uncertain (U)** **4 - Agree (A)**, **5- Strongly Agree (SA)**



	SECTION C	SDA	D	U	A	SA
		1	2	3	4	5
1	Advertising gives room for production comparison.					
2	There is a significant difference in advertising and advertisement					
3	That there are no benefits in the various advertising programmes employed by the organization					
4	No advertisement has the chance of being believed completely if its major					
5	Great advertising is the creative expression of understanding the market needs.					
6	An identified brand means safety					
7	Advertising is a power tool capable of reaching and motivating large audiences.					
8	Consumer's loyalty can be further guaranteed through consistent advertising					
9	Advertising justifies its existence when it is used in the interest of the public					
11	Advertising is non-personal but yet effective.					
12	It is only the rich organizations that can advertise their products or services					
13	The expensive nature of advertising programmes make it not ideal for small firms					
14	Advertising increases the number of hours worked per day					
15	Only the organization with good capital base and large customer network can embark on advertising.					

Section:

Variables	Yes	No
Do you drink alcohol		
Have you heard/seen alcohol advert		
Do you like alcohol advertising		
Do people buy alcoholic beverages because of alcohol advertising		
Alcohol advertising should be banned		

