

UNIVERSITY OF EDUCATION, WINNEBA

**THE ROLE OF ADVERTISING IN BRANDING OF A PRODUCT:
THE CASE OF NEAT FUFU**

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THE CASE OF NEAT FUFU**

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**A dissertation in the Department of Communication and Media Studies,
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**of the requirements for the award of the degree of
Master of Arts
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NOVEMBER, 2022

DECLARATION

STUDENT'S DECLARATION

I, **Kingsley Poku Owusu-Ansah**, declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

Signature:.....

Date:.....

SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work were supervised in accordance with the guidelines for supervision of dissertation as laid down by the University of Education, Winneba.

Name: Asare Okae-Anti

Signature:.....

Date:.....



DEDICATION

I dedicate this work to God for granting me the grace to go through this program and to my wonderful family.



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I would like to thank my supervisor, Mr. Asare Okae-Anti for his patience, guidance, inspiration, support and encouragement he has provided me.

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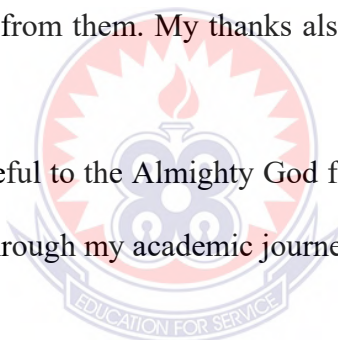


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ABSTRACT

The primary purpose of this research work is to find out the role of advertising on branding of a product using Neat Fufu as a case study. The relevance of advertising is critical because it helps the brand of products to be accepted by consumers. The main objectives of the study were to identify advertising strategies for creating brand awareness of Neat Fufu and examine the relationship between advertising and brand image of a product. The research design for this study was a qualitative and exploratory in nature. The study employed the use of interviews which were administered to 10 participants using the probability and non-probability sampling techniques. It was found that smart advertising was indicated by most of the interviewees as the key advertising strategies for creating brand awareness. This is because social media advertising provides digital marketing channel for paid ad campaigns to meet the target audience. The study revealed that branding serves as the perception about a product as reflected by the cluster of associations that consumers connect to the product name. Again, the study revealed that advertising guarantees validation of the product and ensures high competitive edge in the business environment. The study recommended that management of Neat Fufu should invest more in advertising and give priority to diverse strategies especially social media. Again, the study recommends that management should provide and maintain the quality and affordability of the product to be able to have a higher competitive edge.



CHAPTER ONE

INTRODUCTION

1.0. Overview

This chapter gives the background aspects to the study. Shedding light on the constraining issues that necessitated this study, this chapter defines the statement of the problem. It addresses the issue of advertising as a major contributor in the branding of a product. The chapter not only states the rationale and justification of this study as well as its scope and limitation, it also formulates the research questions that this study aims to answer.

1.1. Background of the Study

Businesses spend millions each year on advertising to raise their brands' visibility, image, and, eventually, sales. Advertising has become an essential part of our daily lives. Any thoughts, feelings, or views we may have about advertising can be influenced by media, whether it be traditional or interactive. According to MarcommWise (2006), marketing communication is described as all the strategies, techniques, and actions involved in sending the required marketing messages to the targeted target audiences, independent of medium use. The role of advertisement in informing and persuading customers to purchase goods and services has been highlighted in the extant literature (Sunderaraj, 2018; Fatima & Lodhi, 2015; Abayia & Khoshtinat, 2004). Companies have relied on advertisement to publicise their products and services and to persuade customers to purchase. In a very competitive business environment, business organisations, apart from working to improve on the quality of good and services must also communicate the characteristics of the good or service and to persuade customers to

purchase their products rather than their competitor's (Fatima & Lodhi, 2015). Advertisement is generally considered to be effective in reaching masses, however, its effectiveness in achieving the dual purpose of informing and persuading is dependent on the several factors that the advertisement must have and embrace (Bhatt & Sankhla, 2017).

The role of advertising in branding has received increased attention in academic circles around the world (Stephen, 2016; Breuer et al., 2011). This is largely because the necessity for quality and the demand for goods and products are on the high than before. Thus, advertising and branding have become the vehicles in which goods and services are transported from production to the consumer. Advertising and branding have also brought to the fore the reaction of consumers on different products. The relevance of advertising is critical because it helps the brand of products to be accepted by consumers. Advertising has been defined as "the marketing strategy of calling public attention to an idea, good, or service through paid announcements by an identified sponsor" (Stephen, 2016, p.34). Companies spend a large portion of their budget to produce and run advertisements for promotions and to communicate information about their company's products to consumers so that consumers will purchase their products and also deliver messages about its products through various types of appeals (Alhaddad, 2015).

The pressure of advertisement is growing every day. A significant amount of money is spent on advertising campaigns bringing to the companies multi-billion profits. Moreover, it is a "product of the first necessity" for any enterprise, aimed at a commercial success, and it is becoming more and more expensive. Media has a very important function of influencing people's lives. Through different types of media, people adopt

behaviours, assume attitudes, and create norms of societal expectations, and build stereotypical images that affect their actions in real life. Davis (2001 cited by Vela 2003, p.11) asserts that the advertising industry help shape popular notion of brand identity.

Consumer behaviour includes the ideas and feelings people face and the procedures they perform in spending their available resource (Peter & Olson, 2010). Consumer behaviour focuses more on the individual's decision on spending their available resource (money and time) on essential items like what to buy? Where to buy it? How much does it cost? When to buy it? Who is using the product? These decisions help consumers to settle on the specific type of products when it comes to purchasing (Grunert et al., 2000). Researchers have identified the connection in the process of developing meaningful links between consumer behaviour and the growth of a product (Patil, 2012; Sahoo & Swain, 2012; Smith, 2014). Customer satisfaction strategies that translate into operational efficiency and service quality ensure the attainment of customer satisfaction for business sustainability (Kobylanski & Pawlowska, 2012). Bringing customers to the company is merely dependent on advertising but once the company succeeded in bringing the customers, the next step is to retain and make the customers happy in order to get customer loyalty. One of the key areas in the customer-centred marketing paradigm is ensuring that existing customers are satisfied. As a result, organisations have been studying and developing strategies to satisfy customers and achieve customer delight. Consequently, modern business organizations adopt rigorous qualitative and quantitative mechanisms to determine customer satisfaction (CS) for effective marketing strategy and decisions (Thompson, 2004; Gronroos, 2001; Xu et al, 2002; Dyche, 2001; Stone et al., 2000).

The purpose of advertisers is to make their audience purchase such products and services either immediately or in the near future. Yearly results show that consumers spend an increasing amount of their time online and the internet and online advertising has become an increasing topic in the academic research and in the past decade (Breuer et al., 2011). Kiani (1998, p. 191) express the necessity of new marketing models in new environments, derivate from the new marketing abilities, and proposes that “new marketing models should consider all opportunities which the interactive media can provide for marketers and be well-matched with the new marketing paradigms.” Stephen (2016) believes that consumer, when searching; purchasing; consuming and exchanging experiences and/or information about products are more and more exposing themselves into the digital and social media. With similar ideas, Belk (2016, p. 50) expresses that “besides providing new vehicles for expressing ourselves, digital media also allows new ways of buying, collecting, communicating, playing, dating, investing, donating, gambling, learning, watching, listening, and more.” The role of advertising is critical in the branding of every organization.

Adamopoulos and Todri (2015) explain that even through social media, advertising presents a huge opportunity so marketers and entrepreneurs can understand that successful advertising means transmitting your message and your business to costumers that are willing to buy your products or services. Brajnik and Gabrielli (2010, p. 975) accord that “branding and direct sales are the reasons why a company pays for online advertising.” Hence, Stephen (2016) emphasizes digital advertising as being the major topic within marketing literature as also clarifies that digital ads considers how

users react to different aspects of digital ads, such as personalization of targets; response aspects (SEO, popularity and social influences) and others.

Consumer behaviour in accepting new food product is a criterion for a new market, the higher the rejection of the product by consumers the failure the products becomes in the markets (Uigado, 1993). Consumer's interest depends on the social and environmental aspects of the production such as pricing, packaging, branding product appearance advertisement and distribution channels (Peter & Olson, 2010). Manufacturers eventually learn that market power lies with the brand name. Japanese and South Korean companies realized this and spent liberally to build up brand names such as Sony, Toyota, LG and Samsung. Even when these companies can no longer afford to manufacture their products in their homeland, the brand name continue to command customer loyalty. Companies and customers today have now come to realize the significant role branding plays in the promotion of goods and services in the market. Branding generally adds some uniqueness to the product development, positioning and features to attract and articulate customers' perception. For instance, Kasapreko Company Limited, Coca-Cola Bottling Company, Toyota Ghana Limited and many others use their brand imagery to promote their products (Armah-Bempong & Ghorman, 2017).

In Ghana, just like in the rest of the developing countries, Small and Medium-scale Enterprises (SMEs) play very pivotal roles in the economic development of the country. Studies have found that small and medium scale enterprises have become the backbone of the private sector in Ghana. According to Hinson and Sorensen (2006), figures from the Ministry of Trade and Industry and Presidential Special Initiative

showed that about 90% of the corporate sector was classified as SMEs. Abor and Quartey (2010) established that SMEs dominate the business environment in Ghana. Their activities span from serving as key provider of goods and supplier of services to individuals and large corporations thereby serving as a source of employment for almost 85% of manufacturing employment. Other studies by Ahiawodzi and Adade (2012) observed that SMEs account for 92% of the businesses operating in Ghana and contribute to 70% of Ghana's annual GDP. A more recent report by the Ghana Statistical Service (GLSS 6) (2014) showed that about 92% of companies registered in Ghana were SMEs and of this group 75% percent contribute to annual GDP. This clearly shows that the role of SMEs in the economic development of Ghana and Africa at large is quite significant. Despite the significant role SMEs play in the Ghanaian economy, they are considered as weak contributors to the economy (Abor, 2004) due to financial and managerial challenges. These constraints limit the expansion efforts, sustainability and profitability of SMEs especially in developing countries like Ghana (Siebu, 2019).

Risk factors such as poor-quality diets have consistently been recognised as important for overweight and obesity (Swinburn et al., 2011, Forouzanfar et al., 2016). These factors are inculcated into daily life partly as a result of various exposures within the physical environment, particularly, the food environment (Glanz, 2009). Swinburn and Egger (2002) define the food environment as the collective physical, economic, policy and socio-cultural surroundings, opportunities and conditions that influence people's food and beverage choices and nutritional status. Accordingly, modifying the food environment toward healthy food choices can be a key approach to preventing obesity and/or excess weight gain. Modifying the food environment is critical in countries

in Africa which are still battling with the consequences of under-nutrition, and in addition, experiencing a nutrition transition toward a sedentary lifestyle (Adeboye, Bermano, and Roiand 2012). Populations are shifting towards intake of more processed foods which are known to have high content of salt, saturated fat, and sugar. This phenomenon is dominant in urban areas where industrialisation and economic development are on the increase (Cockx et al. 2019).

An important environmental factor that influences dietary habits and intake is exposure to food marketing and advertising practices (Larson & Story 2009, Boyland et al. 2016). Our spaces are heavily saturated with such activities, either trying to inform us or persuade us to buy into an idea or product. These practices are used by food marketers in promoting their products through different channels; a prominent form being television advertising (Cairns et al. 2013). Advertising through television has been extensively researched in the developed countries. In the US, food advertising through television accounts for the second largest industry spending (Harris et al., 2002).

Even though food advertisement has not gained much consideration in literature compared to television, other channels like the internet, social media, traditional mobile phone messaging and outdoor advertising (e.g., posters, billboards, free-standing signs, banners, flyers, or stickers) are also used by food marketers (Espinoza et al., 2017). Some researchers have highlighted that these other channels are meant to complement one another to achieve the same goal since marketers have recognized the cumulative effect of multiple media in reinforcing messages to the target audience (Lane, 2001). Outdoor advertising has the ability to geographically target potential consumers. This is seen as particularly impactful since it is embedded into the physical environment and one cannot

avoid being exposed to it easily as compared to that of advertisements on broadcast media platforms like the television or radio (Wilson & Till, 2011)

Outdoor advertising as a means of promoting food is heavily placed in close proximity to places like schools, bus stations, roadsides, and other places where they can be repeatedly seen by large numbers of people (Isgor et al., 2016). In a study examining the commercial food landscape around primary schools in Australia, dominating advertised products were products classified as “unhealthy” such as soft drinks, alcoholic beverages, coffee, ice cream, and iced confections (Kelly et al. 2008). Studies also conducted in New Zealand on outdoor advertising within the school environment reported 70% to 80% of food advertisements to not be in line with national nutritional guidelines (Maher et al., 2005).

People’s food preferences change from basic commodities to value-added foods as populations become more urbanized, more educated and more affluent. Moreover, as more women enter the labour force, the opportunity cost of time in preparing traditional food, for instance, tends to rise, and along with rising disposable income, induces increased demand for new food products (Regmi & Dyck, 2001). Indeed, according to Gehlhar and Regmi (2002), much of the growth in global food markets will be accounted for by increased ‘value-added’ products rather than increased volume of basic staples. It is estimated that 65% of the world’s population will be living in cities by 2025. The laborious and time-consuming preparation of "fufu" is decreasing the frequency of consumption gradually amongst middle class working couples in the city (Johnson et al., 2003). These factors influence how and why food is accessed in the urban context, resulting in the dependence on pre-prepared or convenience foods (Kennedy, 2003). This

created a demand gap or an opportunity for the lovers of "fufu" to be provided with a kind that is convenient to prepare within a short period. Innovation in "fufu" flour production, therefore, becomes a paramount issue. Morrison and McDonald (2003) indicated that powerful long-run technological and social changes, leading to adaptations in production processes and food consumption pattern, have increased the demand for processed agricultural materials by changing the structure of food processing industries. Similarly, the use of the industrial "fufu" flour supposedly makes the preparation of "fufu" easier and faster. Today, private sector participation is limited to a few companies: ELSA Foods Ltd, Leehouse and Chemicals Ventures (LCV), Neat Foods Limited, Tropical Foods Limited, and Sankofa M. A. Quality Foods.

Organizations obtain their advertising in different ways. In small companies advertising Agencies are used. A large company, such as Neat Foods has its own advertising department responsible for advert development. Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If, the desired results are to be achieved, the product must be good and acceptable to the consumer; advertising must be carefully planned in advanced; right appeals/claims must be adopted; the right type of media must be used; the cost must not be excessive; reasonable frequency must be provided; right distribution channel must be selected; and the price of the commodity must be right i.e., acceptable to the consumer (Morrison & McDonald, 2003).

Recently, attracting and satisfying customers are more difficult than producing goods. For any product on the market, there are various versions available to appeal to consumers. Every company will want to increase its market share and will ensure that

sellers have the products readily available to sell to consumers by persuading them that a particular product functions better than the other. Moreover, customers have also started giving importance to advertising while making purchase decisions. Advertising influences consumer attitudes and buying behaviour. Advertisements increase brand-image, develop brand-familiarities and help the organization to increase its market share. It is on this premise that this study intends to find out the role of advertising in branding using Neat Fufu as a case study.

1.2. Statement of the Problem

Companies spend millions of cedis to advertise their goods, services and promote their corporate and brand image, however it becomes difficult to measure the effectiveness of television advertising on sales. This indicates that companies are spending thousands if not millions of cedis each year to advertise on television, but that is not to say that it is being spent wisely. The only way to ensure that this money is not being wasted on ineffective advertising programs is to continuously evaluate the effectiveness of the chosen programs and to ensure that these programs are achieving their intended purpose. One major objective of advertising is to increase sales and profits which will determine the kind of advertising contents/message the sponsor will send to its audience.

Many studies have investigated the effects of advertising on measures such as brand sales or market share. Few studies analyse the effect of advertising content on actual sales. The studies generally agree that advertising content moderates the effect of advertising spending on sales, specifically, they suggest that for established product categories, creative and emotional cues appear more effective than informational ones

(e.g., Bass et al., 2007; Chandy et al., 2001; MacInnis et al., 2002; Reinartz & Saffert, 2013). Thus, they primarily investigate different advertising appeals which should generate interest or grab consumers' attention (Belch & Belch, 2009; Teixeira et al., 2016). These studies reveal that no study on the effectiveness of TV advertising on the brand of Neat Fufu, a product of Neat Foods Company in Ghana has been conducted and the researcher deemed it timely to investigate the effectiveness of advertising Neat Fufu to consumers in the Greater Accra Region of Ghana.

De Mooij (2010, p. 205) described an important aspect of advertising as being “the ability to offer targeted, personalized, measurable campaigns” with the adoption of quantitative analysis. In addition, McCoy et al., (2007, p. 84) affirm that “while early ads were found to be effective in creating brand awareness and positive attitudes, recent advertising has been described as nonsensical, uninformative, forgettable, ineffective, and intrusive.” This, as indicated above makes it difficult to attract more customers to patronize the product. Other studies have also indicated that modern day's advertising continues to be challenging due to the increase in customer expectations.

When celebrities endorse brands, they are expected to attract attention and create a positive image for the brand. The celebrity endorsing a food product is also expected to be willing to subscribe to the same product. There is a basic disconnect here as celebrities who urge consumers to buy these products do not actually need them. Byrne, et al. (2003) claim studies have shown the use of celebrity endorsers can generate a more positive response as well as, better purchasing intention, than non-celebrity endorsers. McCracken (1989) says when it comes to transferring meanings to brands celebrity endorsers are

effective. Klebba and Unger (1982) state despite the many advantages of using celebrities, there are also many potential risks, when creating a marketing campaign.

Many scholars have endeavoured to examine celebrity endorsement to brand management (Asubonteng et al., 1996; Gronroos, 1994; Gyasi & Azumah, 2009; Mehdi, 2007; Rust, & Oliver, 1994; Rust & Zahorik, 1993). In their search, consumers are particularly attracted to "chunks" of information about products that efficiently convey meaning (Jacoby et al., 2015). By rating or ranking competing products on experience and credence characteristics, it is possible that a celebrity endorsement may function as a "chunk" of information about a product and be perceived as a cost-efficient guide to product quality. In contrast, celebrity and typical consumer endorsements do not usually rate or rank products; thus, the amount of product comparative information provided to the consumer is less than for celebrity endorsements.

Understanding consumer motivations and desires is necessary, notwithstanding there has been growing recognition of the value of brands, and the feelings consumer associate with certain brands. Hence, Fill et al., (2013) stated that advertising plays a vital role in the development of brands and is a major way through which products become brands. However, it is essential how the advertising message is presented to the target audience. Creativity and adaptability are very important words in today's world in creating advertising messages. According to Egan (2007), we live in a rapidly changing marketplace. Moreover, the level of competition in the market also makes advertising very tasking.

Stephen (2016, p. 17) affirms that "high level of competition has led to the collapse of many products while others never saw the light of day". This makes

advertising a critical aspect when a product has to get to the consumers. Conclusively, the more intrusive the adverts, the greater the potential irritation which can negatively affect the effectiveness of the advertisement. Though many forms of advertising is made i.e. Television, radio and others, identifying the most important one for massive impact is critical for the product under study. Furthermore, it has also been established that customers have also started giving importance to advertising while making purchase decisions. Advertising influences consumer attitudes and buying behaviour. Advertisements increase brand-image, develop brand-familiarities and help the organization in increasing its market share. This calls for more studies in this area to reduce the gaps.

1.3. Purpose of the Study

The study investigates the role of advertising in branding of a product: the case of 'Neat Fufu'. To achieve the purpose of the study, the specific objectives below were formed.

1. Identify advertising strategies for creating brand awareness of Neat Fufu.
2. Examine the relationship between advertising and brand image of Neat Fufu.
3. Determine whether celebrity endorsement positively influence consumer purchase intentions of 'Neat Fufu'.

1.4. Research Questions

This research study would provide answers or solutions to the question;

1. What are the advertising strategies for creating brand awareness of Neat Fufu?

2. What is the relationship between advertising and brand image of Neat Fufu?
3. What positive effect does celebrity endorsement have on consumer purchase intentions of 'Neat Fufu'?

1.5. Significance Of the study

This study is crucial because it will provide Neat Foods the chance to assess the value of advertising in boosting product sales. The efficiency and efficacy of the advertisement will be determined by the sales of the items. The findings of this research will be relevant to scholars and practitioners as it will provide a managerial contribution in the form of identifying a best practice approach to measure advertising effectiveness. The findings will also provide advertisers with a greater understanding of their audience by highlighting the complex relationships between the advertiser, the product and the consumer. With the understanding of this relationships, advertisers are better equipped to communicate with their audience in a suitable way, and as such provide a better advertising interaction for the user.

Best practice relates to the findings of this research. Therefore, the contribution to knowledge is that advertisers should adhere to the suggestions made by the researcher based upon the findings of this study. The research will help advertisers who are failing to reap the expected returns on their investment despite industrial growth to acquire a better understanding of how to create more effective advertising message. Finally, researchers and academicians will find this work useful as it can trigger of series of associated research in other areas in Ghana.

1.6. Scope of the Study

The focus of the current study is to investigate the role of advertising to the brand of 'Neat Fufu'. The study is delimited to only the effects of 'Neat Fufu' adverts on consumers. All other products are also excluded from this study.

1.7. Limitations of the Study

This research is not an exception to the rule that all researchers face certain restrictions. The time frame in which the job had to be finished was a significant obstacle. Consequently, the results are limited to their time of validity and cannot be generalized. More research is therefore needed. The participants in the study were homogenous and were reluctant to respond to the questions posed by the researcher which made it harder to get enough data for the study. This issue was reinforced by the difficulties inherent in data collection in Ghana. Time and financial resources must be included in the list of restrictions on this project.

1.8. Definition of Terms

Advertising: Communication of a message to the public, that message being designed to achieve an objective; the objective will vary, depending on whether the advertisement serves a business or a public purpose

Advertiser: The manufacturer, service companies, retailers, or suppliers who advertises their product or service.

Advertising plan: An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals.

AIDA: Stands for Attention, Interest, Desire, and Action. This is a historical model of how advertising works, by first getting the consumer's attention, then their interest, etc.

Audience: The number of people or households exposed to a vehicle, without regard to whether they actually saw or heard the material conveyed by that vehicle.

Brand name: Name used to distinguish one product from its competitors. It can apply to a single product, an entire product line, or even a company.

Communication process: A description or explanation of the chain-of-events involved in communicating information from one party to another.

Consumer behaviour: Study of how people behave when obtaining, using, and disposing of products (and services).

Creative strategy: An outline of what message should be conveyed, to whom, and with what tone. This provides the guiding principles for copywriters and art directors who are assigned to develop the advertisement. Within the context of that assignment, any ad that is then created should conform to that strategy. The written statement of creative strategy is sometimes called a "copy platform."

DAGMAR: This refers to a process of establishing goals for an ad campaign such that it is possible to determine whether or not the goals have been met. It stands for Defining Advertising Goals for Measured Advertising Results.

Demographics: Basic objective descriptive classifications of consumers, such as their age, sex, income, education, size of household, ownership of home, etc. This does not include classification by subjective attitudes or opinions of consumers.

Hierarchy-of-effects theory: A series of steps by which consumers receive and use information in reaching decisions about what actions they will take (e.g., whether or not to buy a product).

Market share: The percentage of a product category's sales, in terms of dollars or units, obtained by a brand, line, or company.

Media plan: A plan designed to select the proper demographics for an advertising campaign through proper media selection.

Package: A combination of programs or commercials offered by a network that is available for purchase by advertisers either singly or as a discounted package deal.

1.9. Organization of the Study

The study is organized under five chapters. Chapter one presents an introduction to the study. The chapter encapsulates the background of the study which gives an overview of the study, detailing the issues from the general point of view. Chapter one also presents the problem of the study which discusses the core issues that have necessitated the study. The objective and research questions are also discussed in chapter one of the study. This is followed by the significance and the scope of the study. In chapter two of the study, the definition of concept, theoretical review and an empirical review are presented.

Chapter two of the study also presents a conceptual framework and a conclusion of the literature review. In chapter three, the study presents research methodology. In this chapter, the study presents the overall approach of the study which is captured under research design. The chapter also presents the study population which discusses scope of the respondents involved in the study. This is followed by sample and sampling

procedure, instruments for data collection and then data analysis techniques. In chapter four of the study, results of data analysis is presented and discussed. Chapter five of the study is the summary of main findings, conclusions and recommendations.



CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter reviews relevant literature on knowledge, attitudes and practices as well as advertising and branding. It begins with the theoretical framework that underpins the study. It also presents the report on the previous work that others have done in the area under research.

2.1. The Concept of Advertising

Advertising is the marketing strategy of calling public attention to an idea, good, or service through paid announcements by an identified sponsor (Mathew et al., 2013). Companies spend a large portion of their budget to produce and run advertisements for promotions and to communicate information about their companies' products to consumers so that consumers will purchase their products and also deliver messages about its products through various types of appeals (Baheti et al., 2012). Advertising could be regarded as a sort of communication, hence this section discusses the elements of communication as described by Roman Jakobson. These elements of communication have an impact on the meanings of phrases individuals use in daily life and the linguistic tools they choose to employ in certain contexts (Dontcheva-Navratilova, 2012). The definition of an advertising is an organized and prepared non-personal conveyance of information that is typically paid for and is persuasive in nature about items (goods, services, and ideas) by identifiable sponsors through various media (Arens, 2002). According to Dunn (1978), advertisements are any paid, impersonal communications

made through various media by businesses, non-profit organizations, and people who are somehow connected to the message and who wish to enlighten or influence a certain audience.

The message may be visible, as in a television or movie commercial, or audible, as in a radio advertisement. In other terms, we may define advertising as the art of providing the general public with particular informational messages at a reasonable cost. According to Kotler and Keller (2010), advertisement is one of the mass communication tools that may be used to present and promote concepts, goods, and services by a known sponsor or business through impersonal media. It is not just to provide information about a good or service; it is also to persuade and convince the public. The usage of the term "art" above suggests that the process of generating an advertising is more complex than simply using art to make it more engaging and visually appealing.

Advertisements are useful for a commodity's image, and it also act in building the corporate image and product positioning. Advertising is not only one of the essential elements of the marketing management but also the most influential and powerful medium in the present commercial society (Kumar, 2012). The purpose of advertisers is to make their audience purchase such products and services either immediately or in the near future by creating a positive impression on them. Creating a linkage between the product and an already-held emotion or sensation that may or may not be directly related to the product, or with admirable cultural ideals, is a major component of modern advertising (Campbell et al., 2013; Fallon & Senn, 2006; Reisenwitz et al., 2004;). In this context, association refers to a method of communicating through symbolism (Moriarty et al., 2012). Advertisers may connect the product with appealing qualities that "trigger

the brand's image and personality" by employing this persuasive communication method (Moriarty et al., 2012).

Modern advertising use this to stand out in a crowded market and create links with long-term memory structures so that the product will be remembered later when it is encountered (Peter & Michael, 2004). One of the recurring themes in this type of marketing language is nostalgia, or an emotional attachment to the past (Baker & Kennedy, 1994). According to Terrence (2014, pp. 220-221), advertisements should have five qualities: they should be straightforward, surprising, concrete, credible, and have emotional consequences. A reader may quickly understand whatever is being sent as the message of commercials due to the simplicity of advertisements. Second, contrary to what customers assume, advertising arouses curiosity and intrigue. Thirdly, advertisements make reality solid with the good goal of helping consumers remember and accept promotions. Fourth, the advertising must provide information in a convincing manner. Fifth, to persuade consumers to purchase the items, marketing engender emotional anxiety about brands. Jefkins (1996, p. 235) argues that "emotional needs are related to self-assertion, sex, affection, friendship, self-preservation, acquisitiveness, curious, protected, and alleviate" in support of this.

The objectives of media advertising as a popular culture product are to have advertisers use advertising as a justification for (1) serving different audiences by offering information, entertainment, and enlightenment, and (2) making money by assembling audiences (preferably large ones) that are alluring to different advertisers (Berkman, 1980, pp. 266-267). According to Behnam and Piadeh (2006), there are two categories of advertisements: commercial and non-commercial. While "personal" (Al-

Khatib, 1997) or "non-commercial" advertising seek to direct viewers' attention to their sponsors or the subject of the announcements, commercial advertisements intentionally sell goods and services for targeted customers (Wright, 1983). Communications by individuals, public figures, associations, governments and non-governmental organizations to the general public are included in the non-commercial category. In other words, regardless of category, the primary goal of all media announcements is to advertise products and services or alert audience members to specific events, whether they be social, cultural, political, or religious (Ayoola, 2013; Boveé et al., 1995; Nwoye, 1992).

According to some academics, both commercial and non-commercial announcements send messages that go beyond their primary purposes and literal wordings in addition to conveying messages that are consistent with this genre. The hidden signals sent while using the surface action of announcing or advertising would be exposed via thorough investigation of various forms of announcements (Lazovi, 2012). Records indicate that when archaic types of advertising first debuted in print media, the majority of them were mono-modals. After that, it evolved into a multimodal genre as verbal and non-verbal clues were incorporated (Starc, 2007). Ezejideaku and Ugwu (2010) also noted that the linguistic structure of the earliest varieties of newspaper advertising was quite basic and unpolished. The art then experienced a series of incremental adjustments during which new methods were applied to the industry. This therefore cleared the way for the introduction of many strategies into the modern advertising industry.

Cook (2001) verifies in Starc (2007) that the art of advertising has all the characteristics of a novel genre, as seen by its continual change at both the linguistic and substantive levels. This supports the argument made by Ezejideaku and Ugwu (2010). Cook (2001) goes on to say that the reasons for the genre's ongoing structural change may be ascribed to society's inherent dynamic character as well as changes that often take place in other genres where the deliberate messages of the ads would be embedded. In essence, it is thought that all announcements made in the media have a tendency to inform viewers or listeners of certain events. Similarly, other types of communication, such as commercials, are purposefully created to influence people's views and ways of thinking (Nwoye, 1992; Williamson, 1978). To clarify, the term "art of advertising" is used to refer to any type of media announcement made to the general public that uses different commercial or non-commercial strategies to sell things including people, political causes, ideas, goods, and occupations (Danesi, 2009). It should be noticed that all announcements are simply divided into "product ads" and "non-product advertisements" (Behnam & Piadeh, 2006, p. 165).

2.1.1. Functions and Effects of Advertising

Many studies have investigated the effects of advertising on measures such as brand sales or market share. Advertising has a positive, significant effect on sales, even if the magnitude of this effect is relatively small. With a meta-analysis, Sethuraman et al. (2011) find a mean, short (long)-term elasticity of .12 (.24), based on 751 (402) observations. Focusing on established FMCG brands, both Srinivasan et al. (2010) and van Heerde et al. (2013) report even smaller long-term advertising elasticity, of .036 and .013, respectively. Effectiveness also differs substantially across advertising campaigns.

According to Sethruaman et al. (2011), only about half of the elasticity in their meta-analysis differed significantly from zero. For marketers, it is thus of utmost importance to examine which factors drive advertising-effectiveness. In a field experiment, Eastlack and Rao (1989) show that increasing the level of spending does not necessarily enhance advertising effectiveness, whereas changes in the advertisement's content have strong impacts on sales. Lodish et al. (1995) affirm these results, reinforcing the relevance of content for analysing advertising effectiveness.

The studies that examine the effects of selected content cues on mind-set metrics tend to rely on laboratory experiments (e.g., Chattopadhyay and Basu 1990; Loewenstein et al., 2011; Morales et al., 2012), which creates some limitations. First, they do not take competition or other marketplace constraints into account, so it is unclear whether the findings apply to real market environments. Second, it is infeasible to test many content cues within a single study. Third, these studies force respondents to process the advertisements actively, whereas in a real market environment, consumers tend to process advertising information passively. Moreover, few studies analyse the effect of advertising content on actual sales. They generally concur that advertising content moderates the effect of advertising spending on sales; specifically, they suggest that for established product categories, creative and emotional cues appear more effective than informational ones (e.g., Bass et al., 2007; Chandy et al., 2001; MacInnis et al., 2002; Reinartz & Saffert 2013). Thus, they primarily investigate different advertising appeals which should generate interest or grab consumers' attention (Belch & Belch 2009; Teixeira et al., 2016). Even though appeals are of the utmost importance for marketers, they are not the

only content cues that moderate advertising effectiveness; in particular, brand managers need to know how to communicate their brand within an advertisement.

One interesting study is that of Teixeira et al. (2010) which analyses the effect of several branding cues on advertising avoidance, using eye tracking. It shows that brand salience increases avoidance, whereas pulsing (i.e., showing the brand frequently for a short time) can reduce this effect. This study is one of the few attempts to study several branding cues in advertising. However, it focuses exclusively on salience, neglecting associations (attributes and benefits) and does not consider the sales effect. Another notable study is that of Bruce et al. (2012), who employed mind share measures to quantify the intermediate effects of ads (i.e., cognition, affect, and experience) on the sales of a single brand. The novelty of our study, however, is that we focus on the brand content of actual TV advertising.

Factors that are used to measures of advertising effectiveness are: awareness, advertising likeability, brand attitude and purchase intention (Ali Akbar, 2007). Actors to ensure advertising effectiveness are the consumer, advertisement, product/service, medium, and others since advertising effectiveness can be studied from the different manifestations of these actors. Consumers are audience of the advertisement and potential purchasers of the product or service, some consumer behaviour models have been developed to measure the advertising effectiveness such as DAGMAR, HOE are used to measure advertising effectiveness. The channel is the medium, the first measure for effectiveness is the target audience For example, a TV advertising at peak-time like 6:00pm to 10:00pm is considered to be more effective because more consumers are exposed to the message.

In order to maximize consumers retentions, advertisers frequently use repetitive advertising strategies (Tellis, 2004) to establish brand familiarity and credibility. Repetition is an important part of advertising because it is an effective way of establishing credibility, brand familiarity, and marketing the product or service. Advertising establishes credibility. When a potential customer sees and hears a brand frequently and on a regular basis, its credibility increases. Brand familiarity is much the same as credibility one of the goals of repetition. In a study conducted by MacInnis and Park (1991) to investigate the effects of familiar songs in advertising and consumers' satisfaction, it was confirmed that consumers get satisfied for products with familiar songs, and the relationship was confirmed between the level of familiarity of the songs in the advertising and its likability by the customer.

On the basis of consumers' impressions, Pikas and Sorrentino (2014) examined the efficiency of online ads in particular on social media platforms like Facebook, Twitter, and YouTube. There was a lot of annoyance and a lack of receptivity to adverts on social networking sites as a result of the study. Allowing viewers to skip advertisements after a few seconds didn't work since viewers didn't choose to watch them in the first place. This led to the conclusion that advertising on social networking sites like Facebook and Twitter was ineffective. It's clear from this study that further research into YouTube ads is needed, and that the efficacy of these ads should be examined from a different angle. However, because the study reveals crucial data about the efficiency of YouTube advertisements, the majority of which are unfavourable, it opens the door for further investigation based on the richness of the medium.

In an online video advertising setting, the authors, Li and Lo (2014) studied the impacts of ad duration, location, and context congruity. Brand recognition was shown to be affected by the duration of an ad, with the longer advertising being more remembered and recognized. Ads that correspond to the content of the video that the user is about to watch boost brand recognition and effectiveness. Ad duration and context were shown to be critical for both brand awareness and efficacy. Using a theoretical combination of three viewpoints, Coursaris et al. (2016) examined the findings of a theoretical combination of three viewpoints for assessing brand messages: purchase participation, message appeal and message richness. When it comes to message appeal, how much involvement the consumer has with a brand has an effect on the level of informational appeal and how much participation has an effect on how transformative the message appeals.

Researchers wanted to see if consumers would be more engaged with a message that was more transformative in nature. According to the findings, there is a correlation between the degree of buy engagement and the level of message attractiveness. Identifying what customers find appealing and what might result in a purchase is critical when evaluating the effectiveness of YouTube adverts. This study provided a unique viewpoint on informative and transformative advertising. To my knowledge, no research has looked at how a social media site like YouTube's signals and feedback influence an advertisement's effectiveness despite several studies concentrating on the media richness hypothesis.

2.1.2. Advertising Appeals

According to studies, adverts for social change are "responsible for boosting behaviour change through appropriate appeals" (Thaler & Helmig, 2013, p.229). In addition, the potential to boost participation, draw attention, and alter attitudes are further benefits (Jovanovic & Menkveld, 2016; Melgar & Elsner, 2016; Tellis, 2009). The primary function of appeals is to convey the intended message in a certain manner or style (de Mooij, 2019). While campaign strategy and message design are most often connected with their deployment, it is the visual that will do so (Percy & Rosenbaum-Elliott, 2016). Consequently, design decisions have a direct impact on appeals, with the designer playing a crucial part in their successful execution. There are a multitude of appeals used in advertising.

According to Hornik et al. (2015), the most often utilized nowadays are sex, humour, comparison, terror, metaphor, gain-framed, and two-sided. Additional attractions such as feature, price, news, popularity, love, joy, shame, and guilt may be discovered in the literature (Chiang et al., 2018; Jovanovic & Menkveld, 2016). Emotional or intellectual framing of an appeal is possible. Emotional appeals concentrate on feelings and elicit affective reactions, whereas logical appeals rely on logic and reasoning for cognitive processing (Percy & Rosenbaum-Elliott, 2016). Contradictory viewpoints exist on the most effective strategies for promoting social change.

2.1.2.1. Emotional

Emotional arguments are seen to be the most powerful in this context. These ideas are based on the premise that advertising must make people feel something before they can be effective (Jakstiene et. al., 2008; Melgar & Elsner, 2016). Individuals' attitudes

can shift as a result of these strong emotions, whether or not they're conscious of it. Behavioural mental reactions, including awareness, belief, and intention, are the primary emphasis of this procedure (Tellis, 2009). A study by Pounders (2018) found that the emotional appeals of shame and guilt positively affected message acceptance and behavioural intentions for a drive safe campaign. Researchers, Chiang et al. (2018) found that emotional appeals may be used effectively. For condom use, sex and fear-based appeals increased purchasing intent and favourable responses, according to researchers. Emotional appeal research focusing on health and social issues have shown benefits such as enhanced recollection, more sharing, and the formation of a positive attitude (Alhabash et al., 2015; Vallone et al., 2016).

2.1.2.2. Combinations

Combinations of emotional appeal are frequent, according to a more recent study (Stevens, 2018). Despite the fact that this demonstrates support for appeal combinations, some people think that appeals from distinct frames should never be combined. This is because the interaction between emotional and cognitive factors might have negative consequences (Armstrong, 2011; Mehta & Purvis, 2006). Recent study, however, supports the blending of emotional and rational thought. Couwenberg et al. (2017) conducted a neurological experiment and discovered that advertising using both appeal frames influenced online search behaviour and increased Click-Through Rates (CTR). Additionally, attraction combinations produced positive consumption that was "at least equal to or greater than rational," according to consumption behaviour experiments (Lee & Heere, 2018, p.90).

2.1.2.3. Appeal Moderators

Undoubtedly, appeals are a crucial aspect of every campaign; yet, there are several moderators that must impact their selection. According to Jovanovic and Menkveld (2016), the product, its function, and its intended audience must all be addressed when determining its appeal and design. The success of their condom advertisement's sexual appeal is attributed by Chiang et al. (2018) to the student market and product. The medium is an extra moderator, thought to be the most influential. This is the outcome of studies indicating that an advertisement's context influences engagement levels (Hornik et al., 2015; Pozharliev et al., 2017). Clearly, there are a multitude of variables that must be considered while designing advertisements. These numerous concerns underline the need for greater specificity and depth of understanding

Nonetheless, the aesthetic worth of these pictures is not the most important factor. As noted, the design of an advertising has a significant impact on its success, but this success cannot be determined by the visual communication alone. The secondary effects that can be influenced by design are of great importance. Specifically, the capacity of a medium to convince a recipient to feel or act in a particular manner following exposure. Following here is a presentation of existing research on persuasion.

2.1.3. The Effect of Advertising on Sales

Extensive research on the effectiveness of advertising examines the impact of advertising weight (e.g., spending, GRP) on different performance indicators, such as brand sales or market share. It is thus known that, overall, advertising has a positive and significant effect on sales, even if its magnitude is rather small (Srinivasan et al., 2010; van Heerde et al., 2013) find long-term advertising elasticity of .036 and .013,

respectively. Yet, advertising effectiveness also differs widely across campaigns. In a meta-analysis, Sethuraman et al. (2011) find that only about 50% of the included elasticity differ significantly from zero. For marketers it is thus of utmost importance to identify which factors drive advertising effectiveness. With their famous Campbell's soup experiment, Eastlack and Rao (1989) show that increasing the level of ad spending does not necessarily enhance ad effectiveness, but changes in the ad's content exhibit strong impacts on sales. Lodish et al. (1995) affirm these results, reinforcing the relevance of ad content for analysing ad effectiveness.

Most of the studies aimed at identifying the influence of ad content on measures of ad effectiveness are lab experiments that test for the effect of selected content cues on different mind-set metrics, such as recall, attitude, or purchase intent (e.g., Loewenstein et al., 2011; Morales et al., 2012). However, such laboratory studies cannot account for competitive aspects or other marketplace constraints, nor can they feasibly test a combination of several content cues within one study. Moreover, they force consumers to process the ads actively, whereas in real market environments, advertising clutter likely leads consumers to process ad information more passively. Only a few studies have analysed the effect of ad content on actual sales performance (Tellis, 2009).

MacInnis et al. (2002) find that emotional ads are more likely to generate sales than ads based on informative content, and Chandy et al. (2001) compare the effects of different content cues (e.g., argument, appeal prominence, emotion, expert sources, framing) on consumer behaviour (i.e., referrals) for a medical service company across different markets. They conclude that argument-based appeals, expert sources, and

negatively framed messages work best in new markets, whereas in established markets, emotion-based appeals and positively framed messages are more effective.

Collectively, these studies support the notion that appropriate ad content moderates the effect of ad spending on sales. While these studies contribute significantly to our understanding, they also tend to focus on a limited number of brands and generally ignore the effect of authenticity, a key content feature (MacInnis et al., 2002). Therefore, we seek to build on extant studies by a) examining the effect of ad content across multiple brands and product categories, to increase the generalizability of the results, and b) including authenticity as another important content cue that presumably influences advertising effectiveness.

2.1.4. Authenticity in Advertising

An authentic ad is one that is genuine, real, and true with regard to a specific aspect or dimension. Given that marketers invest in ads to promote the brand and provide information, most articles link advertising authenticity to one of two broad concepts: brand authenticity (i.e., how the ad preserves and conveys the brand's uniqueness, heritage, values, or essence) or executional authenticity (i.e., how truthful, genuine, and realistic the information conveyed by the ad is (Brown et al., 2003; Gilmore & Pine, 2007; Grayson & Martinec, 2004; Spiggle et al., 2012). These two concepts in turn can be divided into four dimensions. The first two dimensions relate to brand authenticity (1) preserving the brand essence and (2) honouring brand heritage, whereas the latter two dimensions relate to executional authenticity (3) showing a realistic plot that is close to everyday life and (4) presenting a credible and unexaggerated advertising message. To test the validity of these four dimensions, we conducted a post hoc analysis, in which we

asked 60 independent consumers to explain, in their own words, what they perceived as an authentic ad.

To convey authenticity within ads, marketers should preserve the brand essence and maintain the brand's style and standards (Spiggle et al., 2012). Keller (1998) refers to brand essence as the “core values for which a brand stands,” or the brand's “marketing DNA”. Thus, authentic ad executions should reflect a brand's image and personality, as well as use a consistent ad design (e.g., same slogan, layout, ad theme, colours). An ad should represent the brand as what it is, true to itself (Gilmore & Pine, 2007). This dimension also relates closely to the “continuity” dimension of authenticity described in the branding literature (Beverland, 2005; Morhart et al., 2015). Preserving the brand essence should increase ad effectiveness. First, it can create and reinforce a unique and memorable brand image for consumers (Brown et al., 2003), which helps them position the brand. Second, communicating a consistent brand image may increase the perceived reliability and sincerity of the brand (Elliott & Wattanasuwan, 1998; Park et al., 1986). Third, when ads preserve the brand essence, consumers should be more likely to recognize the brand, which is important; if consumers fail to register the advertised brand correctly, or even worse incorrectly attribute the ad to a competing brand, huge marketing investments will be wasted, without any positive effect on sales (Rossiter & Bellman, 2005).

Marketing managers can evoke authenticity by referring to the brand's heritage. Various branding studies show that consumers perceive brands that commit to their history and tradition as more authentic (Beverland, 2006; Brown et al., 2003; Spiggle et al., 2012). To reflect heritage, advertising might establish links to the brand's traditions,

history, place of origin, or traditional production methods (Beverland, 2005; Spiggle et al., 2012). Previous work identifies a positive effect of honouring brand heritage on advertising effectiveness (Brown et al., 2003; Merchant & Rose, 2013). It helps legitimize the brand, providing evidence that it is the “original” and not a counterfeit (Newman & Dhar, 2014; Peñaloza, 2000). Reminding consumers of the brands’ many years of experience also may enhance its perceived reliability and competence (Beverland, 2006). In addition, Newman and Dhar (2014) suggest that heritage associations can provide brands with a special aura and increase consumers’ emotional commitment to those brands, such as when historical connections in an advertisement remind consumers of their own past or stimulate their longing for earlier times (Leigh et al., 2006). However, this effect also might depend on the product category; for low involvement or standardized product categories, brand heritage might be less important, or even lead consumers to perceive the heritage claims as silly.

Authentic brands should be “what they claim to be”, not the result of exaggeration (Brown et al., 2003; Grayson & Martinec, 2004; Morhart et al. 2015). In advertising settings, credibility is “the extent to which the consumer perceives claims made about the brand in the ad to be truthful” and not exaggerated (MacKenzie & Lutz, 1989, p. 51). Even though in most countries advertisers must be able to substantiate their advertising messages, some forms of exaggeration remain legal and frequently used, such as puffery, implied superiority, and vague or subjective claims. According to previous literature, message credibility is a key element of persuasion (Choi & Rifon, 2002). As Leo Burnett, the famous ad executive, claimed, “the greatest thing to achieve in advertising is believability” (Atkin & Beltramini, 2007). Message credibility should improve

consumers' attitudes toward the ad, increase brand trust, and strengthen emotional commitment to the brand (Cotte et al., 2005; Grayson & Martinec, 2004; MacKenzie et al., 1986; Morhart et al., 2015).

Furthermore, it may help overcome the increasing ad-skepticism of marketing savvy consumers (Calfee & Ringold, 1994). Yet, because consumers have grown accustomed to exaggerated messages (Calfee & Ringold, 1994), they might expect some form of overstatement. Thus, Cowley (2006) argues that exaggerated messages may inflate brand evaluations, even when consumers recognize the overstatement. Furthermore, given that consumers usually pay limited attention to ads, especially for low involvement products, consumers might not even notice an exaggeration let alone elaborate on it (Cacioppo & Petty, 1984).

2.1.5. Types of advertising

Businesses should be aware that there is a variety of types of advertising that can be used. The choice will then depend particularly on the objectives, on the budget, and also on the audience the company would like to attract. Some of these are used by Neat Fufu company in marketing the product.

Paid search advertising: Paid search or also known as, pay per click is a digital marketing technique in which advertisers put advertisements on search engine results pages (SERPs) and pay for the commitment that those advertisements obtain. Paid search marketing takes this model through practice by authorizing marketers to promote on these Search Engine Results Pages (SERPs) by pay-per-click or pay-per-view means (Goorevich, 2019)

Social media advertising: Social media advertising is a digital marketing channel for paid ad campaigns to meet the target audience. Marketers and advertisers can promote their brands and boost sales via these often-used platforms. The goal of this type of advertising is usually to achieve brand awareness, increase the number of social media followers, increased sales of a specific product over a certain period, increase visits to the website, and increase the number of online store visits. However, it is important to be careful when doing ads on these platforms as the audience is not the same. For instance, the audience on Facebook might be different from that on Twitter (Goorevich 2019).

Native advertising: A native advertising is an advertising message designed to fit with a media platform's daily content. These advertisements simulate the template with the idea that the explicit advertising content could be avoided by the recipient. This idea predates the age of the Internet, except that it emerged through it through promotional and supported content, partner content, and many other names to differentiate it from the main content. The aim of this type of advertisements may be to raise awareness of the product or service or raise the demand for them. It does not require the customer to take direct action and may not include a link with the company that pays for the advertisement. In fact, since they match the normal flow of the page, these brilliant native advertisements provide users with very important facts, making the advertisement side secondary to the message being shared. Native advertisements are not intrusive, and consumers would not be aware that they are dealing with an advertisement (Goorevich, 2019).

Display advertising: Long time ago, when we look at many monuments and graves, we find signs that are either incantation or identification signs above them that indicate the

name of that relic or the owners of the grave, or the purpose of constructing that building for them or preparing that room or shrine for them. We can say then that these informational and advertising banners have been known since those ancient times. As for others as is evident in many of the Sabian and Hamiriya Musnad inscriptions in southern Arabia, as well as Pharaonic or Babylonian, etc, some royal orders, laws and regulations were written so as to describe one of the battles or list its results (Alzaheer, 2011). Then after several eras, other signs of display advertising or commercial nature emerged. The exact time when they began is unknown, but these inevitably appeared a long time ago, and then evolved over the years until they became the form on which they settled till the end of the sixteenth century AD. Also, if the development of these signs was very slow - as we entered the modern industrial era - the advertising industry jumped to an amazing degree with the enormous scientific and technological leap. Therefore, with this great acceleration over the past two centuries, the advertising industry has gone through several phases, depending on each period, and what is available in every era of equipment and innovations

Print advertising: Print advertisements are a marketing message spread across print media. Print advertising is also a secure and efficient way of getting people to talk. Posters as an example can be used in a variety of media and be seen everywhere from bus shelters, town or roadside signs, stations and other public transportation locations, etc. Aside from posters, we can also cite flyers, brochures, leaflets, business cards, catalogues, placemats, and so on. Street marketing is the art of bringing advertising directly into people's lives, in the middle of the street by positioning advertisements in

places that people would never guess that they would see them (Marketing Schools, 2020).

Outdoor advertising: Outdoor advertising sends a message to the general public through highway billboards, transport banners, etc. Outdoor advertising is a very important form of advertising, since advertisements are large and visible to all. This type of advertising sends a message to the general public through highway billboards, transport banners, etc. The crucial part of the advertisement is that the message to be conveyed must be transparent and straightforward. Even though it is possible to use images, they cannot be overused. Thus, in order for the audience to decide to buy the good or service, everything must be introduced to them in this way. The message to be conveyed may be an advertisement encouraging people to purchase a product, go on a holiday, vote for a candidate, or donate to a charity. Millions of dollars are spent on outdoor ads each year, according to the Outdoor Advertising Association of America (OAAA), and the numbers are predicted to rise.

2.1.6. TV Advertising

Advertising has been a key phenomenon in the commercial setting. Marketing gurus have consistently utilized it to draw clients' attention to new items on the market. Television advertising is often regarded as the most significant mode of transmitting and receiving visual material. Advertising is defined as any paid type of non-personal presentation and promotion of a concept, item, or service by a specific sponsor with the goal of increasing sales (Kotler & Armstrong, 2013). Advertising is critical in the distribution of news and critical product information for customer purchase choices (Abideen & Latif, 2011; Xiong & Bharadwaj, 2013). Businesses should be aware that

poor advertising has the capacity to influence consumer attitudes toward items (Abideen & Latif, 2011). Advertising aids in communicating the qualities and attributes of a product or service in a visual format that the buyer can readily grasp. Some advertising aim to establish a recognised corporate identity for a firm, product, or brand name, or to familiarize the public with all three (Agwu, 2012).

Advertising has become such a powerful and pervasive socioeconomic force that neither manufacturers nor consumers can afford to ignore it (Agwu, 2012). Many customers understand not just the detrimental societal repercussions of advertising, but also the industry's good economic influence (Agwu, 2012). Given the importance of advertising in today's business environment and its ability to produce income by attracting people to a company's product, it is worthwhile to examine the numerous types of advertising that are commonly used by businesses. Television (TV) has been seen as superior to other media due to its perception as a combination of audio and video elements; it gives products with instant validity and fame, and it provides the best opportunity for innovative advertising (Kotwal et al., 2008). TV advertisements not only modify emotions, but also convey important messages that have a far-reaching impact on people's everyday lives (Kotwal et al., 2008). Advertising may be defined as the driving force responsible for changing customers' perceptions and triggering a behavioural reaction (Jones & Czerniewicz, 2010).

Mishra and Bisht (2013) discovered that advertisements inspire and assist customers in making informed product and brand purchases, and that television advertisements influence young purchasing decisions. Perceptions span from information quality to considered intrusiveness, amusing celebrity association, and perceived content

trustworthiness, among other things (Akaka & Alden, 2010). The quality of information presented in a television commercial may influence consumers' perceptions of the firm and its products/services. The information offered by advertising must be of high quality, accurate, timely, and beneficial to the user. Consumers should have access to information whenever they need it in order to make decisions about what they want to buy to meet their requirements (Siau & Shen, 2003). The primary goal of advertising is to effectively inform consumers. Information suited to consumers' needs and interests is critical to capturing their attention for a product on sale (Dutta-Bergman, 2006). A common example is the requirement for television advertising to transmit messages that are relevant to the requirements of information users. According to Haghirian and Inoue (2006), the content and trustworthiness connected with advertising can have the greatest impact on customer attitudes.

According to McKechnie and Leather (1998, p.67), in the case of ads for financial services, the desire to process a message is determined by the degree to which individual viewers believe a message is relevant to them and their awareness of the sort of product being marketed. Huhmann and Bhattacharya (2005) argue that consumers need information about the credibility of the risk-reward trade-off involved in order to alleviate worries about principal-agent conflicts, as well as information about transaction costs in order to make acceptable investment decisions. Consumers' levels of financial sophistication vary greatly. They range from those who are knowledgeable and manage their finances in a proactive manner, systematically investigating the options available to them in order to determine the most advantageous ones, to those who are completely unaware of the details that must be understood in order to manage their finances

effectively, with the majority of people falling somewhere in between the two opposing poles (McKechnie & Leather, 1998, p.67). According to McKechnie and Leather (1998, p.67), financial service organizations place rigorous limits on the content and manner of their advertising.

2.1.6.1. Television Advertisements and its Effectiveness

Television may be the greatest and most popular media vehicle for readily reaching every home, as the average time spent watching TV by an adult (15+ years old) is 3 hours and 28 minutes, adults 55+ years old watch more than 5 hours, and children watch 2 hours 45 minutes (Television Audience Measurement Ireland, 2014). To reach the mass consumers, enough repetition is necessary, which media vehicles like as TV and radio have done or can easily achieve. However, broadcasting commercials without knowing their efficacy on audiences and meeting the communication and sales objectives is insufficient. The author conducted study on the efficiency of TV commercials by analyzing the buyer's purchasing path. The research was based on the AIDAS (Awareness, Interest, Desire, Action, and Satisfaction) hypothesis, which is an extension of the hierarchy of effects paradigm. And the empirical analysis even accounted for this research. The information was gathered through a market survey of customers. According to the author, TV advertising have a great influence on audiences in terms of attracting, interest in purchasing, desire for purchasing, purchasing action, and customer satisfaction (Ansari & Joloudar, 2011). However, the author was unable to determine the influence of purchasing on sales production or growth. Although it has been clearly demonstrated that television commercials have a favourable influence on purchase and satisfaction. It is also intriguing to learn about the long-term influence of television advertisements.

According to Newstead et al. (2018), TV commercials function instantly, and the size of this impact has a large influence on the entire sales effect, and most TV advertising have a very short active life since they decay very quickly. TV commercials are regarded as a non-personal communication technique for informing groups about products and services, and they are utilized for 'above the line' marketing and communication strategies. And its success may be directly quantified by watching sales volume during campaigns or indirectly by completing surveys. Gautam (2014) defined sales promotion as an incentive used by marketers to persuade the trade or consumers to purchase a product and to motivate the sales force to sell aggressively. The term "sales effects" refers to the power of advertising to influence sales volume and/or market share, regardless of the influence of other variables.

The efficacy of advertising should be examined for its short-term influence on sales (Gautam, 2014). The author studied the effect of advertising media on sales growth, such as television, newspapers, LCD displays, and billboards. The empirical qualitative analysis was carried out by the writers. The authors chose two players for their study: merchants or shopkeepers and purchasers or consumers. Both questionnaires have been produced and circulated. The method used was to collect data on product sales growth from merchants or shopkeepers using a questionnaire (Ahmed et al., 2012). The surveys were distributed to customers based on the source of advertising from which they are likely to purchase and then linked to information about merchants and items. This is to determine which media vehicles have had an influence on sales growth. This is a quantitative empirical analysis. The authors discovered that TV commercials had a significant influence on product sales growth. This study attempted to correlate purchases

with affected advertising media but was unable to analyse the long-term impacts of television and other advertising media (Ahmed et al., 2012). Although the authors have linked product purchases with the impacted media vehicle, they have not clearly or persuasively linked sales growth since it is difficult to determine when sales rose due to the effect of which media vehicle (Ahmed et al., 2012).

2.1.7. Advertising Strategies used by Companies

Many companies are investing large amounts to align their brands and themselves with endorsers. According to Yoo et al. (2004), consumer perceptions may influence the decision to purchase a product or brand. In the words of Belch and Belch (2009), advertisement is any paid form of non-personal communication about product, service, idea or an organization by an identified sponsor". The "paid" word refers to the time or space for an advertising message. And the word "non-personal" refers to the mass media like -Television, Magazine, Newspaper, Radio, and social media. According to Baker (2006), marketing is a mutually satisfying exchange relationships. Kotler (2011), said that, marketing is everywhere, formally or informally, people and organizations involve in a vast number of activities that we can say marketing. Positive marketing has become progressively more vital ingredient for business success.

2.1.7.1. Media Advertising

Advertising in the media is crucial for every brand. Each channel is an intermediary between a brand and its customers. Finding a perfect channel allows brands to present their product successfully, communicate their value, and maintain trustful relationships with the target audience. With the correct channel and well-thought-

out advertising message, companies build brand awareness, create buzz around their brand, showcase and demonstrate the benefits of their products, increase their sales volume and revenue, and collect clients' personal information that allows them to craft highly relevant and personalized offers.

2.1.7.2. Sales Promotion

Sales promotion is one of the promotional mix elements, it's a technique impacting the buyer through personal communication and a system of market instruments to provoke or accelerate the purchase with short-term effect. It includes marketing activities to add product value for a limited amount of time in order to stimulate consumer purchases and intermediary performance. Sales promotion consists of a variety of tools, usually short-term, designed to promote faster and/or greater purchase of certain products or services by buyers or sellers (Kotler & Keller, 2010). According to Palmer (2004) sales promotion is distinctive, they offer additional incentive to buy. Gilbert and Jackaria (2002) point out that sales promotion consists of extremely varied short-term promotional tools designed to generate the desired response from customers.

2.1.7.3. Celebrity Endorsement

Celebrity endorsement theories stipulate that individual look up to celebrities and use them as buying guides. As a result, these celebrities affect how consumers perceive and behave towards them and the brands they endorse. As reported by Joseph (1982), Kahle and Homer (1985), and Lafferty and Goldsmith (1999), attitudes, expertise, trustworthiness, and attractiveness seem to be critical attributes affecting consumer perception of celebrity endorsers, suggesting that consumers might reject endorsed

products or brands if they do not perceive them to have these characteristics. Consequently, perceptions provide insight into the effectiveness with which a combination of celebrity endorser characteristics is likely to produce purchasing intentions for endorsed products or brands. There are numerous reasons proposed as plausible explanations for the association between intentions and celebrity endorsers. Studies examining the factors influencing the use of celebrity endorsers have revealed endorser expertise as an essential element (Gong & Li, 2017; Wei & Wu, 2013). The existing literature explains that acceptance of an advertising message and favourable response is contingent on the audience's impression of the celebrity endorser's expertise (Wang et al., 2017).

Customers relate their purchasing habits to a product packaging and how is it presented (Hinz, Hann, & Spann, 2011). Bechwati et al. (2009), using the equity theory, pointed out that customers compare brand and packaging based on previous purchases, competitor prices, and other consumers' buying options. Awan et al. (2011) enumerated personal factors, quality of service, products, together with price as elements that influence customer satisfaction. Unlike anonymous endorsers, celebrities add value to the image transfer process, sustaining brand communication and achieved a higher level of attention and recall. Research has shown that the use of celebrities in advertising, compared with anonymous models, can have a positive influence on the credibility, preference for advertising and, ultimately, the purchase intention. Brands often use celebrities to get impact, because they are seen by the public as credible source of information about product or company. People aspire to the values and lifestyles of celebrities. Consumers selectively integrate perceived values and behaviour of celebrities

they admire, to build and communicate their own identity. Celebrity endorser is a person who enjoys high reputation and prestige, being known to most people. Celebrity endorsement is a relevant strategy for the product categories which improve the image (such as fashion, perfumes or cosmetics).

2.1.7.4. Billboards

Organizational leaders use promotional campaign as a form of communication to obtain the maximum effectiveness from an optimal advertising investment (Ahmed et al., 2015). For example, Calderwood and Wellington (2013) conducted a qualitative study to explore the experiences of gamblers and their families to better understand the impact of advertising billboards to promote gambling service. The participant's responses were that the billboards stimulated their emotions such as guilt, shame, and fear that the advertisement was a fraud (Calderwood & Wellington, 2013).

2.1.7.5. Online advertising

The global businesses have implemented online advertising as a major direct marketing channel (Jiang & Wei, 2012). Azeem and ul-Haq (2012) suggested printed messages are more acceptable than messages via the Internet unless conveyed by a popular brand. Hendrix (2014) asserted digital marketing allows organizations to reach more prospective customers at a lower cost than traditional marketing. Furthermore, online advertising that include banners and buttons are on the web to promote sites to prospective customers (Azeem & ul Haq, 2012). For example, advertising on Facebook consists of paid-for banner advertisements, sponsored stories, and companies' ability to

post and present content in a timeline format on their free brand page (Beauchamp, 2013).

2.1.8. Consumer Attitude

Consumer attitude has generally been explained to encapsulate the psyche of the customer to react to or behave towards a phenomenon (Jung, 1971). From the position of Jung (1971) it can be argued that a person's response to his environment defines the person's attitude. In line with Jung (1971), Baron and Byrne (1984) define attitudes as collections of feelings, beliefs, and behaviours directed at specific people, ideas, objects, or groups. The literature recognises the importance of consumer attitude in consumer decision making (Jain, 2014). This is consistent with the thinking the attitude the consumer adopts is critical to the decision by consume and the behaviour of the consumer (Wicker, 1969). In a study by Jain (2014), the author investigated the concept of consumer attitude and found that attitude is a multidimensional concept with components such affective, behaviour and cognitive.

Explaining the components of customer attitude, Jain (2014) argued that affective is the emotional response of a person towards the object of attitude. The literature emphasises affect component of attitude as an important component of attitude. It is argued that belief and cognitive components are not enough to explain attitude without an emotional attachment (Jain, 2014). In the view of Agarwal and Malhotra (2005) affect (feeling and emotion) combines with other cognitive component of attitude for making choices. It is important to note that part of an understanding of an attitude is a business analysis that makes a person's opinion (belief / disbelief) about the object (Jain, 2014). Existing texts recognize that the cognitive part of an attitude raises one's beliefs about an

object of attitude. Fishbein and Ajzen (1975) explained that belief is the knowledge a person has of an object; details that directly link the object to the attribute.

In a similar vein, Jain (2014) states that it is part of understanding the final stage in which one organizes information. In psychology literature, another part of a highlighted attitude is the verbal or non-verbal behaviour (Wicker, 1969) of a person's actions or perceived responses as a result of the behaviour of the object being observed. It is argued that the behavioural part of the attitude involves the person's response (positive / negative) to do something about the mental aspect. Attitude responses are consistent (Jain, 2014).

2.2. Empirical Review

In a study by Ogohi (2019) on the effect of advertisement on consumer brand preference, it was concluded that there is a positive relationship and that advertisement continues to be among the major elements in maintaining consumer brand preference. Another study by Alhaddad (2015) indicates 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 plays as a good source of meaning and identity for a brand by enhancing brand awareness and brand image. Therefore, we can consider advertising awareness as important and integral to a brand's equity as any other dimensions.

In addition, Mathew, Obedege and Obedege (2013) in their Study, "focused on the influence of web advertising on consumer behaviour". The study investigates the influence of web advertising on consumer. A Survey research method was adopted for this study. The questionnaires were analysed using frequency and simple percentage.

They observed that consumers have positive opinion towards web advertising. Web advertisements influence the consumers to use some of the products and services. Malik et al. (2013) in their study, “Impact of brand image and advertisement on consumer buying behaviour” examined the impact of brand image and advertisement on consumer buying behaviour. 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 branding and customer buying behaviour.

Offeh et al. (2013) in their study on “The effect of Branding on consumer buying behaviour” collected primary and secondary data and summed up that, branding plays a very important role in enabling consumer to arrive at a decision to purchase a product. They also recommend brand, with which they are satisfied compared to others. Such brand awareness can be created by advertisement. Kumar (2012) in a study on impact of visual advertisement on women consumer buying behaviour collected primary data through well-structured questionnaire. After analysed data, the study discovered that there is significant relationship between visual advertisement on women consumer’s buying behaviour.

Also, as indicated above, advertisements are more and more being perceived as not only invasive to privacy, but also annoying, since they can distract the users from the primary content they wish to consume. This situation has resulted in a proliferation of tools to evade or block the adverts. These tools are referred to as ad-blockers, and the use of which has seen an increase in recent years (Pujol et al., 2015). Brajnik and Gabrielli (2010) postulate about the negative effects of advertising, including a broad range of

consequences for the users' experience quality from the website, which some should be consider: 1) Users may experience frustration, irritation, and may develop negative affect, emotions, or moods with respect to adverts; 2) users may develop negative attitudes toward the adverts; and 3) it can lead to reduced visit duration, fewer visits, fewer referral chances, increased negative word-of-mouth.

Again, McCoy et al. (2007, p. 84), through quantitative studies affirm that "intrusiveness has been recognized as a leading cause of advertising annoyance." Therefore, advertising irritation can be caused by different factors such as: media, advertising content, product category, repetition, and consumer characteristics. Ducoffe and Curlos' (2006) proposes that irritation can affect advertise value, which directly affects the users' attitude towards the internet advertisement. Advertising has gained significant interest in latest years assuming it as a valuable strategy for firms seeking to gain competitive advantage and exploit their brand equity (Doraszelski & Markovich, 2007; Gill, 2007). Tilley (1999) verified that advertising plays a critical role in creating a leadership brand. Moreover, a brand that spends more on advertising to communicate its messages for customers, can develop its image, increase customer trust, and obtain new ones to purchase its products; this is because customers usually trust the product quality of the well-known brands (Balaji, 2011; Mitchell & Olson, 1981).

Past research have examined the relationship between advertising and brand equity, and showed inconsistent findings. For instance, several studies revealed significant positive influence from advertising on brand equity (Chattopadhyay et al., 2010; Chen & Green, 2012; Gill et al., 2007; Sedaghat et al., 2012; Smith 2007; So & King, 2010; Sriram et al., 2007). However, other studies conducted by Buil et al. (2011).

Huang and Sarigöllü, (2011), and Chen and Green (2012) indicated that advertising spending has insignificant effect on brand equity. For instance, Gill et al. (2007) conducted a study to examine the influence of advertising on the formation of brand equity in context of Spain. This study has focused on various brands from three different product categories namely milk, olive oil, and toothpaste. Generally, the results revealed a significant positive influence of advertising on brand equity assets (brand awareness, perceived quality, and brand associations). The main limitation in this study lies in the small sample size which may not allow for analysing differences between the selected product categories. Hence, it would be distrustful to generalize the findings to other contexts without additional investigation. Likewise, Chen and Green (2012) examined the perceptions of age groups towards retailers' marketing mix strategies and their effect on customer-based brand equity. This study indicated a negative and insignificant relationship between advertising and brand equity.

The result is in line with that of Buil et al. (2011) who indicated that advertising spending had an insignificant effect on brand equity dimensions: perceived quality, brand association, and brand awareness. Hence, this review reveals that advertising is a very important variable for enhancing brand equity. Companies with higher advertising are likely to have higher equity than those which pay less emphasis to this variable. In order to make advertising more effective, it is essential to ensure the creativity and originality of advertising campaigns and develop them in a manner that can attract customers and build their confidence toward the brand. This would enhance the image of the brand in long run and provides a basic for creating sustainable competitive advantage.

Relationship consumer behaviour is influenced by various factors, ranging from personal motivation, needs attitude and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influence of various kinds exerted by family, friends, colleagues and society as a whole. Each person has his / her own standards of judgments and distinct behaviour in every aspects of his/her role as a consumer. But, at the same time, underlying the individual differences there are similarities which make it possible to explain behaviour of specific types or groups of people. A careful study of consumer behaviour provides the advertiser with deeper insight of his target segments, which in turn proves to be very valuable in strategic advertising decisions, especially in defining the target markets and creating the advertising appeal and message.

Advertising, along with a number of other factors viz price, distribution, sales force, packaging, product features, competitive actions and changing buyer needs and tasters influence sales isolating the effects of advertising is extremely difficult. Advertising might attract buyers who will be loyal customers for many years to come or might start the development of positive attitudes or brand equity that will culminate in purchase much later. Advertising influences consumer and his decision making in a number of ways. It not only educated him about his problems or needs, provides required information and assists him in comparing the various alternatives and arriving at final decision. As it is a cyclical process, it also has impact over the post purchase behaviour of the consumer. Often, the consumers are either not aware of their needs or are confused about their problems. To them, advertising provides clues; therefore, advertising provides

the consumer motives to purchase the advertised product. This strategy helps to keep on changing or improving the product through diverse seasons.

As in the present scenario the strategy is to keep on changing or improving the product or its features, it becomes imperative to inform the consumers about the minor innovations and the way it can solve their problems – the problems which the consumers feel and is at the surface or the problems which had not captured the attention of the consumers. Advertising also provides the necessary support after the consumer has made the purchase. If the consumers experience dissonance or discomforts Moving to their purchase decision, then advertisement reduce this feeling of discomfort by providing information on the products attributes. From the literature review, it is clear that most studies are deficient of qualitative methodology in their execution. This makes this study very critical as it fills the methodological gaps. Also, most of the studies have contextual limitations. Most of them are studies conducted in foreign countries and even those conducted in Ghana, Neat Fufu product has not been part of the sample products. Finally, due to the deficiencies, further research is needed to understand how new advertising techniques affect market penetration.

2.3. Theoretical Review

Advertising is an area which is changing with very fast pace because of the technology advancement and market dynamics. The study followed the Hierarchy of Effects model by Lavidge and Steiner (1961) on the assessment of the effectiveness of advertising on ‘Neat Fufu’ brand and the theory of reasoned action propounded by Ajzen and Fishbein (1975).

2.3.1. Hierarchy of Effects Theory

Early development phase proponents were most concerned with how customers would react to sales and marketing presentations and eventually make purchase judgments. E. St. Elmo Lewis's (1903) three-stage AID (Attention-Interest-Desire) framework was identified as the most important hierarchical model by Barry (1987) and Barry and Howard (1990). Lewis thought that in order to be effective in sales, marketers needed to first catch the buyer's attention, hold their interest, and then develop a desire in them for the goods. Lewis (1903) later updated his own approach by adding that the final step must be essential action to clinch the sale. This change became known as AIDA (Attention-Interest-Desire-Action), and it is still widely utilized today.

Advertising has evolved from being primarily concerned with raising sales to being effective in presenting the true message so that the client can analyze the message and make a decision. Advertising has always been depicted as a means of increasing sales in traditional hierarchical frameworks. Lavidge-Steiner (1961) advanced a more sophisticated viewpoint, demonstrating a close relationship between advertising and consumer purchases, stating that an advertisement is successful if its message can elicit a favorable response in the target market for an extended period of time, even if the advertisement is no longer present. Their paradigm's various stages have been split down into three sequential steps, namely cognitive, emotional, and conative. They argue that because most ads create a lasting impression on the target audience's minds, advertising is a long-term investment (Barry, 1987).

The hierarchy of effects model describes the processes from seeing an advertisement to making a purchase (Lavidge & Steiner, 1961 in Kotler & Keller, 2022).

The hierarchy of effects model assumes the following about how consumers respond to advertising: Customers go through a series of more sophisticated mental processes, beginning with "unawareness" of the promised products and progressing to acts (Yoo et al., 2004; Lavidge & Steiner, 1961). This model includes the following steps: awareness, knowledge, liking, preference, conviction, and purchase. There is additional discussion of the cognitive (awareness and knowledge), affective (liking, preference, and conviction), and behavioral components (purchase). This model illustrates that clients may perform many activities at the same time. This method prioritizes the cognitive component, then the emotional component, and ultimately the behavioral component. According to Lavidge and Steiner (1961), a client can undertake many activities at the same time, but they must be completed in a sequential manner. Karlsson et al., (2007) stated that customers go on to the emotional stage after learning about a brand, when they create either favorable or unfavorable thoughts about it. Following that, consumer feelings are turned into deeds during the conative stage.

Despite the fact that this hierarchical causal model was developed and is mostly used in advertising academics say that because the model outlines the sequence of steps customers take from brand awareness to buy readiness, it may be expanded beyond examining the influence of stimuli (Sinh, 2013). The first level and precondition for actual information processing, according to the hierarchy of effects idea, is attention (Aaker et al., 1992; Kahneman, 1973; Kuisma et al., 2010). Visual attention, which is the allocation of cognitive resources to essential information in a visual environment, is required to deal with the plethora of information in the online world (Carrasco, 2011). Paying greater attention to stimuli, in general, increases their relevance to the consumer's

desires, improves remembering, and raises the likelihood that they will make a purchase (Pieters & Wedel, 2012). As a result, it is critical for both practitioners and academics to investigate and appreciate how potential buyers view television advertising (Calder et al., 2009). According to Orquin and Loose (2013) and Posner (1980) study, there is a strong relationship between visual attention and eye movements. As a result, eye trackers may catch and record viewers' real-time responses to stimuli (Duchowski, 2002). As a result, the length of time viewers pay attention to different advertisements may be used to assess their interest. The hierarchical model, which serves as a helpful beginning point for this essay, assumes a positive association between advertisement attention and subsequent memory (Kuisma et al., 2010; Pashler, 1998). Consumers will have a better memory if they pay more attention to commercials.

The hierarchy of effects paradigm has come under fire as the persuasive power of advertising has been called into doubt. This is known as the 'weak theory of advertising,' and it contends that advertising lacks the ability to convince people to embrace or purchase a certain brand. Instead, advertising can only supplement the consumer's repertory of trusted brands. Weilbacher's (2001) theory that hierarchy of effects theories are obsolete is supported by Schultz (2002). This present argument is critical for advertising and marketing practitioners to examine, and "although many practitioners don't realize it, there is no greater sacred cow in the advertising or marketing communication business than the hierarchy of effects paradigm," according to the authors (Schultz, 2002, p.6). Weilbacher (2001, p.21) concedes that the hierarchy-of-advertising-effects theory and models have been eagerly adopted by the marketing industry, and that "no complete alternative explanation of how advertising works has ever acquired broad

support in the marketing profession". His fundamental argument against the hierarchy of effects is that the impacts of advertising alone are hard to assess apart from product intrinsic elements such as personal selling, promotion, and notoriety, as well as external ones. Weilbacher (2001) presents three major contradictions in hierarchy-of-advertising-effects models. First, the models indicate that when consumers are exposed to a single advertising, they travel through phases and that once they are engaged in one of the stages in the models, they must proceed through the stages in a linear way. However, according to Weilbacher (2001), the hierarchy of advertising impacts models do not account for the influence of rival brand advertising on the consumer prior to the final action stage. Second, the hierarchy of effects models imply an unbreakable bond between the customer and the brand, ignoring the fact that other brands in the marketplace are also striving to attract the consumer.

The model just considers advertisement. According to Weilbacher (2001), the efficacy of advertising cannot be judged in isolation from the many other elements that may be at play in the marketplace. Furthermore, advertising is not a solitary entity, and its impacts cannot be assessed apart from and independently of the marketing mix in which it is embedded. The impact hierarchy is based on a behaviorist psychology model of human mental processes, "which has since largely been invalidated in modern cognitive psychology research" (Weilbacher, 2001, p.23). The primary distinction between these two schools of thinking is that behaviorist psychology focuses on the response qualities of behavior, whereas cognitive psychology focuses on information processing in the brain. According to the hierarchy of effects models, customer purchases are dependent on successful advertising that guides the consumer through the phases in the models.

However, in the marketplace, the consumer is exposed to a wide range of information and experiences that influence their purchasing behavior, and it is impossible for advertising practitioners to even begin to understand exactly how product information is processed and stored in the consumer's brain leading up to purchase action, according to Weilbacher (2001). The behavioral and cognitive schools of thought in psychology are outside the scope of this thesis, although they merit additional consideration in future research. The models are based on the assumption that all advertising has the same five phases of influence on a customer.

Advertising is assumed to have the same effect on the customer regardless of how distinct it is in the marketplace. However, the goals of all advertising campaigns vary, and advertising companies strive to develop new selling concepts to differentiate a company from its competitors. As a result, advertising must be unique in order to influence customer behavior, if at all. The hierarchy of effects paradigm is based on the assumption that advertising impacts are measurable and hence valid. Weilbacher (2001) contends that it is difficult to quantify and evaluate the confusing information gained in regard to the success of advertising when utilizing persuasive hierarchy models. According to Weilbacher (2001), a persistent problem in the domains of advertising and marketing research is the assumption that if a construct can be measured, then the fact of the measurement demonstrates the construct to be true.

Although Barry (2002) acknowledges that Weilbacher's viewpoint is useful, he disagrees with Weilbacher's key claims concerning hierarchy of effects models, viewing the dispute from a marketing perspective. According to Barry (2002), advertising has never claimed to trigger a hierarchy of effects; rather, advertising is more likely to

influence customer behavior and provide information for issue resolution. "The purpose of any marketing communications [information] is persuasion... in most circumstances, consumers must analyze the information (carefully or not). Value (positively or negatively) the knowledge and then act (or do not act) in some way " (Barry, 2002, p. 45). According to Barry (2002), these hierarchy of effects models should not be ignored because they are ostensibly geared on advertising rather than marketing. The hierarchy of effects models is important for both advertising and marketing practitioners. However, Barry believes that Weilbacher's arguments about the validity of hierarchy-of-advertising-effects models are based on advertising theory and not marketing in general. Barry believes that the lack of data supporting hierarchy-of-advertising-effects theories is not necessarily the issue; rather, it is practitioners' and researchers' inability to enhance persuasion models to give better techniques for assessing advertising impacts. He argues that using logic in the development of effective persuasive models gives the advertising sector an excellent starting point for understanding how advertising works.

2.3.2. Theory of Reasoned Action

The theory of reasoned action assumes the behaviour to be under volitional control (i.e. person can take the decision at will to perform or not to perform a behaviour) and that behavioural intention is closely related to the actual behaviour. Theory of planned behaviour postulates that attitudes, beliefs and subjective norms will translate to behaviour - but only if (i) the person feels that he can control his actions (or he has control over his behaviour) and (ii) the duration of expressing the behaviour intention and actually performing the behaviour is small. If beliefs, attitudes and subjective norms translate into behavioural intention, but behavioural intention does not translate into

actual behaviour than there might be some external factors that are hampering the behaviour.

These factors could be beyond the person's control. These factors must be identified and incorporated in the model to improve the predictability. Hence, the theory of planned behaviour (Ajzen, 2011) introduces a new component in the theory of reasoned action namely behavioural expectation (BE) which refers to a person's estimation of the expectation that he actually will perform a certain behaviour. An individual will have a higher behavioural expectation if he is intended to perform a behaviour (BI) and has control over his behaviour (PBC). The theory of reasoned action (Ajzen and Fishbein, 1975) is a psychological theory that models human behaviour under volitional control (individual can determine at will to perform or not to perform a behaviour). According to the theory, a person's intention to perform or not to perform a behaviour is the immediate determinant of his actual behaviour. Further this theory postulates that conscious human intentions can be predicted using several behavioural constructs namely attitude, belief and subjective norms. Ajzen and Fishbein's (1975) expectancy-value model of attitudes indicates that attitudes towards any action are a function of the beliefs held about the outcome of the action and the expectation of each outcome occurring.

Belief, attitude and subjective norms are the three components of the theory where belief is defined as the evaluation of the consequences of performing (or not performing) a specific behaviour or action. Attitude towards a behaviour refers to the extent to which a behaviour is evaluated either positively or negatively. Subjective norms are perception of the social pressure imposed on an individual for performing or not performing a

behaviour. Behavioural intention (a proxy for the actual behaviour) is a function of attitude towards a behaviour and subjective norms. Ajzen and Fishbein (2008) also proposed via the expectancy value model that attitudes are affected by belief towards the consequences of behaviour using. Theory of reasoned action predicts behaviour well; however, there are a couple of caveats. First, intentions should be an accurate measure of actual behaviour. This is possible if time between stating intentions and actual behaviour is small and the behaviour is under volitional control.

2.4. Chapter Summary

This chapter reviewed literature on theoretical and conceptual issues relating to the effectiveness of advertising on the branding of a product. It looked at Functions and Effects of Advertising; Advertising Appeals; Advertising Effectiveness; TV Advertising; Television Advertisements and its Effectiveness; Product and Retailer Influence on Effectiveness of Personalized Advertising; Reasons Companies measure their advertising effectiveness; and The Insurance Industry in Ghana.

CHAPTER THREE

METHODOLOGY

3.0. Introduction

The research methodology which was used in undertaking the study is given in this section. This was done through presenting a research approach, research design, population, sampling, data collection procedures, and qualitative data analysis.

3.1. Research Design

A research design is the plan of inquiry of the researcher that puts paradigms of interpretation into motion on how to proceed in gaining an understanding of a phenomenon (Ary et al, 2001; Bogdan & Knopp, 2007; Denzin & Lincoln, 2005; McMillan & Schumacher, 2006). It is the overall plan for obtaining answers to the research questions guiding a study. It is also a plan or blueprint for conducting a study that maximizes control over factors that could interfere with the validity and reliability of research results (Burns & Grove, 2003; Cohen et al., 2007). Creswell (2009) adds that a research design is a plan to conduct research which involves the intersection of philosophy, strategies of inquiry and specific methods. According to Bryman (2004), the control afforded by a research design increases the probability that the results of a study are accurate reflections of real situations.

A research design assists a researcher to plan and implement studies to obtain intended, accurate, objective and interpretative information (Cohen et al, 2007; Johnson & Onwuegbuzie, 2004; McMillan & Schumacher, 2006). According to Denzin and Lincoln (2005), a research design provides, within an appropriate mode of inquiry, the

most valid and accurate answers possible to a research question. In a study, all the components should fit together in order to realize valid and reliable results (Burns & Grove, 2003; Cohen et al, 2007; Denzin & Lincoln, 2005; Leedy & Ormrod, 2005; Sobh & Perry, 2005;). A research design is determined by the research question and an appropriate research design should be identified for a research question (Leedy & Ormrod, 2005). McMillan and Schumacher (2006) add that an effective research design outlines the defined purpose in which there is coherence between the research questions and the methods or approaches proposed that generates data that is credible and verifiable. Researchers can adopt quantitative, qualitative or mixed research approaches in their studies (McMillan & Schumacher, 2006; Creswell, 2009).

Given the overall objectives of this study, which is to deepen the understanding of the role of advertising in the branding of products, taking a strictly passive position would not have been useful. Therefore, the qualitative approach was adopted in this exploratory design. An exploratory study is required when there is a need to find out why something is happening, to seek new insights, and to assess a phenomenon in a new light. Exploratory studies therefore are qualitative research methods; that is, both data collected and the method of analysis are non-numerical (Saunders et al., 2009). Thus, this study is exploratory because it seeks to investigate or discover the factors that influence the purchase of food brands, and also consumers' attitudes towards such brands.

Qualitative research entails investigating the features of a market. This is done through in-depth research that explores the background and context for the purpose of decision making. It is an exploratory research method and it involves using unstructured techniques (Hatch, 2002). Hatch (2002) postulates that qualitative research is used for

exploring and understanding people's needs, values, attitudes beliefs, perceptions and behaviour, testing reactions to concepts such as new products and services, advertising messages, approaches to buying among others and working out the real issues or problems. Qualitative analysis is more explicitly interpretive, creative and personal than quantitative analysis. The strengths of qualitative research methods are derived primarily from its inductive, interpretivism and constructionism approach and its focus on specific situations or people (Patton, 2002). Qualitative methodology, seeks subjective understanding of social realities (Maguire, 1987). Qualitative research method gives a deeper understanding of how different people perceive branding of foods (Neat Fufu). The use of the qualitative methodology allows for flexibility in the research in order to get a clear and broad view on the cultural aspects of the topic.

Yin (2003) also posited that there are five major research designs: Survey, Case study, Experiment, History and Archival analysis. Denscombe (2003), on the other hand, argues that there is no right strategy when choosing a qualitative research approach. However, the researcher noted that some approaches were more suitable than others in dealing with specific questions of this research and hence, chose case study. A case study strategy/design was used because, according to Yin (1994), case studies are the preferred strategy when the researcher has little control over events and when the focus is on a contemporary phenomenon within some real-life context. This approach allows the researcher to obtain in-depth information on the study.

Neat Fufu was selected for this study because, the difficulty in preparing fufu through pounding which is energy consuming is gradually fading out in the homes of most career men and women. With an extended shelf life that could be stored by

processors, traders and consumers over a longer time period, Neat Fufu has become the preferred choice for easy preparation of the staple Ghanaian food. Neat Fufu powder is made from properly mature plantain and natural grown tropical cassava as basic ingredients, processed into high quality fufu and this product is being advertised daily in the media using celebrities to entice the consuming public. Furthermore, a case study approach was utilized because the Neat Fufu brand comes in different varieties.

3.2. Sources of Data

Neat Foods range of products, are produced from fresh carefully selected farm produce of high quality. NEAT FOODS commenced yam processing in 2009. In addition to yam, it processes a range of flours – cassava flour and plantain flour. The company belongs to a larger holding company, which owns a radio station (Peace FM), which has helped to promote the Neat Fufu brand across Accra. NEAT fufu is made of a mixture of 80% white yam and 20% cassava starch. Neat products save you the time and hassle of preparing your favourite complete local dish the old traditional way.



Figure 1: *Neat Fufu varieties*

Neat Foods' Neat Plantain Fufu is made from 100% plantain fufu flour enriched with proteins and fibers. It is healthy source of carbohydrates and is produced from carefully selected natural fresh plantain in Ghana. It was therefore important to assess the advertising effect on the Neat Fufu varieties by consumers in Madina Township of the Greater Accra Region.

3.3. Sampling Procedures

Sampling is the process of selecting a sufficient number of elements called sample from a given population in such a way that by studying the sample, and by understanding the properties or characteristics of the sample subjects, it would be possible to generalize the properties or characteristics of the population (Cavana et al., 2001). Sample is thus the segment of the population that is selected for investigation (Bell & Bryman, 2007). A sample, according to Fink (2001) is a portion or subset of a larger group. It is a representative of the population if important characteristics (e.g., age, gender, status) are distributed proportionately in both groups. According to Patton (1990), deciding on a sample size for a study depends on what the researcher wants to know, the purpose of the inquiry, what is at stake, what will be useful, what will have credibility and what can be done with available time and resources. With fixed resources which are always the case, one can choose to study one specific phenomenon in depth with a smaller sample size or a bigger sample size.

Malhotra and Birks (2007) stipulate that a sample is the sub-group of the population selected for participation in a study. Sekaran (2003) also states that it is a subset of the population since it consists of some members who are selected from the

population. This implies that a sample consists of carefully selected subset of the units that comprise the population. A sample of 10 participants were considered to participate in the study. According to Malhotra and Birks (2007), for conclusive research such as descriptive surveys, larger numbers are required. Creswell (2014) argues that most used approach for determining the sample in a descriptive study is to specify the precision the precision of estimation desired and then to determine the sample size necessary to ensure it. The probability and non-probability sampling was used to sample the participants. Probability sampling technique is a process of selecting participants into the study that ensures that every member or element of the population has an equal chance of being selected into the study, prevents subjectivity, bias, and allows the results to be generalized to the target population. The probability sampling method does not allow the researcher to intentionally exclude a certain portion of the population. To achieve this probability the sample should be selected randomly (Burns & Grove 2001). Therefore three (3) staff of Neat Foods were selected to be part of the study. Non-probability sampling is a process of selecting participants into the study with less chances of obtaining a representative sample (Burns & Grove 2001:301). Non-probability sampling, by using the convenience sampling technique, was used to select seven shoppers at a shopping mall to participate in the study.

3.4. Data Collection Instrument

In order to explore the effect of advertising on branding, the study largely employed interview guide as a research instrument. Interviewing, according to Bryman (2008), is probably the most widely employed method used in qualitative research. Yin

(2003) describes an interview as an oral asking of questions by the interviewer and oral responses by the participant or a selected group. The researcher meets the participants face-to-face and asks questions, either general or open-ended question. The participants' responses are recorded by the interviewer or videotaped and transcribed and data analysed (Creswell & Garrett, 2008).

In this research, a semi-structured interview was employed. Patton (2002) refers to this technique as the interview guide. An open-ended set of questions was prepared as a guide to solicit responses from the participants in relation to the study. This allowed the participants to freely express their thoughts about the study. There was one set of interview guide since the respondents had similar characteristics and perform similar duties. The interview guide was made up of 10 items consisting of both open and closed-ended questions. There were three sections reflecting the thematic areas of the study and in relation to the research questions and objectives of the study. There was an introduction to the interview guide.

Section 'A' looked at the background information of participants. Section 'B' concentrated on the advertising strategies for creating brand awareness of Neat Fufu while Section 'C' looked at the relationship between advertising and brand image of Neat Fufu. Section 'D' stated the effects celebrity expertise and endorsement have on consumer purchase intentions of 'Neat Fufu.

3.5. Data Collection Procedure

An introductory letter was collected from the Department of Communication Studies of the University of Education, Winneba which formally introduced me to the respondents. A personal introduction was also made to each of the respondents after

which the study was introduced. For the interviews, convenient times were arranged with each participant. However, the participants from the Shopping Mall responded to the questions immediately they were told of the purpose for the study over a period of one week. During the interviews, a conscientious effort was made in order not to lead the discussion, but instead encouraged original responses. Probes were used during the interview sessions to solicit for more information. All the interviews for the staff of Neat Foods were scheduled at the interviewee's own convenient time. The duration for each interview session was approximately twenty minutes. This is because Bennett et al. (1994, p. 36) said, "spending an equal amount of interview time with each interviewee ensures consistency which leads to trustworthiness of the study."

The participants however appeared to be quite guarded in their responses to questions toward the beginning of each interview because they thought some of the questions will expose some weaknesses at their work site (Neat Foods) but seemed to relax in the latter part of the interview and were much more open and provided more lengthy answers. The interviewees were assured of confidentiality of their responses and also, they were informed that pseudonym/code list, interview tapes, and other sensitive materials would be handled carefully. The data collection took two weeks in the month of September, 2022.

3.6. Data Processing and Analysis

Notably, qualitative research is a complex issue, and making sense of qualitative data is not an easy task (Coffey & Atkinson, 1996). From the interviews, considerable text data that were generated were organised, transcribed, edited and coded to ensure that

all assuming portions are complete and contain accurate information. Bogdan and Biklen (2003) defined qualitative data analysis as “working with data, organising it, breaking it into manageable units, synthesising it, searching for patterns, discovering what is important and what is to be learned and deciding what you will tell others” (p. 54).

The recorded interview was thus transcribed. This provided the basis of data processing, analysis and presentation. The transcripts were read through with research questions to be answered in mind. Similarities and differences of the responses from the participants were identified for analysis. The analysis began by coding every item of information so that the differences and similarities between the items could be recognised. A list of relevant and important ideas were categorised after reading, comparing and grouping the transcribed data. The resulting ideas were examined for commonalities, differences and patterns. For each interview, a list points made by each respondent was developed. A phrase most frequently mentioned was also integrated into the title of the individual profile for each respondent. The data collected categorised into the relevant major themes:

1. The advertising strategies for creating brand awareness of Neat Fufu.
2. The relationship between advertising and brand image of Neat Fufu.
3. Celebrity endorsement effect on consumer purchase intentions of ‘Neat Fufu’.

3.7. Ethical Considerations

Ethical issues were highly considered in this study in order to protect the rights of the research participants. There are many ethical issues in relation to participants of a research activity (Kumar, 2005). The principle of voluntary participation was required of

the people and they were not to be coerced into participating in the research. Closely related to the notion of voluntary participation was the requirement of informed consent. Essentially, this means that prospective research participants must be fully informed about the procedures and risks involved in research and must give their consent to participate. Ethical standards also require that researcher would not put participants in a situation where they might be at risk of harm as a result of their participation. Harm can be defined as both physical and psychological (Adusah-Karikari, 2008). Indeed, human beings have rights of privacy, and these rights must be respected. The rights of respondents were respected and there was no attempt to study respondents without their knowledge. The participants were informed of the purpose, confidentiality and processes of the research and their consent was obtained. All the participants were told the purpose of the research topic, and were also informed that they had the right to withdraw from the study at any time they so desired. Moreover, permission from interviewees were sought to record the interviews and at the same time consented participants were assured of anonymity.

The interview was recorded with the use of a tape recorder. The use of a digital recorder was used to record the interview in order to capture the exact words of the respondents. This is in line with Patton (2002, p.380) who advises that “no matter what style of interviewing you use and no matter how carefully you word questions, it all comes to naught if you fail to capture the actual words of the person being interviewed”. The advantages of the interview abound. People are more willing to talk than to write, the secure relationship between the interviewee and the researcher, certain information might be gained from an interview that an individual will not be willing to put down on paper

(Best & Kahn, 1986). The advantages of obtaining a lot of information beneath the surface level are high through a semi-structured interview question.

Creswell (2005) posits that an interviewer can also explain more explicitly what he/she is interested in or wants. If the interviewee misinterprets the questions, the interviewer will clarify them directly. Moreover, the information that the interviewee is giving can be evaluated directly whether it is sincere or not, hence checking the trustworthiness of the response and from the experience the interviewer is stimulated to explore unanticipated areas in the original plan (Gall et al., 2003).

3.8. Chapter Summary

This chapter focused on the process and study design that used a qualitative approach, primarily an exploratory survey. It addressed in depth methods of data collection and interpretation, as well as stressed the techniques used in drawing the study's conclusion. Furthermore, the researcher addressed the ethical questions that bind the thesis.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.0. Introduction

This chapter presented and discussed the data gathered from the participants on the role of advertising in branding of a product: the case of Neat Fufu. The analysis focused mainly on the examination of commonalities, differences, patterns and structures with key quotations. In order to protect the identities of the participants, pseudonyms were used to denote all the participants. The denotations were A-J. Direct quotes were also used to illustrate and emphasize the views and experiences of the participants. The analyses and discussions were done under the following thematic areas:

1. The advertising strategies for creating brand awareness of Neat Fufu.
2. The relationship between advertising and brand image of Neat Fufu.
3. Celebrity endorsement effect on consumer purchase intentions of 'Neat Fufu'.

4.1. Analysis of Demographic Information of Participants

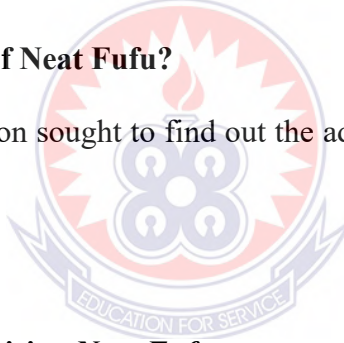
The study requested the participants to indicate their background characteristics since these attributes could influence their responses. These included gender, age, academic qualification. Of the participants chosen for the study, 4 were between the ages of 28-35, 3 were also between the ages 36 and 43, while 3 were between 45 and 50 years of age. The above age ranges indicate that all the respondents chosen for the study were in a position to understand and assess advertising and branding of products. It was therefore hoped that the true information would be given due to their maturity.

From the interviews with all 10 participants, the results showed that seven of the respondents were females and the remaining three were males. In terms of their highest academic qualifications, majority of the participants had gained a tertiary education (Bachelor of Arts, MBA in Marketing, BSc in Computer Science, Diploma in Journalism, M.Ed. Educational Administration, Bachelor's in English, Bachelor in Home Economics, and Social Studies). On the years of working experience, it emerged that the participants are all salaried workers with two being house wives.

4.2. Analysis and Results of the Research Questions

4.2.1. Research Question One: What are the advertising strategies for creating brand awareness of Neat Fufu?

The research question sought to find out the advertising strategies that are used to create brand awareness.



4.2.1.1. Medium of Advertising Neat Fufu

From the interviews, the three workers at NEAT FOODS Company were unanimous in the strategies used to promote Neat Fufu. They were of the view that radio, TV, billboards and social media were the main mediums for promoting the Neat Fufu brand.

When we started production and wanted people to know that there was a new product in town, we had to do a serious campaign to that effect. We had to use all the marketing strategies to get the market (Participant A).

Another participant indicated that radio and TV were the main strategy for creating brand awareness for Neat Fufu.

Peace FM, Neat FM, OK FM, Hello FM as well as UTV are all part of Despite Group of companies which includes Neat Foods Company. We used these mediums to create awareness of the brand. Although we had these mediums, we also used our social media handles to ensure that the brand become visible and the consumers become aware of it. We even enlisted some other stations to broadcast our adverts for us (Participant B).

Majority of the participant from the mall indicated that they were attracted to the brand because of the numerous media campaigns about the brand and also, they wanted to try new things that will make things easier for them in the house.

I saw the Neat Fufu advert on tv a couple of times and I decided to try it out since it was a new product. I have been buying it since then almost every week for my family. It has made eating fufu very easier (Participant H)

For me it's the way they advertised the products that caught my eyes. The goal is to reach out to new customers while retaining existing ones (Participant J).

In the above analysis it is clearly shown that participants all agreed that the medium for promoting the brand 'Neat Fufu' was through TV, Radio, Billboards and Online. This is in line with Isaac (2015), as he stated that brand creation and strategies seem to serve as a roadmap to a customer's decisions. This examines the things that make

up a good advert. The components that were accessed included the heading, good things in the advert, picture, people used and how convincing the advert is. Majority of the participants were of the view that the good things in an advert were an essential component of an advert. They thought the picture used was important, while others also opted for the people used as an essential component of an advert. In effect, the study showed that the good things mentioned in an advert were the major component essential in an advert. This confirms the stance of Bryan (2013) who thinks that, a captivating image/picture and benefits are among the essential components of a good advert. This means that Neat Foods company should stress more on the good things or benefits their consumers stand to gain if they continue to produce more of the Neat Fufu brands. They should also use captivating or compelling images to capture the attention of the consumers.

Another form of smart advertising strategy by Neat Fufu is social media.

These adverts were mostly done on platforms such as Facebook and YouTube. In fact, the Facebook page records high number of views and this carries the brand beyond the borders of Ghana. This has increased the presence of the product on the local and international market

(Participant C).

This product has enjoyed a heavy advertising and market presence leading to high profitability all year round. It must further be indicated that the nature of the heavy marketing and advertisement for Neat Fufu reveals why the product has remained in the hearts of many people who hear the adverts. These platforms allow for the entire globe to be reached with the products regardless of their location.

These advertising avenues reach wider audience. There is the tendency to give the product a strong presence (Participant G).

Promotion and communication variables in marketing strategy consists of advertising, publicity, and other variables. The research findings clearly show that advertising is the right and appropriate move during the initial stages of creating brand awareness and consumer base. Advertising could help create brand awareness and promote the new product. The justification for this is based on factors like the most common form of media, available to the target customer and the access rate to these forms of media. Most Ghanaian homes own a radio or a television, with the very common TV channels- UTV, TV3, Adom TV and Atnka TV. The common radio channels, include, Peace Fm, Okay FM, Neat Fm, Joy FM, City FM, and Adom Fm. The responsiveness to ads aired on radio or shown on the television, proves to be effective and efficient compared to advertisements in newspapers and on the internet. This confirms Johnson et al's. (2011) assertion that strategy is the company's path to achieve long-term goals.

The goal with the marketing strategy is always to generate business. There is of course short-term goals such as creating awareness with a lot of media time, we want to create buzz among the target group (families that enjoy fufu) and capture a position for the brand as a ventured, cheeky and cool brand that stands out. Those are more short-term goals and the end goal is that the combination of market located activities shall help the sales department to sell more (Participant A).

Participants identified a preference and confidence for traditional marketing channels like radio and TV as the most favourite media platform. This inclination towards older methods of advertising is in agreement with the findings of Behe et al. (2008) where preference for older forms of mass communication demonstrated garden centre stakeholders contrasting the recommendations of adopting digital marketing trends to reach the upcoming generation, citing that marketing strategies remained the same for nearly 20 years. This shows how influential and stable radio and TV advertising is. Armstrong (2009) describes the aim of marketing strategy to be a tool with activities that should facilitate for the company, to reach their goals of the overall strategy. The findings also indicate that advertising provide flexibility for consumers to access the needed information at their ease while carrying out other tasks confirming what is said in literature (McQuail, 2010).

One of the participants said:

The logo of the University of Education, Winneba, is a circular emblem. It features a central lamp with a flame, surrounded by a sunburst pattern. Below the lamp are three interlocking circles. The text 'UNIVERSITY OF EDUCATION' is written in a semi-circle above the lamp, and 'EDUCATION FOR SERVICE' is written in a semi-circle below it. The entire emblem is set against a red and white background.

In this competitive market how can one's business survive without running advertisement on your product and services

The findings of this study supported attitude toward the ad theory. Attitude toward the ad theory is an important construct for explaining ad-based persuasion mechanisms in the process through which the use of advertising influences brand attitudes and purchase intentions (Christian et al., 2014). Mitchell and Olson (1981) introduced the theory's five elements: (a) ad cognitive, (b) brand cognitive, (c) attitude toward the ad, (d) attitude toward the brand, and (e) purchase intention (Christian et al., 2014). Some marketers use attitude toward the ad to aid in the development of advertising effects and marketing strategies.

According to the interviews, consumers appear to expect advertising to be meaningful. To consumers, meaningful advertising should fulfil at least one of the following functions: (1) providing solutions to their current concerns in their daily lives, (2) connecting with consumers emotionally, or (3) entertaining consumers with humorous or dramatic content:

This advertisement for Neat Fufu is actually telling consumers that its reputation is good. To me, this advertising is solely for this purpose.

(Participant E)

The advert where the man goes to the bar to order fufu and is made to wait for a longer period of time made me to laugh and I could relate to that. I find it humorous anytime I watch it and will not be annoyed by it.

(Participant G)

The first function is directly derived from product facts, which advertising alone cannot change. Connecting with consumers emotionally means that the brand demonstrates a compassionate attitude toward consumers, and that consumers feel that the brand “understands” their current worries or concerns. The entertainment function is largely associated with humour or other sensational contents. The second and the third functions are less dependent on product itself than the way of delivering messages; they are the “added value” provided by the advertising. In assessing participants’ descriptions and accounts of creativity within advertising, Smith and Yang’s (2004) overarching theme of relevance accounted for the majority of perspectives, although some additional sub-themes were required to flesh out the usefulness of this over-arching analytical category.

4.2.1.2. Customer Satisfaction on the Advertising of Neat Fufu

Many questions were asked to consumers at the mall to get their opinion about advertising message and to check their satisfaction level about product quality. For the messages from the advertisements, most of them feel satisfied with the pictures, text and audio adverts. The result of interview shows that there is a strong relationship between advertisement and brand awareness, advertisement and brand image, advertisement and customer satisfaction, brand awareness and customer satisfaction, brand image and customer satisfaction, customer satisfaction and intention to purchase. This study has found that advertisement have a significant influence towards the intention to purchase. In order to maximize the customer base and to increase their revenues, NEAT FOODS made investments to make attractive television advertisements.

One of our strategies was to use celebrities in our adverts to capture the consuming market. Most people have people they look up to so the strategy was to use them and the feedback we have had has been massive.

(Participant B)

A participant said:

Neat Foods have been giving us quality foods to eat and the adverts that they do on the product is an attestation that the products are good. I am one satisfied customer of Neat Foods. I will always recommend this to my friends. **(Participant D)**

The results confirm the findings of Malik, Ghafoor, Iqbal, Unzila and Ayesha (2014), which agree with Rajagopal 's findings. Results from Malik et al (2014) revealed that in the modern age, advertising plays an important role in shaping the attitudes and expectations of individuals and society that influence customers significantly. They led

research to discover the influence of advertisement and customer understanding on customer purchasing behaviour. The findings of the study shows that both commercials and customer comprehension have a positive relationship with the buying behaviour of customers.

My purchase of food items is mostly influenced by the TV adverts I watch.

They information presented by those in the ad gives me the assurance that the product being advertised is of a quality nature. The TV images also enhance the visibility of the brand so anytime I come to buy things for the house, subconsciously I remember the advert I have watched and tend to look for the product. Adverts are good for the customer to make purchases. (Participant F)

According to the findings, most respondents watch television and, in particular, love watching television advertising. The majority of respondents watch advertising on television frequently and base their purchasing decisions on them. The results reveal that the frequency of advertising influences product loyalty. In addition, it was discovered that the exposure of a product's advertisement influenced the consumer's choice of product. The findings suggest that advertising is an essential tool in product marketing. As a result, companies that wish to succeed need to spend much money on advertising. According to the findings, respondents believe that television advertising convinces their viewers about other ad content. Consumers were influenced by purchase experiences as well as product information provided by advertisements.

It is very important to the organization to understand what exactly the customers need and how to gain loyalty for the successful business. The customer plays a crucial

role in the market chain process. To make it clearer, satisfied customers are the ones who create the possibility of the new customers. If the existing customers are satisfied with the product and service, then there are the chances of recommendation to the new ones. The case study of this thesis was Neat Fufu. Customers view on product offered by a client is key on his/her satisfaction. Customers' positive perception on products and positive feedback is key. When asked to state at least two things liked most about Neat Fufu, key factors mentioned were: 'easy to prepare', 'saves time', 'prepared everywhere', 'It brings credibility to the company' 'packaging is good. It does not consume much space', 'I can travel with it' 'Sunday family food'.

According to Brito and Santos (2012), customer satisfaction can be measured in variance ways based on mix of products and services, number of complaints, repurchase rate, new customer retention, general customers' satisfaction, and number of new products/services launched. Al-Hersh and Saaty (2014) states customer satisfaction is based on interaction with the product or services offered which determines the attitude an individual has, post-product purchase, an end-user's response towards the product and service at the precise moment of consumption also depicts customer satisfaction. Based on this, consumers of Neat Fufu perceive the product as available and of high quality, hence affects customers' satisfaction.

4.2.1.3. Customer's perception of Customer satisfaction

To get a deep understanding of what Neat Fufu consumers wants for them to be satisfied, participants from Neat Foods were asked about how they satisfy their customers. Majority of the respondents stated that by providing products that meet the needs of customers at all time, by providing awareness of the kind of products they have

and also listen to the customers on how to improve on the quality and also bring new varieties. Hence providing more information and clarity to the public will get customers satisfied, citing good communication as vital to addressing customer needs. This view was also supported by another participant who stated that by offering affordable prices for products, customers will always come back. Most of the participants viewed customer satisfaction from a different point of view, but they all agree that customers can be satisfied if manufacturers can anticipate their needs and meet these needs. These can be facilitated by building good relationship with customers as well as providing quality products/services.

Consumers' buying behaviours basically results from reasons and inducements. While the consumer behaves in certain ways to a product, inducements are some of the factors representing rewards that the consumer expects from buying the products. Consumers buying behaviour is known to go through three major successive stages; pre-purchase decision, purchase decision and post-purchase decision. The consumer buying behaviour is complex. This is because the factors that influence the consumer to behave in a particular manner are many, and every consumer is expected to act in a manner that differs from others, as a result of individual differences among people. Further argued by Polly and Mittal (2012) that product information which is communicated through advertisements play an important role in altering the attitudes and behaviours of the consumers towards advertisement as well as the buying behaviours of the consumers once their needs have been met after the information of the particular product or service has been communicated through Television advertisement.

The study however contradicts a finding on a study on relationship between advertising and buying behaviour by Ekelund and Gramm (1969) that there is no positive relationship between advertising and aggregate consumption. The results are also in line with Abideen & Latif (2011) who argued that necessity advertisement, pleasure of advertisement, give the awareness regarding consumer goods, also described that the media have an influence on the consumer's mind and buying behaviour it's said by Haug (2003) who proved that, this kind of behaviour have found simultaneously with different age level people, whether they belong to the old age, middle age, teen age and even in the university age said by the Bashir and Malik (2009). The results were also signified by Rasool et al. (2012) who said that dominance of an advertisement provide the awareness about prices, characteristics, quality, ingredients and many more things due to this usually consumers has move towards economic products.

4.2.2. Research Question 2 What is the relationship between advertising and brand image of Neat Fufu?

This question sought to know the relationship between advertising and brand image of Neat Fufu. Brands that have established desired brand awareness in the marketplace can have strong brand knowledge which influence consumers to take brands as a friend with positive word of mouth. These approaches allow the companies to influence the brand awareness to new categories of uniqueness as well as differentiation which hold on positive brand perception with comprehensive knowledge about brands that is the key or major cue of brand awareness.

4.2.2.1. *Branding and Brand Image*

Brand is associated with products and packaged goods and thinking processes and business strategies of a certain firm; it also denotes both the product manufacturing and service organizations. A successful brand is the one that has a memorable and positive brand image. In contrast to the previously given definition of brand, there is a statement that “brand is a sign, therefore external, whose function is to disclose the hidden qualities of the product that are inaccessible to contact.” (Kapferer 2008, p.28) In other words, brands are not simple names; brands are names with individuality. On the poster at NEAT FOODS, the various brands are defined to let workers know what they are aiming to achieve.

The design of the poster shows the brand claims within a paper box, which is the most common packaging option for the Neat Food products. The paper box itself is an easily recognisable symbol with the staples of cassava, cocoyam, yam and plantain drawn on them. The paper box is thus a very clear symbol of the local tradition, of the home and a warm family, connectedness and nurturing. However, on a more basic level, the paper box also tells the simple story about the brand which is not explicitly verbalised.

The brand foundations are clear, and as you can see, we all have them pinned to our office walls. It is also “convenient”, a helping hand to the modern mother in the kitchen, who does not have the time to cook from scratch to peel and dice and prepare, we shorten the lunch preparation time. These are the foundations of the brand. (Participant A)

The participant shows the outside boundaries of the brand in no uncertain terms with the statement: “*instant.*” From this statement lies the NEAT FOOD’s very

intimate and definite interpretation of what families are to expect. The brand foundations are thus clearly and explicitly communicated to the employees through the posters and communication material.



Figure 2: *Neat Fufu brand*

From all of the above evidence, it seems clear that the identification with the brand and its attributes is extremely high in this company. The brand is understood as something that each and every one of the management team is determined to nurture and defend. According to Heding et al. (2009) the organizational identity is important because it is related to performance and commitment. Heding et al. (2009) further argues that providing value in the culture and behaviour of the organization is a way to enhance the organizational culture. It can align employee behaviour with the brand vision and mission, to provide a clear brand identity.

The key to maximize customer satisfaction and gain customer loyalty is to first determine what customers expect and then deliver that expectation through great

experiences. The functional, emotional, and self-expressive benefits of the value proposition serve as basis for the relationship between brands and customers because it is the brand promise about the experiences a consumer can expect from products and services. Furthermore, brand awareness, perceive quality, and a clear identity help to enhance customer loyalty, as well. Consequently, a brand can only be successful with loyal customers because they generate predictable profit and increase their expenditure over time because they will become less price-sensitive. (Kapferer, 2012; Kotler & Keller, 2016).

A brand needs to create recognition in consumers' minds by using different marketing channels. Moreover, one vital point in a customer's buying decision process is the information search where he or she becomes aware of the brand. The majority of participants had heard about the brand in shops/markets or from friends. The traditional marketing channel TV was almost equal to Social Media channels and both account for around 50%, followed by family. Quality and price as brand associations are the most influencing factors on the consumers' buying decision.

Ever since I became aware of Neat Fufu, I have not changed my brand.

There are others in the market and they are trying to compete but I always stay with the one I like. Maybe the others are equally good and might taste better but, in my household, when we are hooked to a brand, we stay with it. From the first day we saw the Neat Fufu advert, I went to town to buy one just to know how it's like, I have ever gone back. The brand is good and the outcome is superb. (Participant J)

Both functional and emotional benefits which are part of the value proposition drive the purchase decision of a customer. The design of the package was mainly rated with satisfaction. A total of 8 out of the 10 participants indicated that Neat Fufu is a strong brand adding that it has set a new trend in the food industry. The respondents showed higher satisfaction with the quality, design, and availability of products compared to the range of products, product life-cycle and functionality. This is because the experiences with the quality, design and availability of the products were positive as expected or even exceed a customer's expectation, hence, the customers are highly satisfied and loyal to the brand. A participant said:

Neat Foods has a good reputation for high quality and innovative products.

A brand should supply positive feelings and experiences in order to satisfy their consumers, gain good reputation, and consumer loyalty. The functional and emotional qualities of a brand are described by Andersen and Kumar (2006) to be needed since the functional qualities describes what the customer get and the emotional qualities should provide customers with a good feeling about the brand and enhance purchase decisions. Armstrong et al. (2009) means that the brand should communicate the company's image and identity, affect the customers' perception and feelings about the company and the products through a symbol. Customers are also described to choose brands that they feel familiar with according to Glynn (2012) and Armstrong et al. (2009). Kumar et al. (2003) describes that a strong brand is increasing the intention to create relationship. The features in the brand are described to be the part that makes the final decision in purchase and can lead to long-term relationships and turnover. By Glynn (2012) and Armstrong et

al. (2009) is also describing strong brands as a creation of loyalty, which is a part in long-term relationships. Long-term relationships could lead to increased sales and profit (Gil-Saura et al., 2010).

4.2.2.2. Impact of Advertising on Brand Image

Consumers interact with each other, ask different opinions about products, discuss their pros and cons, rely on each other's suggestions, and alter their brand image according to it. Various factors affect these interactions among current and potential consumers and make advertising more persuasive, ultimately shaping the brand image. The idea of advertising speaks to one of the focal fundamentals of promotion. Different meanings of a brand show up in writing. Klein et al. (2019) characterizes a brand as a name, term, sign, image or structure or a mix of them.

Advertising has a significant effect on purchase intention. It is because advertising is the ability of the potential consumer to recall and recognize certain brand rather than the other competitor brands. Brand trust is the feeling that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers. (Participant A)

The results of the study show that brand image has a significant effect on purchase Intention. In the in-depth interviews, it was mentioned that NEAT FOOD's outward message expression is to deliver Neat Fufu varieties to their customers. They want to inspire the customers in their everyday lives when it comes to consuming food. This is achieved by sending out an advert that can speak to the consumers attitude towards the product. A participant said:

Advertising is the medium that directly affect the perception of customer before making any purchase. Understanding that brand commitment is no only gained through Brand awareness created by advertisements but brand quality is also an important factor determining commitment towards the brand. (Participant E)

Another also said:

Brand awareness has mediating role between advertisement and brand commitment and quality is a moderating agent between brand awareness and brand commitment.

Thus, participants of the study stated that the focal point is quality of the food item and uniqueness of design which compel them to purchase these brands. These findings are consistent with previous empirical work and laboratory experiments. The results in Ackerberg (2001), for example, indicate that the primary effect of advertising for the particular brand being studied is that of informing consumers. However, the importance of information may vary with the stages of a product's life cycle. Mitra & Lynch (1995) show that, especially in mature product categories, advertising has a much stronger effect on the size of the consideration set than on the relative strength of preferences.

The key idea used in these studies to distinguish between informative and persuasive advertising is that informed consumers should not be affected (or as affected) by informative advertising as uninformed consumers whereas the effect of persuasive advertising should be independent of the amount of information that is available to consumers. The difficulty lies in identifying the amount of information that is available to

consumers. The common approach is to proxy for available information with usage experience: once consumers have used the brand, they must be aware of its existence and should know its characteristics, so informative advertising should not affect them anymore. Since usage experience is often not directly observable, this empirical strategy is largely limited to newly introduced brands.

4.2.3. Research Question 3: What effect does celebrity expertise and endorsement positively influence consumer purchase intentions of ‘Neat Fufu?’

Brand is a well-recognized extrinsic quality cue for products. With reference to celebrities endorsing Neat Fufu, participants were asked if they are influenced by a celebrity to purchase a Neat Fufu. A participant said, *“I only purchase Neat Fufu because my favourite person is in the advert”*. Another also said *“using celebrities in advertisements is good, because it helps me to get to know a brand better”*.





Figure 3: Endorsement of Neat Fufu by celebrities

Meanwhile one participant is of the view that only celebrities can represent the substance (e.g. value, content, and image) of the Neat Fufu brand in advertisement. Wu and Shaffer's (1987) work thus provides a rationale for an interaction between the buyer, the intermediary and the brand. That is, if brands are classified into high and low (on the basis of prior brand evaluation), consumers may be less likely to have direct experience

with low brands. Consumers might not purchase these brands because they are not well known or because they are perceived to perform poorly. This indirect brand experience group may be susceptible to the persuasive influence of positive endorsements by celebrities such that the increase in perceived quality from celebrity endorsement is greater for lowly regarded brands than for highly regarded brands.

Celebrity who endorses advertising of food products catches my eyes.

And I will want to get the product he or she is endorsing. (Participant H)

Celebrity endorsement and Brand image influenced my purchase of Neat

Fufu. (Participant F)

Mowen and Brown (1981) argued that the impact of the celebrities on product may be weakened when a celebrity becomes an endorser for the product which has diversified characteristics. Making huge investments on celebrities that has a least influence on consumer buying decisions of Neat Fufu should be a great concern to the management of the company.

The finding is not in line with the literature (Chen & Huddleston, 2009; Roy, Jain & Rana, 2013; Saldanha et al., 2018) that found celebrity attractiveness positively influence over consumer buying decisions. They have stated that celebrities with attractive attributes are effective in endorsing merchandise. And also, this finding has contradicted studies of several authors (Byrne, Whitehead & Breen, 2003; Caballero, Lumpkin & Madden, 1989) who opined that there was no significant influence of attractive celebrity on purchase intention. Accordingly, they argued that while attractive celebrity endorsers increase attitude towards advertising, their influence on generating repeat purchase intentions is ambiguous.

4.3. Chapter Summary

The study brought to the role of advertisement in branding of a product. Some of the factors identified were brand image, the product quality, advertising messages. The frequency of adverts was seen as a determining factor which create the awareness and draws the attention of consumers of the existence of a product. The frequency of adverts also makes customers creates some likeness for the product. The adverts that mostly attracted respondents are the innovative adverts. Most of the participants desire to purchase the product is the belief of the consumers about the product.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.0. Introduction

This chapter deals with the conclusions and recommendations. In addition, the chapter offers direction for future research.

5.1. Summary of Study

It came out clearly that to have a comprehensive and solid brand image for a product, advertising is very critical. From the study, smart advertising was indicated by most of the interviewees as the key advertising strategies for creating brand awareness. This is because Marketers and advertisers can promote their brands and boost sales via these often-used platforms. These include radio, TV and social media advertising provides digital marketing channel for paid ad campaigns to meet the target audience. The ads displayed on radio and television is an important part of the advertisement broadcast. Unlike the print media, broadcast media such as TV and radio have a larger audience. Others indicated that traditional advertising which included signage; banners and billboards were active strategies that can be adopted.

From the study, the main themes were branding, packaging and awareness. Branding on many accounts has been recognized as an important concept in marketing. Branding is the propensity for consumers to become familiar with availability of the product and its purpose (Offeh, Addo & Donkor, 2013). It is the degree to which consumers precisely associate the nature of a product. Branding is also a set of brand association that are anything linked in memory to a product, usually in some meaningful

way. Moreover, branding serves as the perception about a product as reflected by the cluster of associations that consumers connect to the product name. It is through branding that brand image is built because it presents a set of beliefs held about a particular product. This set of beliefs plays an important role in the buyer's decision-making process when customers evaluate alternative products or brands. From the study, it was indicated that advertising guarantees validation of the product and ensures high competitive edge in the business environment. Finally, interviewees stipulated that there is a strong relationship between advertising and brand image. It is part of the reason why Neat Fufu has received both local and international recognition. It can be clearly seen that regardless of how good a product is, it needs the right strategies of advertisement to build a great brand.

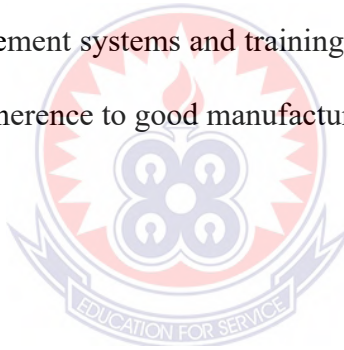
5.2. Conclusion

The study reveals that it is important to appreciate the role of advertisement in the branding of Neat Fufu in Ghana and beyond. Advertisement strategies included diverse forms of media content like T.V, radio, Print, social media, images etc. To create the awareness of brand, people can recall and recognize highly visual posts in the different types of Media. The study results further indicate that advertising has the potential to increase awareness and build on the brand image. Advertisement awareness and brand awareness have a positive significant effect. Branding can enhance and create the brand awareness and advertisement awareness. The results indicate that advertising plays a good source of meaning for branding of any product. Therefore, there is the need to consider advertisement and branding as important and integral to the brand image. The

role of advertisement is therefore very important in ensuring that potential customers get to know the product, its attributes and what it can do for them.

5.3. Recommendations

The following recommendations were made based on the findings of the study, firstly, the management of Neat Fufu should invest more in advertising and give priority to diverse strategies especially social media and radio adverts. Secondly, management should find a way of cutting down cost of production so as to make the product more affordable to consumers. Besides radio and TV, social media still remain the most important strategy in the advertisement process. Finally, there is also the need for establishing quality management systems and training processes in the implementation of these systems as well as adherence to good manufacturing practises.



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APPENDIX A

INTERVIEW GUIDE

The purpose of this study is to assess the impact of advertising on branding with Neat Fufu as the case study. Confidentiality is highly assured and that information disclosed will be solely and purposefully be used for academic purposes. You are therefore kindly requested to answer this interview which forms part of the study.

1. What are the advertising strategies for creating brand awareness for Neat Fufu?
2. Have these strategies worked for Neat Fufu?
3. What are the roles of advertising in branding?
4. How can the role of advertising on the brand image of Neat Fufu be achieved?
5. Which medium of advertising has been effective in branding Neat Fufu?
6. What is the relationship between advertising and brand image of a product?
7. How can this relationship be maintained for competitive advantage.