

UNIVERSITY OF EDUCATION, WINNEBA

**E-HAILING VIDEO ADVERTISEMENTS ON YOUTUBE: A STUDY OF TWO
SELECTED E-HAILING COMPANIES IN GHANA**

NICOLINAH VERSTY ARTHUR



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SELECTED E-HAILING COMPANIES IN GHANA**

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**A thesis in the School of Communication and Media Studies,
submitted to the School of Graduate Studies in partial fulfilment
of the requirements for the award of the degree of
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MAY, 2023

DECLARATION

STUDENT'S DECLARATION

I, Nicolinah Versty Arthur, declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and 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 was supervised in accordance with the guidelines for supervision of dissertation as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR:

SIGNATURE:

DATE:

DEDICATION

Dedicated to my beloved husband, Mr. Ebenezer Hagan, Apostle Dr. Abraham Annan and my dear Sister-In-Law, Jane Agbebiawo.



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ABSTRACT

The research delved into e-hailing video advertisements on YouTube within Ghana, scrutinising conveyed messages, visuals, and persuasion strategies used by Uber, Yango, and Bolt. Employing qualitative content analysis, the study unveiled messaging strategies centred on convenience, affordability, and safety. These aligned with unique selling propositions, influencing consumer perceptions. Visual cues emphasised app screenshots, diverse passengers, and well-maintained vehicles, highlighting user experiences and industry trends. Emotional appeal, social proof, and calls to action emerged as persuasive tactics, leveraging narratives, scenarios, and music to evoke emotions. The study recommends Ghanaian advertisers conduct regular market research to align with evolving consumer preferences, tailoring advertisements to address local needs for enhanced effectiveness in this unique context.



CHAPTER ONE

INTRODUCTION

1.0 Background

E-hailing, also referred to as ride-hailing or ride-sharing, is a transportation service that has been made possible by online platforms connecting passengers with drivers (Jais & Marzuki, 2020). In essence, it is a digital platform-based service that allows riders to request transportation services that are fulfilled by nearby drivers who accept the ride request (He & Shen, 2015). The service is a subset of shared mobility services that encompass carsharing, bike sharing, and ride-sharing (Shaheen et al., 2016). Through e-hailing platforms, users can request rides via mobile applications that then link them up with nearby drivers who accept the ride request (Jais & Marzuki, 2020; Shaheen et al., 2016). The digital platform provides vital information on the driver's identity, vehicle, an estimated time of arrival, and fare, thus enabling users to make informed decisions before accepting a ride (Shaheen et al., 2016). In addition, payment for the service is also made through the mobile application, which eliminates the need for cash transactions (Jais & Marzuki, 2020; Shaheen et al., 2016).

The emergence of e-hailing has transformed the transportation industry by providing convenient and cost-effective transportation options for riders while also creating an additional source of income for drivers (Jais & Marzuki, 2020; Shaheen et al., 2016). The convenience and affordability of e-hailing have led to its widespread adoption, making it a significant player in the transportation industry (Jais & Marzuki, 2020; Shaheen et al., 2016). E-hailing has become a popular mode of transportation in many countries since the introduction of Uber in 2009 in San Francisco (He & Shen, 2015). This service has rapidly expanded and diversified with numerous companies entering the market and offering similar services (He & Shen, 2015; Jais & Marzuki, 2020). The rise of e-hailing services has been facilitated by technological

advancements (Giddy, 2019; Shaheen et al., 2016). The widespread adoption of smartphones and mobile internet access has made it easier for passengers to access and use e-hailing apps (Fang et al., 2020). Passengers can use these apps to hail a ride from anywhere at any time (Fang et al., 2020; Giddy, 2019). They can also track their drivers in real-time, which provides a sense of safety and security (Giddy, 2019). E-hailing apps have also made payment for services more convenient by allowing passengers to pay using digital payment methods (Fang et al., 2020; Giddy, 2019).

The benefits of e-hailing services extend beyond convenience (Jais & Marzuki, 2020). These services are often cheaper than traditional taxi services, making them more affordable for passengers (Jais & Marzuki, 2020). The competition among e-hailing companies has led to competitive pricing, which benefits consumers (Giddy, 2019; Jais & Marzuki, 2020). Accessibility is another advantage of e-hailing services (Fang et al., 2020). Passengers with disabilities or limited mobility may find it challenging to use traditional taxi services (Fang et al., 2020; Giddy, 2019). However, e-hailing services offer accessible vehicles and specialised services for passengers with disabilities. This allows for greater accessibility and inclusivity in transportation services (Fang et al., 2020; Giddy, 2019).

Despite the numerous benefits that e-hailing services provide to both riders and drivers, the industry has faced various challenges, including regulatory issues and concerns regarding worker rights (Ban et al., 2019; Fang et al., 2020). These challenges have been exacerbated by the fast-paced growth of the e-hailing industry, with some countries struggling to keep up with its rapid expansion (Fang et al., 2020). As a result, some nations have introduced regulations aimed at addressing these concerns and ensuring that the e-hailing industry operates within a structured framework (Ban et al., 2019; Fang et al., 2020). One of the regulatory measures introduced in some countries involves requiring e-hailing companies to obtain operating

licences before they can operate (Ban et al., 2019; Ramezani et al., 2022). This is aimed at ensuring that companies providing e-hailing services meet certain criteria before they can offer their services to the public (Ban et al., 2019).

The licensing process usually involves an assessment of the company's business model, its safety procedures, and its insurance coverage for drivers and passengers (Ramezani et al., 2022). This regulation serves to prevent substandard companies from operating in the industry and ensures that only companies that meet the required standards are allowed to operate (Ban et al., 2019; Ramezani et al., 2022). Additionally, some countries have also implemented regulations aimed at protecting the rights of drivers and passengers (Ramezani et al., 2022). These regulations require e-hailing companies to provide insurance coverage for their drivers and passengers to ensure that they are protected in the event of an accident or injury (Ramezani et al., 2022). Furthermore, some countries have introduced regulations aimed at ensuring that drivers receive fair wages and working conditions, such as the right to collective bargaining and the ability to join a union (Ban et al., 2019; Ramezani et al., 2022).

In Ghana, e-hailing is a relatively new transportation service that has grown exponentially in Ghana over the last decade (Ofori et al., 2020). According to a report by the Ghanaian Ministry of Transport, e-hailing services have transformed the transportation landscape in the country, providing an alternative to traditional taxi services and reducing traffic congestion in major cities (Ghana Ministry of Transport, 2019). The growth of e-hailing services in Ghana has been driven by several factors. One of the key drivers is the increase in smartphone penetration in the country. As of 2021, over 15 million Ghanaians had access to a smartphone, representing over 50% of the country's population (Statista, 2021). The widespread use of smartphones has made it easier for people to access e-hailing services and has also facilitated the growth of digital payment systems, making it easier for passengers to pay for rides (Statista, 2021).

Another factor driving the growth of e-hailing in Ghana is the increase in internet penetration in the country (Ofori et al., 2020). The internet penetration rate in Ghana has been on the rise in recent years, with more Ghanaians having access to the internet than ever before. According to the World Bank, the internet penetration rate in Ghana was approximately 23.5% in 2016, and this figure has since increased to 39.1% in 2021 (World Bank, 2021). The increase in internet penetration has made it easier for e-hailing companies like Uber and Bolt to reach a wider audience (Ofori et al., 2020; Tuffour & Asiama, 2022). Through their mobile applications, these companies have been able to connect with potential passengers in real-time and provide them with a reliable and convenient transportation option (Ofori et al., 2020; Tuffour & Asiama, 2022). Furthermore, the use of digital payment systems has become more widespread in Ghana, making it easier for passengers to pay for rides and for e-hailing companies to receive payment (Tuffour & Asiama, 2022).

The growth of social media platforms in Ghana has also played a role in the growth of e-hailing services (Acheampong, 2022). Social media platforms such as Facebook and YouTube have become increasingly popular in Ghana, and e-hailing companies have used these platforms to promote their services and connect with potential customers. For example, Uber and Bolt have used social media platforms to run targeted advertising campaigns, offering discounts and promotions to attract new customers (Acheampong, 2022). The use of social media platforms like Facebook and YouTube by e-hailing companies in Ghana is not only for connecting with potential customers but also for promoting their services both in Ghana and across the world (Zailani et al., 2022). Social media platforms have provided an avenue for e-hailing companies to reach a wider audience beyond their local market (Zailani et al., 2022). Through targeted advertising campaigns on these platforms, e-hailing companies have been able to attract new customers and grow their business (Acheampong, 2022; Zailani et al., 2022).

E-hailing advertisements are a critical aspect of the marketing strategy for e-hailing platforms, as they have the power to shape the perceptions and attitudes of potential and existing customers (Acheampong, 2022; Zailani et al., 2022). According to Acheampong (2022), the importance of well-crafted e-hailing advertisements cannot be overstated. These advertisements can have a significant impact on potential customers, making them feel safe and secure, while poorly designed advertisements can turn them away from the platform. (Acheampong, 2022). In addition to shaping customer perceptions, e-hailing advertisements are also used to build trust, establish brand loyalty, and increase customer engagement (Putri, 2020). By promoting the features and benefits of the platform through effective advertising, e-hailing companies can establish themselves as reliable and trustworthy providers of transportation services (Giddy, 2019; Putri, 2020). This can lead to increased customer loyalty and repeat business (Giddy, 2019; Putri, 2020).

The concept of advertisement typically involves promoting or selling a product, service, or idea to a target audience (Yusof et al., 2021). As with e-hailing services, businesses that operate such platforms are increasingly utilising advertisement as a means of creating awareness, generating interest, and influencing customer behaviour towards their offerings (Radzi et al., 2022). It is worth noting that there are different forms of advertisement available to businesses, each with its own set of benefits and drawbacks (Radzi et al., 2022; Yusof et al., 2021). According to Radzi et al. (2022), print advertising is one of the most commonly used forms of advertising. Print advertising can be presented through various mediums such as newspaper ads, magazine ads, brochures, flyers, and posters (Radzi et al., 2022; Rahman, 2018). This form of advertising is particularly effective in reaching local or regional audiences and is often considered cost-effective for small businesses (Rahman, 2018). However, print advertising has

its limitations, as its reach is often limited and its impact can be challenging to measure (Radzi et al., 2022; Rahman, 2018).

Another popular form of advertising is broadcast advertising, which includes television and radio ads (Darawati, 2018). Broadcast advertising is effective in reaching a wide audience and creating a strong brand image (Darawati, 2018; Desta, 2017). It is also highly engaging as it combines audio and visual elements (Darawati, 2018; Desta, 2017). However, broadcast advertising is expensive, and its effectiveness can be difficult to measure (Desta, 2017). Online advertising is a rapidly growing form of advertising, with a wide range of options available, including social media ads, search engine marketing, email marketing, and display ads (Zailani et al., 2022). Online advertising allows for targeted advertising based on user demographics, behaviours, and interests (Acheampong, 2022). It is also highly measurable, allowing businesses to analyse and adjust their advertising strategies in real-time (Zailani et al., 2022). However, online advertising can be complex, and it requires a significant amount of expertise to execute effectively (Acheampong, 2022; Zailani et al., 2022).

Over the years, the line between broadcast advertising and online advertising has become increasingly blurred (Soares et al., 2020; Zailani et al., 2022). While broadcast advertising traditionally are television and radio ads, these ads are now often uploaded online, making them accessible through various digital platforms (Soares et al., 2020). According to Soares et al. (2020), the rise of over-the-top (OTT) services such as Netflix and Hulu has changed the way viewers consume broadcast content. These services offer ad-supported streaming options, allowing advertisers to reach audiences through digital channels (Soares et al., 2020). According to a study by Magna (2021), ad spend on OTT platforms is expected to reach \$11.4 billion in the United States by 2024. The integration of broadcast advertising into online advertising has allowed advertisers to reach wider audiences through various digital channels

(Magna, 2021). However, this trend has also presented new challenges in terms of measuring the effectiveness of advertising campaigns (Ezzatul et al., 2022; Rodriguez-Valencia, 2019). As noted by a study by Rodriguez-Valencia (2019), traditional metrics used to measure broadcast advertising, such as reach and frequency, may not be as relevant in the digital age. Instead, new metrics, such as engagement and viewability, may be more appropriate in assessing the effectiveness of integrated broadcast and online advertising campaigns (Rodriguez-Valencia, 2019).

YouTube has become a significant source of video advertisements for e-hailing services, fitting within the broader context of online and broadcast advertising (McNeill & Pollio, 2018). YouTube is a video-sharing platform that allows users to upload, share, and view videos (Snelson, 2017). The platform was created in 2005 and was later acquired by Google in 2006 (Snelson, 2017; Xing, 2022). Today, YouTube has over 2 billion monthly active users and is available in more than 100 countries and 80 languages (Xing, 2022). YouTube works by allowing users to upload videos, which can be viewed by anyone with an internet connection (Snelson, 2017). Users can also search for specific videos, subscribe to channels, and create playlists of their favourite videos (Snelson, 2017). E-hailing companies have leveraged YouTube to promote their services through targeted video advertisements (McNeill & Pollio, 2022; Rodriguez-Valencia, 2019). These advertisements are often designed to attract potential customers and retain existing ones by highlighting new features, promotions, and service improvements (McNeill & Pollio, 2022; Rodriguez-Valencia, 2019). YouTube allows e-hailing companies to deliver these video advertisements directly to their target audience, thereby increasing the chances of reaching people who are most likely to be interested in their services (McNeill & Pollio, 2022).

The current study centres on the examination of e-hailing companies' advertisements on the YouTube platform. With the exponential growth in the consumption of video content, YouTube has emerged as a leading platform for such content. Consequently, e-hailing companies have found YouTube to be an ideal avenue for advertising their services, given its extensive outreach. This feature of YouTube is especially advantageous for the present study as it allows e-hailing companies to effectively communicate with their intended audience on a large scale.

1.1 Statement of the Problem

The rapid growth of the e-hailing industry has created a highly competitive market, where companies must strive to gain an edge over their rivals to succeed (Jais & Marzuki, 2020; Shaheen et al., 2016). One effective way to achieve this is through advertising, and the popularity of YouTube as a platform for video content consumption has made it an ideal platform for e-hailing advertisements (Rodriguez-Valencia, 2019). However, despite the widespread use of e-hailing video advertisements on YouTube by e-hailing companies, there is still a lack of empirical research regarding the content of these advertisements and their effectiveness in promoting e-hailing services to consumers (McNeill & Pollio, 2022).

The literature on e-hailing video advertisements on YouTube in Ghana is scarce, and most existing studies have focused on the effectiveness of these advertisements in other regions such as Europe, America, and Asia (Candelon, 2022; Frosio, 2021; Pollio, 2019; Xu, 2020). For example, Pollio (2019) examined the effectiveness of e-hailing video advertisements on YouTube in the United States. The study found that e-hailing video advertisements increased brand awareness and positively influenced consumer attitudes towards e-hailing services. Frosio (2021), on the other hand, conducted a study on the effects of e-hailing video advertisements on consumer behaviour in Europe. The study found that e-hailing video

advertisements positively influenced consumer behaviour and increased the likelihood of using e-hailing services. Xu (2020) also conducted a study on the impact of e-hailing video advertisements on consumer perceptions in Asia. The study found that e-hailing video advertisements were effective in influencing consumer attitudes towards e-hailing services and increasing the likelihood of using these services.

In the Ghanaian context, Ankomah and Ansong (2021) examined the impact of e-hailing services on transportation in Ghana. While the study did not focus on video advertisements, it provides insights into the consumer behaviour and attitudes towards e-hailing services in Ghana. Another study by Asamoah, Asiedu, and Oduro (2021) examined the impact of e-hailing services on traffic congestion in Ghana. The study also did not specifically focus on video advertisements, but it provides valuable insights into the effectiveness of e-hailing services in the Ghanaian context. While above studies, both within the Ghanaian and Western context, provide valuable insights into the impact of e-hailing video advertisements on consumer behaviour, attitudes, and perceptions, they do not address the specific content of e-hailing video advertisements on YouTube in Ghana.

Consequently, this current study aims to analyse the content of e-hailing video advertisements on YouTube in Ghana. Specifically, the study aims to examine the types of messages, visual cues, and persuasion strategies used in the selected e-hailing video advertisements on YouTube in Ghana. This analysis would provide insights into the specific content of e-hailing video advertisements in Ghana.

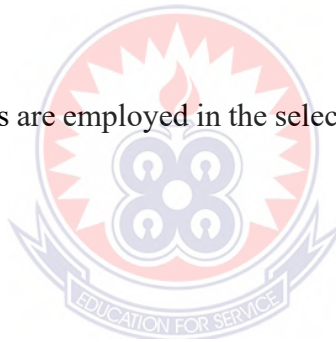
1.2 Research Objectives

The main objective of this research is to gain a comprehensive understanding of the content of e-hailing advertisements in Ghana. The study will be specifically guided by the following objectives:

1. To identify the types of messages used in the selected e-hailing video advertisements on YouTube in Ghana.
2. To examine the visual cues used in the selected e-hailing video advertisements on YouTube in Ghana.
3. To analyse the persuasion strategies employed in the selected e-hailing video advertisements on YouTube in Ghana.

1.3 Research Questions

1. What are the types of messages used in the selected e-hailing video advertisements on YouTube in Ghana?
2. What visual cues are used in the selected e-hailing video advertisements on YouTube in Ghana?
3. What persuasion strategies are employed in the selected e-hailing video advertisements on YouTube in Ghana?



1.4 Significance of the Study

The examination of e-hailing video advertisements on YouTube in Ghana in this study holds substantial value for stakeholders in the e-hailing industry. Its objective is to offer insight into the particular content of these advertisements, which could be advantageous for e-hailing service providers, consumers, and advertising agencies alike.

For e-hailing service providers, the study's findings can help them to better understand their target audience's preferences and tailor their advertising strategies to effectively reach potential customers. By analysing the types of messages, visual cues, and persuasion strategies used in e-hailing video advertisements on YouTube in Ghana, service providers can optimise their advertising campaigns for greater impact.

Consumers of e-hailing services can also benefit from the study's findings. By understanding the specific content of e-hailing video advertisements in Ghana, consumers can make more informed decisions when choosing an e-hailing service provider. They can also be more critical of advertising messages and better evaluate the claims made by e-hailing service providers.

Advertising agencies can also benefit from the study's insights. By understanding the types of messages, visual cues, and persuasion strategies used in e-hailing video advertisements on YouTube in Ghana, advertising agencies can design more effective advertising campaigns for their clients in the e-hailing industry. They can also use the study's findings to develop more targeted advertising messages that are more likely to resonate with potential customers.

This study equally holds significant value for academicians, marketers, and policymakers. As the e-hailing industry continues to grow rapidly, the study can contribute to the existing body of knowledge on advertising in the e-hailing industry and provide a better understanding of the communication strategies utilised in Ghanaian e-hailing advertisements on YouTube. This can be useful for academicians, marketers, and policymakers who are interested in the e-hailing industry and its advertising practices.

The study can also shed light on the effectiveness of different types of messages, visual cues, and persuasion strategies used in e-hailing video advertisements on YouTube in Ghana. The findings of this study can help academicians, marketers, and policymakers understand the factors that influence consumer behaviour in the e-hailing industry in Ghana. Furthermore, the study can also provide insights into the effectiveness of various communication strategies employed in digital advertising, which can have implications for other industries as well.

1.5 Delimitation

The delimitation for the study based on the given research objectives would be as follows:

The study will focus solely on the content of e-hailing video advertisements on YouTube in Ghana. The sample for the study is limited to Uber and Bolt e-hailing video advertisements on YouTube in Ghana. The study will only analyse the types of messages, visual cues, and persuasion strategies used in the selected e-hailing video advertisements on YouTube in Ghana. The study will not delve into other forms of e-hailing advertisements such as print, television or radio, or any other online platform other than YouTube. Additionally, the study will not assess the effectiveness of the e-hailing video advertisements, rather, it will only provide insights into the specific content of the advertisements. Lastly, the study will not include any analysis of the audience's perception or reaction to the e-hailing video advertisements on YouTube in Ghana.

1.6 Organisation of the Study

The study is organised into five chapters. Chapter one comprises the background of the study; the objectives of the study; research questions; the significance of the study; delimitations; and the organisation of the study. The second chapter reviews related literature and discusses the theories necessary to situate the research within its context. Chapter three discusses the methods and procedures for data collection and analysis. Here, the research approach, research design, sample and sampling technique, data collection methods, data collection procedure, and method of data analysis are discussed. The fourth chapter is dedicated to the findings and discussions of the study. Chapter five summarises the findings arising out of the study, draws conclusions, and makes recommendations for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews related literature on the following: overview of e-hailing; advertisement; social media and video advertisements; visual cues and persuasion strategies in advertisements. Again, the chapter discusses the Message Strategy Theory and Visual Persuasion Theory as theoretical lenses for the present study.

2.1 Overview of E-hailing

The emergence of technology has transformed various aspects of human life, including transportation (Shaheen et al., 2016). The transportation industry has experienced a significant shift from traditional modes to modernised ones, where people can easily access rides through e-hailing (Jais & Marzuki, 2020). E-hailing refers to the process of requesting rides using digital platforms such as mobile applications, and then paying for them electronically (Jais & Marzuki, 2020; He & Shen, 2015). The e-hailing process typically involves a rider using their mobile device to search for and select a preferred ride-hailing service provider (He & Shen, 2015). The rider can then request for a ride, and the platform connects them with a driver. Once the ride is completed, the fare is paid electronically, usually through the app or other digital means (Oluwaseun & Odii, 2021). E-hailing is often used interchangeably with the term ride-hailing, but it can also include other types of transportation such as delivery services (Oluwaseun & Odii, 2021).

E-hailing and ride-hailing are two terms used to describe the process of booking and paying for transportation services using digital platforms (Oluwaseun & Odii, 2021). While the two terms may seem similar, there are some differences between them (Oluwaseun & Odii, 2021).

E-hailing services usually involve the use of GPS technology to match riders with drivers and to track the location of the vehicle. Examples of e-hailing services include Uber, Bolt and Yango (Jais & Marzuki, 2020; He & Shen, 2015). On the other hand, ride-hailing is a broader term that refers to the process of booking and paying for any type of transportation service using digital platforms (He & Shen, 2015; Oluwaseun & Odii, 2021). While e-hailing services focus primarily on transportation services that involve cars, ride-hailing can include other modes of transportation such as motorcycles, bicycles, and even boats (Jais & Marzuki, 2020; He & Shen, 2015). Ride-hailing services may also include the use of traditional taxi services that have adopted digital platforms for booking and payment. Examples of ride-hailing services include Grab, Gojek, and Careem (He & Shen, 2015).

E-hailing has become a global phenomenon with numerous advantages such as increased convenience, efficiency, and affordability (Fang et al., 2020; Jais & Marzuki, 2020). E-hailing services have revolutionised the transportation industry, making it easier and more convenient for people to move around (Ban et al., 2019; Fang et al., 2020). By leveraging digital platforms such as mobile applications, e-hailing services have provided riders with an efficient means of transportation, allowing them to book a ride from the comfort of their homes or offices (Fang et al., 2020). One of the significant advantages of e-hailing services is increased convenience (Jais & Marzuki, 2020). E-hailing platforms provide riders with an easy way to request for a ride and pay for it electronically (He & Shen, 2015). This eliminates the need to hail a taxi on the streets, reducing the time and effort needed to secure transportation (He & Shen, 2015). Additionally, e-hailing services offer riders the ability to track the location of their ride, making it easier to plan their time and arrive at their destinations on time (He & Shen, 2015).

Another advantage of e-hailing services is increased efficiency (Fang et al., 2020; Jais & Marzuki, 2020). E-hailing platforms match riders with drivers, taking into account factors such

as distance and traffic conditions (Fang et al., 2020; Jais & Marzuki, 2020). This ensures that riders are connected with the closest available driver, reducing wait times and improving the overall efficiency of the transportation system (Jais & Marzuki, 2020). Additionally, e-hailing services provide riders with information about the driver and the vehicle they will be riding in, giving them a sense of security and trust (Jais & Marzuki, 2020). Finally, e-hailing services offer affordability, particularly in comparison to traditional taxi services (Jais & Marzuki, 2020). E-hailing platforms provide riders with fare estimates upfront, ensuring that they are aware of the cost of the ride before they book it (Jais & Marzuki, 2020). Additionally, e-hailing services provide riders with the ability to split fares, making it easier and more affordable for people to travel in groups (Jais & Marzuki, 2020).

The rise of e-hailing can be attributed to several factors, including the increasing popularity of smartphones, the need for efficient transportation systems, and the convenience and affordability of e-hailing services (Fang et al., 2020). The proliferation of smartphones has made it easier for people to access e-hailing services, as the majority of the population now has access to smartphones (Shaheen et al., 2016). Additionally, the need for efficient transportation systems has given rise to e-hailing services, as traditional modes of transportation such as taxis and public transportation can be unreliable and inconvenient (Jais & Marzuki, 2020). E-hailing services offer a more efficient alternative by providing riders with a faster and more reliable means of transportation. Finally, e-hailing services are often more affordable than traditional transportation modes, making them an attractive option for many people (Jais & Marzuki, 2020; Shaheen et al., 2016).

E-hailing services have become popular globally, with significant uptake in countries such as the United States, China, India, and Brazil (He & Shen, 2015). The popularity of e-hailing services can be attributed to several factors, including the need for efficient transportation

systems, the convenience and affordability of e-hailing services, and the proliferation of smartphones (Oluwaseun & Odii, 2021). However, the adoption and uptake of e-hailing services vary depending on the country and region. For example, in some countries, e-hailing services are regulated, while in others, they are not. Additionally, the level of technology adoption and the availability of e-hailing services vary across different regions (Shaheen et al., 2016).

2.2 Advertisement

The definition of advertisement has varied among scholars (Belch & Belch, 2021; Kotler & Armstrong, 2018). According to Kotler and Armstrong (2018), advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. This definition emphasises the paid nature of advertising and the need for a sponsor to be identified. In contrast, Belch and Belch (2021) define advertising as any form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor through the mass media. This definition adds the importance of mass media as a tool for advertising. Similarly, Bovee and Arens (2019) define advertising as any form of paid, non-personal communication about an organisation, product, service, or idea by an identified sponsor through the mass media. This definition highlights the importance of communication in advertising and also emphasises the need for a sponsor to be identified.

Despite the differences in the definitions, there are some commonalities (Belch & Belch, 2021; Kotler & Armstrong, 2018). Firstly, all definitions highlight the non-personal nature of advertising, which means that it is targeted at a large audience and not individuals. Secondly, all definitions agree that advertising involves promoting an idea, good, or service. Lastly, all definitions emphasise the need for a sponsor to be identified (Belch & Belch, 2021; Kotler & Armstrong, 2018). Based on the similarities and differences observed in the definitions, we

propose a working definition of advertisement as any form of nonpersonal presentation and promotion of ideas, goods, or services, paid for by an identified sponsor, and communicated through the mass media to a large audience. This definition encapsulates the commonalities observed in the different definitions while also accounting for the differences. It is a comprehensive definition that can be used for both academic and practical purposes.

Advertising is a crucial element in today's business world as it enables businesses to promote their products or services to potential customers (Radzi et al., 2022; Rahman, 2018). Over the years, advertising has evolved to become more sophisticated, with businesses using a variety of media to reach their target audience (Rahman, 2018). Advertisement is the process of promoting a product or service to potential customers (Yusof et al., 2021). The goal of advertising is to create awareness about the product or service, generate interest, and ultimately lead to a purchase (Radzi et al., 2022). Advertising is a vital component of marketing, as it enables businesses to communicate with their target audience and create brand awareness (Rahman, 2018).

Advertising can take various forms, including print ads, television commercials, radio ads, online ads, and outdoor advertising (Darawati, 2018; Desta, 2017). Print ads include ads in newspapers, magazines, and billboards. Television commercials are ads that air on television during commercial breaks, while radio ads are ads that air on radio stations (Darawati, 2018). Online advertising includes ads that appear on websites and social media platforms, while outdoor advertising includes ads on billboards, buses, and other public spaces (Darawati, 2018; Desta, 2017). Advertising can be targeted to specific demographics, such as age, gender, and location. This targeting enables businesses to reach their desired audience effectively (Yusof et al., 2021).

Advertising has been around for centuries, with the first recorded advertisement dating back to the ancient Egyptians, who used papyrus to make sales messages and posters (Zailani et al., 2022). Advertising started to take on a more modern form during the industrial revolution, where mass production led to an increase in products available, and advertising became a way to differentiate products from competitors (Desta, 2017). The first advertising agencies also emerged during this time, with agencies such as J. Walter Thompson, still in existence today (Desta, 2017; Zailani et al., 2022). In the early 20th century, advertising experienced a significant shift with the introduction of radio and television (Desta, 2017). Advertisers could now reach a much wider audience, and advertising became an essential aspect of media content (Darawati, 2018; Desta, 2017). Advertisements during this period were often informational, with little focus on creating emotional connections with the audience (Desta, 2017).

In the latter half of the 20th century, advertising became more sophisticated, with the rise of print and television advertising (Darawati, 2018; Desta, 2017). Advertisers began to understand the importance of creating an emotional connection with their audience, and advertising became more about storytelling and creating a brand image (Darawati, 2018; Desta, 2017). The emergence of the internet in the late 20th century was a game-changer for advertising (Zailani et al., 2022). It led to a significant shift in the way businesses approached marketing, and digital marketing became an essential aspect of any marketing strategy (Ofori et al., 2020).

One of the most significant advantages of the internet for advertisers was the ability to target specific audiences (Ofori et al., 2020; Zailani et al., 2022). With the use of cookies and other tracking technologies, advertisers could target users based on their browsing history and online behaviour (Zailani et al., 2022). This allowed for more effective and efficient advertising campaigns, with businesses able to target users who were more likely to be interested in their products or services (Zailani et al., 2022). The internet also led to the rise of social media,

which has become an essential tool for advertising (Ofori et al., 2020; Zailani et al., 2022). Social media platforms such as Facebook, Instagram, and Twitter allow businesses to reach a large audience, engage with their customers, and build brand loyalty (Ofori et al., 2020; Zailani et al., 2022). Social media advertising has become a popular and effective way for businesses to reach their target audience, with many businesses investing heavily in social media marketing (Ofori et al., 2020; Zailani et al., 2022).

2.3 Social Media Advertisement

Numerous studies have been conducted with the aim of categorising social media advertising into different types and evaluating its impact on consumers (Radzi et al., 2022; Rahman, 2018). According to Radzi et al. (2022), social media advertising can be broadly categorised into two types: organic and paid advertising. Organic advertising is a form of social media marketing that involves creating content that users share with their followers (Radzi et al., 2022). This type of advertising aims to promote a product or service through engaging and informative content (Radzi et al., 2022). Organic advertising does not involve paid promotion or sponsored content. Instead, businesses rely on users to share their content and increase their reach (Radzi et al., 2022).

While organic advertising relies on users to share content, sometimes businesses open accounts on social media platforms and share their own content as users (Radzi et al., 2022; Smith & Hendricks, 2021). Smith and Hendricks (2021) suggest that this can be an effective way for businesses to reach their target audience. By sharing content on social media platforms, businesses can increase their brand exposure and establish a relationship with their audience. Additionally, sharing content on social media platforms can help businesses increase their website traffic and sales.

The effectiveness of organic advertising has been studied by researchers (Damuri et al., 2017; Smith & Hendricks, 2021; Kamal et al., 2020). For example, Damuri et al. (2017) conducted a study to examine the effectiveness of organic advertising on social media platforms. The study found that organic advertising was effective in promoting products and services, and it had a significant impact on consumer behavior (Damuri et al., 2017). The study also found that organic advertising was more effective when businesses created content that was relevant and engaging to their target audience (Damuri et al., 2017). Kamal et al. (2020) also evaluated the effectiveness of organic advertising on Facebook. The researchers analyzed the performance of organic advertising campaigns on Facebook and compared it to paid advertising campaigns. The study found that organic advertising was effective in increasing brand awareness and engagement. The study also found that organic advertising was more cost-effective than paid advertising (Kamal et al., 2020).

Overall, these studies suggest that organic advertising can be an effective marketing strategy for businesses. Organic advertising can help businesses to build trust with consumers, increase brand awareness, and engage their target audience. However, businesses need to create high-quality content that is relevant and engaging to their target audience to be successful (Damuri et al., 2017; Smith & Hendricks, 2021; Kamal et al., 2020). Additionally, measuring the effectiveness of organic advertising can be challenging, and businesses need to invest in content creation to be successful (Damuri et al., 2017; Smith & Hendricks, 2021; Kamal et al., 2020).

Paid advertising, on the other hand, involves paying a social media platform to promote a product or service to a specific target audience (Radzi et al., 2022). Several studies have investigated the effectiveness of paid advertising on social media platforms. One study found that Facebook ads have an average click-through rate (CTR) of 0.9%, which is higher than the average CTR of display ads on other websites (Rahman, 2018). The same study also found that

the conversion rate for Facebook ads was 9.21%, which is higher than the average conversion rate for Google AdWords (Rahman, 2018). Another study found that paid advertising on Twitter can be effective in driving website traffic (Desta, 2017). The study showed that tweets with a Twitter card (which allows users to preview an image and a summary of a website) had a 43% higher click-through rate than tweets without a card (Desta, 2017). One of the benefits of paid advertising on social media platforms is the ability to target specific audiences (Rahman, 2018). For example, businesses can target their ads to people based on their age, gender, interests, and location (Rahman, 2018). This can increase the effectiveness of the advertising campaign by ensuring that the ads are seen by people who are more likely to be interested in the product or service (Rahman, 2018).

In addition to the categories of social media advertising mentioned earlier, other scholars have identified additional categories. For instance, Snelson (2017) has highlighted influencer advertising as another form of social media advertising. Influencer advertising involves businesses partnering with social media influencers to promote their products or services to their followers (Snelson, 2017). Influencer advertising has gained popularity in recent years due to the significant following that some social media influencers have, which can provide businesses with access to a large and engaged audience (Snelson, 2017).

According to Linqia (2023), 86% of marketers used influencer marketing in 2020. The study also found that influencer marketing has a higher return on investment than other forms of advertising (Linqia, 2023). Furthermore, Linqia (2023) also found that influencer marketing has a higher return on investment (ROI) compared to other forms of advertising. This is likely due to the fact that influencer marketing allows businesses to connect with their target audience in a more organic and authentic way (Linqia, 2023). By partnering with influencers who have established trust and credibility with their followers, businesses can tap into their audience and

reach potential customers who may be difficult to reach through other forms of advertising (Linqia, 2023).

Despite the different categories of social media advertising, there is no denying the significant impact that social media advertising has on consumer behavior (Xing, 2022). Numerous studies have found that social media advertising can influence consumer attitudes and purchasing decisions (McNeill & Pollio, 2018; Putri, 2020; Xing, 2022). For example, a study by Xing (2022) found that social media advertising can inspire purchases and influence consumer behaviour, with 47% of respondents indicating that social media advertising had a significant impact on their purchasing decisions. Putri (2020) found that around 20% of social media users had purchased a product or service after seeing an advertisement on social media. Moreover, social media advertising has been found to be effective in reaching specific target audiences, which can increase the likelihood of a positive response from consumers (McNeill & Pollio, 2018). This is due to the targeting options available on social media platforms, which allow businesses to reach users based on demographics, interests, behaviours, and location (McNeill & Pollio, 2018).

2.4 Social Media and Video Advertisement

Social media has become an integral part of people's daily lives, and its potential as a powerful tool for advertisers to reach a broad audience has been widely recognized in the literature (Acheampong, 2022; Zailani et al., 2022). Video advertising has emerged as one of the most effective forms of advertising due to its ability to convey messages in a visually compelling and immersive manner (Acheampong, 2022; Rahman, 2018; Zailani et al., 2022).

The advent of social media platforms has provided a convenient avenue for the dissemination of video advertisements, leading to a symbiotic relationship between social media and video advertising (Zailani et al., 2022). Zailani et al. (2022) argue that social media and video

advertisements have become inseparable in the realm of marketing, as the growth and widespread adoption of social media platforms have revolutionized the advertising landscape. These platforms have opened up new and exciting opportunities for businesses to engage with their target audience in more interactive and visually captivating ways (Zailani et al., 2022).

The integration of social media and video advertising has transformed traditional advertising practices and presented marketers with novel possibilities for reaching and influencing consumers. Social media platforms, such as YouTube, Facebook, Instagram, and TikTok, have emerged as key players in this landscape, providing businesses with the means to share video content and connect with their target audience on a massive scale (Rahman, 2018; Zailani et al., 2022).

In support of their argument, Zailani et al. (2022) highlight the remarkable impact of social media platforms, such as Facebook, Instagram, Twitter, and YouTube, which boast billions of active users worldwide. These platforms have become highly attractive avenues for advertisers, offering a vast potential audience to connect with (Zailani et al., 2022). Video ads, characterised by their engaging and immersive nature, have emerged as a popular form of advertising on social media platforms due to their ability to effectively convey marketing messages and capture viewers' attention (Patri, 2017; Zailani et al., 2022).

Similarly, Putri (2020) emphasises the significance of video ads in social media advertising, underscoring their integral role in modern marketing strategies. With their ability to blend creativity, storytelling, and visual appeal, video ads have proven to be a powerful tool for businesses to promote their offerings and leave a lasting impression on consumers (Putri, 2020). Moreover, Thompson (2017) contends that video ads hold the potential for higher conversion rates as they enable businesses to showcase their products or services in a more compelling and memorable manner.

The influence of social media platforms on the evolution of video ad formats is a crucial aspect highlighted by Thompson (2017). As social media platforms have gained prominence, they have spurred the development of new and innovative video ad formats to enhance user experience and maximise ad effectiveness (Thompson, 2017). Examples of such formats include in-stream ads, skippable ads, and native ads (Thompson, 2017). In-stream ads are video ads that are displayed before or during a video that users are watching, while skippable ads offer users the option to bypass the ad after a few seconds (Thompson, 2017). Native ads seamlessly integrate video content into users' social media feeds, making them less intrusive and more engaging (Thompson, 2017).

Acheampong (2022) highlights the effectiveness of video ads on social media platforms. Citing research by HubSpot, the author reiterates the significant impact video ads have on audience engagement and shareability. According to Acheampong (2022), video ads generate a staggering 1200% more shares on social media platforms compared to text and image content combined. The immersive and visually captivating nature of video ads contributes to their superior recall value, making them an invaluable tool for building brand awareness and fostering consumer engagement (Acheampong, 2022).

YouTube, in particular, has gained significant prominence as a leading social media platform for video advertisement (Chung & Shin, 2020; Kim & Ko, 2020). With its user base exceeding 2 billion monthly active users (YouTube Press, 2023), YouTube offers unparalleled reach and a diverse audience, making it an attractive platform for advertisers. It allows brands to upload video content, run targeted advertisements, and interact with viewers through comments, likes, and shares (Chung & Shin, 2020; Kim & Ko, 2020).

Studies have examined the effectiveness of video advertisements on YouTube and other social media platforms, yielding valuable insights into their impact on consumer behaviour (Cho et

al., 2021; Chung & Shin, 2020; Kim & Ko, 2020; Sundaram et al., 2019). For example, Chung and Shin (2020) investigated the impact of video advertisements on YouTube and found that these ads can generate higher levels of engagement and capture viewers' attention compared to traditional forms of advertising. Their study revealed that video ads on YouTube had higher click-through rates and longer view durations, indicating that users were actively engaging with the content. The researchers attributed this effectiveness to the immersive and visually appealing nature of video advertisements, which made them more captivating and memorable to viewers (Chung & Shin, 2020).

In addition to its massive user base, YouTube provides advertisers with advanced targeting capabilities that allow them to reach specific demographics and interests, thereby enhancing the relevance and effectiveness of their campaigns (Cho et al., 2021). These targeting features enable advertisers to deliver their video advertisements to a more precisely defined audience, maximising the potential for engagement and conversion (Cho et al., 2021).

YouTube's targeting capabilities encompass a range of parameters that advertisers can utilise to tailor their campaigns (Cho et al., 2021). Demographic targeting allows advertisers to narrow down their audience based on factors such as age, gender, location, and language (Cho et al., 2021). This allows for precise targeting of specific consumer segments, ensuring that the advertisements are delivered to individuals who are most likely to be interested in the product or service being promoted (Cho et al., 2021).

Interest-based targeting is another powerful tool offered by YouTube (Sundaram et al., 2019). By leveraging user data and behaviour, YouTube can identify users with particular interests, preferences, or viewing habits (Sundaram et al., 2019). This information allows advertisers to customise their campaigns and target individuals who have demonstrated a genuine interest in

related content. For example, a sports apparel brand could target individuals who frequently watch videos about fitness or follow sports channels on YouTube (Sundaram et al., 2019).

Furthermore, YouTube provides advertisers with the option of contextual targeting (Cho et al., 2021; Sundaram et al., 2019). This feature enables advertisers to align their advertisements with specific content categories or keywords. By selecting relevant keywords or categories, advertisers can ensure that their video advertisements are displayed alongside related videos, increasing the likelihood of reaching a receptive audience (Cho et al., 2021; Sundaram et al., 2019). For instance, a travel agency may choose to display its advertisements alongside travel vlogs or videos exploring popular vacation destinations (Cho et al., 2021; Sundaram et al., 2019).

YouTube's targeting capabilities also extend to remarketing, which allows advertisers to re-engage with users who have previously interacted with their brand or website (Cho et al., 2021; Sundaram et al., 2019). Through remarketing, advertisers can serve personalised video advertisements to users who have shown interest in their products or services, thereby reinforcing brand awareness and encouraging them to take the desired action (Cho et al., 2021; Sundaram et al., 2019). The combination of these targeting capabilities offered by YouTube empowers advertisers to optimise their campaigns and allocate their advertising budgets more effectively (Cho et al., 2021; Sundaram et al., 2019). By reaching specific demographics and interests, advertisers can reduce ad waste and increase the chances of their video advertisements resonating with viewers (Cho et al., 2021; Sundaram et al., 2019). This precision targeting enhances the relevance of the advertisements, making them more likely to capture the attention of the intended audience and drive desired outcomes, such as brand awareness, message recall, and purchase intention (Cho et al., 2021; Sundaram et al., 2019).

The emergence of social media as a dominant force in the advertising landscape has transformed the way advertisers connect with consumers (Chung & Shin, 2020; Kim & Ko, 2020). While YouTube has gained prominence as an active platform for social media video advertisements, it is important to recognize that social media as a whole has become a powerful vehicle for these ads (Chung & Shin, 2020; Kim & Ko, 2020). According to Liang, et al. (2019), while reach and engagement is a vital feature of social media platforms to facilitate extensive audience targeting, thereby enhancing brand awareness, interactivity and personalization equally play a crucial role in the success of all social media video ads. Liang, et al. (2019) argue that interactive elements within video ads, such as clickable links and embedded quizzes, encourage active consumer engagement, leading to better brand recall.

Furthermore, Okazaki et al. (2019) contribute to the aforementioned discussion by shedding light on the significance of personalised video advertisements in shaping consumer attitudes and purchase intentions. Their research emphasises that tailoring video ads to individual preferences and characteristics can yield favourable outcomes for advertisers (Okazaki et al., 2019). The study conducted by Okazaki et al. (2019) emphasises that personalised video ads have a considerable impact on consumer attitudes. By aligning the content of video ads with the specific interests, needs, and preferences of consumers, advertisers can create a sense of relevance and personal connection (Okazaki et al., 2019). This personalised approach enhances consumers' perception of the advertisement as valuable and meaningful, resulting in more positive attitudes towards the brand and its offerings (Okazaki et al., 2019).

Moreover, Okazaki et al. (2019) highlight that personalised video ads also influence consumers' purchase intentions. When consumers perceive that a video ad has been tailored specifically for them, it evokes a sense of individualised attention and consideration. This, in turn, enhances their confidence and trust in the brand, leading to an increased likelihood of considering and

ultimately making a purchase (Okazaki et al., 2019). The findings of Okazaki et al. (2019) indicate that personalization in video advertisements plays a crucial role in influencing consumers' attitudes and purchase decisions. By acknowledging the unique preferences and characteristics of individual consumers, advertisers can create targeted video ads that resonate with their target audience on a personal level (Okazaki et al., 2019).

2.5 Visual Cues and Persuasion Strategies in Video Advertisement

Visual cues and persuasion strategies have long been subjects of interest in the field of communication and psychology (Hahn & Kim, 2021; Kamal et al., 2020). Extensive literature exists that delves into the various aspects and effects of these persuasive techniques (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022).

Visual cues refer to any visual stimuli or signals that convey information and influence perception, interpretation, and behaviour (Sánchez-Franco & Chalmeta, 2022). They are visual elements that attract attention, communicate messages, and evoke responses from individuals (Sánchez-Franco & Chalmeta, 2022). Visual cues can take various forms, including images, colours, symbols, gestures, facial expressions, body language, layout, typography, and visual metaphors (Pérez-Escoda & García-Madurga, 2022). Visual cues play a crucial role in communication, advertising, design, and everyday interactions (Pérez-Escoda & García-Madurga, 2022). They provide visual information that complements or supplements verbal or written messages, enhancing the overall communication effectiveness (Pérez-Escoda & García-Madurga, 2022). Visual cues can evoke emotions, create associations, convey meaning, and influence decision-making processes (Pérez-Escoda & García-Madurga, 2022).

In advertising, visual cues such as attractive models, appealing colours, and prominent product placement are used to capture attention, create desire, and persuade consumers to purchase a product (Pérez-Escoda & García-Madurga, 2022; Sánchez-Franco & Chalmeta, 2022).

Extensive research consistently affirms the significant role of visual cues in shaping individuals' attitudes, beliefs, and behaviours (Pérez-Escoda & García-Madurga, 2022; Sánchez-Franco & Chalmeta, 2022). Notably, the inclusion of attractive models or celebrities in advertisements has been demonstrated to exert a substantial influence on product desirability and purchase intent (Pérez-Escoda & García-Madurga, 2022; Sánchez-Franco & Chalmeta, 2022). Furthermore, the utilisation of visually vivid and emotionally captivating elements has been found to elicit heightened emotional responses, thus yielding more potent persuasive effects (Pérez-Escoda & García-Madurga, 2022; Sánchez-Franco & Chalmeta, 2022). These findings underscore the persuasive prowess of visual cues and emphasise their potential in effectively shaping individuals' perceptions and actions (Pérez-Escoda & García-Madurga, 2022; Sánchez-Franco & Chalmeta, 2022).

Additionally, research has delved into investigating the impact of visual cues on credibility and trustworthiness (Hahn & Kim, 2021). Studies have consistently shown that individuals have a tendency to perceive messages accompanied by high-quality visuals as more reliable and trustworthy (Hahn & Kim, 2021). Conversely, the presence of low-quality or irrelevant visuals can potentially undermine the persuasive impact of a message (Hahn & Kim, 2021). Thus, comprehending the interplay between visual cues and credibility assumes paramount importance when it comes to designing persuasive campaigns that effectively resonate with the target audience (Hahn & Kim, 2021). By carefully considering the visual elements employed and their alignment with the intended message, communicators can enhance the perceived credibility and trustworthiness of their content, thus increasing its persuasive potential (Hahn & Kim, 2021).

Persuasion strategies, on the other hand, are deliberate and purposeful techniques employed to influence people's attitudes, beliefs, or behaviours (Hahn & Kim, 2021; Kamal et al., 2020).

They are used in various contexts, such as advertising, marketing, politics, and social advocacy (Hahn & Kim, 2021; Kamal et al., 2020). These strategies are based on an understanding of human psychology and communication principles, aiming to engage individuals, elicit desired responses, and bring about a change in their thoughts or actions (Hahn & Kim, 2021; Kamal et al., 2020).

One commonly used strategy is the appeal to emotions (Compton & Pfau, 2021). By evoking emotional responses like joy, fear, sadness, or anger, communicators seek to capture attention, establish a connection, and shape decision-making processes (Compton & Pfau, 2021). Emotional appeals can be powerful tools in shaping attitudes and motivating individuals to take specific actions (Compton & Pfau, 2021). Another strategy is the use of social proof (Beukeboom & Kerkhof, 2021). It relies on the idea that people tend to conform to the behaviours or opinions of others in a given social context (Beukeboom & Kerkhof, 2021). By showcasing testimonials, reviews, endorsements, or statistics that demonstrate widespread acceptance or popularity, persuasion attempts to leverage the influence of social norms and encourage individuals to follow suit (Beukeboom & Kerkhof, 2021).

Credibility and authority are also crucial persuasion strategies (Compton & Pfau, 2021). Messages or information from authoritative sources or experts in a particular field can enhance the perceived credibility and trustworthiness of the message (Compton & Pfau, 2021). By presenting such content, communicators aim to persuade individuals to accept a particular viewpoint or recommendation (Compton & Pfau, 2021). Reciprocity is another persuasive approach. It is based on the principle that people feel a sense of obligation to reciprocate when they receive a favour or request (Miller & Spies, 2022). Persuasion strategies rooted in reciprocity involve offering something of value or initiating a positive action, with the expectation that individuals will reciprocate by adopting the desired attitude or behaviour

(Miller & Spies, 2022). Furthermore, cognitive dissonance can be leveraged as a persuasion strategy (Compton & Pfau, 2021; Miller & Spies, 2022). When individuals experience discomfort due to inconsistencies between their attitudes or beliefs and their behaviours, persuasion strategies can highlight these inconsistencies and provide information or arguments to encourage alignment between attitudes and behaviours (Compton & Pfau, 2021; Miller & Spies, 2022).

It is important to note that the ethical use of persuasion strategies is essential (Beukeboom & Kerkhof, 2021; Kamal et al., 2020). Ethical persuasion focuses on providing accurate information, respecting individual autonomy, and fostering informed decision-making (Kamal et al., 2020). Manipulative persuasion, on the other hand, employs deceptive tactics or exerts undue pressure to achieve desired outcomes (Beukeboom & Kerkhof, 2021; Kamal et al., 2020). Understanding and employing various persuasion strategies enable communicators to develop effective campaigns, engage audiences, and influence behaviours or opinions (Beukeboom & Kerkhof, 2021). However, it is crucial to consider ethical implications and respect individual autonomy when utilising these strategies (Beukeboom & Kerkhof, 2021).

Advertisements have evolved to become safe spaces for the implementation of persuasion strategies. In today's advertising landscape, persuasive techniques are intentionally employed to engage consumers, shape their attitudes, and influence their behaviour (Compton & Pfau, 2021). Advertisements provide a controlled environment where these strategies can be employed effectively and ethically (Compton & Pfau, 2021). Firstly, advertisements serve as dedicated platforms where persuasion strategies can be utilised without infringing upon personal boundaries or violating privacy (Hahn & Kim, 2021). Unlike interpersonal interactions, where persuasion attempts can be seen as intrusive or manipulative, advertisements create a voluntary and consensual engagement between the audience and the

message (Hahn & Kim, 2021). Individuals willingly expose themselves to advertising content, making it a conducive environment for the application of persuasive techniques (Hahn & Kim, 2021).

Moreover, advertisements adhere to certain ethical and legal guidelines, ensuring that persuasion strategies are employed responsibly. Regulatory bodies and industry standards govern the content and execution of advertisements to prevent misleading claims, false information, or exploitative tactics (Compton & Pfau, 2021). This framework promotes a level playing field and safeguards consumers from undue manipulation or harm, establishing advertisements as a safer space for persuasion (Compton & Pfau, 2021). Additionally, advertisements often employ transparency and disclosure practices to inform consumers about their persuasive intent. Advertisers clearly identify their products or services, disclose any sponsored or paid partnerships, and provide information about the persuasive techniques used. This transparency empowers consumers to make informed decisions and critically evaluate the persuasive tactics employed, fostering a sense of trust and control within the advertising environment (Compton & Pfau, 2021; Hahn & Kim, 2021).

Furthermore, advertisements provide an opportunity for consumers to engage in active participation. With the rise of interactive and immersive advertising experiences, individuals can choose to interact with ads, provide feedback, and even co-create content (Hahn & Kim, 2021). This participatory nature allows consumers to feel a sense of agency, making the persuasive process more collaborative and less coercive (Hahn & Kim, 2021). Lastly, advancements in digital advertising have facilitated personalised targeting and customization (Hahn & Kim, 2021). By leveraging consumer data and preferences, advertisers can tailor their persuasive strategies to align with individual interests, needs, and demographics. This

personalised approach enhances the relevance and effectiveness of persuasion, making advertisements feel more tailored and less intrusive (Hahn & Kim, 2021).

2.6 Theoretical Framework

2.6.1. Introduction

The theoretical framework section of this study serves as the guiding compass, navigating through the complex terrain of understanding the underlying principles and conceptual underpinnings crucial to interpreting and analyzing the research findings. Grounded in a robust theoretical foundation, this section aims to provide a structured lens through which to examine the dynamics of the study's focus – types of messages, visual cues and persuasion strategies employed in the selected e-hailing video advertisements on YouTube in Ghana. This section discusses Message Strategy Theory and Visual Persuasion Theory as theoretical lenses for the present study.

2.6.2 Message Strategy Theory

The Message Strategy Theory is a communication theory that delves into the intricacies of message construction and structure with the aim of accomplishing specific persuasive objectives (Perloff, 2018). This theory centres on understanding and analysing the strategic decisions involved in designing and delivering messages to effectively influence the attitudes, beliefs, and behaviours of individuals or target audiences (O'Keefe, 2016). At its core, the Message Strategy Theory recognizes that messages are not mere collections of words or images, but rather carefully crafted entities that possess the power to shape perceptions and elicit desired responses (O'Keefe, 2016). By exploring the various elements that constitute a message, such as content, framing, appeals, and presentation style, this theory seeks to uncover the mechanisms through which persuasive communication can be optimised (O'Keefe, 2016; Perloff, 2018).

One key aspect of the Message Strategy Theory is the consideration of message content (O'Keefe, 2016; Perloff, 2018). It emphasises the significance of developing content that is relevant, engaging, and tailored to the specific audience (O'Keefe, 2016; Perloff, 2018). By addressing the needs, values, and concerns of the target audience, communicators can increase the likelihood of capturing their attention, generating interest, and fostering a positive response (O'Keefe, 2016; Perloff, 2018). Framing, another crucial component of message strategy, plays a pivotal role in shaping how information is presented (Perloff, 2018). Communicators strategically highlight certain aspects while downplaying others, with the goal of influencing audience perceptions and responses (Perloff, 2018). Framing techniques, such as gain-framing (emphasising the benefits) or loss-framing (highlighting the risks or costs), can be employed to steer individuals towards particular interpretations or decisions (Perloff, 2018; Slater, 2019).

Appeals, both emotional and rational, are integral to the Message Strategy Theory. Emotional appeals target the audience's feelings, desires, and aspirations, aiming to evoke an emotional response that can influence attitudes and behaviours (O'Keefe, 2016). On the other hand, rational appeals rely on logical reasoning, evidence, and facts to persuade individuals based on a logical foundation (O'Keefe, 2016; Slater, 2019). The selection of the appropriate appeal is contingent upon understanding the cognitive and emotional preferences of the target audience (O'Keefe, 2016). Furthermore, the Message Strategy Theory acknowledges the impact of presentation style on persuasive communication (Slater, 2019). The manner in which a message is delivered and presented significantly affects its reception and effectiveness (Slater, 2019). Factors such as language tone, visual cues, storytelling techniques, and the use of humour or vivid imagery all contribute to enhancing the impact and memorability of a message (Slater, 2019).

By closely examining these elements and their interactions, the Message Strategy Theory provides communicators with valuable insights into how messages can be strategically designed and tailored to achieve their intended persuasive goals (O'Keefe, 2016; Perloff, 2018). It emphasises the importance of aligning message strategies with the characteristics, motivations, and cognitive processes of the target audience (Perloff, 2018). Ultimately, the Message Strategy Theory serves as a guiding framework for communicators to create messages that are strategically optimised for persuasion (O'Keefe, 2016; Perloff, 2018). Through a thoughtful and deliberate approach to message construction, communicators can enhance the effectiveness of their persuasive efforts and achieve greater success in influencing attitudes, beliefs, and behaviours (O'Keefe, 2016; Perloff, 2018).

2.6.2 2.6.3 Application of the Theories to the Study

Within the context of e-hailing video advertisements on YouTube in Ghana, the Message Strategy Theory emerges as a fundamental framework. This theory serves as a guiding structure for identifying and categorizing the diverse array of messaging types strategically embedded within these advertisements. By leveraging the Message Strategy Theory, the study can systematically discern and classify the spectrum of messaging techniques adopted by e-hailing companies in Ghana. Analyzing the content and structural nuances of these messages using this theory offers a methodical approach to uncovering the prevailing strategies used by these companies. This systematic exploration aims to reveal the core approaches employed by e-hailing firms to captivate and engage their specific target audience within Ghana's e-hailing market.

2.6.3 Visual Persuasion Theory

Visual Persuasion Theory posits that visual imagery, encompassing photographs, videos, and graphics, wields a profound influence on individuals' beliefs, attitudes, and behaviours

(O'Keefe & Jensen, 2022). This theory suggests that visuals possess the capacity to sway emotions, shape perceptions, and impact decision-making processes in ways that the written or spoken word alone cannot achieve (O'Keefe & Jensen, 2022). At its core, Visual Persuasion Theory contends that persuasive visuals operate by captivating attention, conveying messages concisely and memorably, and triggering emotional responses (Smith & Johnson, 2023). For instance, an advertisement promoting a luxury car might employ imagery of the vehicle cruising on an open road against a backdrop of breathtaking scenery to evoke feelings of freedom, success, and happiness (Smith & Johnson, 2023).

Visual imagery possesses an innate ability to tap into human emotions, making it a potent tool for persuasion (Rodriguez & Thompson, 2023). While written or spoken language primarily engages the cognitive faculties of critical thinking and logical reasoning, visuals have the potential to bypass these processes and elicit immediate emotional reactions (Rodriguez & Thompson, 2023). Consequently, individuals may find themselves swayed by the emotional impact of visuals without consciously recognizing the persuasive influence at play (Rodriguez & Thompson, 2023). The use of visuals in persuasion is further bolstered by their inherent memorability (Smith & Johnson, 2023). Research suggests that people are more likely to remember information conveyed through visual means compared to written or spoken communication (Smith & Johnson, 2023). This memorability factor enhances the persuasive potential of visuals, as they can leave lasting impressions and generate enduring attitudes or beliefs in the minds of individuals (Rodriguez & Thompson, 2023; Smith & Johnson, 2023).

Visual imagery can also serve as cognitive shortcuts, enabling individuals to process complex information more efficiently (O'Keefe & Jensen, 2022). When faced with an overwhelming amount of data, visuals can simplify and condense the message, making it more easily digestible (O'Keefe & Jensen, 2022; Smith & Johnson, 2023). By condensing information into

visual cues, persuasive visuals facilitate comprehension, reducing cognitive load, and potentially increasing the persuasiveness of the message (Rodriguez & Thompson, 2023; Smith & Johnson, 2023). The ubiquity of visual media in contemporary society highlights the importance of understanding and harnessing the power of visual persuasion (Smith & Johnson, 2023). Advertising, political campaigns, social media, and public health campaigns are some domains where visual imagery plays a pivotal role in influencing opinions, attitudes, and behaviours (Rodriguez & Thompson, 2023). By employing carefully crafted visuals, communicators can shape narratives, create associations, and promote desired outcomes (Rodriguez & Thompson, 2023). Visual Persuasion Theory illuminates the potency of visual imagery as a persuasive tool, emphasising its ability to engage emotions, influence perceptions, and impact decision-making processes (Rodriguez & Thompson, 2023). As individuals navigate an increasingly visual world, awareness of how visuals shape their beliefs and attitudes becomes crucial (Smith & Johnson, 2023). By recognizing and understanding the principles of Visual Persuasion Theory, individuals can become more discerning consumers of visual information, better equipped to critically evaluate and respond to persuasive visuals encountered in their daily lives (Rodriguez & Thompson, 2023; Smith & Johnson, 2023).

2.6.3 Application of the Theories to the Study

The visual persuasion theory plays a crucial role in examining the visual cues used in the selected e-hailing video advertisements on YouTube in Ghana. This theory recognizes that visuals have the power to capture attention, convey messages, and elicit emotional responses. By examining the visual elements such as colours, imagery, typography, and composition, researchers can understand how these advertisements use visual cues to create persuasive impact. Visual cues like scenic views, happy customers, or representations of convenience and reliability can be analysed to determine their influence on viewers' perceptions and emotional responses.

Furthermore, the application of these theories allows for a comprehensive analysis of the persuasion strategies employed in the selected e-hailing video advertisements on YouTube in Ghana. Persuasion strategies encompass a range of techniques and approaches aimed at influencing the target audience's attitudes, beliefs, and behaviours. By combining message strategy theory and visual persuasion theory, researchers can identify the persuasive elements within the advertisements, such as appeals to trust, social status, affordability, or safety. Analysing these strategies provides insights into how e-hailing companies leverage persuasive techniques to promote their services effectively.



CHAPTER THREE

METHODOLOGY

3.0 Introduction

The present chapter provides an overview of the methodologies and procedures employed in both data collection and analysis for the purpose of this study. The subsequent sections will elucidate the systematic approach undertaken to ensure the reliability, and validity of the research findings.

3.1 Research Approach

The aim of this study is to gain a comprehensive understanding of the various types of messages, visual cues, and persuasion strategies employed in e-hailing video advertisements on YouTube in Ghana. In order to achieve this objective, a qualitative research approach is adopted.

By employing qualitative research methods, the study seeks to delve deeply into the subject matter and explore the nuances and intricacies of the messages conveyed in e-hailing video advertisements. This approach allows for a holistic examination of the content, context, and intent behind these advertisements, providing a rich and nuanced understanding (Creswell, 2018).

In qualitative research, the researcher's goal is to unveil the facts without interfering or manipulating the natural setting of the phenomenon of interest (Patton & Cochran, 2007). Lindlof and Taylor (2018) also acknowledge that qualitative research is concerned with analysing the situated form, content and lived experiences of social actors in words without subjecting them to mathematical or formal transformations. Similarly, this study was conducted within the natural context of the selected e-hailing video advertisements on YouTube in Ghana,

and the utmost care was taken to ensure that the videos remained untouched, unaltered, and unaffected by any form of manipulation or intentional influence.

The researcher recognized the significance of maintaining the integrity and authenticity of the videos as they inherently represented the genuine portrayal of e-hailing services in Ghana. By conducting the study in this manner, the researcher aimed to capture an accurate depiction of the e-hailing video advertisements as they naturally appeared on the platform. This decision stemmed from the understanding that any form of manipulation or interference could potentially distort the intended message, alter the presentation, or skew the viewers' perceptions.

The research undertaken additionally encompassed an in-depth investigation of the content of e-hailing video advertisements on YouTube, with a focus on interpreting the messaging, and persuasive and visual appeals of these adverts. Notably, the research adopted a qualitative approach, utilising language as the primary tool of analysis to comprehend the intricacies and nuances of the adverts' content. Furthermore, the research refrained from applying any statistical or mathematical interpretations, instead prioritising a more interpretive method that aimed to capture the subjective meanings embedded in the contents of the adverts' content.

3.2 Research Design

A research design encompasses the overall strategy, plan, and structure that define a research endeavour (Creswell, 2018; Yin, 2011). It serves as the underlying framework that establishes the connection between the data to be collected and the answers sought for the research questions (Creswell, 2018; Yin, 2011). By establishing the conditions for data collection and analysis, the research design shapes the process of investigating both the researcher's interests and the phenomenon under study (Yin, 2011).

In this particular study, a qualitative content analysis approach was employed as the chosen research design. The selection of qualitative content analysis was based on its ability to provide a well-defined strategy, plan, and structure that suited the requirements of this research project. Furthermore, qualitative content analysis was deemed suitable due to its capacity to establish the logical link between the data to be gathered and the conclusions drawn in response to the research questions.

3.2.1 Qualitative Content Analysis

Hsieh and Shannon (2005) argue that qualitative content analysis is a suitable research technique for analysing visual texts. In support of this, Zhang and Wildemuth (2005) emphasise that qualitative content analysis enables researchers to gain an understanding of social reality in a subjective yet scientific manner. This is achieved by examining the meanings and patterns that may be evident or hidden within a text. Furthermore, Zhang and Wildemuth (2005) acknowledge that qualitative content analysis involves the collection of appropriate data and the selection of a unit of analysis. The unit of analysis refers to the fundamental textual unit to be categorised during the process of content analysis (Zhang & Wildemuth, 2005).

The utilisation of qualitative content analysis in this study was driven by its capacity to facilitate the comprehension of significance and patterns inherent in various forms of messages, visual cues, and persuasion strategies employed in e-hailing video advertisements on YouTube in Ghana. Specifically, the analysis focused on a set of 20 scenes extracted from the chosen e-hailing video advertisements on YouTube, with each scene serving as a distinct unit of analysis within this study.

To extract meaningful insights, a meticulous process was undertaken, involving the active viewing of the films on multiple occasions (eight times in total). By carefully navigating back and forth through the scenes and systematically distilling the voluminous data into its fundamental patterns and meanings, interpretations were derived from the e-hailing videos. Furthermore, particular attention was dedicated to providing comprehensive descriptions of the embedded meanings within the selected e-hailing video advertisements on YouTube, as per the approach (Zhang & Wildemuth, 2005).

3.3 Sampling Technique

Daymon and Holloway (2011) argue that qualitative research requires different sampling techniques from the probabilistic and randomly selected sampling typically employed in quantitative research. The central principle of obtaining rich and in-depth information guides the sampling strategies of qualitative researchers. Thus, under this approach, the selection of the object or subject, location, and timing of the study depends on specific criteria determined by the study's purpose. This approach is commonly referred to as purposive or purposeful sampling (Daymon & Holloway, 2011).

In line with the above perspective, Lindlof and Taylor (2018) observe that it is impossible for qualitative researchers to capture every event as it occurs, necessitating the purposeful selection of data sites for a specific study. The authors note that an appropriate sampling strategy allows researchers to make systematic contact with communicative phenomena while minimising wasted effort (Lindlof & Taylor, 2018). The present study aims to investigate the messages, visual cues, and persuasion strategies utilised in e-hailing video advertisements on YouTube in Ghana. Given the sheer volume of such advertisements, it was deemed impossible to capture every single one. In line with this, purposive sampling was employed to ensure a representative sample for analysis.

Three e-hailing companies operating in Ghana, namely Uber, Bolt, and Yango, were chosen through purposive sampling for this study. This was based on their prominence and popularity within the e-hailing industry in the country. Uber, Bolt, and Yango have emerged as the leading e-hailing companies in Ghana, solidifying their position as the top three contenders in this industry (Amponsah & Thompson, 2021). These companies have successfully established a strong foothold and garnered considerable popularity among both drivers and passengers alike (Amponsah & Thompson, 2021). Their extensive reach, efficient services, and user-friendly mobile applications have contributed to their widespread adoption and recognition in the Ghanaian market (Amponsah & Thompson, 2021).

To ensure a comprehensive and nuanced understanding of the phenomenon under study, one video from each of the three companies was equally selected for analysis. By adopting a purposive sampling approach, the study was able to ensure a representative sample of e-hailing video advertisements on YouTube in Ghana, despite the impossibility of capturing every single one. The selection of three prominent e-hailing companies and their respective videos will provide valuable insights into the messaging, visual cues, and persuasion strategies employed in e-hailing video advertisements on YouTube in Ghana.

3.4 Data Collection Method

Qualitative researchers commonly employ a range of methods to gather data, and among these methods, four stand out as fundamental: observational methods, group discussions, in-depth interviewing, and the analysis of documents and material culture (Marshall & Rossman, 2006). While supplementary secondary and specialized methods may be utilized to complement these primary methods, the aforementioned four methods remain at the core of qualitative inquiry (Marshall & Rossman, 2006).

It is worth noting that documents encompass more than just written text. They can also encompass visual materials such as photographs and recorded motion images, without any direct involvement from the researcher (Bowen, 2009). In the present study, document analysis was employed as a data collection method to systematically assess the various types of messages, visual cues, and persuasion strategies employed in e-hailing video advertisements on YouTube in Ghana.

3.4.1 Document Analysis

According to Daymon and Holloway (2011), document analysis is an analytical research method that allows the researcher to carefully examine data in order to elicit meaning, gain understanding and develop empirical knowledge. The analytical procedure in document analysis entails finding, selecting, appraising and synthesizing the data contained in the document into themes or categories (Daymon & Holloway, 2011). Analysing documents is a useful method because of its unobtrusive, non-reactive nature. This makes the documents naturalistic and also possess a built-in level of authenticity (Leavy, 2014). This study utilized the analytical methodology advocated by Daymon and Holloway (2011) to analyze and derive meaningful descriptions from the collected e-hailing video advertisements on YouTube in Ghana. By following this approach, the research aimed to comprehend and generate comprehensive insights from the interpreted meanings derived from the selected advertisements.

The adoption of this analytical procedure aligns with the observation made by Leavy (2014) regarding the unobtrusive and non-reactive nature of the selected e-hailing video advertisements on YouTube in Ghana. As a result, the document being examined possesses an inherent authenticity that stems from the organic nature of the data collection process. By employing Daymon and Holloway's (2011) analytical framework, this study sought to delve

into the e-hailing video advertisements on YouTube in Ghana, allowing for a deeper understanding of their underlying meanings. Additionally, Leavy's (2014) acknowledgment of the unobtrusive and non-reactive characteristics of these advertisements reinforces the credibility and genuineness of the research findings.

3.5 Data Collection Procedure

O'Leary (2014) offers two primary techniques for conducting document analysis. The first technique is referred to as the interview technique, wherein the researcher treats the document as if it were an actual respondent or informant, providing relevant information to the researcher (O'Leary, 2014). The second technique involves identifying and documenting specific instances or events within the text. This approach necessitates an inductive analysis, progressing from particular occurrences to more general ones, which form the core elements of the text (O'Leary, 2014). This technique involves coding and category construction (Creswell, 2018; O'Leary, 2014).

The two techniques proposed by O'Leary (2014) present researchers with distinct avenues for conducting document analysis. The interview technique allows for a dynamic interaction between the researcher and the document, enabling the extraction of relevant information. On the other hand, the technique of noting occurrences within the text facilitates a systematic analysis, moving from specific instances to uncover broader patterns. Researchers can opt for any of the techniques when conducting document analysis.

In the initial phase of this study, the researcher obtained the e-hailing videos from YouTube, specifically from the official YouTube pages of the chosen e-hailing companies in Ghana. These videos were carefully examined scene by scene, aiming to obtain a comprehensive understanding in order to address the research inquiries. To ensure a focused and uninterrupted viewing experience, the researcher opted to watch the videos on a laptop, wearing earphones,

in a quiet corner in her room. This approach aligns with O'Leary's (2014) first technique of treating a document as a respondent or informant, enabling the researcher to pose relevant questions that would yield valuable insights. The researcher extracted the answers to the research questions by meticulously analysing the videos, scrutinising each scene in detail.

During the process of analysing the downloaded e-hailing videos, the researcher maintained a notepad to document noteworthy patterns observed within the videos, pertinent to the scope of the study. Subsequently, the researcher transcribed all the summarised information from the videos using Microsoft Office Word on a laptop. To ensure the integrity of the data and prevent accidental modifications, the resulting Word documents were then converted into PDF files. This approach aligns with the second technique proposed by O'Leary (2014), which emphasises organising the data through coding and constructing categories. The practice of organising the data through coding and constructing categories serves as a crucial foundation for the subsequent section on the data analysis method.

3.6 Method of Data Analysis

According to Lindlof and Taylor (2018), data analysis involves labelling and deconstructing raw data, and subsequently reconstructing them into patterns, themes, concepts, and propositions. In alignment with this perspective, the data analysis conducted for this present study aimed to extract patterns and themes from the collected data. Thematic analysis thus, was employed for this study. Thematic analysis, as described by Braun and Clark (2013), is a method of data analysis employed to identify, analyse, and present patterns inherent in the data.

The research endeavour was commenced by the researcher through the initiation of the data analysis process. This involved carefully watching each of the three e-hailing videos a total of

eight times, while purposefully navigating back and forth through the scenes. The intention behind this meticulous approach was to develop a comprehensive familiarity with the content and gain a profound understanding of the messages conveyed within the videos.

Subsequently, the focus shifted towards addressing the research question, denoted as RQ1, which aimed to identify the various types of messages employed in the chosen e-hailing video advertisements on YouTube specifically in Ghana. To achieve this objective, the analysis commenced by systematically gathering and organising all pertinent data derived from the scenes encompassing the different types of messages utilised within the selected e-hailing video advertisements.

The collected data underwent an inductive analysis approach, wherein themes derived from each scene of the selected e-hailing videos were progressively developed to encompass themes that were applicable throughout all the scenes. This analytical process involved coding and the construction of categories (Creswell, 2018; O'Leary, 2014). To ensure comprehensive coverage of the specific research question, the researcher incorporated excerpts from the videos as supporting evidence within detailed descriptions and discussions.

Regarding the first research question's descriptive aspect, the researcher categorised the findings into the following themes: convenience, affordability, and safety. This categorization aligns with the perspective shared by Creswell (2018), who emphasises the need for researchers to sift through and condense gathered information during data analysis. By employing this approach, data is consolidated into a concise set of themes, enabling a more focused investigation of their impact.

The data gathered for RQ2 and RQ3 was meticulously organised into pertinent themes. Specifically, the themes that were identified and developed for RQ2 encompassed app interface screenshots, diverse passengers, and modern and well-maintained vehicles. In a similar

manner, the themes developed for RQ3 encompassed emotional appeal, social proof, and call to action. During the interpretative process, the researcher looked out for issues that were raised in the scenes and how these issues related to one another; meanings were then drawn with the aid of the theories underpinning this study. Excerpts from the selected e-hailing videos were also used to support the analysis and discussions.

3.7 Ethical Considerations

Ethics, as a branch of philosophy, is dedicated to exploring and resolving inquiries pertaining to morality (Jennings, 2003). Morality, in turn, encompasses notions surrounding what is good or bad, and right or wrong (Jennings, 2003). When ethics is employed as a foundation for guiding both individual and collective conduct, it assumes a normative role, aiding individuals in their contemplation of moral behaviour (Vanclay et al., 2013).

Ethical issues permeate various realms of professional practice, and academic research in diverse disciplines is no exception (Halai, 2006). In Halai's (2006) view, a robust research endeavour is inherently moral and ethical. Similarly, when conducting a research study, it is expected to demonstrate both objectivity and sensitivity in the careful selection and analysis of data, as emphasised by Bowen (2009). Moreover, the fundamental ethical principles of respect for participants and informed consent serve as the bedrock from which all other ethical considerations stem (Vanclay et al., 2013). Creswell (2018) maintains that deception arises when the purpose of a study is concealed from participants.

Vanclay et al. (2013) emphasise the essentiality of comprehensive disclosure of methods and analytical procedures in a research study. This disclosure serves multiple purposes: facilitating replication of the research by other researchers, allowing peer review of the methodology's sufficiency and ethical considerations, and encouraging critical self-reflection on the

methodology's limitations and the resulting implications for the study's outcomes and conclusions.

In view of these ethical principles outlined in the preceding paragraphs, this research work first and foremost, was conducted in a fair and objective manner without any attempt to manipulate the data collected. Secondly, the study did not require the involvement of participants since it only involved the researcher content-analysing all scenes in the selected e-hailing YouTube videos. As such, there was no need to either seek the consent of any participants or disclose the purpose of the study to the participants. YouTube is a publicly accessible social media platform that allows users to share and access content without the need for explicit permission. Thirdly, this research work fully outlines all the various steps, ways, and means through which the data collection was done and applied. It chronicles in full, the methods and procedures used in the collection and analysis of the data on the types of messages, the visual cues and the persuasion strategies employed in the selected e-hailing video advertisements on YouTube in Ghana. Similarly, it discusses the principles and assumptions that underpin the methods and procedures and most notably, the rationale behind their selection.

3.8 Summary

This chapter provides an overview of the research process and the methodology employed for data analysis. The researcher opted for a qualitative content analysis approach to examine the various message types, visual cues, and persuasion strategies utilised in e-hailing video advertisements on YouTube in Ghana. By employing document analysis, data was collected from all 20 scenes featured in three selected e-hailing YouTube videos in Ghana. To address ethical concerns, the study did not involve any participants, as the researcher solely analysed the scenes in the chosen e-hailing videos in an unbiased and impartial manner. Furthermore, the entire chapter adhered to the following structure: research approach, research design,

sampling technique, data collection methods and procedures, data analysis and ethical considerations.



CHAPTER FOUR

FINDINGS AND ANALYSIS

4.0 Introduction

This chapter provides an examination of the data collected from the following aspects of selected e-hailing video advertisements on YouTube in Ghana: the message types employed, the visual cues utilised, and the persuasion strategies employed. It encompasses the presentation of findings and data analysis related to these aspects.

4.1 RQ1. What are the types of messages used in the selected e-hailing video advertisements on YouTube in Ghana?

In the pursuit of answering the above research question, it became evident that the selected e-hailing video advertisements in Ghana predominantly focus on three overarching themes: convenience, affordability, and safety.

4.1.1 Convenience

Convenience, as conveyed in e-hailing video advertisements in Ghana, embodies the idea of simplifying and streamlining the transportation experience for consumers. It encompasses features such as ease of booking rides, swift response times, and hassle-free payment processes.

Uber advertisement, for example, encapsulates convenience through their visual and narrative elements. As shown in figure 1 below, the advertisement showed an effective and simple map interface prominently displayed. The interface serves to illustrate the user-friendly nature of the Uber app, allowing both drivers and customers to easily book rides and navigate their journeys hassle-free. The map interface showcases real-time driver availability and estimated arrival times, assuring users of swift responses and efficient transportation solutions. Through this visual representation, Uber advertisement emphasises the convenience of their service,

highlighting how it simplifies the process of getting from point A to point B, making it a compelling choice for those seeking a seamless and efficient ride-sharing experience.



Figure 1: Uber advertisement showing the convenience of using their map interface.

Similarly, Yango, much like its competitors Uber and Bolt, places a significant emphasis on the concept of convenience. However, what sets Yango apart is its particular focus on promoting the convenience of their cashless payment system, which they prime as a standout feature in their Youtube video advertisement. Yango's advertisement is designed to underscore the idea that their cashless payment method is not only safe and secure but also remarkably fast and supremely convenient.

Yango's messaging, as shown below, often revolves around the seamless and hassle-free payment experience offered by their platform. They highlight how passengers can complete their transactions effortlessly through their mobile app, eliminating the need for physical cash exchanges or any additional steps in the payment process. By doing so, Yango positions itself as a service that understands the importance of time-saving and user-friendly features, catering to the modern consumer's desire for convenience.



Figure 2: Yango advertisement showing the convenience of using their cashless services.

4.1.2 Affordability

Affordability, as depicted in e-hailing video advertisements in Ghana, revolves around the notion that these services offer cost-effective transportation options to consumers. The advertisements typically emphasise competitive pricing structures, discounts, and fare transparency as key elements of affordability. They convey the message that using e-hailing services is not only a convenient mode of transportation but also an economically sensible choice, highlighting how consumers can access reliable rides without breaking the bank.

In Bolt's e-hailing video advertisements in Ghana, for example, the central theme of fast and affordable rides takes centre stage. Bolt strategically places a strong emphasis on the affordability message, understanding the significance of tapping into the financial considerations of potential users to make a compelling case for their e-hailing services as an accessible and budget-friendly transportation option in Ghana.

In the advertisement, Bolt highlights their competitive pricing model, showcasing how riders can enjoy cost-effective journeys without compromising on quality or convenience. They feature promotions, discounts, and transparent fare structures to underscore the affordability of their services. By doing so, Bolt seeks to resonate with the average Ghanaian's desire for economical transportation solutions, effectively positioning themselves as a practical choice for those looking to maximise the value of their money.

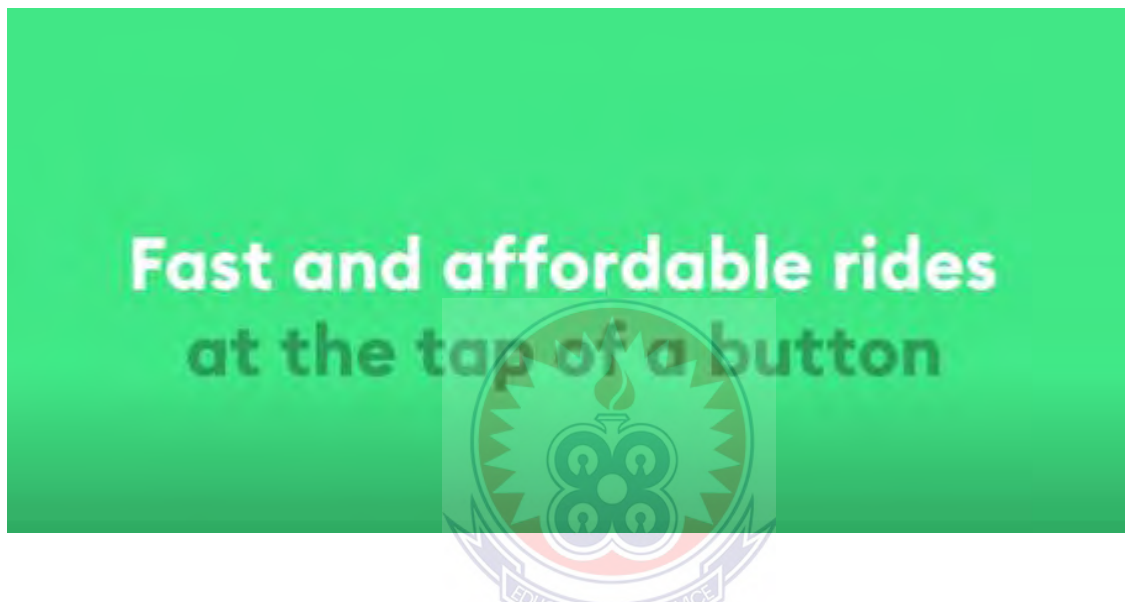


Figure 3: Bolt advertisement showcasing fast and affordable rides.

Uber, like Bolt, also incorporates the concept of affordability into its e-hailing video advertisements in Ghana. However, there are nuanced differences in how each platform approaches and conveys this message. Uber's advertisements emphasize affordability by showcasing competitive pricing structures and occasional promotions, similar to Bolt. Both companies strive to demonstrate that using their services won't strain the wallets of Ghanaian riders. However, where Uber differentiates itself is in its broader global presence and brand recognition. Uber leverages its established reputation as a trusted and reliable international e-hailing platform, which may resonate with consumers looking for a familiar and dependable option.

In contrast, Bolt focuses more on localised strategies to directly target Ghanaian consumers, potentially tailoring its affordability message to local economic conditions and preferences. Bolt's branding as a more budget-friendly choice may resonate with price-sensitive customers.

Ultimately, while both Uber and Bolt touch on affordability in their Ghanaian advertisements, the differences in their approaches may appeal to distinct segments of the market. Uber leverages its global brand and trust factor, while Bolt focuses on a localised and budget-friendly image, giving consumers options to choose based on their specific preferences and priorities regarding affordability and reliability.

4.1.3 Safety

Safety, as depicted in e-hailing video advertisements, revolves around the assurance of a secure and protected transportation experience for passengers. These advertisements often emphasise safety features such as background checks for drivers, GPS tracking, real-time monitoring, and a reliable feedback system. The message is clear: e-hailing services prioritise the well-being of their riders and drivers. By promoting these safety measures, e-hailing platforms seek to alleviate concerns related to personal security and trust, making a compelling case for their services as a reliable and secure mode of transportation.

Uber, Bolt, and Yango place a strong and consistent emphasis on safety in their advertisements, ensuring that both drivers and customers can have peace of mind during their rides. Uber's advertisements highlight their rigorous driver background checks and GPS tracking, assuring passengers that they are in safe hands. The messaging reinforces the idea that Uber prioritises the safety of both riders and drivers, creating a secure and trustworthy environment for all.

Similarly, Bolt's advertisements underscore the importance of safety by promoting features like real-time monitoring, verified driver profiles, and a reliable feedback system. By doing so, Bolt

ensures that passengers and drivers alike can rely on their platform for safe transportation experiences. Yango takes a similar approach, emphasising the safety of both drivers and customers in their advertising campaigns. They often showcase their safety measures, including secure cashless payments and driver verification, to build trust and confidence among users.

For example, as seen below, in a pivotal scene within the Uber advertisement, the company masterfully conveys a strong message of safety. The scene unfolds with an Uber driver behind the wheel, navigating the bustling streets of the city at night. The driver wears a contented smile, exuding a palpable sense of confidence and security. Soft, ambient lighting within the vehicle creates a warm and inviting atmosphere, further accentuating the feeling of safety.

As the driver expertly manoeuvres through the urban landscape, the advertisement subtly incorporates visuals that reinforce the safety narrative. The interior of the car is impeccably clean and well-maintained, with a prominently displayed "Uber Verified Driver" sticker. The scene seamlessly integrates technology, as the driver occasionally glances at a well-lit GPS screen, underscoring the precision and reliability of the navigation system.

Moreover, the advertisement employs subtle audio cues to enhance the perception of safety. The comforting hum of the engine and the muffled sounds of the city outside are juxtaposed with a soft, reassuring voiceover that emphasises Uber's commitment to safety and background checks for its drivers.

The scene artfully encapsulates the essence of safety, portraying the Uber driver as not only content but also as a symbol of trustworthiness and security. It effectively communicates that Uber is not just a ride-sharing platform but a guardian of passengers' safety, fostering a sense of ease and confidence among both drivers and riders as they journey together through the night.



Figure 4: Uber driver behind the wheel exuding a palpable sense of confidence and security.

The messages of convenience, affordability, and safety in the selected e-hailing video advertisements on YouTube in Ghana align closely with the established themes in the existing literature on e-hailing and advertisements. The emphasis on convenience in e-hailing advertisements mirrors the findings in the literature. E-hailing services are known for their user-friendly apps, quick response times, and ease of booking, all of which are commonly highlighted in advertisements (He & Shen, 2015; Kotler & Armstrong, 2018). The literature often discusses how e-hailing platforms leverage technology to make transportation more convenient for users, emphasising the seamless experience of booking a ride, tracking its arrival, and even choosing preferences such as vehicle type or payment method (He & Shen, 2015; Oluwaseun & Odii, 2021).

Affordability is a recurrent theme in e-hailing advertisements, resonating with the literature's insights on pricing strategies in the e-hailing industry (Oluwaseun & Odii, 2021). E-hailing platforms aim to offer competitive fares and promotions to attract price-sensitive consumers (Oluwaseun & Odii, 2021). The literature often delves into the pricing structures and discounts

offered by these platforms, highlighting their role in appealing to a broad audience and challenging traditional taxi services (Oluwaseun & Odii, 2021).

Safety, a paramount concern for both passengers and drivers, is a recurring motif in e-hailing advertisements and aligns with the literature's discussion on safety measures within the industry (Belch & Belch, 2021; Oluwaseun & Odii, 2021). E-hailing companies invest in background checks, driver vetting, GPS tracking, and customer ratings to ensure safety (Belch & Belch, 2021; Oluwaseun & Odii, 2021). Advertisements often showcase these features to build trust (Belch & Belch, 2021; Oluwaseun & Odii, 2021). The literature emphasises the importance of safety for both parties and explores how technology and stringent policies contribute to creating a secure environment (Belch & Belch, 2021; Oluwaseun & Odii, 2021).

The messages of convenience, affordability, and safety in the selected e-hailing video advertisements on YouTube in Ghana align well with the principles of message strategy theory, which is a foundational concept in advertising and communication (O'Keefe, 2016).

Message strategy theory emphasises the importance of crafting messages that resonate with the target audience's needs and desires. In the context of convenience, e-hailing advertisements strategically tap into the audience's desire for an effortless and streamlined transportation experience (O'Keefe, 2016; Perloff, 2018). This aligns with message strategy theory's focus on understanding and addressing consumer motivations (O'Keefe, 2016; Perloff, 2018). The convenience message is designed to create a strong appeal by positioning e-hailing services as the most convenient choice for transportation (He & Shen, 2015; Oluwaseun & Odii, 2021).

Message strategy theory also underscores the significance of crafting messages that highlight the unique selling propositions of a product or service (Perloff, 2018; Slater, 2019). In the case of affordability, e-hailing advertisements employ message strategies to position their services as cost-effective and budget-friendly alternatives to traditional transportation (Perloff, 2018;

Slater, 2019). This resonates with message strategy theory's emphasis on showcasing competitive advantages to persuade consumers to choose a particular brand or service (Oluwaseun & Odi, 2021).

Safety, a critical aspect of message strategy theory, revolves around building trust and credibility with the audience (Slater, 2019). E-hailing advertisements leverage safety messages to establish their services as reliable and secure options for transportation (Slater, 2019). Message strategy theory suggests that trust is a fundamental element in advertising, and by emphasising safety measures such as background checks and GPS tracking, e-hailing platforms aim to build trust with their audience, assuring them of a safe experience (Belch & Belch, 2021; Oluwaseun & Odi, 2021).

4.2 RQ2. What visual cues are used in the selected e-hailing video advertisements on YouTube in Ghana?

In response to the research question, several distinct visual cues emerge as prevalent in the selected e-hailing video advertisements on YouTube in Ghana. The cues include: app interface screenshots, diverse passengers, and modern and well-maintained vehicles.

4.2.1 App Interface Screenshots

App interface screenshots in the context of e-hailing video advertisements refer to visual depictions of the user interface of the e-hailing mobile application. The screenshots typically showcase various features of the app, such as maps displaying available drivers, ride tracking, payment options, and fare transparency. The visuals are included in advertisements to offer viewers a firsthand look at the user-friendly and intuitive nature of the app.

In their respective e-hailing video advertisements in Ghana, Uber, Bolt, and Yango adeptly utilize app interface screenshots as a pivotal visual cue to convey the user-friendly nature of

their platforms. This strategic use of screenshots is highly relevant when considering visual cues, as it offers viewers a tangible glimpse into the simplicity and convenience of booking a ride through their apps.

Uber's advertisements prominently display app interface screenshots that showcase the app's intuitive design and functionality. The visuals feature real-time vehicle tracking, transparent pricing, and user-friendly menus, all aimed at underscoring Uber's message of a straightforward and user-friendly transportation solution.

Similarly, Bolt places a strong emphasis on app interface screenshots in its advertisements, highlighting the ease of the booking process. These screenshots showcase options for selecting vehicle types, inputting destinations, and viewing fare estimates. By doing so, Bolt effectively communicates its message of affordability and ease of use, giving viewers a visual representation of how effortless it is to book a ride through their app.

Yango, too, capitalises on app interface screenshots to emphasise the convenience of their platform. Their advertisements often depict the clean and minimalist design of their app, showcasing features like cashless payment options, ride tracking, and driver ratings. These visuals reinforce the idea that Yango's app is user-friendly, secure, and dependable. In Yango's case, the figure below highlights how the advertisement includes visual cues that showcase features like map navigation, driver tracking, and transparent pricing.

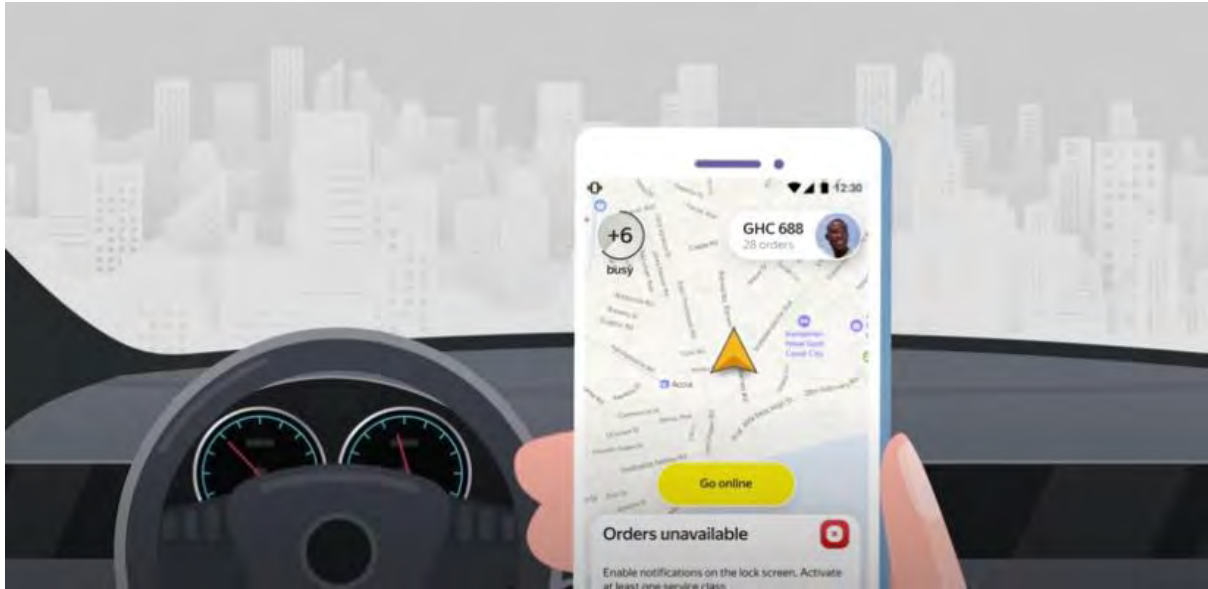


Figure 5: Yango app interface showing map navigation, driver tracking, and transparent pricing.

App interface screenshots serve a crucial purpose as visual cues in these advertisements. They provide a concrete, relatable depiction of the e-hailing experience, making it easier for viewers to envision themselves using the app. This aligns with the broader strategy of visual cues, aiming to evoke familiarity and trust while highlighting key features and benefits. Ultimately, the inclusion of app interface screenshots enhances the effectiveness of these e-hailing advertisements, as it allows potential users to see, at a glance, the user-friendly and efficient nature of these apps, influencing their decision to try the services.

4.2.2 Diverse Passengers

Another recurring visual cue is the portrayal of diverse passengers from various walks of life. Diverse passengers in the context of e-hailing advertisements refer to the deliberate inclusion of individuals from various demographic backgrounds, such as different ages, genders, ethnicities, and socioeconomic statuses, as passengers in these advertisements. This visual cue is designed to convey inclusivity and universality, showcasing that e-hailing services are accessible and appealing to a broad and diverse spectrum of potential users.

In both Uber and Bolt advertisements, the deliberate portrayal of passengers from various walks of life is unmistakable. Uber's commercials, for instance, showcase passengers of different ages, genders, and backgrounds, while Bolt's similarly feature a diverse group of riders. This deliberate inclusivity is designed to foster relatability among viewers. When individuals see people who look like themselves or their peers in these ads, an immediate connection is forged. It becomes easier for viewers to envision themselves using these e-hailing services, as the advertisements reflect the reality of a diverse customer base.

In the figure below, Uber strategically showcases diversity in the image by depicting a scene with a middle-aged driver, a male passenger, and a relatively younger lady engaged in conversation. This carefully constructed visual cue speaks volumes about Uber's commitment to inclusivity and its acknowledgment of a diverse ridership.

The middle-aged driver, with a warm and welcoming smile, represents an age group that might not always be associated with ride-sharing services. This choice conveys that Uber's platform is open to drivers from various age demographics, ensuring equal opportunities for individuals of all ages to become drivers and earn income. It also suggests that riders can feel comfortable and safe, knowing that drivers of diverse backgrounds and experiences are part of the Uber network.

Furthermore, the male passenger and the relatively younger lady engaged in conversation symbolise gender diversity among Uber riders. This scene communicates that Uber is a service used by people from different genders, reinforcing the idea that everyone is welcome and can benefit from the convenience and accessibility of Uber's transportation solutions.

In essence, through this carefully crafted visual cue, Uber effectively communicates its commitment to diversity and inclusion in both its driver and passenger demographics, ensuring that their services are accessible and appealing to a broad and varied audience.



Figure 6: Uber ad showing a middle aged driver and two passengers conversing.

By featuring passengers who represent different segments of society, advertisers aim to resonate with a wide-ranging audience, emphasising that their services are relevant and welcoming to everyone, regardless of their background or characteristics. This portrayal of diversity serves to create a sense of relatability and social inclusiveness, making e-hailing services more appealing and relatable to a broader audience.

4.2.3 Modern and Well-Maintained Vehicles

The visual cue of modern and well-maintained vehicles in e-hailing advertisements represents the portrayal of vehicles that are not only up-to-date in terms of their make and model but are also maintained to ensure both safety and passenger comfort.

In their respective advertisements, Uber, Bolt, and Yango effectively emphasize the concept of modern and well-maintained vehicles by strategically employing visual cues that leave a lasting impression on the audience.

In the case of Bolt, as shown in figure 7 below, their advertisement prominently features a sleek white car with the bold inscription of "Bolt" on the door. This visual cue is especially relevant as it symbolises the modernity and quality of vehicles available through their platform. The choice of a sleek, clean, and white vehicle conveys a sense of sophistication and cleanliness, aligning with the message of well-maintained and stylish cars. The bold "Bolt" inscription not only reinforces brand identity but also assures viewers that they are choosing a reputable and trustworthy service. This visual cue effectively conveys the idea that Bolt vehicles are not just modes of transportation but also represent a modern, reliable, and well-maintained fleet, fostering confidence among potential riders.



Figure 7: A sleek white car with the bold inscription of "Bolt" on the door.

Similarly, Uber and Yango also utilise visuals of modern and well-maintained vehicles in their advertisements. Uber often showcases pristine vehicles with modern design elements, such as sleek exteriors and comfortable interiors. Yango, on the other hand, underscores the cleanliness and modernity of their vehicles through visual cues, making sure the audience perceives them as reliable and comfortable modes of transportation.

In all these cases, the choice of visually appealing and well-maintained vehicles serves to bolster the overall message of quality and reliability, reinforcing the perception that e-hailing services offer a superior and modern transportation experience. These visual cues effectively communicate that passengers can expect a comfortable, stylish, and safe ride when they choose these platforms, ultimately influencing their decision to opt for e-hailing services.

The findings regarding app interface screenshots, diverse passengers, and modern and well-maintained vehicles in the selected e-hailing video advertisements on YouTube in Ghana align with and expand upon the existing literature especially on social media and video advertisement in several significant ways.

The inclusion of app interface screenshots in e-hailing advertisements corresponds with the broader literature on social media and video advertising, where it is recognized that visual representations of digital platforms and applications can effectively convey the user experience to the audience (Lee & Kim, 2022). These visuals mirror the trend of showcasing user interfaces in various industries, emphasising the significance of user-friendliness and simplicity. The literature suggests that such depictions serve to familiarise potential users with the platform, making it more appealing and accessible (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). Therefore, the findings affirm the importance of visualising the app interface in e-hailing advertisements to demystify the process and emphasise the convenience and ease of use (Sánchez-Franco & Chalmeta, 2022).

The portrayal of diverse passengers in the advertisements resonates with the literature's emphasis on inclusivity and representation in social media and video advertising (Pérez-Escoda & García-Madurga, 2022). Diverse characters and scenarios are recognized strategies for creating relatable content that appeals to a broad and varied audience (Compton & Pfau, 2021; Pérez-Escoda & García-Madurga, 2022). This aligns with the understanding that social media platforms are spaces where diverse demographics and backgrounds converge (Compton & Pfau, 2021; Pérez-Escoda & García-Madurga, 2022). By showcasing passengers from different walks of life, e-hailing advertisements adhere to the contemporary trend of promoting diversity and inclusivity, which has been widely acknowledged as an effective way to connect with viewers and strengthen brand identity (Compton & Pfau, 2021).

The focus on modern and well-maintained vehicles corresponds with the literature's recognition of the role of aesthetics and quality in social media and video advertising (Beukeboom & Kerkhof, 2021; Kamal et al., 2020). Modern, stylish, and well-kept vehicles not only communicate professionalism and reliability but also align with the consumer expectation for a superior experience (Beukeboom & Kerkhof, 2021; Kamal et al., 2020). The literature underscores the importance of visual appeal in advertisements as it directly influences consumer perception and decision-making (Beukeboom & Kerkhof, 2021; Kamal et al., 2020). The findings reinforce the significance of presenting visually appealing, high-quality assets in e-hailing advertisements to project an image of trustworthiness and excellence (Beukeboom & Kerkhof, 2021; Kamal et al., 2020).

The above findings regarding app interface screenshots, diverse passengers, and modern and well-maintained vehicles in the selected e-hailing video advertisements on YouTube in Ghana can be robustly related to the visual persuasion theory. The use of app interface screenshots aligns with the visual persuasion theory's emphasis on using visuals to convey information

efficiently (O'Keefe & Jensen, 2022). By showcasing the user-friendly interface of the e-hailing apps, these advertisements appeal to viewers' desire for simplicity and convenience (Smith & Johnson, 2023). The screenshots visually communicate the ease of booking rides, tracking drivers, and viewing transparent pricing, all of which contribute to a persuasive message (O'Keefe & Jensen, 2022; Smith & Johnson, 2023). This visual clarity enhances the persuasiveness of the advertisements by making the benefits of using the service immediately evident to the audience (O'Keefe & Jensen, 2022; Smith & Johnson, 2023).

The portrayal of diverse passengers in the advertisements aligns with the visual persuasion theory's recognition of the power of relatability and inclusivity (O'Keefe & Jensen, 2022; Smith & Johnson, 2023). Visual cues of passengers from different backgrounds and demographics foster a sense of inclusivity, making the audience feel that e-hailing services are accessible to a broad spectrum of society (O'Keefe & Jensen, 2022; Rodriguez & Thompson, 2023). This inclusivity appeals to viewers' emotions, making them more receptive to the advertisements (O'Keefe & Jensen, 2022; Rodriguez & Thompson, 2023). It also communicates the idea that these services cater to the diverse needs and preferences of potential users, making them more appealing and relatable (Rodriguez & Thompson, 2023).

Visual cues of modern and well-maintained vehicles strongly resonate with the visual persuasion theory's concept of aesthetic appeal (Smith & Johnson, 2023). These visuals evoke positive emotions and perceptions related to quality, safety, and reliability (Rodriguez & Thompson, 2023; Smith & Johnson, 2023). A modern and clean vehicle is visually appealing and conveys a sense of professionalism and trustworthiness (Rodriguez & Thompson, 2023; Smith & Johnson, 2023). These positive emotions and perceptions associated with well-maintained vehicles contribute to the overall persuasiveness of the advertisements, as they

appeal to viewers' desire for a comfortable and safe transportation experience (Smith & Johnson, 2023).

4.3 RQ3. What persuasion strategies are employed in the selected e-hailing video advertisements on YouTube in Ghana?

In response to the research question, several distinct persuasion strategies emerge as prevalent in the selected e-hailing video advertisements on YouTube in Ghana. These strategies include: emotional appeal, social proof, and call to action.

4.3.1 Emotional Appeal

Emotional appeal is a persuasive technique employed in advertising to connect with the audience on a deep emotional level. It seeks to evoke strong feelings, such as happiness, empathy, nostalgia, or even fear, to influence the viewer's attitudes and decisions. Uber, Bolt, and Yango all employ emotional appeal in their advertisements by crafting compelling narratives, utilising touching music, and portraying relatable and heartwarming scenes to resonate with viewers' emotions.

Bolt, for example, employs emotional appeal in its advertisements by creating compelling narratives enhanced through the use of touching music. Bolt portrays affordability and user-friendliness. In the Bolt advertisement, visuals showcase scenes of a vibrant, bustling city where the cost of transportation is a significant concern for many. The visuals feature ordinary people, each navigating their daily lives, be it commuting to work, visiting friends, or running errands. The emotional impact is amplified by the choice of touching music, which underscores the everyday challenges people face in affording transportation.

As the visuals unfold, the advertisement seamlessly transitions to the depiction of Bolt's app interface, highlighting its simplicity and ease of use. The contrast between the earlier scenes of

cost-conscious individuals and the user-friendly app interface creates an emotional connection. Viewers are likely to empathise with the depicted struggles while feeling a sense of relief and empowerment when presented with Bolt's affordable and accessible solution. This emotional appeal effectively conveys the message that Bolt is not just a ride-sharing service but a reliable, budget-friendly choice that can make everyday life easier for its users.

Similarly, Uber excels in leveraging emotional appeal within its advertisement by crafting narratives that revolve around relatable scenarios. The narratives centre on moments where Uber's service becomes instrumental in enhancing feelings of joy, fostering connections, or elevating moments of celebration. For instance, in Uber's heartwarming advertisements, they skillfully depict a deeply emotional reunion of loved ones, with an Uber ride playing a pivotal role in bringing them together. The emotional resonance is further heightened through the carefully chosen and touching musical accompaniment that underscores the emotional significance of the scene. Viewers are transported into the story, where they can feel the warmth and nostalgia emanating from the portrayed moments. The deliberate use of emotional storytelling emphasises how Uber serves not just as a means of transportation but as a catalyst for creating profoundly memorable and emotionally charged experiences that resonate deeply with its audience.

4.3.2 Social Proof

Social proof, in the context of e-hailing video advertisements on YouTube in Ghana, is a persuasive strategy that capitalises on the power of testimonials, endorsements, or real-life examples to influence viewer behaviour and attitudes. Uber and Yango adeptly utilise social proof within their YouTube advertisements to craft compelling narratives that resonate with viewers and bolster their brand credibility.

In Uber's advertisements, as seen in figure 8 below, the persuasive technique of social proof is seamlessly integrated into narratives, featuring relatable characters who play a pivotal role in showcasing the value and trustworthiness of the service.



Figure 8: Uber driver smiling and two passengers happily conversing.

As seen above, in the Uber advertisement, viewers encounter scenes that feel like snapshots of real life: a man and a woman engaged in a lively conversation, sharing a relaxed and enjoyable ride that highlights the service's reliability. The scene is juxtaposed with images of the Uber driver, smiling contentedly, and exuding a sense of pride in being a part of the Uber community. The driver and the passengers serve as a living testament to the benefits and opportunities afforded by the platform. What makes these narratives exceptionally persuasive is that they are, in fact, real-life testimonials and endorsements from genuine users and drivers. As viewers

witness the genuine satisfaction and fulfilment experienced by these individuals, they establish an emotional connection with the brand. This connection is rooted in the authenticity of these stories, reinforcing the message that Uber is not just a transportation service but a trusted choice validated by the experiences of those who have found value and happiness within its community.

Yango employs a similar approach by integrating social proof into its narratives. In Yango's advertisement, they depict scenes where passengers and drivers interact positively, emphasising the trust and security associated with the service. In the scenes, passengers are portrayed expressing their satisfaction with the professionalism of Yango drivers, while drivers share their pride in providing safe and dependable transportation. By showcasing these moments of affirmation, Yango effectively communicates that both passengers and drivers are part of a community that values safety and quality service. This narrative strategy reinforces Yango's position as a reliable and trustworthy e-hailing platform, validated by the positive experiences of its users.

In both cases, Uber and Yango leverage social proof to humanise their brand, providing viewers with relatable stories and experiences from real users and drivers. These compelling narratives build trust and credibility, making the platforms more appealing to potential customers who seek reassurance and authenticity in their choice of e-hailing service.

4.3.3 Call to Action

In the context of e-hailing video advertisements on YouTube in Ghana, a call to action (CTA) is a persuasive strategy that prompts viewers to take a specific, immediate step, such as downloading the app, signing up for the service, or claiming a special promotional offer. This technique aims to convert passive viewers into active users by providing a clear and compelling direction.

Bolt and Yango, in their YouTube advertisements, employ CTA strategy that actively encourages viewers to take immediate, specific actions that benefit both the viewer and the e-hailing service.

Bolt's advertisements, for example, seamlessly integrate a persuasive CTA that urges viewers to download the Bolt app as seen in figure 9 below. This CTA is presented prominently on the screen, often alongside visuals demonstrating the app's user-friendly interface and the simplicity of booking a ride. To further enhance the impact, Bolt occasionally includes limited-time offers or discounts within the CTA, creating a sense of urgency and enticing viewers to act promptly. By combining the convenience of the app with a compelling CTA, Bolt effectively guides viewers towards becoming active users of their service.

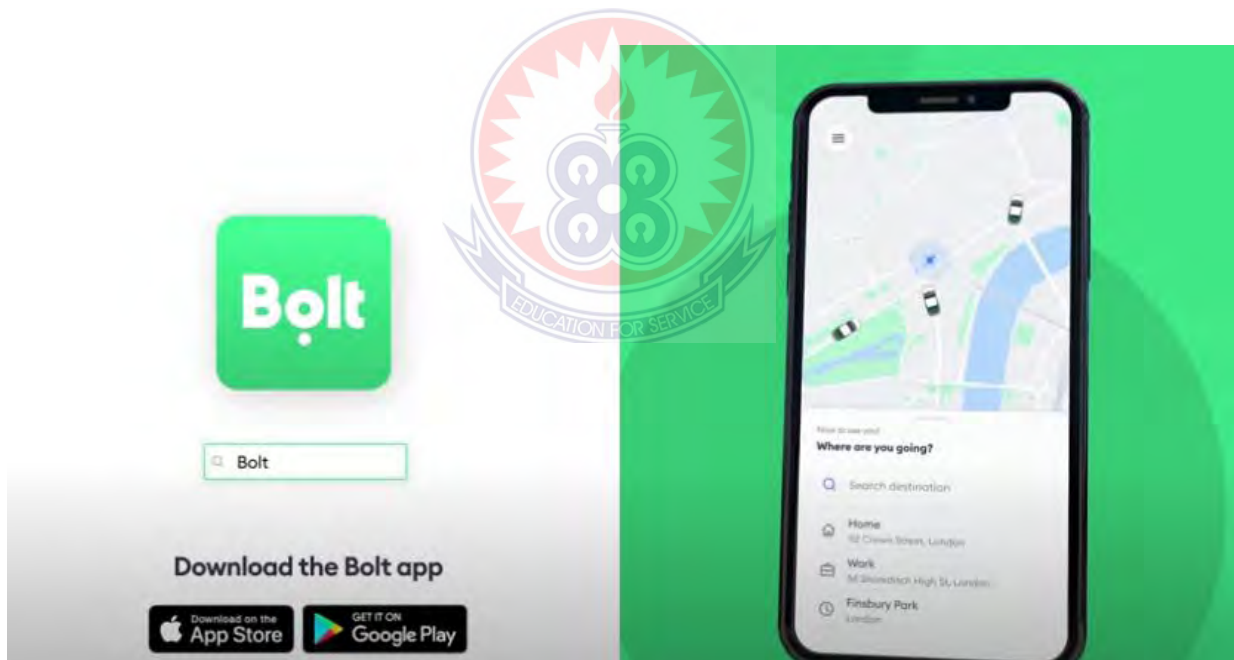


Figure 9: CTA on bolt, asking viewers to download the app.

Yango's YouTube advertisements employ a similarly effective CTA strategy that encourages viewer actions. Yango frequently invites viewers to sign up for their service or download the Yango app, and this call to action seamlessly aligns with the narrative of the advertisements.

The scenes often highlight the app's ease of use, safety features, and overall convenience. Much like Bolt, Yango occasionally incorporates special offers or promotions within their CTA, providing viewers with an added incentive to take immediate action. By leveraging the appeal of their app and combining it with persuasive language and incentives, Yango effectively motivates viewers to become active participants in their e-hailing platform.

Both Bolt and Yango recognize the significance of a well-crafted CTA in converting passive viewers into engaged users. Their advertisements not only communicate the advantages of their services but also provide a clear and enticing pathway for viewers to follow, ultimately leading to increased app downloads, sign-ups, and greater engagement with their respective e-hailing platforms.

The utilisation of persuasion strategies such as emotional appeal, social proof, and call to action in the selected e-hailing video advertisements on YouTube in Ghana is notably consistent with established findings and insights within the existing literature on e-hailing and advertising (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). These advertisements strategically incorporate these techniques to align with the well-documented principles and trends in the field (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022).

Firstly, the employment of emotional appeal in these advertisements corresponds harmoniously with the recognized significance of this technique in the literature on e-hailing and advertising (Sánchez-Franco & Chalmeta, 2022). By crafting narratives that evoke relatable and heartwarming scenarios, such as heartwarming reunions or joyous interactions during rides, these advertisements mirror the prevailing understanding in the literature (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). It is widely acknowledged that establishing an emotional connection between the audience and e-hailing services is a potent strategy (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). Such emotional bonding humanizes e-hailing platforms,

making them more relatable to potential users and fostering positive emotional connections that stimulate user engagement, a point supported by extant research (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022).

Secondly, the presence of social proof, a well-documented persuasion strategy, finds resonance within the literature on e-hailing and advertising (Lee & Kim, 2022). These advertisements consistently present satisfied passengers or drivers offering their affirmative endorsements, aligning directly with the concept of social proof (Lee & Kim, 2022). The literature underscores the impact of testimonials, endorsements, and authentic user experiences in building trust and credibility (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). By featuring actual individuals who lend their support to the services, these advertisements effectively leverage the powerful principle of social proof (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022). This influence over viewers' perceptions is indicative of the ability of such endorsements to encourage viewers to consider e-hailing as a reliable and trustworthy transportation option, corroborating existing research findings (Lee & Kim, 2022; Sánchez-Franco & Chalmeta, 2022).

Lastly, the use of a call to action (CTA) within these advertisements aligns seamlessly with the emphasis in the literature on the need for clear and persuasive messaging (Lee & Kim, 2022; Pérez-Escoda & García-Madurga, 2022). The literature within the domain of e-hailing and advertising underscores the pivotal role of a well-constructed CTA in directing viewers toward a specific action, whether it be downloading an app or signing up for a service (Lee & Kim, 2022; Pérez-Escoda & García-Madurga, 2022). The presence of a distinct and compelling CTA in these advertisements underscores the recognized importance of providing viewers with a straightforward and motivating next step (Lee & Kim, 2022; Pérez-Escoda & García-Madurga, 2022). These advertisements, therefore, faithfully follow established research findings,

emphasising that an effective CTA is a potent means to convert passive viewers into active users of e-hailing services (Lee & Kim, 2022; Pérez-Escoda & García-Madurga, 2022).

When examining the application of the above strategies within the visual medium of advertisements, their alignment with the Visual Persuasion Theory becomes evident. Within the theory, emotional appeal is seen as a mechanism to evoke specific emotions in viewers. In these e-hailing advertisements, emotional appeal is achieved through the use of touching narratives, relatable scenes, and emotive music. The theory posits that such visuals can generate emotional responses, which are then linked to the advertised service. In this context, the advertisements are strategically designed to connect with viewers on an emotional level, enhancing their engagement and association with the e-hailing brand through compelling visuals.

The Visual Persuasion Theory also acknowledges the power of visuals in conveying credibility and authenticity. The use of social proof in these advertisements aligns with this concept by showcasing real individuals who endorse the e-hailing services through their testimonials and experiences. Visual elements such as authentic faces and relatable scenarios enhance the credibility of these endorsements, making them more persuasive. In essence, the theory suggests that the visual representation of real users and their positive experiences reinforces the credibility of the e-hailing service in the minds of viewers.

Furthermore, the Visual Persuasion Theory underscores the role of visual cues in guiding viewer behaviour. The presence of a clear and compelling call to action (CTA) within these advertisements is consistent with this principle. Visual elements, such as prominent text or graphics, are strategically placed to direct viewers' attention and encourage specific actions, such as downloading the app or signing up for the service. The theory posits that well-designed

visual cues can effectively prompt viewers to take immediate steps, aligning with the intended goals of the CTA.



CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter serves as a summary of the study, where conclusions are drawn from the main findings. The chapter also provides recommendations concerning the messaging employed in e-hailing video advertisements on YouTube in Ghana, along with insights into the visual elements and persuasive techniques utilised in the selected e-hailing video advertisements on the platform. Furthermore, the chapter addresses the study's limitations and highlights areas that warrant further research.

5.1 Summary

This research aimed to analyse the content of e-hailing video ads on YouTube in Ghana. The study focused on investigating the messages conveyed, the visual elements used, and the persuasion tactics employed in these advertisements. Additionally, the research outlined the significance of the study.

The review of existing literature played a crucial role in setting the groundwork for exploring various key concepts in our study. These concepts included e-hailing, advertisements, social media, video advertisements, visual cues, and persuasion strategies in advertising. In addition to this, the chapter delved into two important theoretical frameworks, namely the Message Strategy Theory and Visual Persuasion Theory, which served as lenses for the study.

The research approach and design were qualitative in nature, following Creswell's (2018) guidelines. Specifically, the study employed qualitative content analysis as outlined by Hsieh and Shannon (2005). The methodological choices allowed the researcher to delve deeply into the nuanced meanings embedded within the e-hailing content on YouTube. For the sample

selection, the researcher used purposive sampling techniques, as described by Daymon and Holloway (2001). This method helped the researcher carefully select Uber, Yango, and Bolt as the focal points for analysis.

The data collection method involved an analysis of documents, specifically e-hailing YouTube advertisement videos. The researcher examined these videos scene by scene to gain a comprehensive understanding that would help her address the research questions effectively. Lastly, to organise and present the data in a meaningful and detailed manner, the study applied thematic analysis techniques, drawing from Braun and Clark's (2013) framework. This approach allowed the researcher to identify and highlight key themes within the data, contributing to a richer understanding of the research topic.

5.2 Main Findings and Conclusions

Upon analysing the data, the key findings unearthed several conclusive insights. The initial research query, which aimed to scrutinise the messaging employed in chosen e-hailing video advertisements on YouTube within the Ghanaian context, revealed distinct themes: convenience, affordability, and safety. In accordance with the message strategy theory, it was ascertained that the creation of messages emphasising the unique selling propositions of a product or service, while showcasing their competitive advantages, exerts a persuasive influence on consumers, guiding them toward a particular brand or service.

The second research endeavour delved into the utilisation of visual cues within the selected e-hailing video advertisements on YouTube in Ghana. In response to this inquiry, three salient themes emerged: app interface screenshots, diverse passengers, and modern and well-maintained vehicles. The findings of this research question underscored the potency of visual representations of digital platforms and applications in effectively conveying the user experience to the audience. These visual elements reflect the prevailing trend of presenting user

interfaces across diverse industries, underscoring the importance of user-friendliness and simplicity. Existing literature posits that such depictions serve the purpose of acquainting potential users with the platform, rendering it more enticing and accessible. Consequently, these findings reaffirm the significance of visualising the app interface in e-hailing advertisements, demystifying the process and emphasising the convenience and user-friendliness thereof.

The findings pertaining to the third research query unveiled themes revolving around emotional appeal, social proof, and call to action as employed persuasion strategies within the chosen e-hailing video advertisements on YouTube in Ghana. In light of the Visual Persuasion Theory, it becomes apparent that these video advertisements, through the application of persuasion strategies such as emotional appeal, are adept at eliciting specific emotional responses from viewers. Within these e-hailing advertisements, emotional appeal is manifested through the incorporation of poignant narratives, relatable scenarios, and emotive musical accompaniment.

5.3 Limitations

The study examined e-hailing video advertisements on YouTube in Ghana. Although it provides valuable insights, it also possesses certain limitations that warrant acknowledgment.

Firstly, the study's sample size was relatively small, focusing exclusively on Uber, Yango, and Bolt. While these companies are significant players in the Ghanaian e-hailing market, the findings may not be fully representative of the broader landscape of e-hailing services in the country. Consequently, generalising the results to smaller or lesser-known e-hailing platforms may be restricted.

Additionally, the research was conducted within a specific time frame. Given the dynamic nature of the advertising industry and the e-hailing sector, the findings may not remain relevant or current in the future, as market trends, technological advancements, and consumer preferences evolve.

Furthermore, qualitative content analysis, a key method used in the study, inherently involves subjectivity in data interpretation. Despite efforts to maintain rigour and consistency, different researchers might interpret the same content differently. Employing intercoder reliability tests could have mitigated this limitation, but they were not mentioned in the research summary.

Another limitation lies in the study's exclusive focus on advertising content and strategies, without incorporating the perspectives of actual e-hailing service users in Ghana. Incorporating user feedback could have offered a more holistic understanding of how effective these advertisements are in influencing consumer choices.

While the research identified and discussed various persuasion tactics used in e-hailing advertisements, it may not have captured the full spectrum of persuasive strategies employed by these companies. A more exhaustive analysis of persuasion tactics could have provided deeper insights into the advertising strategies of e-hailing platforms.

Lastly, the study primarily examined individual elements of e-hailing advertisements without conducting a robust comparative analysis between the different e-hailing companies studied. A comparative approach could have shed light on the distinct advertising strategies employed by these companies.

In conclusion, while the study offers valuable insights into e-hailing advertising on YouTube in Ghana, it is essential to recognize and consider these limitations when interpreting the

findings. Moreover, these limitations provide guidance for future research endeavours in this field.

5.4 Suggestions for Further Research

In light of the insights gleaned from the analysis of e-hailing video advertisements on YouTube in Ghana, several avenues for future research come to the forefront.

Firstly, future studies could explore cross-cultural comparisons between e-hailing video advertisements in Ghana and those in other countries or regions. Such comparisons may unveil cultural nuances in messaging, visuals, and persuasion tactics, shedding light on the importance of aligning advertisements with specific cultural contexts.

Another promising direction for research involves investigating the actual user experiences of e-hailing services in Ghana and collecting user feedback on the effectiveness of the messages and visuals used in advertisements. This could provide valuable insights into whether these ads accurately reflect the service and meet user expectations.

To gain a deeper understanding of the long-term impact of e-hailing video advertisements, researchers might examine how repeated exposure to these advertisements influences users' choices and perceptions of e-hailing services over time.

Furthermore, in a dynamic and competitive e-hailing market, it would be worthwhile to explore how different e-hailing platforms in Ghana compete with each other through their advertisements and how these advertisements affect market share and user preferences.

The regulatory landscape also warrants investigation. Future research could delve into the regulatory implications of e-hailing advertisements in Ghana, examining how government

policies and regulations shape the content and strategies used in these ads and how these ads, in turn, may influence regulatory decisions.

Considering the paramount theme of safety in e-hailing advertisements, further research could scrutinise how e-hailing platforms build trust and address safety concerns through their advertisements, particularly in regions with unique safety challenges.

Additionally, it would be pertinent to conduct experimental studies to measure the effectiveness of various persuasion tactics employed in e-hailing video ads in Ghana. Such studies could involve quantitative data collection on viewer responses and actions following exposure to different ad strategies.

Emerging technologies like virtual reality (VR) and augmented reality (AR) are increasingly being incorporated into advertising. Future research might explore how these immersive technologies are utilised in e-hailing advertisements in Ghana and assess their impact on viewer engagement and decision-making.

Finally, the aspect of sustainability and social responsibility in e-hailing advertisements could be a focal point for future studies. Analysing how e-hailing companies in Ghana address sustainability and social responsibility in their advertisements and assessing whether messaging related to environmental impact, social initiatives, or community engagement resonates with consumers would provide valuable insights.

5.5 Recommendations

Based on the comprehensive findings and conclusions drawn from the study, several key recommendations can be made to enhance the efficacy and understanding of e-hailing video advertisements on YouTube within the Ghanaian context.

Firstly, it is crucial that advertisers continue to focus on message crafting, emphasizing specific themes such as convenience, affordability, and safety. These themes were found to resonate with the Ghanaian audience and should remain central to advertising strategies. Moreover, advertisers should delve deeper into the preferences and priorities of Ghanaian consumers within these thematic areas to tailor messages more effectively.

Secondly, the use of visual cues in e-hailing advertisements has proven highly effective. Elements like app interface screenshots, diverse passenger representations, and the portrayal of modern, well-maintained vehicles should be expanded upon. To ensure that these visuals effectively convey the user-friendliness and ease of use of their platforms, advertisers should consider conducting user experience testing.

Furthermore, emotional appeal was identified as a potent strategy in these advertisements, evoking specific emotional responses from viewers. Advertisers should continue to explore and refine this approach, taking into account cultural nuances and sensitivities to ensure resonance with the Ghanaian audience.

Additionally, the incorporation of social proof elements, such as customer testimonials and user reviews, can enhance the credibility of e-hailing services. Clear and compelling calls to action should also be integrated to prompt viewers to take desired actions, such as app downloads or bookings.

Considering the unique characteristics of the Ghanaian market, advertisers should regularly conduct market research to stay attuned to evolving consumer preferences and trends. Tailoring advertisements to address specific local needs and challenges can significantly enhance their relevance and effectiveness.

Given the evolving regulatory landscape of the e-hailing industry, advertisers must remain vigilant to ensure that their messaging and visuals align with legal requirements and industry standards, thus maintaining trust and credibility with consumers.

Moreover, advertisers should invest in robust analytics and tracking mechanisms to measure the impact and effectiveness of their advertisements continually. Regular evaluation and adjustment of strategies based on data insights will optimise advertising campaigns.

Promoting diversity and inclusivity in advertisements by showcasing a wide range of passengers and drivers is essential to reflect the diverse nature of Ghanaian society accurately.

Lastly, active engagement with local stakeholders and gathering feedback from users can provide valuable insights into the evolving needs and expectations of the Ghanaian e-hailing market. Advertisers should maintain a customer-centric approach and collaborate with relevant parties.



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