

**UNIVERSITY OF EDUCATION WINNEBA**

**ONLINE ADVERTISING OF TELECOMMUNICATION NETWORKS IN  
GHANA: A STUDY OF SELECTED YOUTUBE VIDEO ADVERTISEMENTS**



**2023**

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GHANA: A STUDY OF SELECTED YOUTUBE VIDEO ADVERTISEMENTS



A dissertation 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  
Master of Arts  
(Strategic Communication)  
in the University of Education, Winneba

MAY, 2023

## DECLARATIONS

### Student's Declaration

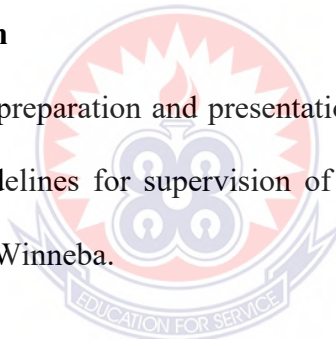
I, Fadila Yakub Ofori, declare that this dissertation, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work.

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.



Supervisor's Name: Mr. Stephen Osei Akyiaw

Signature:.....

Date:.....

## **DEDICATION**

I dedicate this work to my esteemed Director, Dr. Akosua Abdallah, whose steadfast encouragement and support have been instrumental in guiding me on the path of higher education. Your mentorship has been a beacon of inspiration throughout this academic journey. I am grateful for your unwavering support and guidance, which have helped me achieve my academic goals.



## ACKNOWLEDGMENTS

I am deeply grateful to Mr. Stephen Osei Akyiaw, my dedicated supervisor, for his invaluable guidance, support, and exceptional expertise throughout the journey of crafting this dissertation.

I would also like to express my heartfelt thanks to Prof. Andy Ofori-Birikorang, Dr. Mavis Amo-Mensah, Dr. Akwasi Bosompem Boateng, and Mr. Kwesi Aggrey, my esteemed lecturers. Their profound insights and constructive feedback have been instrumental in helping me navigate and succeed in my academic journey.

To my family and friends, your understanding, encouragement, and unwavering support have been my pillars of strength. Your belief in my abilities has fuelled my determination to reach this academic milestone.

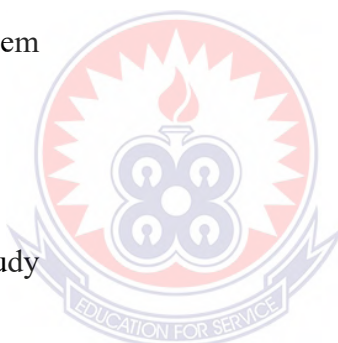
I am also grateful to my colleagues whose camaraderie and shared academic experiences added a meaningful dimension to my master's journey. The challenges encountered have been instrumental in shaping my resilience and commitment to scholarly endeavours.

This dissertation is not only a culmination of academic pursuits but also a reflection of personal growth and lessons learned.

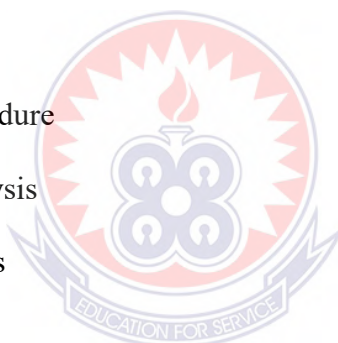
Thank you to everyone who has played a role in this academic journey.

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## ABSTRACT

This study explores the online advertising strategies of telecommunications networks in Ghana, focusing specifically on YouTube video advertisements. Employing qualitative content analysis, the study examines prevalent advertising messages, messaging strategies, and verbal cues utilised in selected Ghanaian telecommunication YouTube video advertisements. The analysis uncovered distinct themes aligned with the study's research questions. Firstly, regarding the messages conveyed, the study unearthed themes centred around connectivity and convenience, innovation and technology, as well as lifestyle and aspiration. Furthermore, investigation into the strategies employed highlighted insights into emotional appeal, celebrity endorsements, and competitive differentiation. Lastly, the examination of verbal cues led to the identification of themes encompassing Call-to-Action (CTA), features and benefits, and brand slogans and taglines. The analysis revealed nuanced strategies adopted by the telecommunication companies in Ghana. The strategies encompassed emphasising reliability and community connectivity, infusing emotional resonance through familiar cultural contexts and celebrity endorsements, and integrating brand slogans seamlessly into promotions to underscore a commitment to innovation. Based on the findings, the study recommends diversifying message types, tailoring strategies to target distinct audiences, and honouring cultural sensitivities.



## CHAPTER ONE

### INTRODUCTION

#### 1.0 Background to the Study

Online advertising has become an essential aspect of marketing strategies across the globe, and its importance continues to increase in the digital age (Chaffey & Smith, 2022). The internet has provided businesses with an opportunity to broaden their reach and connect with their target audience through digital advertising channels (Kreutzer, 2018). The use of online advertising has grown exponentially in recent years, with businesses leveraging digital platforms to enhance their brand awareness, customer engagement, and sales performance (Chaffey & Smith, 2022; Kreutzer, 2018). According to a report by Statista, global digital advertising spending is projected to reach \$526 billion by 2024 (Statista, 2021).

Online advertising involves the use of digital channels such as social media, search engines, and websites to promote products, services, or ideas over the internet, targeting a specific audience (Becker, 2019). The power of the internet is leveraged to make online advertising effective, as it enables businesses to reach a global audience and engage with their customers in a cost-effective, targeted, and measurable manner (Bala & Verma, 2018). The primary objective of online advertising is to boost brand awareness, drive website traffic, and ultimately convert potential customers into paying customers (Boerman et al., 2017).

In the contemporary business landscape, there has been a noticeable shift by many enterprises from traditional advertising channels, such as print, radio, and television, towards digital platforms, including social media, search engines, and websites (Lambrecht & Tucker, 2019). According to the authors, the rationale for this trend is

attributed to the cost-effectiveness, measurability, and targeting capabilities offered by online advertising (Lambrecht & Tucker, 2019). Online advertising therefore allows business enterprises to have better return on investment (ROI) and higher conversion rates (Boerman et al., 2017). Additionally, online advertising provides businesses with real-time data and analytics to track the performance of their ads, enabling them to make data-driven decisions and optimise their ad campaigns for better results. This ability to track and analyse the performance of online ads is a significant advantage over traditional advertising methods (Chaffey & Smith, 2022).

Despite the numerous advantages online advertising has, it also poses several challenges (Hughes et al., 2019; Kreutzer, 2018). One such challenge is the prevalence of ad blockers, which prevent advertisements from being displayed on users' devices (Hughes et al., 2019). This trend has been on the rise, making it more challenging for businesses to reach their intended audience (Hughes et al., 2019; Kotabe & Helsen, 2022). Another significant issue that plagues the online advertising industry is ad fraud (Kshetri & Voas, 2019). This fraudulent activity costs businesses billions of dollars annually (Kotabe & Helsen, 2022). Ad fraud in the online advertising industry refers to any fraudulent activity that aims to deceive advertisers and/or artificially inflate metrics related to ad performance (Kshetri & Voas, 2019). This type of fraud can be perpetrated by various actors, including publishers, ad networks, and ad buyers (Kotabe & Helsen, 2022; Kshetri & Voas, 2019).

Another significant issue that plagues the online advertising industry is the collection of user data for targeted advertising purposes (Gordon et al., 2021). The collection of user data for targeted advertising purposes refers to the practice of gathering information about individuals, such as their browsing history, search queries, location,

age, gender, interests, and other personal details (Wang et al., 2017). This data is then used to create targeted ads that are specifically tailored to the individual's interests and preferences (Gordon et al., 2021; Wang et al., 2017). While targeted advertising can be beneficial for both advertisers and consumers, there are concerns about the collection and use of personal data (Gordon et al., 2021). Privacy advocates argue that this practice can be intrusive and may compromise user privacy (Gordon et al., 2021; Wang et al., 2017). Additionally, there are concerns about the accuracy of the data and the potential for it to be used for discriminatory purposes (Wang et al., 2017). As a result, regulatory bodies and consumer groups are increasingly scrutinising the practices employed by online advertisers, and many countries have enacted laws and regulations to protect consumer privacy (Wang et al., 2017).

There are several types of online advertising, each with its own unique features (Boerman et al., 2017; Campbell & Farrell, 2020; Fourberg et al., 2021, Schouten et al., 2020). One of the most common types of online advertising is display advertising (Fourberg et al., 2021). Display advertising involves using banner ads and images on websites and social media platforms to promote a product or service (Boerman et al., 2017). Display ads can be static or animated and can be placed in various locations on a website, including the header, footer, sidebar, or within the content (Fourberg et al., 2021). Display ads are popular because they can be targeted to specific audiences, resulting in higher conversion rates (Boerman et al., 2017; Fourberg et al., 2021).

Search advertising is another type of online advertising that involves displaying text or image ads on search engines such as Google and Bing (Schouten et al., 2020). Search ads appear at the top or bottom of the search engine results page (SERP) when users search for specific keywords (Fourberg et al., 2021, Schouten et al., 2020). Search

advertising is popular because it allows businesses to target users who are actively searching for their products or services (Fourberg et al., 2021, Schouten et al., 2020). Social media advertising is another type of online advertising that involves using social media platforms such as Facebook, Twitter, and LinkedIn to promote a product or service (Boerman et al., 2017; Campbell & Farrell, 2020). Social media ads can be targeted to specific audiences based on demographics, interests, and behaviours (Boerman et al., 2017; Campbell & Farrell, 2020). Social media advertising is popular because it allows businesses to create engaging and interactive ads that can be shared and liked by users, resulting in increased brand awareness and engagement (Campbell & Farrell, 2020).

Another distinct approach gaining momentum in the realm of online advertising is influencer marketing (Fourberg et al., 2021). This strategy entails collaborating with social media influencers to endorse a particular product or service. Influencers, who hold a significant following on various social media platforms, are capable of exerting considerable influence on the opinions and actions of their audience (Schouten et al., 2020). The efficacy of influencer marketing is attributable to its ability to connect businesses with an engaged audience, consequently raising brand awareness and sales figures (Fourberg et al., 2021; Schouten et al., 2020). As a result, influencer marketing has gained widespread popularity among businesses seeking to enhance their online presence and connect with their target audience (Fourberg et al., 2021).

Video advertising is equally a prevalent form of online advertising that utilises short video clips to promote a product or service (Belanche et al., 2017; Campbell & Farrell, 2020). This type of advertising can be utilised on various platforms, such as YouTube, Vimeo, and social media platforms (Belanche et al., 2017). Video ads have gained

popularity in recent years due to their ability to provide more information about a product or service while engaging the audience more effectively than other types of advertising (Belanche et al., 2017; Campbell & Farrell, 2020). Through the use of video ads, advertisers can convey their message to the audience in a more dynamic and visually appealing way, thus increasing the chances of successful brand promotion (Belanche et al., 2017). The video ad format allows for creativity, which can be used to develop engaging and memorable ads (Campbell & Farrell, 2020). Furthermore, video advertising provides an opportunity to target specific audiences by selecting appropriate platforms and demographics (Campbell & Farrell, 2020). This targeted approach can lead to higher conversion rates, as the ads are being displayed to individuals who are more likely to be interested in the product or service being promoted (Belanche et al., 2017; Campbell & Farrell, 2020).

In recent years, video advertising has emerged as a popular trend in online advertising across the globe, and Ghana is no exception to this phenomenon (Bamfo et al., 2019). The rapid increase in the rate of internet penetration in Ghana has provided businesses with an excellent opportunity to expand their reach and target a larger audience through video advertising (Agyarkoh, 2018). According to a report published by Hootsuite in January 2021, Ghana's internet penetration rate has increased by 6.2% from the previous year, reaching a total of 39% (Hootsuite, 2021). This signifies a substantial rise in the number of internet users in Ghana, presenting a growing market for businesses seeking to utilise video advertising (Hootsuite, 2021). Therefore, businesses operating in Ghana can benefit from the growing popularity of video advertising as a means to connect with a wider audience (Bamfo et al., 2019). As Ghana's internet penetration rate continues to rise, there will be ample opportunities for businesses to

leverage video advertising to promote their products or services effectively (Agyarkoh, 2018).

While the rapid increase in the rate of internet penetration is a significant contributor to the growing prevalence of video advertising, several other factors have also played a critical role (Addo et al., 2022; Buchag et al., 2022; Yeboah-Banin & Amoakohene, 2019). One factor that has contributed to the growing prevalence of video advertising in Ghana is increased competition (Yeboah-Banin & Amoakohene, 2019). As the Ghanaian market becomes increasingly competitive, businesses are looking for new and more effective ways to reach their target audience (Adjei, 2017; Buchag et al., 2022). Video advertising provides a unique opportunity for businesses to differentiate themselves from their competitors and attract new customers (Buchag et al., 2022; Yeboah-Banin & Amoakohene, 2019). Changing consumer behaviour is also a factor that has contributed to the growing prevalence of video advertising in Ghana (Yeboah-Banin & Amoakohene, 2019). Consumer behaviour in Ghana is changing, with more people looking for information and entertainment online (Adjei, 2017). Video advertising provides businesses with a way to reach these consumers and provide them with the information and entertainment they are looking for (Adjei, 2017; Yeboah-Banin & Amoakohene, 2019).

Another factor that has contributed to the growing prevalence of video advertising in Ghana is the increasing popularity of social media platforms (Addo et al., 2022). Platforms such as YouTube, Facebook, and Instagram are widely used in Ghana, particularly among young people (Buchag et al., 2022). These platforms provide businesses with a platform to advertise their products and services using video ads (Addo et al., 2022; Buchag et al., 2022). Additionally, the popularity of social media



platforms has made it easier for businesses to share their video ads, making it more likely that they will be viewed by a large number of people (Addo et al., 2022; Buchag et al., 2022).

YouTube has become one of the most popular social media platforms in the world, with over 2 billion monthly active users (Pattier, 2021). In the Ghanaian context, YouTube has also become an emerging platform for online advertising (Addo et al., 2022). With the rapid increase in the rate of internet penetration in Ghana, more and more Ghanaians are accessing YouTube, and businesses are taking advantage of this trend by using YouTube as a platform for advertising their products and services (Adjei, 2017; Yeboah-Banin & Amoakohene, 2019). YouTube is a video-sharing platform owned by Google (Pattier, 2021). It allows users to upload and share videos, and view videos uploaded by others (Pattier, 2021; Schouten et al., 2020). YouTube has become an increasingly popular platform for online advertising due to its vast audience and user engagement (Schouten et al., 2020). Businesses can create video ads and publish them on YouTube, allowing them to reach a wide range of potential customers (Pattier, 2021; Schouten et al., 2020). YouTube's targeting capabilities also allow businesses to target specific demographics, interests, and behaviours, ensuring their ads are seen by the most relevant audience (Pattier, 2021; Schouten et al., 2020).

The increasing popularity of YouTube as an emerging online advertising platform in Ghana may be attributed to the significant number of young people who use the platform (Fynn et al., 2021). YouTube is widely used in Ghana, particularly among the youth population, who are the most active consumers of online content (Fynn et al., 2021; Mohan & Punathambekar, 2019). This popularity has made YouTube an effective platform for businesses to reach a large audience in Ghana (Mohan & Punathambekar,

2019). Additionally, the platform's algorithm has made it possible for businesses to target specific demographics and reach their intended audience (Fynn et al., 2021). Another reason for the prevalence of YouTube as an emerging online advertising platform in Ghana is the platform's ability to provide analytics and insights into the performance of video ads (Mohan & Punathambekar, 2019). This data can be used by businesses to measure the effectiveness of their video ads and make necessary adjustments to their marketing strategies (Campbell & Farrell, 2020). It also helps businesses to make informed decisions on their marketing budget and allocate resources effectively (Campbell & Farrell, 2020; Mohan & Punathambekar, 2019).

Telecommunication industry has become an essential part of modern life (Amin et al., 2019; Russell, 2018). According to Amin et al. (2019), the telecommunication industry has revolutionised the way people communicate and interact with each other in the modern world. It has changed the way businesses operate, and it has transformed the way people consume media and entertainment (Amin et al., 2019; Russell, 2018). Over the years, Ghana's telecommunication industry has undergone significant growth, with the introduction of new technologies, services, and players in the market (Afiuc et al., 2021). Historically, Ghana's telecommunication industry was dominated by a state-owned company, Ghana Telecom, which provided fixed-line telephony services (Diaw & Asare, 2018). However, in the early 1990s, the government of Ghana began liberalising the industry, paving the way for the entry of private companies. This led to increased competition, innovation, and investment in the sector (Afiuc et al., 2021; Diaw & Asare, 2018).

Currently, there are six major telecommunication companies operating in Ghana, namely MTN, Vodafone, AirtelTigo, Glo, Surfline, and Telesol (Afiuc et al., 2021;

Akosen & Asiedu, 2023). MTN is the largest operator, with over 22 million subscribers, followed by Vodafone with over 9 million subscribers (Akosen & Asiedu, 2023). AirtelTigo is a merger of Airtel and Tigo, and it is the third-largest operator, with over 8 million subscribers. Glo, Surfline, and Telesol are relatively small players in the market (Afiuc et al., 2021; Diaw & Asare, 2018). The telecommunication networks in Ghana provide a wide range of services, including voice and data services, mobile money, internet services, and value-added services (Afiuc et al., 2021; Akosen & Asiedu, 2023). Mobile money has become an essential service, with over 40 million registered mobile money accounts, and over GHS 320 billion worth of transactions processed in 2020 (Akosen & Asiedu, 2023). The telecommunication networks in Ghana have also played a vital role in promoting financial inclusion, enabling access to financial services for the unbanked population (Afiuc et al., 2021). The networks have partnered with financial institutions and mobile money service providers to offer mobile money services, allowing users to send and receive money, pay bills, and make purchases using their mobile phones (Akosen & Asiedu, 2023).

The primary objective of this study is to examine selected YouTube video advertisements as a means of online advertising, with a particular focus on telecommunication networks in Ghana. The choice of Ghana as the subject of this investigation is due to the increasing prevalence of YouTube as an emerging online advertising platform in the Ghanaian context (Fynn et al., 2021). Furthermore, telecommunication networks have recognized the power of online advertising to showcase their products and services to a broader audience (Diaw & Asare, 2018). The adoption of YouTube advertising by telecommunication networks in Ghana has also been driven by the need to stay competitive in the market (Addo et al., 2022). The telecommunication industry in Ghana is highly competitive, with multiple players

ving for market share (Addo et al., 2022; Diaw & Asare, 2018). By adopting YouTube advertising, telecommunication networks can differentiate themselves from their competitors and increase brand awareness (Addo et al., 2022; Diaw & Asare, 2018).

### **1.1 Statement of the problem**

In today's digital age, online advertising has become a critical and integral part of marketing strategies for businesses worldwide (Chaffey & Smith, 2022). The emergence of digital technologies has provided businesses with new opportunities to reach their target audience through various online channels, including social media, search engines, and video-sharing platforms like YouTube (Bala & Verma, 2018). However, despite the increasing use of online advertising, there is a lack of empirical research on its effectiveness, especially on YouTube video advertisements (Chaffey & Smith, 2022).

The problem is that while YouTube has become one of the most popular platforms for online video consumption particularly in emerging economies, there is little research on how YouTube video advertisements shape consumer behaviour (Pattier, 2021). Specifically, there is a dearth of comprehension regarding the positioning of YouTube video ads to resonate with their audiences, and the factors that influence audience engagement in emerging economies (Fynn et al., 2021; Pattier, 2021).

Existing studies on online advertisement have suggested that video advertising on platforms such as YouTube has gained significant popularity in recent years and these platforms have the potential to reach millions of users, but businesses must position their ads in a way that resonates with their target audience (Ahmad et al., 2020; Mohan & Punathambekar, 2019; Pattier, 2021). However, there is limited research on the most effective ways to position YouTube video ads in emerging economies (Pattier, 2021).

For instance, cultural differences may impact the way audiences perceive ads, and this may influence their engagement with the ads (Ahmad et al., 2020; Chao & Parker, 2017).

Several studies on online advertising, including YouTube video advertisements, have been focussed in developed economies (Ahmad et al., 2020; Chao & Parker, 2017; Lim & Lee, 2019). For instance, a study by Chao and Parker (2016) examined the impact of cultural values on the effectiveness of online advertisements in China and the United States. The study found that cultural values influenced the way audiences perceived the ads and that ads that aligned with cultural values were more effective in both countries. Similarly, a study by Lim and Lee (2019) examined the impact of cultural congruence on the effectiveness of online ads in Korea. The study found that culturally congruent ads were more effective than incongruent ads in terms of attention, recall, and purchase intention.

In addition, there is also a need to consider the impact of culture on advertising effectiveness in emerging economies (Febriyantoro, 2020; Kim & Hunter, 2018). For example, Kim and Hunter (2018) whose study was focused on advertisements in Malaysia and Thailand, found that advertising appeals that are effective in one culture may not be effective in another culture due to differences in values and beliefs. Similarly, Febriyantoro (2020) found that advertising that appeals to individualism is more effective in Western cultures, while advertising that appeals to collectivism is more effective in Eastern cultures. Febriyantoro (2020) also notes that despite the growing body of literature on online advertising, there is little research on YouTube video advertisements in emerging economies like Africa.

According to a report by We Are Social and Hootsuite (2021), Africa has over 525 million internet users, with a majority of them accessing the internet via mobile devices. This presents a significant opportunity for businesses to leverage YouTube video ads to reach their target audience. However, there is a lack of understanding regarding the cultural nuances that may shape the effectiveness of these ads in African countries (Ahmad et al., 2020; Chao & Parker, 2017).

In the Ghanaian context, just as hinted by earlier scholars on the dearth of research regarding the cultural nuances that may shape the effectiveness of these ads in African countries (e.g., Ahmad et al., 2020; Chao & Parker, 2017), the existing research has examined the effectiveness of online advertising generally in the country (Azumah & Abubakar, 2020; Boateng & Osei-Bryson, 2019). For instance, a study by Agyemang et al. (2019) explored the impact of online advertising on consumer purchasing behaviour in Ghana. The study focused on banner ads and images on websites and found that online advertising has a significant effect on consumer purchase intention and behaviour. Similarly, Azumah and Abubakar (2020) investigated the impact of online advertising on brand awareness in Ghana. The study revealed that online advertising has a positive effect on brand awareness, with display advertising and search engine marketing being the most effective forms of online advertising.

Although the prior studies provide valuable insights into the effectiveness of online advertising in Ghana, none of them specifically concentrate on YouTube video advertisements or emphasize the common themes, messaging strategies, and trends that are prevalent in a particular Ghanaian industry. Ahmad et al. (2020) recommended that further research, in the form of qualitative content analysis on YouTube video advertisements, would provide a valuable benchmark for companies or brands to

measure their advertising efforts against those of their competitors. By analysing the video advertisements of competitors in the same industry, businesses can gain insight into effective advertising techniques (Ahmad et al., 2020). This study aims to address the gap in current literature by conducting a qualitative content analysis of how Ghanaian companies convey advertising messages through YouTube video advertisements. Through this analysis, the study sought to identify the common messages, advertising strategies and verbal cues specific to the Ghanaian telecommunication industry.

## **1.2 Research Objectives**

This study specifically seeks to pursue the following research objectives:

1. To identify the dominant advertising messages in the selected Ghanaian telecommunication YouTube video advertisements.
2. To investigate the messaging strategies used in the selected Ghanaian telecommunication YouTube video advertisements.
3. To examine the verbal cues used in the selected Ghanaian telecommunication YouTube video advertisements.

## **1.3 Research Questions**

1. What are the dominant advertising messages present in the selected Ghanaian telecommunication YouTube video advertisements?
2. What messaging strategies are used in the selected Ghanaian telecommunication YouTube video advertisements?
3. What are the verbal cues used in the selected Ghanaian telecommunication YouTube video advertisements?

#### **1.4 Significance of the Study**

The study which centres on how Ghanaian telecommunication YouTube video advertisements convey advertising messages, appeals, and visual and verbal cues is significant in several ways. This study's significance extends to diverse range of stakeholders, including academia, practitioners, policymakers, and the general Ghanaian public, making it of immense value.

First and foremost, the academic community can significantly benefit from this study's contribution by providing an in-depth analysis of Ghanaian YouTube video advertisements. The findings will help to enhance our understanding of how advertising messages are conveyed through various appeals, visual and verbal cues in the Ghanaian context. The study will also serve as a basis for further research in this field, leading to a more nuanced understanding of the cultural and social factors that influence advertising messages in Ghana, which will be useful for academics interested in cross-cultural studies.

Secondly, the study will be beneficial to practitioners in the advertising industry, especially telecommunication companies and professionals involved in creating and implementing YouTube video advertisements in Ghana. The findings will provide valuable insights into the most effective ways of conveying advertising messages, appeals, and visual and verbal cues to the Ghanaian audience. This knowledge will enable practitioners to develop more targeted and effective advertising campaigns that resonate with the Ghanaian market.

Thirdly, the study's findings may have policy implications for the Ghanaian government, especially in terms of regulating the content of YouTube video advertisements in the country. The study's insights into the types of appeals and cues



used in Ghanaian YouTube video advertisements could inform policymakers on how to promote socially responsible advertising practices that align with Ghanaian cultural values.

Lastly, the study's findings will benefit the general Ghanaian public by increasing their awareness of the persuasive tactics used in YouTube video advertisements. The study will provide insights into how advertisers use visual and verbal cues to influence consumer behaviour, which will help the public to become more critical consumers of advertising. The findings may also help to promote more transparent and ethical advertising practices in Ghana.

### **1.5 Delimitation**

This study aims to conduct a qualitative content analysis of three selected Ghanaian YouTube video advertisements from MTN, Vodafone, and AirtelTigo, to identify and analyse the advertising messages, appeals, and visual and verbal cues used in the advertisements. The study is delimited to these three companies and their selected video advertisements, as they are among the top telecom companies in Ghana, and their advertisements are easily accessible on the YouTube platform. The study will focus on analysing the content of the selected video advertisements to understand how the companies convey their advertising messages to their target audience. The analysis will include an examination of the various advertising appeals used, such as emotional, rational, and fear appeals, to determine how they are used. Additionally, the study will investigate the visual and verbal cues used in the advertisements to identify how they enhance the message and appeal.

## **1.6 Organisation of the Study**

The study is organised into five chapters. The background of the study, the study's objectives, research questions, significance, limitations, and organisation are all covered in Chapter One. Chapter Two explores related literature and discusses the theories that contextualise the study. Chapter Three examines data collection and analysis methods and procedures. The research approach, research design, sample and sampling technique, data collection methods, data collection procedure, and method of data analysis are all covered in this section. Chapter Four is devoted to the study's findings and discussions. Chapter Five summarises the study's findings, draws conclusions, and gives recommendations for future research.

## **1.7 Summary**

The chapter provides an overview of online advertising, specifically focusing on the emergence and importance of YouTube video advertisements within Ghana's telecommunication industry. It begins by highlighting the global significance of online advertising, yet emphasises the lack of empirical research on YouTube video ads in emerging economies like Ghana. The study addresses this gap by scrutinising how these advertisements operate within Ghana's digital landscape. It underscores challenges such as cultural nuances and limited research, prompting an in-depth analysis of advertising messages, strategies, and cues within YouTube video ads used by Ghanaian telecommunication firms.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter reviews related literature on the following: overview of advertising; messaging and message strategy in advertising; and the telecommunication industry. Again, the chapter discusses the Elaboration Likelihood Model (ELM) as a theoretical lens for the present study.

#### 2.1 Overview of Advertising

Advertising has been defined in various ways by scholars over the years (Kreutzer, 2018). While there are commonalities in these definitions, each scholar brings a unique perspective to the table (Kim & Hunter, 2018). The diversity of definitions is not surprising, given that advertising is a complex and multifaceted phenomenon that encompasses a wide range of practices and processes (Kim & Hunter, 2018; Kreutzer, 2018). One of the earliest definitions of advertising was put forth by American advertising pioneer John Wanamaker, who defined it as "the art of getting people to spend money they don't have for something they don't need" (Boerman et al., 2017, p. 23). While the exact year in which he first articulated this definition is not clear, it is generally accepted that it was in the latter part of the 1800s (Boerman et al., 2017). Wanamaker's definition, while somewhat cynical, underscores the persuasive nature of advertising, which aims to influence consumer behaviour (Boerman et al., 2017).

Another definition of advertising comes from the American Marketing Association (AMA) (2019), which defines it as "any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (p.11). This definition highlights two fundamental aspects of advertising: its commercial nature and its non-

personal character. Firstly, the AMA's (2019) definition emphasizes that advertising is a commercial activity that involves promoting ideas, goods, or services in exchange for payment. This underscores the fact that advertising is fundamentally driven by economic interests, and that its ultimate goal is to increase sales and profits for the sponsor or advertiser (AMA, 2019).

Secondly, the AMA's (2019) definition emphasizes that advertising is non-personal, meaning that it is not directed towards specific individuals or groups. Rather, advertising is typically disseminated through mass media channels such as television, radio, print, and online platforms (AMA, 2019). This non-personal character of advertising enables advertisers to reach a wider audience and disseminate their message more effectively (AMA, 2019). In addition to its commercial and non-personal character, advertising is also characterized by its persuasive nature (Ahmad et al., 2020). As the AMA's (2019) definition suggests, advertising is a form of promotion that seeks to persuade consumers to adopt certain attitudes, beliefs, or behaviours. This persuasive aspect of advertising is achieved through a variety of techniques, such as emotional appeals, product demonstrations, and celebrity endorsements (Ahmad et al., 2020).

Other scholars have focused on different aspects of advertising. For instance, according to communication scholar Richards (2020), advertising is "the non-personal communication of information usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through the various media" (p. 8). This definition highlights the importance of communication in advertising, as well as the fact that it is typically paid for by sponsors (Richards, 2020). Richards' (2020) definition of advertising highlights the importance of communication in advertising

because it emphasizes that advertising is a form of non-personal communication. Unlike personal selling, which involves direct interactions between a seller and a buyer, advertising typically relies on various media channels such as television, radio, print, and digital platforms to reach a wide audience (Richards, 2020). Therefore, effective communication is crucial to ensure that the advertising message is clear, concise, and persuasive (Richards, 2020). The definition also highlights the fact that advertising is typically paid for by sponsors (Richards, 2020). This is an important aspect of advertising because it differentiates it from other forms of communication, such as public relations or editorial content, which are not directly paid for by sponsors (Richards, 2020). The fact that advertising is paid for means that sponsors have a vested interest in ensuring that the advertising message is effective in persuading potential customers to purchase their products or services (Richards, 2020).

Samuelson (2021) also provides a concise and insightful definition of advertising. He defined advertising as "the activity of conveying a message, through a medium, to an audience" (p. 9). By highlighting the role of communication channels, Samuelson's (2021) definition acknowledges the wide variety of media that can be used in advertising, ranging from traditional platforms like print and television to newer forms like social media and mobile advertising. Samuelson's (2021) definition also underscores the importance of considering not just the content of advertising, but also the means by which it is delivered. The choice of medium can have a significant impact on the effectiveness of advertising, as different media may be better suited to reach certain target audiences or to convey particular types of messages (Samuelson, 2021). As such, advertisers must carefully consider their options when selecting channels for their campaigns (Samuelson, 2021).

Although there may be differences in how scholars and practitioners define advertising, there are some fundamental characteristics that are commonly shared (Ahmad et al., 2020; Richards, 2020). These essential elements form the foundation upon which advertising operates and are key to understanding its role in shaping consumer behaviour and influencing market dynamics (Ahmad et al., 2020; Samuelson, 2021).

One of the core elements of advertising is its persuasive nature (Boerman et al., 2017). Advertising is a form of communication that seeks to persuade consumers to take a specific action, whether that be to purchase a product, adopt a particular viewpoint, or engage with a service (Boerman et al., 2017; Richards, 2020). This is typically achieved through the use of various persuasive techniques such as emotional appeals, appeals to authority, and social proof (Boerman et al., 2017; Samuelson, 2021). Another key characteristic of advertising is its commercial nature. Advertising is often associated with the promotion of goods and services for the purpose of generating revenue (Boerman et al., 2017; Richards, 2020). As such, it is usually sponsored by businesses or organizations with the aim of increasing sales and profits (Ahmad et al., 2020). However, advertising can also be used for non-commercial purposes such as promoting social causes or political campaigns (Ahmad et al., 2020; Richards, 2020).

Finally, advertising relies on various media to reach its intended audience (Ahmad et al., 2020; Samuelson, 2021). These media can range from traditional channels such as print, radio, and television to newer forms such as social media and mobile advertising (Richards, 2020). By utilizing a variety of media, advertisers can tailor their messages to specific audiences and ensure that they reach their intended targets (Ahmad et al., 2020; Richards, 2020; Samuelson, 2021). By recognizing these core elements of advertising, scholars and practitioners can develop a deeper understanding of the

complexities involved in creating and disseminating effective advertising messages (Kim & Hunter, 2018; Kreutzer, 2018). This knowledge can be used to develop more sophisticated and targeted advertising strategies that are better suited to the needs and preferences of different audiences (Kim & Hunter, 2018; Kreutzer, 2018). Moreover, understanding these core elements can help advertisers to navigate the ethical considerations involved in advertising, such as avoiding false or misleading claims, while still achieving their desired outcomes (Kim & Hunter, 2018; Kreutzer, 2018).

### **2.1.1 The History of Advertising**

Advertising is a practice that has a long and rich history, dating back to ancient times (Yusof et al., 2021). Traders and merchants in early civilizations utilized rudimentary forms of advertising, such as simple signs and symbols, to promote their goods and services (Yusof et al., 2021). For instance, the use of painted symbols on walls in Pompeii is an early form of advertising that dates back to the first century AD (Yusof et al., 2021). However, it was not until the Industrial Revolution in the 19th century that modern advertising techniques were developed (Radzi et al., 2022; Yusof et al., 2021). The rise of mass production and mass communication during the Industrial Revolution led to a significant increase in the volume of goods available for consumption (Yusof et al., 2021). As a result, manufacturers began to develop new strategies to promote their products, including the use of print advertising (Radzi et al., 2022; Yusof et al., 2021).

The development of the printing press in the 15th century revolutionized the way information was disseminated and opened the door for the mass production of printed materials (Yusof et al., 2021). Advertising agencies quickly recognized the potential of this technology and began using it to reach a wider audience (Radzi et al., 2022). By

the late 19th century, advertising posters began to appear on walls, billboards, and public transport, bringing advertising messages to a wider audience than ever before (Radzi et al., 2022; Yusof et al., 2021).

Advertising posters were a simple and effective way to communicate with large numbers of people (Radzi et al., 2022; Rahman, 2018). These posters were usually colourful and visually striking, designed to capture the attention of passers-by (Radzi et al., 2022; Rahman, 2018). They were often placed in high traffic areas, such as train stations, to ensure maximum exposure (Radzi et al., 2022; Rahman, 2018). This new medium allowed advertiser to promote their products and services to a much larger audience than ever before, and it quickly became a popular form of advertising (Radzi et al., 2022; Rahman, 2018). The rise of advertising posters coincided with the growth of the consumer culture, as people began to place more value on material possessions and status symbols (Rahman, 2018). Advertisers capitalized on this trend by creating aspirational advertising campaigns that positioned their products as symbols of status and success (Rahman, 2018). This approach was particularly effective in promoting luxury goods, such as clothing, jewellery, and automobiles (Rahman, 2018). Advertising posters also played an important role in promoting social and political messages (Radzi et al., 2022; Rahman, 2018). In the early 20th century, advertisers used posters to encourage people to support the war effort and to promote patriotism (Radzi et al., 2022; Rahman, 2018). During the Great Depression, posters were used to promote government programs aimed at providing relief to the unemployed (Radzi et al., 2022; Rahman, 2018). In more recent times, posters have been used to promote social causes, such as environmental awareness and anti-smoking campaigns (Radzi et al., 2022; Rahman, 2018).



The advent of radio broadcasting in the early 20th century marked a significant turning point for the advertising industry (Radzi et al., 2022). Radio provided a platform for advertisers to reach a national audience and communicate their messages effectively (Radzi et al., 2022). The success of radio advertising led to an exponential growth of the industry, and it became one of the most effective forms of advertising during the early 20th century (Radzi et al., 2022). The affordability and accessibility of radio advertising, as compared to print advertising, made it possible for businesses to promote their products or services to a wider audience (Radzi et al., 2022). Television advertising soon followed in the wake of radio advertising (Yusof et al., 2021). The first television commercial was aired in 1941, marking the beginning of a new era in the advertising industry (Yusof et al., 2021). Television provided a visual medium for advertisers to showcase their products or services to a much larger audience than ever before (Yusof et al., 2021). The introduction of television advertising brought a revolution in the advertising industry as it provided a more immersive and engaging experience for the audience, enabling them to see the product in action (Yusof et al., 2021).

Television advertising became the dominant form of advertising in the second half of the 20th century, reaching millions of households globally (Darawati, 2018; Yusof et al., 2021). With the increasing popularity of television, businesses invested heavily in advertising campaigns to reach a wider audience and establish their brands (Darawati, 2018; Yusof et al., 2021). Television advertising became a vital tool in shaping the public's perception of brands and their products or services (Darawati, 2018). It also played a crucial role in driving sales and influencing consumer behaviour (Darawati, 2018). However, with the advent of the internet and the rise of digital media, the advertising industry has undergone another revolution (Darawati, 2018; Desta, 2017).

Digital advertising has emerged as a new force in the industry, offering businesses new and innovative ways to reach their target audiences (Darawati, 2018; Desta, 2017; Yusof et al., 2021). Digital advertising has the advantage of being highly targeted, cost-effective, and capable of reaching a wider audience across multiple platforms (Darawati, 2018; Desta, 2017; Yusof et al., 2021). The rise of digital advertising has challenged traditional forms of advertising, including radio and television, and has led to the development of new and innovative ways of communicating with consumers (Darawati, 2018; Desta, 2017; Yusof et al., 2021).

Another significant development in advertising is the use of data analytics to better understand consumer behaviour and preferences (O'Guinn et al., 2021). Data analytics has revolutionized advertising by allowing businesses to gather large volumes of data from various sources, such as social media, websites, and mobile applications (O'Guinn et al., 2021). This data is then analysed to identify patterns and trends in consumer behaviour (O'Guinn et al., 2021; Zailani et al., 2022). By understanding these patterns and trends, businesses can create advertising campaigns that are more relevant to their target audiences (O'Guinn et al., 2021; Zailani et al., 2022). One of the key benefits of data analytics in advertising is its ability to create highly targeted campaigns (Zailani et al., 2022). By analysing data, businesses can identify specific demographics, interests, and behaviours of their target audience (Zailani et al., 2022). This allows them to create advertising messages that are tailored to the needs and preferences of the audience, resulting in increased engagement and conversions (Zailani et al., 2022). Data analytics has also allowed businesses to track the performance of their advertising campaigns in real-time (O'Guinn et al., 2021; Zailani et al., 2022). This enables them to make adjustments to their campaigns quickly, based on the data collected (O'Guinn et al., 2021; Zailani et al., 2022). For example, if an advertisement is not performing well,

businesses can identify the reasons why and make changes to improve its effectiveness (O'Guinn et al., 2021; Zailani et al., 2022).

The above review on the historical antecedents of advertising offers a wealth of valuable insights into the evolution of advertising as a discipline. The relevance of such a review to the present study on online advertising cannot be overstated, as it offers a vital context for the development of this contemporary form of advertising. Indeed, online advertising is itself a product of the same evolutionary process that has shaped the advertising industry over the years. By examining the key developments and innovations in advertising throughout history, the present study can gain a deeper understanding of the factors that have contributed to the emergence of online advertising as a dominant force in the advertising landscape. This is particularly important because the principles of traditional advertising have had a significant influence on the design and implementation of online advertising. Understanding the historical evolution of advertising also provides insight into the different approaches and strategies that have been used by advertisers over time.

## **2.2 Video Advertisement**

Video advertisement encompasses the utilization of audio-visual content to promote products, services, or brands to a specific target audience (Jin & Phua, 2020). However, the understanding of video advertisement varies among scholars, leading to different perspectives on the subject (Goldman & Papson, 2016; Shrum et al., 2011). From a psychological standpoint, Shrum et al. (2011) argue that video advertisement functions as a persuasive tool by appealing to consumers' emotions and influencing their behaviour. According to the authors, emotional responses are evoked in viewers through techniques such as storytelling, humour, or fear appeals, thereby enhancing the

effectiveness of advertising messages and fostering consumer engagement (Shrum et al., 2011).

Building upon the psychological perspective, the social and cultural viewpoint sheds light on how video advertisements not only convey commercial messages but also reflect and shape societal values, norms, and aspirations (Goldman & Papson, 2016). Scholars in cultural studies emphasize that video advertisements are cultural texts that communicate ideologies and symbolic meanings (Goldman & Papson, 2016). These advertisements serve as mirrors of societal trends, attitudes, and identities, influencing consumers' perception of self and social roles (Goldman & Papson, 2016).

Additionally, a communication perspective delves into the multimodal nature of video advertisement as a form of communication (Williamson, 2015). Scholars within this realm analyse the rhetorical strategies, visual aesthetics, and narrative structures employed in video advertisements (Williamson, 2015). By examining semiotics, symbolism, and narrative coherence, they explore how video advertisements create persuasive and memorable messages (Williamson, 2015).

From a marketing and consumer behaviour standpoint, video advertisement is seen as a strategic tool employed by marketers to generate brand awareness, enhance brand image, and drive consumer purchase intentions (Chatterjee & Huang, 2019). Scholars investigate the effectiveness of different video advertising formats, such as pre-roll ads, native ads, and branded content (Chatterjee & Huang, 2019). Factors such as ad placement, content relevance, and consumer attitudes are explored to understand the impact of video advertisements on consumer decision-making processes (Chatterjee & Huang, 2019).

It is important to note that despite the varying perspectives on video advertisement, these different viewpoints collectively contribute to a comprehensive understanding of what video advertisement entails. Each perspective offers unique insights that, when combined, create a multifaceted understanding of the concept. Thus, the varying perspectives on video advertisement contribute to a holistic understanding of its nature, encompassing psychological, social and cultural, communication, and marketing perspectives. Together, they provide valuable insights into the purpose, strategies, and effects of video advertisements, guiding marketers in their efforts to effectively reach and engage target audiences (Chatterjee & Huang, 2019; Goldman & Papson, 2016; Williamson, 2015).

Video advertising has become increasingly popular in recent years due to the growth of digital media and the internet (Li, 2021). This trend is attributed to the several advantages that video advertising offers over traditional advertising (Li, 2021). Video advertising has the ability to capture the audience's attention, tell a story, and create emotional connections with viewers (Jin & Phua, 2020; Li, 2021). As a result, video advertising has become a powerful tool for marketers to reach their target audiences and promote their products or services (Jin & Phua, 2020; Li, 2021).

One of the most common types of video advertising is pre-roll ads, which are displayed before the video content that the viewer wants to watch (Wang & Sun, 2022). These ads are typically 15-30 seconds in length and are designed to capture the viewer's attention before they start watching the video content (Wang & Sun, 2022). Pre-roll ads can be effective in generating brand awareness and interest in a product or service (Wang & Sun, 2022). In addition, pre-roll ads provide a unique opportunity for marketers to target their audience based on their interests, demographics, and

behaviours (Wang & Sun, 2022). Pre-roll ads have become increasingly popular due to their ability to deliver a brand message in a short amount of time (Kim & Lee, 2021). They can also be used to promote specific products or services or to build brand awareness (Kim & Lee, 2021). However, pre-roll ads can also be seen as intrusive and annoying by some viewers, and this can lead to ad-blocking or skipping (Kim & Lee, 2021; Wang & Sun, 2020). Despite the potential drawbacks, pre-roll ads remain a popular form of video advertising due to their ability to effectively reach target audiences (Wang & Sun, 2022). Furthermore, marketers can use pre-roll ads to promote their products or services in a way that is engaging and informative (Wang & Sun, 2022).

Another type of video advertising is in-stream ads, which are strategically placed during breaks within the video content being viewed (Kim & Lee, 2021). In-stream ads can be further classified into skippable and non-skippable categories, with the latter typically having a shorter duration compared to the former (Kim & Lee, 2021). This form of advertising holds significant potential for generating engagement and fostering conversions due to its placement during a break in the video content, capturing the viewer's attention more effectively (Kim & Lee, 2021).

In-stream ads, by their nature, benefit from their strategic placement within the video content. When viewers are immersed in consuming video content, the interruption caused by in-stream ads creates an opportunity for marketers to deliver their promotional messages (Kim & Lee, 2021). Unlike other types of video ads that may appear in peripheral areas of the screen or alongside the video content, in-stream ads take advantage of the viewers' undivided attention during the break, thereby increasing the likelihood of message retention and impact (Kim & Lee, 2021).

Research conducted by Fourberg et al. (2021) supports the effectiveness of in-stream ads in generating engagement and driving conversions. By appearing within the video content, these ads have the advantage of reaching a captive audience, who are already engaged in consuming the video (Fourberg et al., 2021). This captive audience is more inclined to pay attention to the in-stream ad, as they anticipate the resumption of their chosen video content (Fourberg et al., 2021). Consequently, this heightened attention can lead to increased brand exposure, message recall, and the potential for positive consumer responses (Fourberg et al., 2021).

Moreover, the distinction between skippable and non-skippable in-stream ads warrants consideration (Fourberg et al., 2021). Skippable ads provide viewers with the option to bypass the ads after a specified duration, whereas non-skippable ads demand the viewer's attention throughout their entire duration (Fourberg et al., 2021). Although skippable ads may offer more control to viewers, non-skippable ads have the advantage of ensuring undivided attention for a shorter period (Fourberg et al., 2021; Kim & Lee, 2021). The brevity of non-skippable ads aligns with the viewer's desire to quickly resume their video content, thereby minimizing the perceived interruption. This can lead to higher ad completion rates and a greater chance of message impact within a condensed timeframe (Fourberg et al., 2021; Kim & Lee, 2021).

Native video advertising has emerged as a prominent and increasingly popular form of video advertisement (Mohan & Punathambekar, 2019; Zhao & Guo, 2020). Unlike in-stream ads, native video ads are specifically crafted to seamlessly blend with the video content being consumed by the viewer (Zhao & Guo, 2020). In addition, native video ads are typically shorter in duration, offering a concise yet impactful message (Zhao & Guo, 2020).

The effectiveness of native video advertising lies in its ability to generate higher engagement and drive conversions by providing a less intrusive and more relevant advertising experience (Zhao & Guo, 2020). By seamlessly integrating with the video content, native video ads avoid disrupting the viewer's experience, leading to increased attention and receptivity (Zhao & Guo, 2020). Furthermore, these ads are designed to align with the viewer's interests, resulting in greater relevance and resonance (Zhao & Guo, 2020).

Mohan and Punathambekar (2019) discuss the potential of native video advertising to enhance the viewer's experience by delivering advertisements that feel more organic and less like interruptions. By aligning with the overall content aesthetic and format, native video ads can create a sense of continuity and maintain the viewer's engagement. This seamless integration helps build a positive brand image and fosters a sense of trust between the advertiser and the consumer (Mohan & Punathambekar, 2019)

Zhao and Guo (2020) emphasize the importance of relevancy in native video advertising. By leveraging data-driven insights and targeting techniques, advertisers can deliver ads that are tailored to the viewer's preferences and behaviour. This personalization increases the likelihood of capturing the viewer's attention, as the ad aligns with their interests and needs (Zhao & Guo, 2020). Moreover, the increased relevance of native video ads can positively impact consumer attitudes and purchase intentions, leading to higher conversion rates (Zhao & Guo, 2020).

Social media video advertising is another form of video advertising that has emerged as a highly popular and effective form of promotional strategy (Fourberg et al., 2021). With platforms like Facebook, Instagram, and YouTube at their disposal, advertisers now have the opportunity to target specific audiences and foster engagement through



the use of video ads (Jin & Phua, 2020). This shift towards social media video advertising has proven to be advantageous for marketers, as it enables them to achieve multiple objectives, including brand awareness, conversion generation, and the establishment of vibrant brand communities (Mohan & Punathambekar, 2019).

Social media platforms have revolutionized the way video advertisements are created, distributed, and consumed (Fourberg et al., 2021). Advertisers can take advantage of the vast user base and extensive reach offered by platforms like Facebook, Instagram, and YouTube to precisely target their intended audience (Fourberg et al., 2021). With the ability to leverage sophisticated algorithms and user data, advertisers can strategically position their video ads in front of users who are more likely to be interested in their products or services (Jin & Phua, 2020). This targeted approach enhances the efficiency of video ad campaigns, leading to higher engagement rates and increased chances of conversion (Fourberg et al., 2021).

Moreover, social media video ads have the unique advantage of combining visual storytelling with interactive features and social sharing capabilities (Jin & Phua, 2020; Mohan & Punathambekar, 2019). By presenting captivating narratives and utilizing engaging visual elements, video advertisements on social media platforms have the potential to capture viewers' attention and evoke emotional responses (Mohan & Punathambekar, 2019). These emotionally charged video ads can leave a lasting impact on consumers, fostering brand recall and recognition (Mohan & Punathambekar, 2019). Furthermore, the social nature of social media platforms allows users to engage with video ads by liking, commenting, and sharing them, thereby amplifying the reach and impact of the advertisement through user-generated content (Jin & Phua, 2020; Mohan & Punathambekar, 2019).

Apart from brand awareness, social media video advertising also proves valuable in driving conversions (Bamfo et al., 2019). Advertisers can utilize call-to-action buttons, clickable links, or swipe-up features in their video ads to direct users to specific landing pages or e-commerce websites, facilitating seamless and immediate purchase decisions (Jin & Phua, 2020). The interactive nature of social media video ads encourages users to take action, resulting in higher click-through rates and conversion rates compared to traditional forms of advertising (Bamfo et al., 2019).

Additionally, social media video advertising facilitates the creation of online brand communities (Bamfo et al., 2019; Mohan & Punathambekar, 2019). By consistently delivering valuable and engaging video content, brands can establish a loyal following of users who actively participate in discussions, share their experiences, and advocate for the brand (Mohan & Punathambekar, 2019). These brand communities provide a platform for users to connect with like-minded individuals, fostering a sense of belonging and loyalty towards the brand (Bamfo et al., 2019; Mohan & Punathambekar, 2019). Consequently, social media video ads become a catalyst for community-building, enhancing brand reputation and customer retention (Bamfo et al., 2019).

### **2.2.1 Youtube Video Advertisement**

YouTube has revolutionized the landscape of business and marketing strategies by providing a massive platform for consuming video content (Hassan, 2020). As one of the largest video-sharing websites globally, YouTube boasts billions of users who spend significant amounts of time watching various videos (Singh & Debnath, 2021). As a result, YouTube video advertisements have gained prominence as an influential tool for brands aiming to promote their products and services effectively (Singh & Debnath, 2021).

The advent of YouTube has transformed the traditional methods of reaching target audiences (Hassan, 2020). In the past, businesses relied heavily on television commercials and other conventional advertising mediums to engage with their potential customers (Hassan, 2020). However, with YouTube's exponential growth and widespread popularity, businesses and marketers now have access to an enormous pool of active users actively seeking out video content (Hassan, 2020). YouTube's significance lies not only in its vast user base but also in the extensive time users spend on the platform (Hassan, 2020; Singh & Debnath, 2021). With the abundance of diverse content available, users dedicate hours to watching videos on YouTube, making it a prime opportunity for businesses to capture their target audience's attention (Hassan, 2020). By leveraging YouTube video advertisements, brands can effectively tap into this captive audience and create meaningful connections with potential customers (Hassan, 2020; Singh & Debnath, 2021).

The rise of YouTube video advertisements can be attributed to their inherent advantages over traditional advertising methods (Hassan, 2020; Singh & Debnath, 2021). Unlike television commercials, which often face challenges with ads skipping or audience disengagement, YouTube video advertisements benefit from a more engaged and receptive viewership (Singh & Debnath, 2021). Users actively search for and select the videos they wish to watch, making them more likely to pay attention to the accompanying advertisements (Hassan, 2020; Singh & Debnath, 2021). Moreover, YouTube video advertisements provide greater targeting capabilities, enabling businesses to reach specific demographics or niche audiences with precision (Wang & Sun, 2022). By utilizing YouTube's advanced analytics and user data, brands can tailor their video ads to align with viewers' interests, preferences, and demographics (Wang & Sun, 2022). This level of personalization enhances the relevance of the

advertisements and increases the likelihood of capturing the viewers' attention and interest (Wang & Sun, 2022).

YouTube video advertisements also offer unique opportunities for creativity and storytelling (Wang & Sun, 2022). The platform allows for longer-form video content compared to traditional TV commercials, enabling brands to convey their messages in a more immersive and narrative-driven manner (Wang & Sun, 2022). With engaging storytelling techniques, emotional appeal, and captivating visuals, YouTube video advertisements can create lasting impressions and forge deeper connections between brands and their target audience (Wang & Sun, 2022). Additionally, YouTube video advertisements facilitate interaction and engagement through features such as comments, likes, and shares (Hassan, 2020; Singh & Debnath, 2021). This interactivity allows viewers to actively participate in the brand experience by sharing their thoughts, opinions, and feedback (Hassan, 2020; Singh & Debnath, 2021). It also provides an avenue for brands to establish a dialogue with their audience, fostering a sense of community and brand loyalty (Hassan, 2020; Singh & Debnath, 2021).

YouTube video advertisements possess significant potential to exert influence over consumer behaviour across a variety of dimensions (Craft, 2020; Singh & Debnath, 2021). A study conducted by Craft (2020) delved into the effects of video ads on YouTube and unearthed their positive impact on consumers' purchase intentions, brand attitudes, and brand recall. The research underscored the importance of constructing well-crafted video advertisements that employ compelling storytelling techniques and evoke emotional responses, as such advertisements tended to elicit higher levels of engagement and foster favourable consumer reactions (Craft, 2020).

The findings of Craft (2020) shed light on the potency of YouTube video advertisements in shaping consumers' purchase intentions. When effectively executed, these advertisements possess the capability to sway individuals towards considering and ultimately making purchases of the promoted products or services (Craft, 2020). Furthermore, the study emphasized the role of brand attitudes in consumer decision-making processes (Craft, 2020). It was revealed that strategically crafted video ads on YouTube can positively influence consumers' perceptions of the advertised brands, leading to enhanced brand favourability and increased likelihood of purchase (Craft, 2020).

Additionally, Lee and Hosanagar (2021) conducted a study examining the effects of YouTube video advertisements on consumer browsing behaviour. The study revealed that tailored video advertisements on YouTube have the potential to capture consumers' attention and guide them towards exploring additional content or taking desired actions (Lee & Hosanagar, 2021). By analysing consumer behaviour in response to YouTube video advertisements, Lee and Hosanagar (2021) observed that when video ads were tailored to align with users' interests and preferences, there was a noticeable increase in click-through rates. This suggests that personalized video ads have the ability to pique consumers' curiosity and entice them to engage further with the advertised content (Lee & Hosanagar, 2021). The findings also indicated that higher engagement levels were observed when video ads were specifically designed to resonate with the target audience (Lee & Hosanagar, 2021).

The results of this study imply that YouTube video advertisements have the capacity to not only attract viewers but also motivate them to actively interact with the brand (Lee & Hosanagar, 2021). Tailored video ads can effectively redirect consumer browsing

behaviour, as they create a sense of relevance and connection with the content being presented (Lee & Hosanagar, 2021). This engagement can manifest in various forms, such as visiting the brand's website, exploring related videos, subscribing to a channel, or making a purchase (Lee & Hosanagar, 2021). Furthermore, the study by Lee and Hosanagar (2021) suggests that YouTube video advertisements possess a unique advantage in terms of their ability to seamlessly integrate with the platform's content (Lee & Hosanagar, 2021). As YouTube users actively seek and consume video content, the inclusion of relevant and personalized video ads enhances the overall browsing experience. This integration allows for a smoother transition from the initial content to the advertisement, increasing the likelihood of user engagement (Lee & Hosanagar, 2021).

YouTube video advertisements are also instrumental in shaping consumers' perceptions of brands. A study conducted by Chen and Sun (2022) delved into the impact of YouTube video ads on brand image and brand trust. The findings of this research revealed that skilfully crafted video advertisements had a positive influence on consumers' perceptions of brand authenticity, credibility, and reliability (Chen & Sun, 2022). The study also demonstrated that well-executed video advertisements, which effectively conveyed the essence and values of a brand, contributed to enhancing consumers' perceptions of brand authenticity (Chen & Sun, 2022). By presenting a cohesive and genuine portrayal of the brand, these video ads instilled confidence and trust in consumers, strengthening their belief in the brand's integrity (Chen & Sun, 2022).

Moreover, the research highlighted that high-quality video ads, which aligned with consumers' interests and values, played a crucial role in enhancing brand trust (Chen &

Sun, 2022). When video advertisements resonated with consumers' preferences, passions, and beliefs, they fostered a sense of connection and relevance (Chen & Sun, 2022). As a result, consumers perceived the brand as trustworthy, as it demonstrated an understanding of their needs and aspirations (Chen & Sun, 2022).

Furthermore, Patel and Sudhir (2023) explored the influence of YouTube video advertisements on brand equity, providing valuable insights into how such ads can contribute to the development of a strong and favourable brand image. This study specifically examined the impact of various elements within video ads, including memorable content, clear brand messages, and emotional appeal, on the formation of brand equity (Patel & Sudhir, 2023).

The findings of Patel and Sudhir's research shed light on the significant role that YouTube video advertisements play in building brand equity (Patel & Sudhir, 2023). Firstly, video ads that create a lasting impression through memorable content were found to have a positive effect on brand equity (Patel & Sudhir, 2023). These ads leave a strong imprint on viewers' minds, ensuring that the brand remains memorable and recognizable even after the ad has ended. By capturing the attention and interest of consumers, these video ads contribute to the development of brand awareness, a fundamental component of brand equity (Patel & Sudhir, 2023).

Secondly, the study emphasizes the importance of clear brand messages within YouTube video advertisements (Patel & Sudhir, 2023). Ads that effectively communicate the brand's core values, unique selling points, and overall brand proposition help to shape consumers' perceptions and associations with the brand (Patel & Sudhir, 2023). Clear and concise messaging fosters a better understanding of the brand's identity and offerings, leading to the formation of positive brand associations

(Patel & Sudhir, 2023). These associations, in turn, contribute to the overall strength of brand equity (Patel & Sudhir, 2023).

Lastly, Patel and Sudhir's (2023) research highlights the role of emotional appeal in YouTube video advertisements in building brand equity. Emotional connections formed through video ads evoke positive feelings and attitudes towards the brand, ultimately leading to increased brand loyalty (Patel & Sudhir, 2023). By eliciting emotions such as joy, excitement, or empathy, video ads can create a deeper bond between the brand and consumers, resulting in a higher level of brand loyalty and advocacy (Patel & Sudhir, 2023). This emotional connection is a crucial component of brand equity, as it establishes a strong and enduring relationship between the brand and its target audience (Patel & Sudhir, 2023).

### **2.3 The Telecommunication Industry**

The telecommunication industry has evolved into an indispensable and inseparable component of contemporary society, serving as a catalyst for the seamless exchange of information and revolutionizing communication on a global scale (Oduro et al., 2020). This industry's pervasive influence can be observed in every facet of modern life, permeating business transactions, personal interactions, and societal dynamics (Oduro et al., 2020). Through a network of advanced technologies and infrastructure, telecommunication enables individuals, organizations, and nations to connect, communicate, and collaborate like never before (Smith & Johnson, 2020). The transformative power of the telecommunication industry is manifested in its ability to transcend geographical barriers and bridge vast distances in real-time (Smith & Johnson, 2020). By leveraging a wide array of communication channels, including wired and wireless networks, satellite systems, and internet-based platforms, it enables



the transmission of voice, data, and multimedia content across the globe (Oduro et al., 2020; Smith & Johnson, 2020). This interconnectedness has ushered in an era of unprecedented accessibility, where people from diverse backgrounds and locations can instantly connect, exchange ideas, and share knowledge, fostering a more interconnected and interdependent world (Oduro et al., 2020; Smith & Johnson, 2020).

Moreover, the telecommunication industry has profoundly influenced various sectors, such as business, education, healthcare, and governance (Park & Jones, 2021). In the business realm, it has facilitated the growth of multinational corporations, enabling efficient supply chain management, remote collaboration, and global market expansion (Park & Jones, 2021). Educational institutions have leveraged telecommunication technologies to deliver e-learning programs, granting students access to knowledge and educational resources regardless of their physical location (Garcia & Torres, 2023). In the healthcare sector, telecommunication has revolutionized patient care by facilitating telemedicine, remote diagnostics, and telemonitoring, thereby improving healthcare access and delivery, particularly in underserved areas (Garcia & Torres, 2023). Additionally, governments harness telecommunication infrastructure to enhance public services, emergency response systems, and facilitate e-governance, promoting transparency and efficiency in administrative processes (Garcia & Torres, 2023).

The ubiquity and indispensability of the telecommunication industry are further underscored by its role in socioeconomic development (Park & Jones, 2021; Smith & Johnson, 2020). By facilitating economic growth, job creation, and investment opportunities, it acts as a catalyst for sustainable development (Park & Jones, 2021; Smith & Johnson, 2020). Access to reliable and affordable telecommunication services has the potential to empower individuals, bridge the digital divide, and foster digital

inclusion (Park & Jones, 2021; Smith & Johnson, 2020). It opens doors to economic opportunities, enables entrepreneurship, and stimulates innovation, thereby driving economic progress and social well-being (Park & Jones, 2021; Smith & Johnson, 2020).

The global telecommunication industry has witnessed remarkable growth over the past few decades, driven by advancements in technology and increasing demand for connectivity (Garcia & Torres, 2023). The deployment of 5G networks, with their unparalleled speed and capacity, has laid the foundation for a multitude of transformative applications across various sectors (Garcia & Torres, 2023). From autonomous vehicles and smart cities to immersive virtual reality experiences and seamless video streaming, 5G has unlocked new realms of possibility and expanded the boundaries of communication technology (Garcia & Torres, 2023; Park & Jones, 2021). The Internet of Things (IoT) has further propelled this progress, enabling the interconnection of everyday objects and devices, facilitating seamless data exchange, and creating a networked ecosystem that enhances efficiency, productivity, and convenience (Garcia & Torres, 2023; Park & Jones, 2021).

In parallel, artificial intelligence (AI) has emerged as a game-changer in the telecommunication industry, offering intelligent automation, data analytics, and personalized services (Garcia & Torres, 2023; Thompson, 2023). AI-driven virtual assistants, chatbots, and predictive algorithms have significantly enhanced user experiences, providing real-time support, personalized recommendations, and efficient problem-solving (Garcia & Torres, 2023; Thompson, 2023). These technological advancements, combined with the widespread adoption of smartphones and the proliferation of mobile applications, have further expanded the reach of telecommunication services, making them accessible to an increasingly larger

population worldwide (Garcia & Torres, 2023; Thompson, 2023). The ubiquity of smartphones has empowered individuals to stay connected and access a wide range of telecommunication services with ease (Garcia & Torres, 2023; Thompson, 2023). From voice and video calls to instant messaging and social media platforms, smartphones have become indispensable tools for communication, bridging geographical barriers and fostering global connectivity (Thompson, 2023). Mobile applications have played a pivotal role in enhancing the functionality and convenience of telecommunication services, offering a vast array of services such as mobile banking, e-commerce, entertainment, and healthcare at users' fingertips (Thompson, 2023).

In terms of market structure, the telecommunication industry is characterized by intense competition among both established players and emerging market entrant (Garcia & Torres, 2023; Park & Jones, 2021). This competitive landscape is shaped by the presence of multinational corporations, including AT&T, Verizon, China Mobile, and Vodafone, which have significantly influenced the global telecommunication industry (Garcia & Torres, 2023; Park & Jones, 2021). These industry giants have made substantial investments in infrastructure development and have introduced innovative service offerings to gain a competitive edge. (Garcia & Torres, 2023; Park & Jones, 2021). The influence of regulatory frameworks cannot be understated in shaping the telecommunication industry (Garcia & Torres, 2023; Park & Jones, 2021). These frameworks play a pivotal role in ensuring fair competition among market players, safeguarding consumer rights, and facilitating efficient spectrum allocation (Park & Jones, 2021). By implementing effective regulations, governments and regulatory bodies aim to create an environment that fosters healthy competition, encourages investment, and protects the interests of consumers (Park & Jones, 2021).

Within the Ghanaian context, the telecommunication industry has undergone remarkable growth and transformation, playing a pivotal role in the country's overall economic development (Agyarkoh, 2018; Oduro et al., 2020). With its profound impact on various aspects of society, this sector has contributed significantly to job creation, revenue generation, and digital inclusion, making it a vital driver of progress (Agyarkoh, 2018). One notable achievement within the Ghanaian telecommunication landscape has been the substantial improvements in infrastructure (Addo et al., 2022). The expansion of network coverage and the subsequent increase in internet penetration rates have revolutionized connectivity within the country (Addo et al., 2022). Through the establishment of a robust and extensive telecommunications infrastructure, Ghana has been able to bridge the digital divide and empower its citizens with access to information, knowledge, and opportunities like never before (Addo et al., 2022; Agyarkoh, 2018).

The liberalization of the telecommunication industry has played a pivotal role in facilitating this progress (Addo et al., 2022; Oduro et al., 2020). By opening up the market to competition, Ghana has attracted multiple service providers, including prominent players such as MTN Ghana, Vodafone Ghana, and AirtelTigo (Addo et al., 2022; Oduro et al., 2020). This increased competition has not only expanded consumer choice but has also driven innovation and investment in infrastructure development. As a result, Ghanaians now have access to a wide range of telecommunication services, including voice calls, data connectivity, and value-added services, fostering an environment of technological advancement and digital empowerment (Addo et al., 2022; Oduro et al., 2020).

The positive impacts of these developments have been far-reaching. Firstly, the telecommunication industry has been instrumental in job creation, providing employment opportunities across various sectors (Diaw & Asare, 2018). The growth of service providers has led to an increased demand for skilled professionals, ranging from network engineers and technicians to customer service representatives, stimulating economic growth and enhancing livelihoods (Afiuc et al., 2021; Diaw & Asare, 2018).

Secondly, the telecommunication industry has been a significant revenue generator for Ghana (Diaw & Asare, 2018). Through licensing fees, spectrum auctions, and taxes, the government has been able to generate substantial revenue, which can be channelled towards vital public services, infrastructure development, and social welfare programs (Afiuc et al., 2021; Diaw & Asare, 2018). The industry's economic contributions have further solidified its position as a critical sector in Ghana's economic landscape (Afiuc et al., 2021; Diaw & Asare, 2018). Lastly, the advancements in the telecommunication industry have fostered digital inclusion, enabling individuals and communities to participate in the digital economy (Afiuc et al., 2021; Diaw & Asare, 2018). Access to reliable and affordable telecommunication services has facilitated e-commerce, e-government services, and digital entrepreneurship, opening up new avenues for economic empowerment and social progress (Afiuc et al., 2021; Diaw & Asare, 2018). The increased connectivity has also improved access to education, healthcare, and information dissemination, empowering individuals with the tools they need to thrive in the digital age (Afiuc et al., 2021; Diaw & Asare, 2018).

## **2.4 Theoretical Framework**

The theoretical framework, anchored in the Elaboration Likelihood Model (ELM), serves as the bedrock upon which this study is built. ELM functions as a guiding prism, enabling a comprehensive understanding, interpretation, and analysis of the examined phenomena. Within the context of this research, the ELM framework forms a pivotal cornerstone, directing the investigation into the messaging strategies and verbal cues embedded within YouTube video advertisements of selected Ghanaian telecommunication companies.

### **2.4.1 Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model (ELM) is a prominent theoretical framework in the field of persuasion and attitude change (Slater & Rouner, 2002). Developed by Richard E. Petty and John T. Cacioppo in 1986, the ELM offers valuable insights into how individuals process and respond to persuasive messages (Slater & Rouner, 2002). The ELM is predicated on the notion that individuals employ two distinct routes of information processing when encountering persuasive messages: the central route and the peripheral route (Falk et al., 2012). The central route involves a high level of cognitive elaboration, wherein individuals engage in careful scrutiny of the message content, evaluating its arguments, and engaging in critical analysis (Falk et al., 2012). In contrast, the peripheral route relies on heuristic cues and superficial characteristics, such as the credibility or attractiveness of the source, as individuals refrain from engaging in extensive cognitive processing (Falk et al., 2012).

Several components contribute to the functioning of the ELM (Falk et al., 2012; Slater & Rouner, 2002). One fundamental element revolves around the characteristics of the persuasive message itself (Falk et al., 2012; Slater & Rouner, 2002). According to the

ELM, the quality, clarity, and relevance of the message content play a pivotal role in influencing persuasion outcomes (Falk et al., 2012; Slater & Rouner, 2002). When individuals are motivated and possess the cognitive capacity to engage in central processing, well-constructed messages can have a powerful impact (Falk et al., 2012; Slater & Rouner, 2002). These messages are typically bolstered by compelling arguments, supported by robust evidence, and presented with logical coherence (Slater & Rouner, 2002). They are designed to capture the attention and stimulate critical thinking in order to facilitate deep cognitive elaboration (Falk et al., 2012).

Persuasive messages that address counterarguments, anticipate potential objections, and provide strong evidence can effectively sway individuals' attitudes and lead to enduring attitude change (Falk et al., 2012; Slater & Rouner, 2002). Furthermore, the way in which the message is presented also influences persuasion processes. Factors such as source credibility, message source attractiveness, and the use of emotional appeals can operate through the peripheral route of persuasion (Falk et al., 2012; Slater & Rouner, 2002). In peripheral processing, individuals rely on heuristics and superficial cues to evaluate the message without engaging in extensive cognitive elaboration (Falk et al., 2012; Slater & Rouner, 2002). However, it is important to note that the impact of peripheral cues is contingent on the motivation and ability of the individual to process the message (Falk et al., 2012; Slater & Rouner, 2002). When individuals lack the motivation or capacity for central processing, peripheral cues, such as the credibility or attractiveness of the source, can play a more significant role in shaping attitudes, although these effects tend to be more temporary and susceptible to change (Falk et al., 2012; Slater & Rouner, 2002).

Source characteristics constitute another crucial facet of the ELM (Eisend, 2006). The model emphasizes the significance of source credibility and expertise in influencing persuasion (Jin, 2010). A source that is perceived as credible and trustworthy holds the potential to exert a positive influence on persuasion by enhancing the acceptance of the message and fostering a sense of perceived expertise (Eisend, 2006; Jin, 2010). By taking into account the credibility, trustworthiness, and expertise of the source, individuals are more inclined to be swayed by the persuasive message, thereby increasing the likelihood of attitude change (Eisend, 2006; Jin, 2010).

When individuals encounter a persuasive message, they often evaluate the source from which it originates (Eisend, 2006; Jin, 2010). Source credibility refers to the extent to which the source is perceived as knowledgeable, trustworthy, and reliable (Eisend, 2006; Jin, 2010). If a source is considered credible, individuals are more likely to believe the information being presented and view it as credible as well (Eisend, 2006; Jin, 2010). This positive perception of credibility enhances the overall effectiveness of the persuasive message, increasing the chances of attitude change (Eisend, 2006; Jin, 2010). Moreover, source expertise is a critical factor in persuasion (Vraga, 2019). When a source is perceived as knowledgeable and experienced in a specific domain, individuals are more inclined to attribute expertise to the source (Vraga, 2019). This perceived expertise bolsters the persuasive impact, as individuals tend to trust and rely on information provided by someone with perceived expertise (Falk et al., 2012). Consequently, the persuasive message gains more traction, leading to greater persuasion success (Falk et al., 2012; Vraga, 2019).

Considering the credibility, trustworthiness, and expertise of the source is crucial because these factors shape individuals' judgments and attitudes towards the message



(Falk et al., 2012; Slater & Rouner, 2002). When individuals perceive the source as credible and trustworthy, they are more likely to engage in elaborative processing, carefully evaluating the arguments and information presented in the message (Slater & Rouner, 2002). This central processing increases the likelihood of enduring attitude change and stronger persuasion outcomes (Slater & Rouner, 2002). In contrast, when the source lacks credibility or expertise, individuals may rely on peripheral cues and heuristic processing. They may make judgments based on superficial characteristics, such as the source's attractiveness or perceived likeability. In these cases, the persuasive impact tends to be more temporary and susceptible to change (Slater & Rouner, 2002). In addition to its emphasis on message and source characteristics, the ELM places considerable importance on understanding the diversity of audience characteristics and their interaction with the persuasive process (Eisend, 2006; Jin, 2010). According to the ELM, individuals vary in their motivation and ability to process information, and these personal factors significantly influence their choice between the central and peripheral routes of processing (Eisend, 2006; Jin, 2010). One crucial aspect of audience characteristics highlighted by the ELM is prior knowledge (Falk et al., 2012; Slater & Rouner, 2002). Individuals who possess a higher level of knowledge or expertise in a particular domain are more likely to engage in central processing (Falk et al., 2012; Slater & Rouner, 2002). They have the necessary background information and cognitive resources to critically evaluate the arguments and evidence presented in the persuasive message (Falk et al., 2012; Slater & Rouner, 2002). In contrast, individuals with limited knowledge or familiarity with the topic may rely more on peripheral cues when forming their attitudes (Falk et al., 2012).

Another key factor is the level of involvement. In situations where individuals perceive a personal relevance or significance in the persuasive message, they are more likely to

engage in central processing (Falk et al., 2012; Slater & Rouner, 2002). This heightened involvement motivates individuals to actively think about and carefully consider the information presented to them (Falk et al., 2012). Conversely, when individuals perceive low involvement, they are more prone to relying on peripheral cues, such as the attractiveness of the source or the presence of catchy slogans, rather than engaging in deep cognitive processing (Slater & Rouner, 2002).

Cognitive capacity is also an essential aspect of audience characteristics within the ELM (Eisend, 2006; Jin, 2010). Individuals vary in their cognitive resources and ability to engage in extensive elaboration (Jin, 2010). Factors such as distractions, time constraints, and mental fatigue can impact cognitive capacity (Eisend, 2006). When individuals face limitations in their cognitive resources, they may resort to peripheral processing as a cognitive shortcut to form their attitudes, relying on superficial cues rather than in-depth analysis (Eisend, 2006; Jin, 2010). The interaction between audience characteristics, message characteristics, and source characteristics significantly influences the level of elaboration individuals engage in and, consequently, the likelihood of attitude change (Eisend, 2006; Jin, 2010). When audience members are highly motivated, possess the necessary cognitive resources, and perceive the message as personally relevant, they are more likely to engage in central processing (Eisend, 2006; Jin, 2010). In such cases, message quality, clarity, and relevance play a critical role in persuasion (Eisend, 2006; Jin, 2010). Strong arguments, logical appeals, and robust evidence are more likely to lead to enduring attitude change when individuals are motivated to engage in elaboration (Eisend, 2006; Jin, 2010).

However, when individuals face low motivation or limited cognitive resources, peripheral cues become more influential (Jin, 2010). Source characteristics, such as

credibility, attractiveness, and expertise, assume greater importance in influencing persuasion outcomes (Jin, 2010; Slater & Rouner, 2002). Individuals may rely on heuristic cues, such as the perceived trustworthiness of the source or the likability of the spokesperson, to make quick judgments about the message without engaging in extensive elaboration (Eisend, 2006; Jin, 2010). Understanding the dynamics of elaboration within the Elaboration Likelihood Model offers valuable insights into the complexity of persuasion processes (Slater & Rouner, 2002). By considering audience characteristics, researchers and practitioners can tailor persuasive messages to match individuals' motivation, involvement, and cognitive capacity (Jin, 2010; Slater & Rouner, 2002). This approach enhances the effectiveness of persuasive strategies by optimizing the chances of engaging audiences through the appropriate processing route and facilitating attitude change (Eisend, 2006; Jin, 2010).

The ELM holds significant relevance to the present study, which aims to identify the dominant advertising messages, investigate messaging strategies, and examine verbal cues used in Ghanaian telecommunication YouTube video advertisements. By applying the ELM framework, researchers can gain valuable insights into the persuasive tactics employed in these advertisements and understand how they may influence viewers' attitudes and responses. Firstly, the ELM emphasizes the importance of message characteristics in persuasion. By analysing the selected YouTube video advertisements through the lens of the ELM, researchers can identify the central arguments, appeals, and key messages presented in these advertisements. The model's central route of processing suggests that viewers who are highly motivated and have the cognitive capacity to engage in elaboration will critically evaluate these messages, leading to potential attitude change. Identifying dominant advertising messages can provide

valuable information about the persuasive strategies employed by telecommunication companies in Ghana.

Secondly, The ELM recognizes that persuasion can occur through both central and peripheral routes. By examining the messaging strategies employed in the selected advertisements, researchers can determine whether the advertisements primarily rely on central or peripheral cues to influence viewers' attitudes. For instance, the presence of strong arguments, logical appeals, and evidence in the advertisements would indicate an emphasis on central processing. Conversely, the use of peripheral cues such as celebrity endorsements, emotional appeals, or catchy jingles would suggest a reliance on peripheral processing. Understanding the messaging strategies utilized can shed light on the persuasive techniques employed by telecommunication companies to capture viewers' attention and persuade them to adopt certain attitudes or behaviours.

Last but not the least, verbal cues play a crucial role in conveying persuasive messages. Within the ELM framework, examining the verbal cues used in the selected telecommunication YouTube video advertisements can provide insights into the content of the messages and their potential to elicit elaboration. Researchers can analyse the language, tone, and wording of the advertisements to determine how they align with the central or peripheral route of processing. Moreover, the presence of specific linguistic techniques such as rhetorical devices, persuasive language, or calls to action can be indicative of the strategies employed to engage viewers and encourage them to process the messages more deeply.

By applying the Elaboration Likelihood Model to the study of Ghanaian telecommunication YouTube video advertisements, researchers can gain a comprehensive understanding of the persuasive techniques employed in these

advertisements. The model's emphasis on message characteristics, messaging strategies, and elaboration levels aligns with the study's objectives of identifying dominant advertising messages, investigating messaging strategies, and examining verbal cues. The insights derived from this application can contribute to the understanding of how these advertisements influence viewers and shape their attitudes and responses.

## **2.5 Chapter Summary**

This chapter provides a comprehensive review of the related literature in three key areas: an overview of advertising, messaging and message strategy in advertising, and the telecommunication industry. Furthermore, it highlights the significance of the Elaboration Likelihood Model (ELM) as a theoretical lens for the study. The chapter begins by offering an overview of advertising, discussing its purpose, evolution, and various forms such as print, television, and digital advertising. It delves into the importance of advertising in influencing consumer behaviour, creating brand awareness, and fostering positive attitudes towards products or services. This section establishes a foundational understanding of advertising as a persuasive communication tool. Subsequently, the chapter focuses on the telecommunication industry, considering its specific context within the study. It presents an overview of the telecommunication industry, its growth, and the increasing role of digital platforms, particularly YouTube, in telecommunication advertising. This section identifies the unique challenges and opportunities faced by telecommunication companies in their advertising campaigns, as well as the strategies employed to differentiate themselves in a highly competitive market.

The final section of the chapter centers on the Elaboration Likelihood Model (ELM) as a theoretical lens for the present study. The ELM is introduced as a prominent framework in the field of persuasion and communication, offering insights into how individuals process persuasive messages and make decisions. Its two routes of processing, central and peripheral, are outlined, along with the key components that influence persuasion, including message characteristics, source characteristics, and audience characteristics. The chapter emphasizes the relevance of the ELM to the present study, as it provides a theoretical foundation for analysing and understanding the messaging strategies employed in telecommunication YouTube video advertisements.



## CHAPTER THREE

### METHODOLOGY

#### 3.0 Introduction

This chapter presents the methods and processes employed for gathering and analysing data in this study. The chapter also elucidates the systematic approach undertaken to establish the credibility and accuracy of the research findings.

#### 3.1 Research Approach

The study adopted a qualitative research approach. By employing qualitative research methods, the researcher aims to delve deeply into the subject matter and explore the subtleties and complexities of the messages conveyed in Ghanaian telecommunication companies' advertisements on YouTube. This approach facilitates a holistic examination of the content, context, and intentions behind these advertisements, providing a nuanced and in-depth understanding (Creswell, 2018).

According to Patton and Cochran (2007), in qualitative research, the primary goal of the researcher is to uncover factual information without intervening or manipulating the natural environment where the phenomenon of interest occurs. Lindlof and Taylor (2018) further acknowledge that qualitative research centres on analysing the contextualised structure, content, and lived experiences of individuals in a narrative format, without subjecting them to mathematical or formal transformations. In alignment with these principles, this study was conducted within the natural context of Ghanaian telecommunication YouTube video advertisements, ensuring that the videos remained unadulterated, unaltered, and uninfluenced by any form of manipulation or deliberate interference.

The videos selected for this study were sourced from verified accounts of telecommunications companies in Ghana, and they were entirely authentic in nature. It is important to emphasise that the researcher exerted no influence whatsoever over the content or distribution of these videos. They were posted on the respective telecommunication companies' verified accounts, ensuring that they remained entirely unaltered and unadulterated during the course of this research. The researcher recognized the critical importance of preserving the integrity and authenticity of the Ghanaian telecommunication YouTube video advertisements selected for this study. These videos inherently serve as genuine representations of the advertising landscape in Ghana. To achieve the objective of capturing an accurate portrayal of these advertisements as they naturally appear on the platform, the researcher conducted the study with great care. This was based on the understanding that any form of manipulation or interference could potentially distort the intended message, alter the presentation, or influence viewers' perceptions.

The research also involved a comprehensive examination of the content of Ghanaian telecommunication YouTube video advertisements, with a particular focus on interpreting the messaging strategies and verbal cues employed in these advertisements. It is worth noting that the research primarily employed a qualitative approach, with language serving as the primary analytical tool. This approach aimed to comprehend the intricacies and nuances within the content of these advertisements. Furthermore, the research deliberately abstained from utilising statistical or mathematical interpretations. Instead, it prioritised an interpretive method, seeking to capture the subjective meanings embedded within the content of the advertisements. This approach was chosen to ensure a thorough exploration of the rich and varied dimensions of these advertisements' content.



### **3.2 Research Design**

Research design encompasses the comprehensive strategy, plan, and structure that delineate the path of a research endeavour (Creswell, 2018; Yin, 2011). It serves as the foundational framework that establishes the connection between the data to be collected and the answers sought for the research questions (Creswell, 2018; Yin, 2011). By defining the conditions for data collection and analysis, the research design shapes the process of investigating the phenomenon under study (Yin, 2011).

For this particular study, the researcher opted for a qualitative content analysis approach. The study employed qualitative content analysis because it offered a clearly defined strategy, plan, and structure that aligned with the requirements of this research project. Furthermore, qualitative content analysis was deemed appropriate due to its ability to establish a logical connection 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) assert that qualitative content analysis serves as a suitable research technique for the examination of visual texts. Supporting this assertion, Zhang and Wildemuth (2005) underscore the capacity of qualitative content analysis to allow researchers to comprehend social reality in a manner that is both subjective and scientific. This is accomplished by scrutinising the meanings and patterns that may be either overt or concealed within a given text. Moreover, Zhang and Wildemuth (2005) acknowledge that qualitative content analysis necessitates the acquisition of relevant data and the identification of a unit of analysis. The unit of analysis denotes the foundational textual element to be categorised during the course 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 the dominant advertising messages, messaging strategies, and verbal cues used in selected Ghanaian telecommunication YouTube video advertisements. Specifically, the analysis focused on a set of 24 scenes extracted from the selected Ghanaian telecommunication YouTube video advertisements, with each scene serving as a distinct unit of analysis within this study.

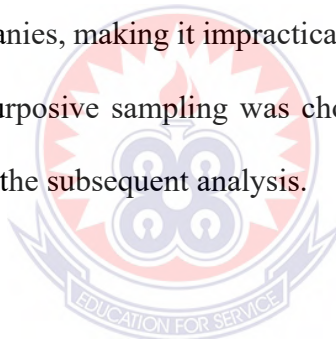
To extract meaningful insights, a rigorous process was undertaken, involving the active viewing of the video advertisements on multiple occasions (seven times in total). By carefully navigating back and forth through the scenes and systematically distilling the voluminous data into its fundamental patterns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

### **3.3 Sampling Technique**

Daymon and Holloway (2011) argue that qualitative research demands distinct sampling techniques when compared to the probabilistic and random sampling commonly utilised in quantitative research. They contend that the fundamental objective of acquiring comprehensive and profound information serves as the guiding principle behind the sampling methodologies employed by qualitative researchers (Daymon & Holloway, 2011). Consequently, within this framework, the selection of subjects or objects, study locations, and timing hinges upon specific criteria stipulated by the study's purpose. This method is conventionally known as purposive or purposeful sampling (Daymon & Holloway, 2011).

Consistent with this viewpoint, Lindlof and Taylor (2018) assert that qualitative researchers face the impossibility of capturing every unfolding event, necessitating the deliberate choice of data collection sites for a particular study. The authors underscore that a well-considered sampling strategy enables researchers to systematically engage with communicative phenomena while minimising unproductive efforts (Lindlof & Taylor, 2018).

To investigate the advertising messages, messaging strategies, and verbal cues used in YouTube video advertisements by Ghanaian telecommunication companies, the present study employed a purposive sampling technique. This choice was made due to the substantial number of YouTube video advertisements by Ghanaian telecommunication companies, making it impractical to include every single one in the present study. Instead, purposive sampling was chosen to ensure the formation of a representative sample for the subsequent analysis.



### **3.4 Sample Size**

Sample size in research refers to the number of participants or data sources involved in a study (Creswell, 2018; Lindlof & Taylor, 2018). Unlike quantitative research, which often demands a large number of participants for statistical significance, qualitative research generally favours smaller sample sizes (Creswell, 2018; Lindlof & Taylor, 2018). The preference for smaller samples is grounded in several important reasons (Lindlof & Taylor, 2018). For example, qualitative research aims to delve deeply into individual experiences, perceptions, and contexts (Lindlof & Taylor, 2018). With a smaller sample size, researchers can dedicate more time and resources to thoroughly understanding each participant's perspective. This depth of analysis is often unattainable with larger samples (Lindlof & Taylor, 2018). Furthermore, qualitative

research values the richness and complexity of data over quantity (Creswell, 2018). Smaller samples can yield a wealth of detailed information, providing a comprehensive understanding of the research topic (Creswell, 2018). Researchers can explore nuances and variations within the data, leading to richer insights (Creswell, 2018).

For this study, the researcher selected three prominent Ghanaian telecommunication companies: MTN, Vodafone Ghana, and AT Ghana. These selections were based on their leading positions and widespread popularity within the Ghanaian telecommunication industry. As highlighted by Adom (2023), these three companies have firmly established themselves as industry leaders, boasting strong market presence, extensive reach, and efficient services that have garnered significant recognition and adoption among the Ghanaian populace.

To gain a comprehensive understanding of the phenomenon under investigation, the researcher selected a total of nine YouTube videos – three from each of the aforementioned Ghanaian telecommunication companies – for analysis. The selection criteria focused on the most recent video uploads from the official YouTube pages of the telecommunication companies. The researcher adopted this criterion based on the research findings of Addo et al. (2022), who argued that video advertisements effectively reflect an organisation's direction. Organisations tend to have unique yearly strategies, and analyzing their most recent video advertisements offers insights into their current thinking (Addo et al., 2022).

By employing purposive sampling, the study aimed to ensure a representative sample of Ghanaian telecommunication YouTube video advertisements, recognizing the impracticality of examining every single one. The selection of these three prominent Ghanaian telecommunication companies and their respective YouTube videos provide

valuable insights into prevalent advertising messages, messaging strategies, and verbal cues used in their advertisements.

### **3.5 Data Collection Method**

Qualitative researchers commonly employ various data gathering methods, with four being particularly fundamental: observational methods, group discussions, in-depth interviewing, and the analysis of documents and material culture (Marshall & Rossman, 2006). While supplementary secondary and specialised methods may be used to complement these primary methods, these four techniques remain the core of qualitative inquiry (Marshall & Rossman, 2006).

In the present study, document analysis served as the data collection method, systematically assessing the dominant advertising messages, messaging strategies, and verbal cues used in selected Ghanaian telecommunication YouTube video advertisements. It is important to note that documents encompass more than just written text. They can also include visual materials, such as photographs and recorded motion images, without direct involvement from the researcher (Bowen, 2009).

#### **3.5.1 Document Analysis**

Document analysis is an analytical research method that enables researchers to carefully examine data with the goal of extracting meaning, enhancing comprehension, and developing empirical knowledge (Daymon & Holloway, 2011). The analytical process involved in document analysis comprises locating, selecting, evaluating, and synthesising data within the document to form distinct themes or categories (Daymon & Holloway, 2011).

The utility of document analysis lies in its unobtrusive and non-reactive nature (Leavy, 2014). This inherent characteristic endows documents with a sense of naturalism and authenticity (Leavy, 2014). In this study, the researcher employed the analytical methodology advocated by Daymon and Holloway (2011) to scrutinise and extract meaningful insights from content of Ghanaian telecommunication YouTube video advertisements. By adopting this approach, the research aimed to comprehend and provide comprehensive insights based on the interpreted meanings drawn from the advertisements.

This analytical procedure aligns with Leavy's (2014) observation regarding the unobtrusive and non-reactive nature of documents. Consequently, the documents under examination, which is Ghanaian telecommunication YouTube video advertisements, possess an inherent authenticity resulting from the organic data collection process. By applying Daymon and Holloway's (2011) principles, the study sought to delve deeper into the telecommunication video advertisements on YouTube in Ghana, enabling a more profound understanding of their underlying meanings. Furthermore, Leavy's (2014) recognition of the unobtrusive and non-reactive characteristics of these advertisements reinforces the credibility and genuineness of our research findings.

### **3.6 Data Collection Procedure**

In conducting document analysis, O'Leary (2014) presents two primary techniques. The first technique is referred to as the interview technique, wherein the document is treated 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 (O'Leary, 2014). 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).

These two techniques offer distinct avenues for conducting document analysis (O'Leary, 2014). The interview technique allows for dynamic interaction between the researcher and the document, enabling the extraction of relevant information (O'Leary, 2014). Conversely, the technique of noting occurrences within the text facilitates a systematic analysis, moving from specific instances to uncover broader patterns (O'Leary, 2014).

In the initial phase of this study, the researcher obtained the video advertisements from YouTube, specifically from the official YouTube pages of selected telecommunication companies in Ghana. The videos were scrutinised scene by scene to obtain a comprehensive understanding to address the research inquiries. To ensure a focused viewing experience, the videos were watched on a laptop with earphones in a quiet setting. The approach aligns with O'Leary's (2014) first technique of treating a document as a respondent or informant, allowing the researcher to pose relevant questions yielding valuable insights. Answers to the research questions were extracted by meticulously analysing the videos, scrutinising each scene in detail.

During the analysis of the telecommunication videos, a notepad was maintained to document noteworthy patterns observed within the videos, pertinent to the study's scope. Subsequently, all summarised information from the videos was transcribed using Microsoft Office Word on a laptop. To ensure data integrity and prevent accidental modifications, resulting Word documents were then converted into PDF files. This approach aligns with the second technique proposed by O'Leary (2014), which emphasises organising data through coding and constructing categories. This practice

of data organisation through coding and category construction serves as a crucial foundation for the subsequent section on the data analysis method.

### **3.7 Method of Data Analysis**

Data analysis involves the process of labelling and deconstructing raw data and then reconstructing it into patterns, themes, concepts, and propositions, according to Lindlof and Taylor (2018). In line with this perspective, the data analysis for this study aimed to extract patterns and themes from the collected data. For this purpose, the researcher employed thematic analysis, a method outlined by Braun and Clark (2013), which helps in identifying, analysing, and presenting inherent patterns in the data.

The research endeavour began with a careful and thorough examination of each of the three selected Ghanaian telecommunication YouTube advertisements videos, each viewed a total of eight times. This approach allowed for the development of a comprehensive familiarity with the content and a profound understanding of the messages conveyed within the videos.

Subsequently, the researcher's focus turned toward addressing the first research question, denoted as RQ1, which sought to identify the dominant advertising messages in the selected Ghanaian telecommunication YouTube video advertisements. To achieve this objective, the analysis systematically gathered and organised all relevant data obtained from the scenes that encompassed the various types of messages used within the selected telecommunication YouTube video advertisements.

The collected data underwent an inductive analysis approach, wherein themes derived from each scene of the selected telecommunication YouTube videos were progressively developed to encompass themes that were applicable throughout all the scenes. The



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: Connectivity and Convenience; Innovation and Technology; and Lifestyle and Aspiration. 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 themes. Specifically, the themes that were identified and developed for RQ2 encompassed Emotional Appeal, Celebrity Endorsements, and Competitive Differentiation. In a similar manner, the themes developed for RQ3 encompassed Call-to-Action (CTA) Phrases, Features and Benefits, and Brand Slogans and Taglines. 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.

### **3.8 Ethical Considerations**

Ethics is dedicated to exploring and resolving inquiries regarding morality (Jennings, 2003). Morality encompasses ideas about what is good or bad, and right or wrong (Jennings, 2003). When ethics serves as a foundation for guiding individual and

collective behaviour, it assumes a normative role, assisting individuals in contemplating moral conduct (Vanclay et al., 2013).

Ethical concerns are present in various professional fields, including academic research in diverse disciplines (Halai, 2006). Halai (2006) views robust research endeavours as inherently moral and ethical. Similarly, when conducting research, it is expected to demonstrate both objectivity and sensitivity in data selection and analysis (Bowen, 2009). Furthermore, the core ethical principles of respecting participants and obtaining informed consent form the basis for all other ethical considerations (Vanclay et al., 2013). Deception, as noted by Creswell (2018), occurs when the study's purpose is concealed from participants.

Vanclay et al. (2013) emphasise the importance of comprehensive disclosure of research methods and analytical procedures. This disclosure serves several purposes: it facilitates replication of the research, allows peer review of the methodology's sufficiency and ethical considerations, and encourages critical self-reflection on the methodology's limitations and the resulting implications for the study's outcomes and conclusions.

In light of these ethical principles outlined above, this research was conducted in a fair and objective manner, without any attempt to manipulate the collected data. Furthermore, the study did not involve participants since it only entailed the researcher's qualitative content analysis of scenes in selected YouTube video advertisements by Ghanaian telecommunication companies. Consequently, there was no need to seek consent from participants or disclose the study's purpose to them. YouTube is a publicly accessible social media platform that permits users to share and access content without explicit permission. Additionally, this research provides a detailed account of the

methods and procedures used in data collection and analysis of the selected Ghanaian telecommunication YouTube video advertisements. It also discusses the principles and assumptions underpinning these methods and procedures, particularly the rationale behind their selection.

### **3.9 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 dominant advertising messages, messaging strategies, and verbal cues used in selected Ghanaian telecommunication YouTube video advertisements. By employing document analysis, data was collected from scenes featured in three selected Ghanaian telecommunication YouTube video advertisements. To address ethical concerns, the study did not involve any participants, as the researcher solely analysed the scenes in the selected Ghanaian telecommunication YouTube video advertisements 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 DISCUSSIONS

#### 4.0 Introduction

This chapter delves into the findings, discussions, and analysis derived from document analysis encompassing nine YouTube videos produced by three prominent Ghanaian telecommunication companies: MTN, Vodafone Ghana, and AT Ghana. The aim of this analysis is to glean insights into the content and strategies utilized by these companies in their online video marketing endeavors.

#### 4.1 Overview of the Selected YouTube Telecommunication Videos

Company	Title	Description of the video
MTN Ghana	MTN @ 25 Mega Promo	The video is about MTN Ghana celebrating its 25th anniversary by launching the "MTN @ 25 Mega Promo." In this promo, MTN Ghana is giving away 25 brand new Hyundai Sonata vehicles, as well as various cash prizes. The video discusses the details of how viewers can participate in this promotion and the prizes they can win to celebrate MTN Ghana's 25th year of operation. It features visuals of the Hyundai Sonata vehicles and highlights the excitement surrounding the promotional event.

MTN Ghana	Let's Go Campaign	The video invites individuals to aspire and reach for their dreams. It encourages viewers to contemplate their potential and aims to inspire by posing questions about personal aspirations, urging them to become inspirations on Ghana's top network. Utilising the hashtags #LetsGo and #GoodTogether, the video emphasises empowerment and achievement within the context of the country's best network.
MTN Ghana	MTN Carrier Billing	The video is about MTN's Carrier Billing feature, highlighting the convenience of using MTN MoMo to pay for favourite apps and games on the Google Play Store. It emphasises the ease of connecting the MTN MoMo account to the Google Play Store, ensuring a secure, safe, and hassle-free payment method without the necessity of a bank account or payment card.
Vodafone Ghana	Vodafone 3damu Promo	The video is set within the context of a Ghanaian "trotro" public transport. In this video, a bus seller enthusiastically promotes the Vodafone 3damu Promo, emphasising its benefits to potential customers. The key message of the video is centred on the opportunity to receive exciting cashback offers when recharging airtime with Vodafone. Customers are encouraged to save up to 20% on cashback with every recharge made through Vodafone.
Vodafone Ghana	One Ghana Promo	The video is about Vodafone's promotional campaign showcasing the offer of extended talk time and browsing capabilities for subscribers. It encourages users to dial *530# to subscribe to the One Ghana promo repeatedly between 5 am and

		11:59 am. The description highlights the benefits of the promotion with the phrase "Wei ye cool chop" and emphasises the convenience by stating "Nkomo no ay3dedeede."
Vodafone Ghana	Vodafone Payday	The video is a promotion offering participants the chance to win up to GHC 200,000 hourly, daily, weekly, and monthly. By engaging in regular activities such as talking, texting, browsing, and using Vodafone Cash, individuals accumulate points that can lead to cash prizes. Dialling *559# allows participants to check their points and track their progress in this enticing campaign.
AT Ghana	Call us AT	The video revolves around a radio station, featuring a producer and a presenter who are about to go live with an important announcement. The presenter's task is to inform the audience that Airtel Tigo is rebranding and will now be known simply as "AT" for simplicity, as the original name was difficult to pronounce. The central message of the video is to emphasise that there's no need to struggle with the tongue-twisting name anymore, as Airtel Tigo is now "AT."
AT Ghana	Free Morning Offer	The video is about an enticing offer where viewers can access free morning calls and free AirtelTigoMoney transfers for six months. The promotional content highlights this limited-time opportunity, encouraging viewers to take advantage of these complimentary services provided by AirtelTigo. The video aims to inform and attract viewers by emphasising the

		benefits and duration of the offer in a succinct and engaging manner.
AT Ghana	To Gu Me So Promo	The video highlights the "To Gu Me So" promo where it showcases a deluge of rewards such as cash, data, and call minutes. Running until December, participants can amplify their experience with AirtelTigo to earn points and stand a chance to win substantial rewards. It encourages viewers to dial *500# to engage

#### **4.2 RQ1. What are the dominant advertising messages present in the selected Ghanaian telecommunication YouTube video advertisements?**

The question at hand aims to delve into the prevailing advertising messages discernible within the realm of Ghanaian telecommunication YouTube video advertisements. It seeks to shed light on the predominant narratives employed by the selected telecommunication companies in Ghana to connect with their target audience through the YouTube digital platform. A thorough coding of the scenes in the YouTube video advertisements revealed that the dominant advertising messages present in the selected Ghanaian telecommunication YouTube video advertisements can be categorised into the following themes: Connectivity and Convenience; Innovation and Technology; and Lifestyle and Aspiration.

##### **4.2.1 Connectivity and Convenience**

Connectivity and convenience refers to the seamless and user-friendly access to communication and services, often facilitated by technology, that enhances the ease of connecting with others and accessing information or resources (Hassan, 2020). It signifies the integration of modern telecommunications and digital technologies to

make communication and various services more accessible and efficient for individuals and businesses (Craft, 2020; Hassan, 2020).

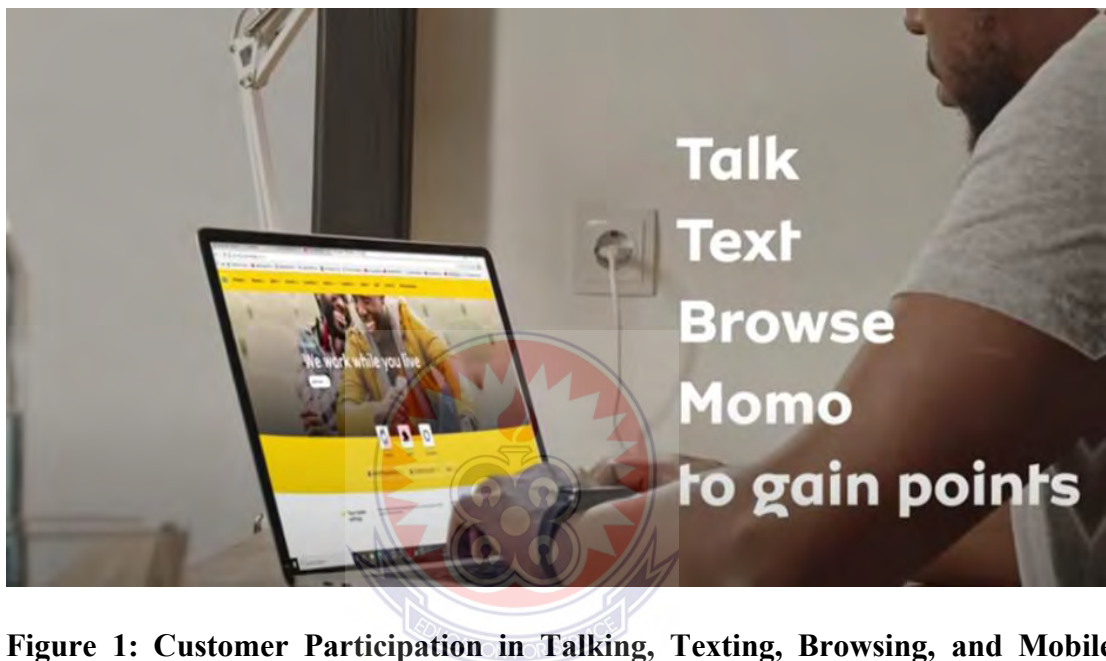
MTN Ghana reinforces the theme of "Connectivity and Convenience" in its promotional video for the "MTN @ 25 Mega Promo." Through various elements and messaging within the video, they emphasise how their services not only connect people but also make participation in the promo incredibly convenient. First and foremost, the video establishes a strong sense of connectivity. It conveys the idea that MTN Ghana has been a reliable companion for 25 years, connecting people across the nation. This sense of longevity and trustworthiness reinforces the notion that MTN Ghana is a vital part of the Ghanaian community's connectivity.

The video also prominently emphasises the connectivity aspect of their services. They mention in the video that customers can participate in the promo by engaging in various activities such as talking, texting, browsing, and sending mobile money, as shown in figure 1 below. This underscores how MTN Ghana's network is readily accessible and available for customers to use across a wide range of activities. By offering multiple ways to accumulate points, MTN Ghana ensures that their services are not just limited to one type of user but are inclusive and convenient for all. Furthermore, the video emphasises that customers can engage in these activities "everywhere they are." This statement underscores the ubiquity of MTN Ghana's network coverage. It reinforces the idea that connectivity is not confined to specific locations but is readily available wherever the customers may be, adding to the convenience factor.

The mention of giving away 25 brand new Hyundai Sonata vehicles and various cash prizes also aligns with the theme. By offering such enticing rewards, MTN Ghana not only celebrates its 25th anniversary but also incentivizes customers to stay connected



and use their services more frequently. Owning a new vehicle, especially one as attractive as the Hyundai Sonata, is synonymous with convenience in terms of mobility and lifestyle. This not only incentivizes participation but also aligns with the theme by suggesting that MTN Ghana's services can enhance one's life in various ways, including making it more convenient.

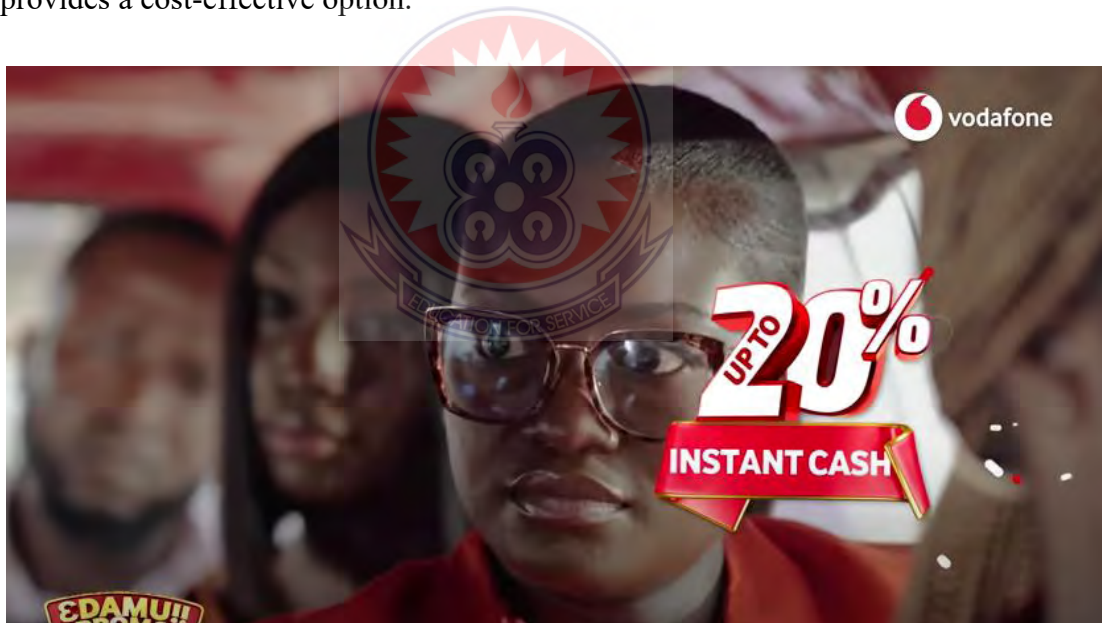


**Figure 1: Customer Participation in Talking, Texting, Browsing, and Mobile Money**

*Source: MTN @ 25 Mega Promo*

Vodafone Ghana, on the other hand, reinforces the theme by emphasising the ease of accessing their services. The advertisements feature relatable scenarios. The choice of the "trotro" as the backdrop for the video immediately connects with the everyday lives of Ghanaians. Trotros are a common mode of transportation in Ghana, often bustling with passengers from different walks of life. This relatable setting establishes a connection with the audience, highlighting the idea that Vodafone Ghana's services are seamlessly integrated into the fabric of their daily routines, reinforcing the concept of convenience.

The enthusiastic bus seller serving as the central character in the video becomes a spokesperson for Vodafone Ghana, effectively conveying the key message. His passionate promotion of the Vodafone 3damu Promo reflects the idea that Vodafone is eager to connect with and serve its customers. This enthusiasm underscores the company's commitment to providing convenient and exciting services. Furthermore, the video specifically highlights the potential for customers to save up to 20% on cashback with every recharge made through Vodafone, as shown in figure two below. This emphasis on savings reinforces the convenience aspect by illustrating how Vodafone helps customers manage their expenses efficiently. It implies that choosing Vodafone for their communication needs not only keeps them connected but also provides a cost-effective option.



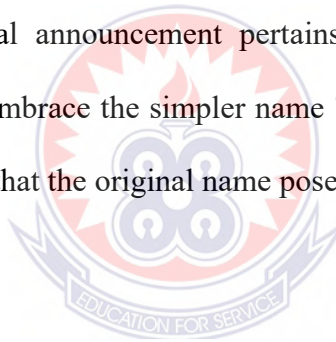
**Figure 2: Vodafone Offers Up to 20% Cashback on Recharges, Saving Customers Big!**

*Source: Vodafone 3damu Promo*

#### 4.2.2 Innovation and Technology

Innovation and technology represent the dynamic fusion of creative ideas and advanced tools, driving progress and transformation across various domains (Singh & Debnath, 2021). It encompasses the inventive process of developing and applying novel concepts, methods, and products to improve and streamline various aspects of human life, industry, and society (Singh & Debnath, 2021).

In the YouTube video titled "Call us AT!" by AT Ghana, the telecommunication company skilfully reinforces the theme of "Innovation and Technology" by crafting a scenario that vividly illustrates their commitment to streamlining and modernising their brand to suit the demands of the digital age. The video unfolds in the setting of a radio station, where the central announcement pertains to Airtel Tigo's transformative decision to rebrand and embrace the simpler name "AT." This strategic rebranding is rooted in the recognition that the original name posed pronunciation challenges for the audience.



AT Ghana's deliberate emphasis on the rebranding process as a response to the difficulty of pronouncing the original name subtly communicates their unwavering dedication to innovation. Specifically, the scene captured in *Figure 3*, as referenced below, showcases a radio presenter grappling with the enunciation of the original name, "Airtel Tigo." This image serves as a powerful visual metaphor for the company's recognition of the need for change. The presenter's evident struggle to articulate the complex name highlights the outdated nature of the previous brand identity in an era marked by technological advancement and user-friendliness.



**Figure 3: Radio Presenter Struggles with Pronunciation**

*Source: AT Ghana's "Call us AT"*

First and foremost, the choice to announce the rebranding on a radio station is symbolic of AT Ghana's recognition of the evolving media landscape. While radio remains a relevant medium, the video's presence on YouTube, a digital platform, highlights the company's embrace of modern technology and its ability to reach a wider, tech-savvy audience. Secondly, by opting for a shorter, easier-to-say name ("AT"), AT Ghana acknowledges the importance of simplicity in the digital age. In an era where rapid communication is essential, a concise and easily pronounceable name is more memorable and shareable. Last but not the least, AT Ghana's decision to rebrand and simplify its name is a customer-centric move. It demonstrates their commitment to making their services more accessible and relatable to the Ghanaian audience, aligning with the evolving technological expectations of their customers.

In the context of the Vodafone Ghana's "One Ghana Promo" YouTube video, the theme of "Innovation and Technology" was equally emphasised. The essence of Vodafone's

promotional campaign in their YouTube video lies in showcasing the marriage between innovation and technology. Through their promotional offer of extended talk time and enhanced browsing capabilities via the \*530# subscription, Vodafone illustrates how technology seamlessly integrates with traditional communication methods. The phrase "Wei ye cool chop" embodies this blend, emphasising the benefits users gain from this innovative promotion.

By enabling subscribers to access these advantages within specific time frames, Vodafone demonstrates the power of technology to streamline and enhance everyday communication practices. The scene as shown in *Figure 4* underscores how Vodafone's technological advancements simplify user experiences, making them accessible and user-friendly.



**Figure 4: Mechanic Using the Power of Technology to Enhance Everyday Communication**

*Source: Vodafone Ghana's "One Ghana Promo"*

In Vodafone Ghana's "One Ghana Promo" advert, the emphasis on maximising communication benefits during specific hours underscores Vodafone's innovative

approach to meeting customer needs. This campaign showcases not just the ease of use but also the strategic utilisation of technology to offer smart and cost-effective communication solutions. It reflects Vodafone's prowess in leveraging technology to provide tangible benefits and highlights their advanced capabilities in innovating services tailored for their customers' convenience.

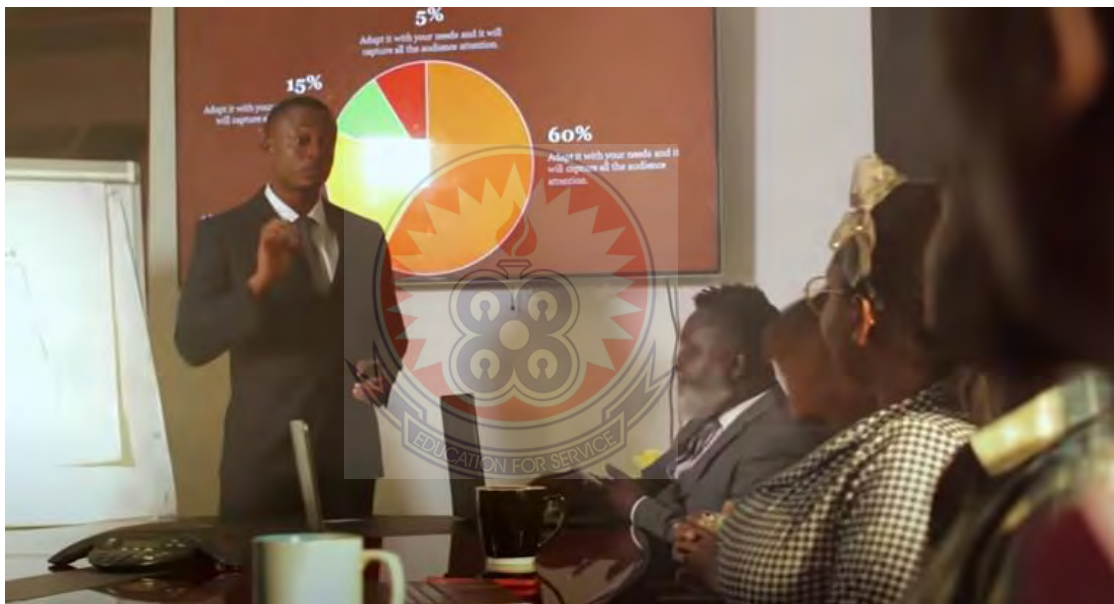
#### **4.2.3 Lifestyle and Aspiration**

Lifestyle and Aspiration is a marketing and advertising theme that focuses on presenting a product, service, or brand as a means to enhance one's lifestyle or achieve certain aspirational goals (Patel & Sudhir, 2023). This theme involves portraying how using the product or adopting the brand can elevate an individual's life, fulfil their desires, or help them attain a particular status or identity (Patel & Sudhir, 2023). Advertisers often employ imagery, narratives, and messaging that connect their offerings with the target audience's aspirations, whether those aspirations are related to success, luxury, health, adventure, or any other desirable lifestyle elements (Smith & Johnson, 2020). The goal is to create a strong emotional connection between the product and the consumer's aspirations, ultimately driving consumer interest and purchase decisions (Smith & Johnson, 2020).

The "Let's Go Campaign" by MTN Ghana is a powerful invitation for individuals to envisage and pursue their aspirations, aiming to ignite inspiration and empowerment within Ghana's leading network. Using the hashtags #LetsGo and #GoodTogether, the campaign video prompts viewers to reflect on their potential and aspirations, positioning themselves as inspirations on the country's premier network.

The scene depicted in *Figure 5* serves as a compelling illustration of the aspirational essence within MTN Ghana's Let's Go Campaign advertisement. In this scene, a man

confidently presents to a room filled with corporate individuals. This visual narrative resonates deeply with viewers' aspirations for advancement and personal growth. It suggests that engaging with MTN Ghana's network not only lies within reach but also facilitates individuals in sharing their dreams and turning them into reality. The scene connects with the audience on an emotional level, tapping into the universal desire for self-fulfilment and accomplishment. It evokes sentiments of hope and enthusiasm, motivating viewers to believe that they too can realise their ambitions through engagement with the campaign.



**Figure 5: A Man Speaking in a Corporate Setting**

*Source: MTN Ghana's Let's Go Campaign*

Additionally, the campaign's overarching message and imagery emphasise the idea of lifestyle and aspiration. By showcasing individuals confidently pursuing their aspirations in various fields, the video encourages viewers to see MTN Ghana as a catalyst for personal and professional growth. The empowering tone of the campaign narrative aligns with a sense of ambition and encourages viewers to envision

themselves achieving their dreams while being part of a network that supports and propels them forward.

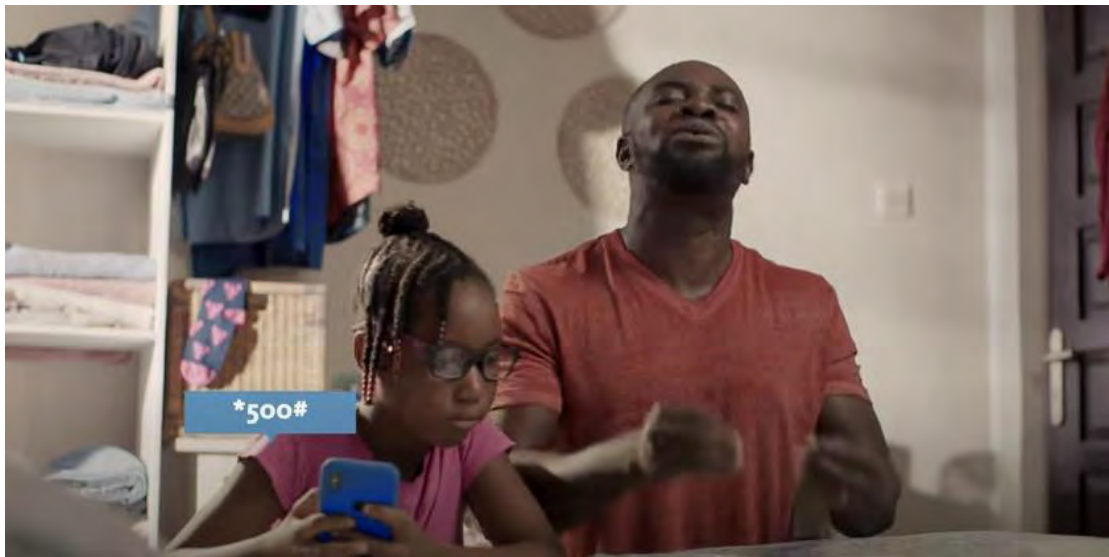
Moreover, the video's use of vibrant visuals and energetic storytelling amplifies the aspirational aspect of the campaign. It communicates the notion that engaging with MTN Ghana's Let's Go Campaign isn't merely about connectivity but is also about being part of a dynamic journey towards realising one's ambitions. The excitement and determination exhibited in the video serve to underscore the campaign's aspirational theme, inspiring viewers to believe in their potential and take steps towards their goals while being connected with the best network in the country.

AT Ghana's "To Gu Me So Promo" video advertisement resonates with the aspirations and lifestyle of its Ghanaian audience. Set against the backdrop of everyday life, the advert weaves relatable scenarios, showcasing the diverse rewards—cash, data, and call minutes—that await participants engaging with AT. The promo actively invites viewers to dial \*500#, offering a chance to accumulate points and vie for substantial rewards.

Within this narrative, *as shown in Figure 6*, the advertisement taps into aspirations by presenting a story of family. It encapsulates the father and husband of the family earnestly praying for financial blessings, beseeching divine intervention to open doors that align with his life's ambitions. This heartfelt moment of seeking blessings to elevate his life is a testament to the aspirations and desires shared by many. However, it is his daughter's subscription to AT Ghana's "To Gu Me So Promo" that becomes the unexpected catalyst for his prayers to be answered. The culmination of his daughter's subscription results in an astonishing downpour of cash, symbolising the fulfilment of his heartfelt desires. This visual metaphor powerfully underscores the idea that



participating in AT's promotion can lead to unexpected and abundant rewards, turning aspirations into tangible realities.



**Figure 6: A Father Praying for Financial Blessings**

*Source: AT Ghana's "To Gu Me So Promo"*

In view of the above findings, the Elaboration Likelihood Model (ELM) offers a comprehensive framework for understanding the processes of persuasive messages, and it is particularly relevant when analysing the themes of Connectivity and Convenience, Innovation and Technology, and Lifestyle and Aspiration within the context of Ghanaian telecommunication YouTube video advertisements. These themes serve as pivotal elements in captivating audiences through different cognitive routes, each appealing to distinct processing styles.

In the case of connectivity and convenience, the ELM suggests that individuals may engage with such messages primarily through the peripheral route of processing, where they rely on heuristic cues and surface-level information (Slater & Rouner, 2002). These themes are prominently illustrated in the advertisements. For instance, MTN Ghana's MTN @ 25 Mega Promo and Vodafone Ghana's 3damu Promo leverage the

peripheral route of processing, catering to audiences seeking convenience and connectivity cues. MTN's advert strategically portrays heartwarming scenes that effortlessly link the brand with the idea of staying seamlessly connected. Through relatable settings like the trotro public transport in Vodafone's advert, the message subtly communicates how their services effortlessly integrate into daily life, offering unparalleled convenience. By employing this peripheral processing, these advertisements captivate viewers with surface-level information, appealing to their desire for connectivity and convenience.

On the other hand, innovation and technology is an integral part of the ELM's central route processing (Falk et al., 2012). Viewers are encouraged to engage more deeply with the content to understand the technological advancements being offered (Falk et al., 2012). Advertisements like AT Ghana's "Call us AT" and Vodafone Ghana's "One Ghana Promo" delve into the domain of technological advancements. These ads invite viewers to engage more deeply, prompting them to evaluate and understand the innovations being presented. AT Ghana's advert showcases their acknowledgment of simplicity's importance in the digital era, while Vodafone's promotion highlights the transformative power of technology in optimising everyday communication practices. According to the ELM, individuals who value technological progress are inclined to engage in critical thinking and processing, seeking to assess the tangible benefits and advancements offered.

Lastly, the integration of lifestyle and aspiration within messaging aligns closely with the central route processing in the Elaboration Likelihood Model (ELM) framework (Falk et al., 2012; Slater & Rouner, 2002). These marketing messages strategically tap into viewers' aspirations and desires, prompting them to engage deeply in considering

how a product or service aligns with and enhances their lives (Falk et al., 2012; Slater & Rouner, 2002). By appealing to these aspirations, brands aim to influence individuals' perceptions and decision-making processes.

MTN Ghana's "Let's Go Campaign" stands as an eloquent invitation for individuals to not only envision but actively pursue their aspirations. Positioned within Ghana's leading network, this campaign doesn't just sell a service; it inspires a mindset of empowerment and ambition. By resonating with the desires and dreams of its audience, it encourages viewers to envision how the offerings of MTN Ghana can contribute to their aspirations. The campaign strategically sparks inspiration, fostering a sense of empowerment within individuals to strive for their goals within the context of a reliable and forward-thinking network.

Similarly, the "To Gu Me So Promo" by AT Ghana reflects an acute understanding of the aspirations and lifestyle of its Ghanaian audience. It adeptly targets individuals seeking dependable telecommunication services that align with their aspirations. By engaging with this promotion, the audience is encouraged to process the brand's message thoughtfully. It taps into the desires for connectivity and tangible benefits, urging individuals to consider how AirtelTigo's offerings can seamlessly integrate into and enhance their lives.

Both campaigns, in different ways, leverage the understanding of aspirations within their target audience. They prompt individuals to process their messages deeply, showcasing how their respective services aren't just utilities but enablers of personal growth and fulfilment. Through these campaigns, MTN Ghana and AT Ghana exemplify the power of aligning with viewers' aspirations to create impactful messaging

that resonates on a personal and aspirational level, shaping consumers' perceptions and choices.

#### **4.3 RQ2. What messaging strategies are used in the selected Ghanaian telecommunication YouTube video advertisements?**

The question revolves around dissecting the messaging strategies featured in YouTube video advertisements by Ghanaian telecommunication companies. The investigation aims to illuminate the core principles and tactics utilised in these advertisements. The analysis identifies three overarching themes that encapsulate these strategies: Emotional Appeal, wherein the advertisements aim to evoke strong emotions in viewers; Celebrity Endorsements, where notable figures endorse the telecom products or services; and Competitive Differentiation, which focuses on highlighting what sets one telecom provider apart from the others in the market. These themes serve as key pillars in the messaging strategies found in these advertisements.

##### **4.3.1 Emotional Appeal**

Emotional appeal refers to the strategy of evoking strong emotions and feelings in the audience to establish a deeper connection with the product or brand (Jin & Phua, 2020). It involves creating content that elicits strong emotions in the audience (Jin & Phua, 2020). Advertisers aim to connect with viewers on a personal and emotional level, as this can be a powerful way to engage and persuade them (Jin & Phua, 2020).

The Vodafone 3damu Promo, for instance, reinforces the theme of emotional appeal. Through various storytelling elements and persuasive techniques, the telecommunication company masterfully connects with its audience on an emotional level. The use of a "trotro" public transport setting immediately resonates with the Ghanaian audience. Trotros are a ubiquitous and essential part of Ghanaian life. By

incorporating this familiar backdrop, Vodafone Ghana taps into a shared cultural experience, creating an emotional connection with its viewers. The sense of community within the trotro, with passengers interacting with the bus seller, also reinforces the idea of inclusivity and belonging. This emotional connection to a community of fellow Vodafone users can foster a sense of loyalty and affiliation among viewers.

Furthermore, the enthusiastic bus seller serves as a relatable and charismatic character in the advertisement. His infectious energy and excitement are contagious, evoking positive emotions in the audience. This enthusiasm not only draws viewers into the narrative but also generates a sense of enthusiasm and anticipation regarding the Vodafone 3damu Promo. *Figure 6* captures the bus seller enthusiastically interacting with the passengers. The advertisement ends with a clear call to action, encouraging viewers to take advantage of the Vodafone 3damu Promo. By inviting viewers to participate, Vodafone Ghana appeals to their desire for personal benefit and involvement, further strengthening the emotional appeal.



**Figure 7: Bus Seller Creates Connection with Passengers**

*Source: Vodafone 3damu Promo*

AT Ghana's approach to reinforcing the theme of emotional appeal is notably different from the humorous and light-hearted tone of Vodafone Ghana's Vodafone 3damu Promo video. AT Ghana, in its own marketing strategies, taps into emotional connections with its audience in a distinct manner. The emotional appeal in this context of AT Ghana's "Call us AT!" revolves around the idea of simplicity, inclusivity, and relatability, and it is skilfully conveyed throughout the video.

Firstly, the video features a radio station setting with a presenter, relatable figures for the audience. This choice of character immediately connects with viewers, as it depicts a scenario that many people encounter in their daily lives owing to the fact that radio is an integral part of Ghanaian day-to-day life. By using that relatable character, AT Ghana establishes an emotional connection right from the beginning.

Secondly, the presenter's task in the video is to announce the rebranding of Airtel Tigo to "AT" for simplicity. This announcement is presented with empathy and understanding. The presenter exemplifies the struggles of the audience in pronouncing the former name, and this acknowledgment is empathetic in nature. It tells viewers that AT Ghana understands their concerns and is taking steps to address them. Furthermore, the choice of words in the announcement is carefully crafted to include the audience. Phrases like "*Call us AT!*" and "*We are now AT*" emphasise the idea that this rebranding is not just a corporate decision but a collective identity that viewers can embrace. This inclusive language fosters a sense of belonging and emotional attachment to the new brand.

Finally, the central message of the video revolves around simplicity. The presenter conveys that the complex and tongue-twisting name is now a thing of the past. This simplicity is presented as a relief, and viewers are made to feel that AT Ghana is

simplifying their lives. This evokes a positive emotional response, as it aligns with the universal desire for things to be easy and straightforward. The video also builds anticipation for the rebranding, creating a sense of excitement and curiosity among viewers. The upbeat music and the presenter's enthusiastic tone contribute to this emotional appeal. Viewers are encouraged to look forward to the change, which creates a positive emotional connection to the brand.

#### **4.3.2 Celebrity Endorsements**

Celebrity endorsements are a marketing strategy in which well-known individuals, often from the fields of entertainment, sports, or other public domains, are used to promote a product, service, or brand (Yusof et al., 2021). This strategy leverages the popularity, credibility, and influence of these celebrities to connect with their fan base and potential customers (Desta, 2017; Yusof et al., 2021).

MTN Ghana's "MTN @ 25 Mega Promo" effectively utilises celebrity endorsement through the participation of the renowned Ghanaian actress Gloria Sarfo, known for her role as Nana Ama in the popular TV series *Efiewura*. This strategic move amplifies their marketing strategy in several compelling ways. Firstly, Gloria Sarfo's presence establishes an immediate relatability with the audience, particularly those who are already familiar with her work in *Efiewura*. This connection builds trust and authenticity as viewers feel a personal link to Nana Ama.



**Figure 8: Ghanaian Actress Gloria Sarfo**

*Source: MTN @ 25 Mega Promo*

Moreover, her enthusiastic involvement lends credibility and trustworthiness to the campaign. Gloria Sarfo's participation implies her genuine belief in the MTN @ 25 Mega Promo which can influence viewers to perceive it as a legitimate and valuable opportunity. In the competitive advertising landscape, Gloria Sarfo's popularity effectively captures viewers' attention, piquing their curiosity and prompting engagement with the promotion.

Celebrities possess the power to evoke emotions (Yusof et al., 2021), and Gloria Sarfo's association with MTN Ghana generates positive sentiments among the audience. This emotional connection can contribute to a favourable view of MTN Ghana's brand and their 25th-anniversary celebration. Furthermore, celebrities often symbolise success, and Gloria Sarfo's endorsement suggests that participating in the "MTN @ 25 Mega Promo!" could lead to winning prestigious prizes such as brand new Hyundai Sonata vehicles. This association with success adds to the campaign's appeal. Lastly, celebrity



endorsements extend the promotion's reach due to the substantial fan base of the celebrity involved (Yusof et al., 2021). Gloria Sarfo's presence broadens the campaign's visibility, making it more impactful and engaging, especially among her devoted followers.

In Figures 9 and 10, both Vodafone Ghana and AT Ghana employ the strategic use of celebrity endorsements in their advertisements. Vodafone Ghana features the esteemed Kumawood actor Collins Oteng, known as Komfour Coleege, while AT Ghana showcases comedian and actor Richard Kweku Asante, famously recognized as Kalybos. These renowned personalities serve as integral elements of their marketing strategies, effectively establishing relatability with their intended audience.

The inclusion of Komfour Coleege and Kalybos in these promotions significantly amplifies their credibility. Leveraging the popularity and recognition of these figures, both Vodafone and AT Ghana successfully capture viewers' attention in the cluttered landscape of advertising. The presence of these celebrities contributes to crafting an engaging narrative, one that is not only entertaining but also highly memorable.

Celebrity endorsements wield a profound ability to evoke emotions among audiences, and in this context, the charismatic and humorous acting styles of Komfour Coleege and Kalybos likely foster positive sentiments among viewers. This emotional connection is a potent force that can positively shape perceptions of the Vodafone and AT Ghana brands and their respective promotions. By associating these beloved personalities with their offerings, both companies effectively tap into the power of emotions, creating a compelling link between the celebrities' likability and the audience's perception of the brands.



**Figure 9: Kumawood Actor Komfour Coleege**

*Source: Vodafone 3damu Promo*



**Figure 10: Comedian and Actor Kalybos**

*Source: AT Ghana "Free Morning Offer"*

Celebrities often embody success, and their association with a product or service implies that using that product or service can lead to success or a positive outcome (Desta, 2017; Yusof et al., 2021). In this case, Komfour Coleege's involvement implies

that using Vodafone's services, as promoted in the video, can lead to financial benefits and savings. Lastly, celebrity endorsements offer an extended reach due to the wide fan base of the celebrity (Desta, 2017; Yusof et al., 2021). Komfour Coleege's presence expands the promotion's visibility and impact, increasing its effectiveness in reaching and resonating with the target audience.

### **4.3.3 Competitive Differentiation**

Competitive differentiation is a pivotal strategic concept within marketing and business (Craft, 2020; Lee & Hosanagar, 2021). It revolves around the idea of identifying and harnessing distinct qualities, characteristics, or advantages that distinguish a product, service, or company from its rivals in the perception of customers and potential customers (Lee & Hosanagar, 2021). It involves the strategic endeavour to set a brand apart in a manner that heightens their appeal and value when compared to alternatives available in the market (Craft, 2020; Lee & Hosanagar, 2021).

One notable illustration of competitive differentiation is showcased in AT Ghana YouTube advertisement. The video marked a significant moment for the company as it introduced a major rebranding initiative. AT Ghana, previously known as Airtel Tigo, unveiled its new, simplified identity as "AT." The strategic move ingeniously reinforced the concept of competitive differentiation.

The video's central message was crystal clear: "No need to struggle with the tongue-twisting name anymore." AT Ghana astutely recognized the complexity and difficulty associated with its former name and addressed this issue head-on. By streamlining its brand to "AT," the company conveyed a commitment to simplicity and ease of communication, setting it apart from competitors with longer, more cumbersome names. What further emphasised AT Ghana's competitive differentiation was its

customer-centric approach. By acknowledging the challenges customers faced with the previous name and offering a solution, the company showcased a keen understanding of its target audience's needs and preferences. This focus on customer satisfaction and adaptability positioned AT Ghana as a telecom provider that actively listens to its customers and is willing to make strategic changes to stay relevant.

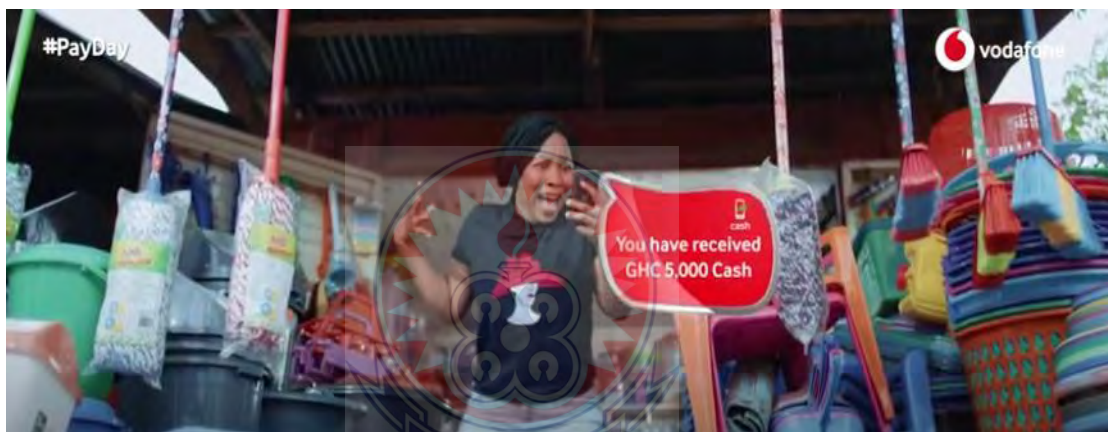
Vodafone Ghana's "Vodafone Payday" video promotion exemplifies competitive differentiation within the telecommunications industry through strategic elements that set it apart from its competitors. The inclusion of a vast prize pool of up to GH¢ 200,000 hourly, daily, weekly, and monthly immediately distinguishes this campaign. Unlike standard offerings, this diverse array of cash prizes captures the attention of the target audience, presenting an enticing and unparalleled incentive to participate. The video guides viewers on how to engage, dialling \*559# to track their progress and points earned in this captivating campaign.

The campaign's strategic advantage lies in its simplicity and accessibility, allowing users to accumulate points effortlessly through routine activities like calling, texting, browsing, and using Vodafone Cash. This emphasis on ease of participation underscores Vodafone Ghana's dedication to customer convenience, solidifying its image as a user-friendly and accessible telecom provider.

Additionally, the "Vodafone Payday" promotion's timing adds another layer to its competitive edge. By offering substantial rewards at various intervals, Vodafone Ghana not only positions itself as an innovative and forward-thinking brand but also cultivates a sense of anticipation and excitement among its audience. This strategic approach not only sets Vodafone apart as a rewarding and customer-centric company but also

underscores its commitment to acknowledging and rewarding customer loyalty in diverse and substantial ways.

The narrative further unfolds as seen in *Figure 11*, where a Vodafone Ghana user's expression of elation and surprise upon winning GHC 5,000 cash embodies the campaign's essence. This moment encapsulates the thrill and genuine surprise that participants experience, further reinforcing the campaign's attractiveness and the tangible rewards it delivers, setting Vodafone Ghana apart as a telecom provider that delivers on its promises in an engaging and rewarding manner.



**Figure 11: Vodafone Ghana User's Winning GHC 5,000 Cash**

*Source: Vodafone Payday*

Examining Ghanaian telecommunication YouTube video advertisements through the lens of the Elaboration Likelihood Model (ELM) offers crucial insights into the messaging strategies employed.

In Vodafone Ghana's 3damu Promo advertisement, the persuasive power of the Elaboration Likelihood Model (ELM) is harnessed through dual message routes: the central and peripheral routes. The central route engages viewers by crafting a compelling narrative that prompts deeper cognitive processing. By showcasing the

ubiquitous "trotro" setting, a fundamental facet of Ghanaian daily life, Vodafone Ghana invites audiences to contemplate the intertwining of their services with essential cultural elements. This strategic inclusion encourages viewers to ponder the message carefully, potentially influencing attitudes through thoughtful consideration.

The advert adeptly taps into the peripheral route of the ELM by evoking emotions through compelling narratives and visuals, particularly set within the familiar "trotro" scene. By stirring strong emotional responses, Vodafone Ghana establishes a heartfelt connection that influences viewers' perceptions positively. This emotional resonance effectively engages the peripheral route, shaping favourable attitudes towards the brand through the audience's emotional engagement with the advertisement.

All three telecommunication companies, MTN Ghana, AT Ghana and Vodafone Ghana capitalise on the persuasive influence of celebrity endorsements, effectively incorporating central and peripheral components of the ELM in their messages. Leveraging the credibility and likability of celebrities like Gloria Sarfo Kalybos and Komfour Coleege, these brands utilise peripheral cues to sway attitudes without necessitating in-depth scrutiny. Viewers, drawn to these familiar faces, are more inclined to form positive opinions about the brands, aligning with the peripheral influence aspect of the ELM.

Lastly, competitive differentiation stands as a pivotal theme in the selected advertisements. According to the ELM, the central route to persuasion entails a thorough evaluation of message content (Jin, 2010; Slater & Rouner, 2002). Advertisements focusing on competitive differentiation strategically aim to persuade their audience through this central route by accentuating the unique attributes,

advantages, or benefits of their telecom services in comparison to their rivals (Jin, 2010; Slater & Rouner, 2002).

For instance, AT Ghana's YouTube advertisement centers on its rebranding to the simplified identity "AT." This deliberate shift addresses challenges associated with its former name directly. By adopting "AT," the company signals a commitment to simplicity and effortless communication, setting itself apart from competitors with longer and more complex names. This strategic move aims to resonate with customers who seek clarity and simplicity in their telecom services, appealing to their inclination for well-informed decisions, as suggested by ELM principles (Jin, 2010; Slater & Rouner, 2002). Similarly, Vodafone Ghana's "Vodafone Payday" promotion illustrates competitive differentiation within the telecommunications industry through strategic elements such as a vast prize pool of up to GHC 200,000 cash prizes. This approach strategically distinguishes the brand from competitors, aiming to capture the attention of customers who value substantial rewards and incentives. Aligning with ELM, these tactics target individuals motivated to make informed choices by presenting distinct advantages and benefits, leveraging competitive differentiation as a persuasive tool (Jin, 2010; Slater & Rouner, 2002).

#### **4.4 RQ3. What verbal cues are used in the selected Ghanaian telecommunication YouTube video advertisements?**

The research question seeks to analyse the verbal cues used in MTN Ghana, Vodafone Ghana, and AT Ghana YouTube video advertisements. In essence, it aims to understand the specific language and verbal techniques employed in these advertisements to promote products or services in the telecommunications industry. The findings revealed the following themes as verbal cues used in the selected Ghanaian telecommunication

YouTube video advertisements: Call-to-Action; Features and Benefits; Brand Slogans and Taglines.

#### **4.4.1 Call-to-Action**

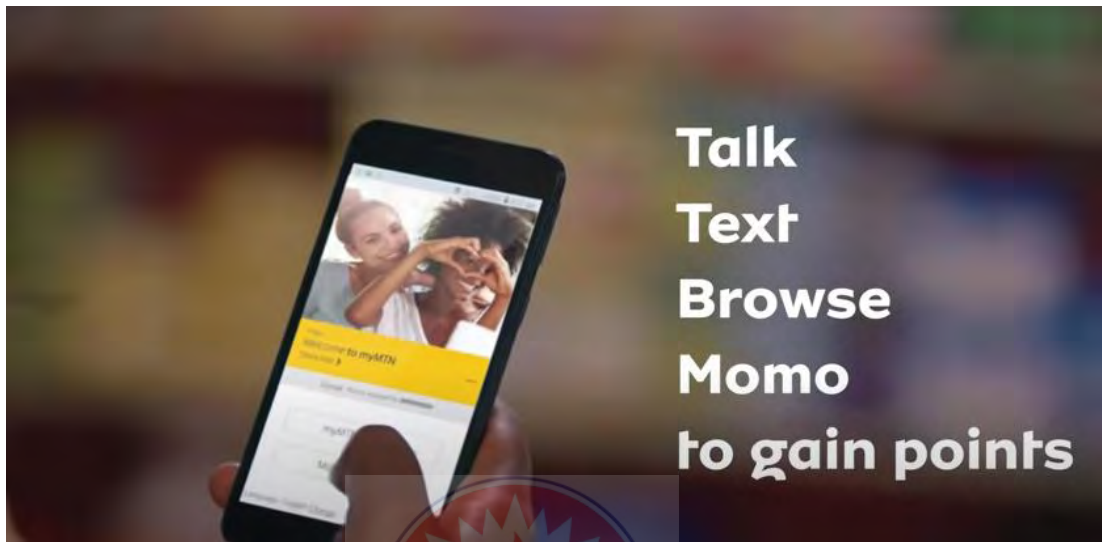
A Call-to-Action (CTA) is a marketing or user experience element that encourages or prompts a specific action from the audience (Bamfo et al., 2019). It is typically used in various forms of content, including websites, emails, advertisements, and social media posts, to guide users or viewers toward a desired goal or outcome (Bamfo et al., 2019). The primary purpose of a CTA is to engage the audience and persuade them to take a specific action that aligns with the objectives of the marketer or content creator (Bamfo et al., 2019; Jin & Phua, 2020).

The MTN Ghana YouTube video promoting the "MTN @ 25 Mega Promo" reinforces a compelling Call-to-Action (CTA) through various strategic elements embedded within its content. The promotional video, which commemorates MTN Ghana's 25th anniversary, not only highlights the significance of this milestone but also encourages viewers to actively participate in the celebration. The video's overarching message centres around the giveaway of 25 brand new Hyundai Sonata vehicles, an incentive designed to capture viewers' attention and generate excitement. By prominently featuring these visually appealing prizes throughout the video, MTN Ghana effectively conveys the message that participation in the promotion can lead to substantial rewards. This strategic use of visuals serves as a powerful CTA, compelling viewers to take action by entering the promotion.

Additionally, the video outlines how viewers can participate in the promotion, effectively breaking down the process into simple, actionable steps. This clarity in communication is vital in reinforcing the CTA, as it removes any potential barriers or



confusion that might discourage participation. By providing a clear and easy-to-follow path, the video empowers viewers to take immediate action, enhancing the effectiveness of the CTA.



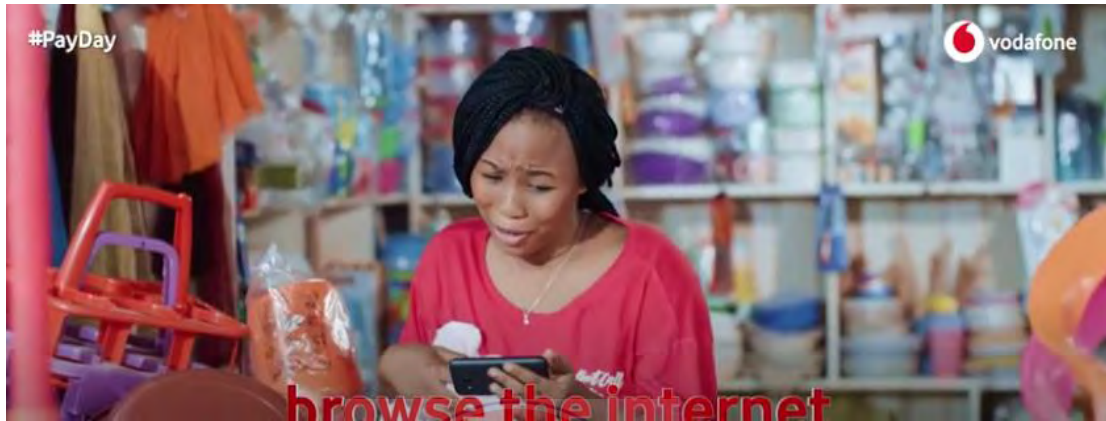
**Figure 12: Customer Participation in Talking, Texting, Browsing, and Mobile Money**

*Source: MTN @ 25 Mega Promo*

In the depicted scene, highlighted as *Figure 12*, the video communicates a clear message: engaging in more activities such as talking, texting, browsing, and utilising mobile money (Momo) accrues additional points for participants. These accumulated points contribute to the chance of winning one of the coveted 25 brand new Hyundai Sonata vehicles.

The Vodafone Ghana YouTube video promoting the "Vodafone Payday Promo" equally reinforces a Call-to-Action (CTA) through a creative and engaging storyline. The video encapsulates the essence of the promotion by emphasising that consistent engagement—talking, texting, browsing, and utilising Vodafone Cash daily—builds points and leads to winning enticing cash prizes, as depicted in *Figure 13*. Furthermore,

the video explicitly prompts users to dial \*559# to conveniently check their accumulated points. This storytelling approach serves as a powerful method to reinforce the CTA, forging an emotional bond with viewers and compelling them to take proactive steps.



**Figure 13: Vodafone Ghana User's Browsing to Win GH¢ 5,000 Cash**

*Source: Vodafone Payday*

#### **4.4.2 Features and Benefits**

Features and benefits is a concept commonly used in marketing and sales to explain and promote a product or service (Lee & Hosanagar, 2021). These two elements are essential for communicating the value of a product or service to potential customers (Lee & Hosanagar, 2021).

The AT Ghana "To Gu Me So Promo" YouTube video adeptly conveys the features and benefits of AT's engaging promotion in a captivating manner. One key feature emphasised in the video is the array of rewards offered in the "To Gu Me So" promo. The video showcases a multitude of enticing rewards such as cash, data, and call minutes, creating a visual spectacle that immediately captures viewers' attention. By

highlighting this feature, the video effectively communicates the diverse range of benefits participants can gain by engaging with AT's promotion.

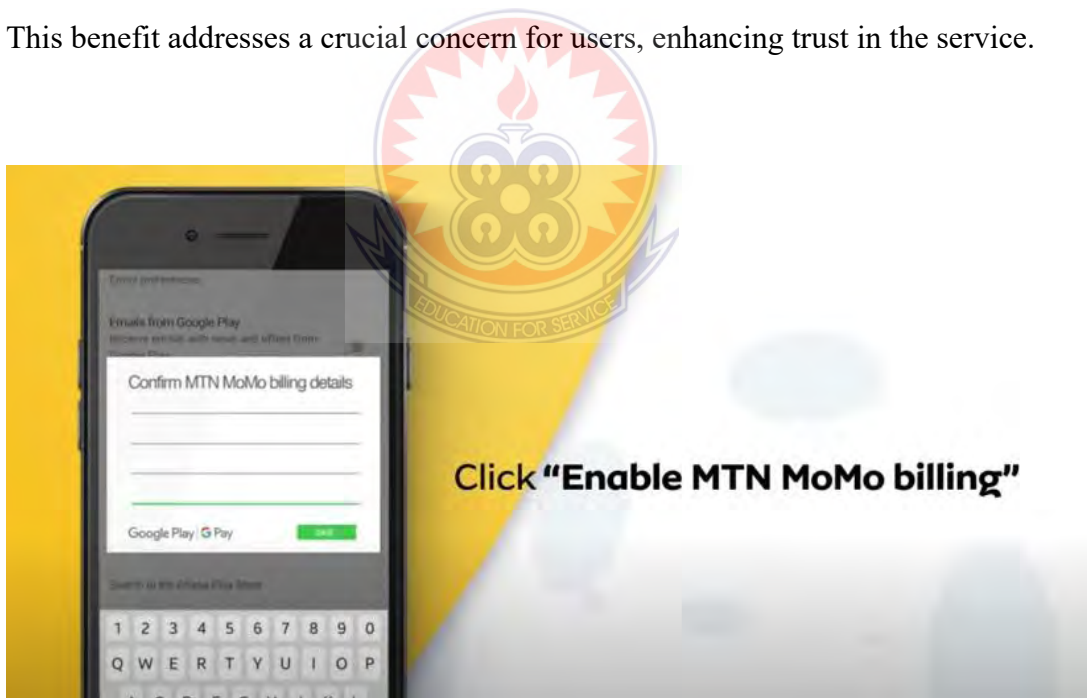
Moreover, the video illustrates the benefits of participating in the "To Gu Me So" promo. It suggests that by actively engaging in this promotion, participants can significantly enhance their experience with AT. This benefit is exemplified through the visual representation of individuals winning rewards and enjoying the benefits offered by the promo. The video encourages viewers to dial \*500# to partake in the campaign, emphasising the accessibility and ease of engagement, thus aligning with the benefit of convenience and simplicity. *In Figure 6*, the advertisement shows how the daughter dials \*500# to partake in the campaign on her father's behalf. The culmination of the daughter's subscription in the "To Gu Me So" promo results in an astonishing downpour of cash on her father by AT Ghana.

The visual portrayal of an excited winner and the promise of substantial rewards effectively conveys the tangible benefits of participating in the "To Gu Me So" promo. The video's energetic and engaging presentation encourages viewers to take advantage of the rewards offered, conveying the sense that engaging with AT can lead to an enhanced and rewarding experience for participants.

The MTN Ghana "MTN Carrier Billing" video also showcases the distinct features and benefits of their innovative service. Through a compelling blend of visuals and messaging, the video captivates viewers, urging them to explore the convenience and advantages offered by this feature. Central to the video's portrayal is the convenience of using MTN MoMo for seamless payments on the Google Play Store. The visuals highlight this feature by illustrating the ease with which users can connect their MTN MoMo accounts to the Google Play Store. This simplicity in setting up the payment

method emphasises the hassle-free nature of the service, eliminating the need for a bank account or payment card.

As shown in *Figure 14*, the video details the process, ensuring transparency and clarity for potential users. By providing clear instructions on how to utilise the MTN Carrier Billing feature, the video simplifies what might seem complex, making it accessible to a wide audience. This user-friendly aspect removes barriers, emphasising the convenience and ease of use associated with this innovative service. In terms of benefits, the video underscores the security and safety of the payment method. By highlighting the secure nature of transactions made through MTN MoMo on the Google Play Store, the video reassures users about the safety of their financial transactions. This benefit addresses a crucial concern for users, enhancing trust in the service.



**Figure 14: MTN Ghana Showing How to Use MTN Carrier Billing**

*Source: MTN Carrier Billing*

#### **4.4.3 Brand Slogans and Taglines**

Brand slogans and taglines are short, memorable phrases or statements that encapsulate the essence of a brand, its values, and its unique selling proposition (USP) (Chen &

Sun, 2022). They are an essential part of a brand's marketing and communication strategy, serving as a powerful tool to create brand recognition, convey brand personality, and connect with target audiences (Chen & Sun, 2022).

MTN Ghana's brand slogan, "Everywhere You Go," is prominently featured and reinforced throughout the video. The concept of being everywhere is seamlessly woven into the promotion's narrative. By celebrating its 25th anniversary with the "MTN @ 25 Mega Promo," MTN Ghana conveys the message that it has been present everywhere in Ghana for a quarter of a century. The video reinforces this slogan by showcasing how MTN Ghana is making an impact and reaching out to its customers everywhere, offering them the chance to participate in this grand celebration.

Furthermore, the video aligns with MTN Ghana's tagline, "We Dey 4 U," which emphasises the brand's commitment to being there for its customers. In the context of the promotion, the video highlights how MTN Ghana is once again there for its customers by offering them the opportunity to win valuable prizes, including 25 brand new Hyundai Sonata vehicles. This reinforces the tagline by demonstrating that MTN Ghana is actively looking out for its customers' interests and celebrating with them on this special occasion.

The slogan and tagline are not merely displayed visually but are also reinforced through the video's narrative and messaging. The promotion itself is a testament to how MTN Ghana is present everywhere and actively engaged with its customers' needs, aligning with the brand's core values as reflected in its slogan and tagline.



**Figure 15: MTN Ghana's Tagline, "We Dey 4 U,"**

*Source: MTN @ 25 Mega Promo*

The Vodafone Ghana's Vodafone 3damu Promo also reinforces the importance of brand slogans and taglines within its narrative and presentation. The video seamlessly integrates Vodafone Ghana's brand slogan and tagline, enhancing brand identity and conveying a compelling message to its audience.

Vodafone Ghana's brand slogan, "The Future Is Exciting. Ready?" is woven into the promotion's narrative. The video effectively conveys the message that Vodafone Ghana is constantly at the forefront of innovation, making the future exciting for its customers. The Vodafone 3damu Promo is presented as a manifestation of this excitement, where customers have the opportunity to participate in an enticing promotion that adds a sense of thrill and excitement to their everyday lives. This reinforcement of the brand slogan highlights Vodafone's commitment to delivering exciting experiences to its customers.

Furthermore, the video aligns with Vodafone Ghana's tagline, "Power To You." The promotion's core message revolves around empowering customers to save up to 20%

on cashback with every recharge made through Vodafone. By promoting the cashback offer, the video emphasises that Vodafone Ghana is putting the power back into the hands of its customers, allowing them to make the most of their mobile services. This aligns perfectly with the tagline, reinforcing the idea that Vodafone is all about empowering its users and giving them control over their mobile experience.



**Figure 16: Vodafone Ghana's Tagline, "Power to You."**

*Source: Vodafone Ghana's Vodafone 3damu Promo*

The brand slogan and tagline are not just visually presented but are also reinforced through the video's storyline and messaging. The video effectively communicates that Vodafone Ghana is a forward-thinking and customer-centric telecommunications provider, aligning with the brand's core values as reflected in its slogan and tagline.

Moreover, the video evokes a sense of excitement and anticipation within the audience by showcasing the enthusiastic bus seller and the benefits of participating in the promotion. This emotional engagement resonates with the brand's tagline, "Power to You," as it reinforces the idea that Vodafone is not just a provider but a partner that empowers its customers to make choices that benefit them.

The above selected Ghanaian telecommunication YouTube video advertisements by MTN Ghana, Vodafone Ghana and AT Ghana employ verbal cues to effectively reinforce Brand Slogans and Taglines, aligning with the Elaboration Likelihood Model (ELM) as a theoretical framework for critical assessment. These advertisements strategically utilise verbal communication to enhance brand identity, convey key messages, and establish memorable associations with their respective slogans and taglines.

Within the context of Brand Slogans and Taglines, the ELM framework suggests that individuals engage in two routes of information processing: the central route (high elaboration) and the peripheral route (low elaboration) (Slater & Rouner, 2002). The central route involves deep cognitive processing, where viewers critically evaluate the message's content (Eisend, 2006; Jin, 2010). In contrast, the peripheral route relies on superficial cues and heuristics to form judgments (Eisend, 2006; Jin, 2010). In light of this, the advertisements first and foremost effectively employ verbal cues to align with their respective brand identities as conveyed by slogans and taglines. For instance, MTN Ghana's video aligns seamlessly with its slogan "Everywhere You Go" by emphasising its presence everywhere in Ghana for 25 years. This central route processing reinforces the brand's identity through meaningful verbal communication, ensuring that viewers connect the advertisement with the core essence of the brand.

Secondly, verbal cues within these advertisements evoke emotions that closely tie in with the brand slogans and taglines. For instance, Vodafone Ghana's promotion creates excitement by offering cashback savings, thus reinforcing its slogan "The Future Is Exciting. Ready?" This emotional engagement influences viewers through peripheral



route processing, as they associate the excitement portrayed in the advertisement with the brand itself.

Moreover, the clarity of verbal messages in these advertisements plays a pivotal role in conveying the intended brand slogans and taglines. Both MTN Ghana and Vodafone Ghana employ clear and concise verbal communication to ensure that viewers easily grasp the essence of the promotions and how they relate to the brand slogans and taglines. This is particularly important for central route processing, as viewers need a clear message to engage deeply with the content.

Additionally, these advertisements effectively communicate the brand promise encapsulated in the slogans and taglines through their verbal cues. MTN Ghana's video reinforces the brand's commitment to delivering exciting experiences through its 25th-anniversary promotion, aligning with its slogan "Everywhere You Go." Similarly, Vodafone Ghana emphasises empowerment and savings in line with its tagline "Power To You." This alignment between verbal cues and brand promises strengthens brand association for viewers engaging in central route processing.

Lastly, repetition of verbal cues, including brand slogans and taglines, is used strategically in these advertisements. Repeated mentions of key messages enhance brand recall and recognition, particularly through peripheral route processing. While viewers may not engage deeply with the content, they are more likely to remember recurring phrases, thus solidifying the connection between the brand and its slogans or taglines.

With the theme of CTA, the ELM suggests that when individuals engage in the central route, they are motivated to think deeply and process information critically (Eisend,

2006; Jin, 2010). In the context of the telecommunication advertisements, the CTA serves as a central element in persuading viewers to take action. For example, in the MTN Ghana video promoting the MTN @ 25 Mega Promo, the CTA encourages viewers to actively participate in the promotion by highlighting the exciting prizes they can win. This aligns with MTN Ghana's brand slogan and tagline, "Everywhere You Go," as it conveys the idea that the brand is present everywhere, offering exciting opportunities to its customers. By emphasising the central theme of CTA, the advertisement reinforces the brand's commitment to engaging with its customers and making their experiences exciting.

Finally, with the theme of Features and Benefits, the ELM posits that individuals engaging in the central route are more likely to evaluate the features and benefits of a product or service critically (Eisend, 2006; Jin, 2010). In the Vodafone Ghana video for the Vodafone 3damu Promo, the emphasis on the cashback offer serves as a central feature and benefit. By presenting the 20% cashback offer as a valuable proposition, the video reinforces Vodafone Ghana's tagline, "Power to You." This demonstrates the brand's commitment to empowering its customers by offering them tangible financial benefits. Through this central theme of Features and Benefits, the advertisement aligns with the brand's core identity and values.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter offers a summary of the study, focusing on drawing conclusions from the main findings. It also provides recommendations for academia and industry based on the research findings. Additionally, this chapter outlines the study's limitations and suggests areas for future research.

#### 5.1 Summary

Online advertising has become a crucial element of marketing strategies worldwide, gaining even more significance in the digital era. The internet offers businesses the means to expand their reach and engage with their desired audience through digital advertising avenues. The utilisation of online advertising has experienced substantial growth in recent times, as businesses utilise digital platforms to elevate their brand visibility, customer interaction, and sales effectiveness.

As a result of the above, this present study was conducted to investigate online advertising by telecommunications networks in Ghana, with a particular focus on selected YouTube video advertisements. The study aimed to identify the prevalent advertising messages, messaging strategies employed, and the verbal cues utilised in these chosen Ghanaian telecommunication YouTube video advertisements. Extensive literature review formed the foundational basis for the critical analysis of the research findings. The reviewed literature was categorised into several key concepts, including an overview of advertising, the history of advertising, video advertisement, YouTube video advertisement, and the telecommunication industry. This comprehensive examination of existing literature not only familiarised the researcher with the prior

work in the field of study but also enabled the identification of research gaps. This knowledge played a crucial role in shaping the focus of the research, ensuring its relevance within the existing literature. Furthermore, the research adopted the Elaboration Likelihood Model (ELM) as a framework to interpret and make sense of the collected data. ELM provided valuable insights for understanding the gathered data, contributing to a deeper understanding of the research outcomes.

The research methodology employed in this study was qualitative, as outlined by Creswell (2018). Specifically, the research design adopted was qualitative content analysis, following the framework established by Zhang and Wildemuth (2005). This approach allowed the researcher to examine and analyse the prevalent advertising messages, messaging strategies, and verbal cues featured in a selection of Ghanaian telecommunication YouTube video advertisements. The choice of research subjects, namely MTN, Vodafone Ghana, and AT Ghana, was made through purposive sampling, as advocated by Lindlof and Taylor (2018). These selections were based on the companies' prominent positions and extensive popularity within the Ghanaian telecommunication sector. To facilitate the analysis, three YouTube videos from each of the aforementioned Ghanaian telecommunication companies were chosen. The selection criteria focused on the most recent video uploads available on the official YouTube pages of these telecommunication companies.

Through thematic analysis of document data, the researcher identified nine themes to address the three research questions. The first research question was answered through the themes of "connectivity and convenience," "innovation and technology," and "lifestyle and aspiration." In response to the second research question, the themes of "emotional appeal," "celebrity endorsements," and "competitive differentiation"

emerged. Finally, the third research question was addressed by the themes of "Call-to-Action (CTA)," "features and benefits," and "brand slogans and taglines."

## 5.2 Main Findings and Conclusions

The analysis of gathered data revealed significant insights into the dominant advertising messages of selected Ghanaian telecommunication YouTube video advertisements.

1. For research question one, it was evident that MTN Ghana emphasised its reliability and long-standing presence, positioning itself as a trusted companion connecting communities across Ghana. Their focus on connectivity and versatility in services underscored their accessibility and importance in customers' daily lives. Conversely, Vodafone Ghana's messaging highlighted cost-saving opportunities, emphasising convenience and efficient expense management for customers. For AT Ghana, simplicity emerged as a key theme, with their rebranding decision emphasising their customer-centric approach and commitment to adapting to evolving technological expectations. These findings illustrate how each telecom company strategically conveys its unique value proposition to the Ghanaian market.
2. For research question two, which explored the messaging strategies in selected Ghanaian telecommunication YouTube video advertisements, it was evident that Vodafone Ghana's "Vodafone 3damu Promo" effectively employed the theme of emotional appeal. By using a "trotro" public transport setting, a familiar and integral part of Ghanaian life, Vodafone established a deep emotional connection with its audience. The sense of community within the trotro further reinforced inclusivity and belonging, fostering potential loyalty among viewers. On the other hand, MTN Ghana's "MTN @ 25 Mega Promo" utilised celebrity endorsement through the popular Ghanaian actress Gloria

Sarfo, enhancing the campaign's relatability, trustworthiness, and authenticity, especially for viewers familiar with her work in the TV series *Efewura*. Similarly, Vodafone Ghana featured Kumawood actor Collins Oteng, also known as Komfour Coleege, leveraging his fame to create a strong connection with the audience, primarily consisting of those familiar with Kumawood movies.

3. In the third research question which examines verbal cues in selected Ghanaian telecommunication YouTube video advertisements, several key findings emerged. Firstly, the MTN @ 25 Mega Promo effectively employed a compelling Call-to-Action (CTA) strategy by emphasising the giveaway of 25 brand new Hyundai Sonata vehicles, capturing viewers' attention and motivating participation in the celebration of MTN Ghana's 25th anniversary. Secondly, the AT Ghana video promoted Airtel Tigo's rebranding to "AT" with a focus on the simplicity of the new name, making it easier for customers to engage with the brand, reinforcing the importance of features in communication. Lastly, the Vodafone Ghana's Vodafone 3damu Promo integrated the brand's slogan, "The Future Is Exciting. Ready?" seamlessly into the promotion, emphasising Vodafone's commitment to innovation and excitement, highlighting the significance of aligning verbal cues with brand slogans and taglines in effective marketing communication.

### **5.3 Study Limitations**

The first limitation of this study is the fact that it focused on qualitative content analysis. As a result, the findings of this research cannot readily be extrapolated to other telecommunication organisations as well as other online advertisements. Any attempt

to extrapolate the findings would be to ignore the large variation between organisations and their advertising direction in terms of philosophy, strategy and models.

Another limitation has to do with the time allotted for this research. The time within which this research was conducted did not allow the researcher to increase the number of observations or even employ ethnography as a method of data collection at Kessben Media. However, these limitations did not take away the credibility of the study, as it has implications for further studies.

#### **5.4 Recommendation**

In light of the research conducted in this study, several key recommendations emerge for Telecommunication Companies operating in Ghana in the context of their YouTube advertising efforts.

Firstly, it is advisable for Telecommunication companies to diversify the types of messages they incorporate into their YouTube advertisements. This entails incorporating a mix of informative, emotional, and persuasive messages to better resonate with a broader spectrum of viewers and address diverse consumer needs.

Furthermore, the study underscores the importance of tailoring advertising strategies to different target audiences. To achieve this, Telecommunication companies should carefully consider the preferences and responses of various demographic groups, thereby enabling them to craft more effective and precisely targeted campaigns.

Visual cues emerged as a significant factor in YouTube advertisements, suggesting that companies should continue to invest in visually compelling and engaging content that aligns with their brand identity while respecting local cultural contexts.

To adapt and improve advertisements strategies, it is recommended that Telecommunication Companies closely monitor consumer feedback and engagement metrics associated with their YouTube advertisements. It includes paying attention to comments, likes, dislikes, and overall sentiment, and using this feedback to refine their content and messaging strategies.

In a dynamic industry such as telecommunications and digital advertising, staying abreast of technological trends is essential. Companies are encouraged to embrace emerging technologies, such as virtual reality (VR) and augmented reality (AR), to enhance consumer engagement.

Cultural sensitivity is of paramount importance, and it is advisable that Telecommunication companies take care to respect local customs and values when crafting YouTube advertisements. This consideration can help in avoiding inadvertent cultural insensitivity and ensuring that the brand's image remains positive.

Collaborating with local social media influencers who possess a strong online presence in Ghana is another recommended strategy. These influencers can effectively bridge the gap between the brand and the local audience, thereby increasing credibility and expanding reach.

In addition to short-term gains, long-term brand building should be prioritized. This involves maintaining consistency in messaging, storytelling, and brand identity across various marketing channels, fostering brand loyalty over time.



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