

UNIVERSITY OF EDUCATION, WINNEBA

**ADVERTISING TOOLS AND THE GROWTH OF
CHARISMATIC CHURCHES IN GHANA**

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CHARISMATIC CHURCHES IN GHANA

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DECLARATION

Student’s Declaration

I, Bernard Mensah Yawson, declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own work, and it has not been submitted, either in part or whole; for another degree elsewhere.

SIGNATURE:

DATE:

Supervisor’s Declaration

I hereby declare that the preparation and presentation of the dissertation was supervised in accordance with the guidelines on supervision of dissertation laid down by the University of Education, Winneba.

SUPERVISOR: Ms. Joyce Mensah

SIGNATURE:

DATE:

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No work of this nature could be attributed to the sole effort of one person. Many individuals in various ways have made invaluable contributions to this study from the time of its inception to its conclusion.

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DEDICATION

This dissertation is dedicated, to my wife, Mrs. Vanessa Yawson and children
Ewuraesi and Naana for the love they shared with me through my education

ABSTRACT

This study sought to explore the use of advertising tools for church growth by Charismatic churches in Ghana. The study adopted a mixed methods approach where both quantitative and qualitative data collection methodologies of survey and in-depth interview, respectively were employed to collect data for analysis. Christian Action Faith Chapel, Lighthouse Chapel International, International Central Gospel Church (ICGC), Perez Chapel International and Royalhouse Chapel International constituted the population from which the simple random sampling technique was used to select 350 church attendees from branches of the selected churches in Tema in the Greater Accra Region for the study. Data collected was analysed using SPSS and thematic analysis for the quantitative and qualitative approaches of the study. This study concluded that the use of advertising tool (radio, television, word of mouth, handbills) contributed significantly to church growth. The research findings showed that TV and radio were the two most persuasive advertising tools. Other media, such as, word-of-mouth and handbills additionally influenced the respondents in choosing their church. The research recommends that churches should increase their visibility or presence on TV and radio to increase their membership. The study shows that, churches in Ghana should mostly use radio/television, word of mouth/handbills and billboards/posters since they are the blend of advertising tools that were found to be most appealing to Ghanaians in choosing a church. The study also showed that advertising tools such as, magazine and newspaper do not make as much impact on people in choosing their place of worship.

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CHAPTER ONE

INTRODUCTION

Background to the Study

Hitherto, the growth of community-based groups and other social and religious fraternities was traditionally natural without promotions since marketing-oriented promotions and advertisements were seen as only applicable to profit-oriented firms. Today, things have changed because all forms of institutions and groups are now business-like in their approach to their operations and activities in deliberately marketing their services even though they are non-profit firms such as churches, hospitals, fire fighters (Liao, Foreman, & Sargeant, 2001).

Hoyle (2002) supported this view by saying that regardless of the type, nature or size of the organization, its success is based on promotion, so promotion has become an important tool to create awareness of the organization, its products, policies, special events, and the benefits offered by the organization. To this end, the success of the church's business cannot be achieved without promotion (Kotler, 2003).

The media, print houses and internet providers in Ghana today are of great relevance to churches in Ghana especially, the Charismatic churches. In almost every corner and on every street of Accra and regional capital towns in Ghana, one can find banners, posters, flyers and billboards of churches advertising their programmes and activities (Omenyo, 2006). Banners, posters and flyers are the most common form of advertisement used by

the Charismatic churches in Ghana. This is followed by the radio and television broadcasts. Many of the Charismatic churches pay to run adverts on radio and television. Some also buy air time to preach for 30 minutes. Most radio and television stations have about 5 to 10 churches buying air time from them weekly.

In Ghana now, we have some radio and television stations classified as Christian stations and some of the stations are owned by the churches. Giant billboards are mostly used by rich and big Charismatic churches for advertisement. This is due to the high charges involved. The Charismatic churches are keeping the media houses in business, paying for adverts, interviews and airtime. The religious broadcast has become the bedrock of the media industry in Ghana.

In Ghana the use of church advertisement has been in operation for some years now and may be taken as a drifting from the traditional church norms and values whereby the church was not promoted in newspapers, posters, billboards, radios, televisions and on the social media to the use of all forms of advertisements to draw people into churches. This may be viewed as a sign of getting astray by copying business firms which are moved by greed, exploitation and selfish desires to lure people into the business (Larbi, 2001).

This study, therefore, intends to find out people`s present perceptions of the practice of engaging in aggressive promotional strategies particularly advertisement to bring about church growth, especially in the Ghanaian Charismatic churches

The Charismatic Movement

Charismaticism is a type of worship characterized by a quest for inspired and ecstatic experiences such as healing, prophecy, and speaking in tongues. Also, this is a movement of Christian evangelicals who uphold the operation of the spiritual manifestation of the gifts of the Holy Spirit as narrated in 1 Corinthians 12:4-11, and Romans 12:6-8. This assembly of Christians believes in freedom of worship as the Spirit leads and directs. They believe that wherever the Holy Spirit is, there is liberty which includes a free style of worship; hence in a charismatic adoration there is shouting, dancing, running, jumping, crying or even lying prostrate (Asamoah-Gyadu, 2005). There is freedom of adulation instead of laid down rules for devotion. People feel free in self-expression in the form of speaking in strange languages called tongues and in any dialects they feel like expressing themselves in. Charismatic worshipers do not have strict code for dressing, but as each delve into biblical teachings and studies, he or she gradually dresses moderately and decently.

The movement has attracted many people to the saving knowledge of Christ, from all walks of life, from ordinary people to university dons and business gurus. The old mentality that it is only the poor or the failures that go to church or become pastors has given way to new notions of ministrations. Now we see artists, sporting personalities, media men and women, medical doctors, university professors and other high profile personalities attending church as a serious activity or donning in priestly gown (Omenyo, 2006). Nowadays Charismaticism has made Christianity popular and attractive across the country, the continents, and the globe. It has increased Christian

population in Ghana to the extent that cinema halls and factories premises have been converted to worship centers. The spillover has spread beyond the nation's borders, and now branches of Ghanaian churches can be found all over the world. Because charismaticism was born out of Pentecost movement, it is sometimes called Neo-Pentecostalism or classical Pentecostalism.

The most striking aspect of religious revitalization in West Africa over the last two decades has been the rise of classical Pentecostalism along the coastal and southern parts of the region (Larkin & Meyer, 2006). Classical Pentecostals preach prosperity and parade the accumulation of wealth as a sign of God's blessings. These churches link prospect of prosperity with deliverance from evil forces such as witchcraft, ancestral spirits and other demons. These churches have tremendous appeal for people particularly young men and women, who desperately seek to make progress in life. The landscape Accra and Kumasi are dominated by these mega-churches. Its appearance in Ghana dates back to the late 1970s and it became manifested in the 1980s (Gifford, 2004).

Statement of the Problem

From the earthly ministry of our Lord Jesus Christ and also from the Day of Pentecost to this very present time, it has been God's divine plan for the Church to grow and its members to mature. *"Herein is my Father glorified, that ye bear much fruit"* (John, 15:18). Therefore, every church, whatever its size, tends to regard numerical and spiritual growth as being of supreme importance. The mission of the Church is to preach the gospel, (to seek to save the lost). Pastors focused on this mission would want to do all

they can to carry it out. To this end, society seems to be headed in the direction where all aspects of life are viewed with a consumerist mind-set. However, Church growth is not and cannot be an accident; it must be prayed for, planned for, believed for and worked for. In all of these attempts, promotional strategies such as advertisement have also become paramount (Larbi, 2001).

According to Stoll (2008), most of the researches on the marketing communication tools were carried on in developed countries and as a matter of fact little work has been done on it in the less developed countries of which Ghana is not an exception. This study seeks to establish how the Charismatic denominations in Ghana make use of the church advertisement in their day-to day activities. The problem at hand, when it comes to church advertising is; is it effective in bringing to churches new members or not? This study seeks to establish how church advertising aid in the efforts to reach the lost and grow the church.

However, there is little research in Africa and Ghana for that matter which seeks to investigate the possibility of advertisements having a significant relationship with the growth of the Charismatic denominations in Ghana. The related literature still lacks a comprehensive theoretical foundation particularly with respect to the question of how certain marketing concepts specifically advertisement is related to the growth of a church. The intent of this study is to fill this gap by providing a clear relationship between church advertisement and the growth of the church.

Research Objectives

In order to explore the issues of whether there is a clear depiction of how church advertisement among Charismatic denominations has been embraced, where church advertisement is going and whether there is evidence to support the future development of a central theory of church advertisement, the researcher seeks to:

1. To identify the most efficient blend of advertising tools used by charismatic churches.
2. To examine the relationship between church advertisement and the growth of the Charismatic churches in Ghana.
3. To explore other factors considered by people when selecting churches.

Research Questions

This research work will answer the following questions:

1. What is the most efficient blend of advertising tools used by charismatic churches in Ghana?
2. What is the relationship between church advertisement and the growth of the Charismatic churches in Ghana?
3. What are the other factors considered by people when selecting churches?

Significance of the Study

The result of the study will provide the church management with a view of the influence of advertisement in the Charismatic churches in Ghana and also they can adopt the

recommendations of the researcher. It will also assist churches and other organisations to formulate policies for better church advertisement. Thus for other organisations, the study will provide insights and basis for them to improve upon their church advertisement.

The findings of the study will also add to knowledge and literature, and educators and students will benefit from it. Thus, it will provide topics for classroom discussions and serve as reference on the influence of church advertisement in the Charismatic churches in Ghana. It is also hoped that this study will spur further research into church advertisement in Orthodox churches.

Scope or Delimitation of the Study

This study will seek to examine the influence of church advertisement in some Charismatic churches in Greater Accra. The study will focus on only five (5) Charismatic churches, namely, the Christian Action Faith Chapel, the Lighthouse Chapel International, the International Central Gospel Church (ICGC), the Perez Chapel International and the Royalhouse Chapel International. These churches were selected because according to Larbi 2001, these are the first generational charismatic churches in Ghana.

Definition of terms

Church growth in the context of this study means increase in church membership as a result of advertisement forms being applied by the church.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter focuses on the existing literature on aspects relating to church advertisement and the growth of the churches. This literature review offers a comprehensive look at advertisement defined, concept of advertising, stages of advertisement, types of advertisement, importance of advertising, the negative effects of advertising, aims of advertising, categories or forms of advertising, history of advertising in Ghana, history of Pentecostalism in Ghana, Charismatism in Ghana, advertising among churches in Ghana, and theories underpinning the study are also presented in this chapter.

Advertisement Defined

According to Stanton 1984, advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Announcing or praising a product or service, in a public medium of communication, is to induce people to buy or use it (Bhatia 2000). Adverts are paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as the mass media. Advertisements are public notices designed to inform and motivate. The objective is to change the thinking pattern (or

buying behaviour) of the recipient, so as to be persuaded to take the action desired by the advertiser. Advertisement is an integral part of marketing; it is called a commercial when aired on radio or television (Lake, 1990).

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, and journals), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It is differentiated from personal selling in that the message is non-personal that is, not directed to a particular individual (Stanton, 1984). Commercial adverts often seek to generate increased consumption of their products or services through branding, which associates a product name or image with certain qualities in the minds of consumers (Bovee & Arens, 1992).

Advertising is a rich, multidimensional phenomenon that has been studied in several disciplines. It is one of the elements of the promotion mix which churches consider as prominent in the overall marketing mix and the most visible element of the communications mix because it makes use of the mass media. This attribute is as a result of the presence of its visibility and pervasiveness in all the other marketing communication elements (Abubakar, 2014). Church advertisement also seeks to do same as it aims at encouraging, persuading and appealing to audience to partake of their

products and services. Many churches and institutions seek to generate increased patronage of their products or services through branding, which involves associating a product name or image with certain qualities in the minds of audiences. 'Modern advertising was created with the innovative techniques introduced with tobacco in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising' (Eskilson, 2007)

Concept of Advertising

According to Joshi & Hanssens (2010) advertising is a device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange. Williams (1988) focus on the institutionalization and professionalization of advertising that is its commercial functions and its persuasive force. As a social critic, he locates advertising in a social context. For him, advertising belong to a particular historical moment. It is a part of modern capitalist society, and it distinguishes it from attention- grabbing devices in non-capitalist societies in other times and places. For Williams, advertising cannot be decoupled from the way it come into being and the work it does in society. He drew attention to sponsorship of art in modern times. His definition said advert is the official art of capitalist of society.

Galbraith (1958) examined that advertising as manipulating the public by creating artificial needs and wants. He did much to popularize the understanding of economics and society. Aspects of advertng that received emphasis in other fields are persuasion (psychology) regulation (political science) gender, race and class (sociology, cultural

studies, and culture (anthropology). Richard (1980) defined “advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. Randazzo (1993) examined advertising as a form of myth making. While myths are more than entertaining little stories about gods, goddesses, and heroic characters, the universality of myths the fact that the same myths recur across time and many cultures, suggest that they originate somewhere inside us. Advertisers sell products by mythologizing them, by wrapping them in our dreams and fantasies in advertising is not simply in the business of selling soap advertising turns product into brands by mythologizing them by humanizing them and giving them distinction. According to Diamond, (1972) advertising is a form of communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, persuade potential customers to purchase or consume that particular brand. Commercial advertisers seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the mind of consumers.

Christ (1998) defined advertising as non-personal form of promotion that is delivered through selected media outlet that, under most circumstances, required the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer’s target markets, and thus, may be an inefficient use of

promotional funds. However, this is changing as now advertising technologies and the emergence of new media outlets offer more options for targeting advertising campaign.

Anthony (2007) in his article defined advertising as one of the many marketing tools that are used to attract attention of prospective customers to a business or its product or services. The more effective an advertising campaign, the more the customers it draws and with greater frequency. Advertising is part of the overall marketing communication strategy of a business, which includes public relations, promotional programs, signets, incentives, newsletters, and word of mouth, among other strategic.

Stages of Advertisement

Cohen (1993) states that advertising campaign involved four main stages: situation analysis, creative strategy, media strategy and evaluation of advertising effectiveness. The situation analysis stage gathers information with particular reference to a firm's market competition and customers. On the creative strategy, the author emphasises the needs for the unique setting proposition which stresses on usual product benefits to distinguish a particular product from others. Again, he states that the firm's marketing requirement, advertising requirement and an evaluation of the different characteristics of specific media are factors to consider in selection of channels to carry the message. In evaluation advertising, the author contends that there is lack of consensus. Concerning the techniques to be adopted, David Bernstein's VIPS formula for advertisement-visibility, identify, promise and single mindedness. Advertising must be visible; the product must not be hidden by too clever a presentation or bad design and efforts made to

overcome communication barriers whereby listeners or viewers misunderstand the advertising message. According to an author of media advertising, consumers wish to know only so much as they choose to and they pick up only fleeting impression about advertisement. Consumers are generally selective and actively attentive to only those advertising that arouse them.

Kotler and Armstrong (2003) pointed out that marketing management makes 5 main decisions when developed an advertising program (the 5M):

- What are the advertising objectives (mission)?
- How much can be spent (money)?
- What message should be used (media)?
- How should the result be evaluated (measurement)?

They advocate that advertising objectives must be based on past decisions about the target markets position and marketing mix. Advertising is one of the many marketing tools that are used to attract attention of prospective customers to a business or its products or service. The more effective and advertising campaign, more the customers or consumers it draws, and with greater frequency. Advertising is part of the overall marketing strategy of a business which includes public relations, promotional programs, incentives, newsletters and word of mouth, among other strategies. The aim of a marketing strategy is to use advertising along with these other tools, for maximum impact (Anthony, 2007) Kotler and Armstrong (2003) define advertising as any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is

the best-known and most widely discuss form of promotion. Marketers use advertising for its cost-effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits.

Types of Advertisement

In marketing, type of advertisement does not refer to the forms of delivery, that is; by Television Radio or Newspaper, but it refers to the primary focus of the message being sent and may fall into one of the following four categories:

1. Product-Oriented advertising
2. Image advertising
3. Advocacy advertising
4. Public Service advertising

Most advertisement run by the churches also falls under one of these types of advertisement.

Product-Oriented Advertising

This type of advertising is mostly directed toward the promotion of a specific goods, service or idea (product) of an organization to a targeted audience. (Eskilson 2007). Churches advertise products such as audio and video CDs of sermons, special anointing

water and oil, books and newsletters, church cloth and other souvenirs. Worship hours and programmes have been given unique names example; 'Healing and Deliverance Hour'. Advertisements for this programme may showcase people going through deliverance, people receiving healing and others sharing testimonies of how they have been blessed attending the programme. This is aimed at capturing the attention of audience and calling them to come and be a part of it. Slogans are also used in church advertisement. 'Change is coming', 'Miracle days are here', 'Catch the anointing', 'Discover your purpose'. These are some slogans used by churches in their adverts to create curiosity and engage listeners long enough to educate and create interest in them (Sutherlands, 2010).

Image Advertising

'Image advertising is undertaken primarily to enhance an organisation's perceived importance to a target market' (Eskilson, 2007). Image advertising does not focus and is not centered on specific products as much as it presents what an organisation has to offer. In Image advertising products are mentioned within the context of 'what we do' rather than a message touting the benefits of a specific product (Eskilson, 2007). The church seeks to create a favorable mental picture of their aims, mission and also a good image of their Pastors in mind of audiences. This image is to associate the advertised product and the church with certain lifestyles or values. It aims to increase audience's awareness, convert the awareness into familiarity, and use the familiarity to influence audience's behavior and decision making (Sutherlands, 2010).

Advocacy Advertising

Advertising used in supporting a particular cause, point of view, or a matter of public importance or interest (Oxford Business dictionary). Advertising is to send a message intended to influence a targeted audience. Sometime, churches do run advertise that aims at supporting, encouraging or promoting a good cause. For instance, the church runs advert on the need to keep Ghana clean, promote peace especially during elections and loyalty to nation. Unlike commercial advertising, advocacy advertising is considered to be undertaken in the interest of a group or the public, and typically does not promote a product or service. Advocacy advertising can be directed at specific targets, or general targets, such as political activists, the media, consumer groups, government agencies, or teenager groups (Eskilson 2007).

Public Service Advertising

Public service advertisement or announcement are carried free of charge by mass media to publicize a message in public interest. 'In some countries, not-for-profit organisations are permitted to run advertisements through certain media outlets free-of-charge if the message contained in the advert concerns an issue viewed as for the greater good of society. For instance, churches may be allowed to run adverts on television, radio and other media without cost on the issues of teenage pregnancy, HIV-AIDS, Ebola alert, illegal drug use and mental illness, to sensitize the general public (Cains, 2006).

Objectives of Advertising

According to Ryverson, (1976) Advertising is a crucial element in the marketing plan. But, its role in specific marketing programmes varies, from time to time, market to

market and from company to company. The objectives include the following: To create awareness of the existence of a product, to persuade potential targets to buy the product, encourage the public to buy more of the product than previously, to convince the public that its product is superior to other products, create image and goodwill, building up confidence in a business and, identifies a business with the goods and services it offers.

Importance of Advertising

Lake (2002) stated that advertising promotes a product, service or event to its target audience. A target audience is the portion of the general public that products, services or events were created to fill a desire or need in the market place. The channels advertising is run through to reach its target audience includes internet, print media, broadcast, outdoor and point of purchase. Root (2004) examined that web adverts can be interactive and allow consumers to react instantly to the message by clicking on the link to visit the sponsor website or by agreeing to fill out an online survey to give their opinion. Web advertising can be traced and tracked to find out exactly where responses are coming from and which kinds of websites are most effective for particular kinds of product or service. Geographically, internet advertisement can be seen by people all over the world for a relatively low cost. Also, one vital aspect is that it can offer international exposure without charging a premium.

Anthony (2007) said advertising is one of the most important things present in a society today, like an old slogan puts it 'advertising your right to choose'. Advertising helps to keep the consumers informed about new products or services available in the market.

Hood (2005) argues that advertising images are responsible for part of the pleasure people take in making purchase. Hood asserts that advertising is an essential and valuable element of a free society. Adverts convey crucial information about the price, quality and availability of products. They save consumers time and energy.

Dawson (2004) researched that when you stop advertising you lose sales not again. It will be difficult for people to know about your business and all its benefits if they don't know what you have to offer. What good is a product if it is not known to the masses? Adverts make sales consistent and competitive. Adverts reveal the key to gaining and retaining customers. Pinkus (2008) stated that profits are made when product are sold. Advertising is a marketing strategy that helps draw the attention of possible buyers toward the product. However, if the advertisement is made to add to the sales and therefore the consequent profits of a venture, then regardless of the quality of the advertisement, it fails in its aim. Advertising obviously makes businesses have competitive advantages over others that trim their marketing budgets. Advertising is a way to spread the word about services available to a target customer base long-term value, short term advertising generates new sales, which leads to repeat business from existing customers and create new leads that turn into future sales. The more familiar buyers are with a business or brand, the more likely they are to purchase that brand. If a business is not communicating with customers, then that company will not be considered in the buying decision.

Newcomb (2004) studied that advertising is an important driver of corporate success. In fact, 72% think advertising and marketing can have a substantial influence over the way the market perceives their company; while 62% feel their advertising and marketing

programs have substantial impact on sales. But when it comes to effectiveness, the respondents were split- about 42% felt that “the advertising industry seems to have a poor grasp of the business issues confronting organization like mine” while just under 40% think external advertising and marketing services bring a valuable perspective to our advertising and marketing issues.

Brady et al (2004) said the position that intrinsic brand cues are more important for highly intangible service purchases (natural funds) than for purchases that are more tangible (hotels and computers). The result reveals that extrinsic brand cues are less important in purchase decisions of highly intangible service

Marcedo (2008) examined that advertising as a technique is more sophisticated, thus appealing to people more easily. Adverts, however, make people anxious to get more and more things to buy and may feel they don't need those things. People always want more and consume more than they need. Advertising makes known the existence of a product or service on the market. Therefore, it may stimulate the economy, creating new jobs, this, being a good source of income for companies, families and countries. Moreover, it is a good way of entertaining people and increase people's creativities. A popular culture media (2004) studied that advertising is the promotion of a product or service and is extremely pervasive in contemporary society. Advertising helps to spread awareness about products or services that are of some use to consumer and potential buyers. The main aim of advertising is to sell. Advertising on the whole helps business as well as the economy to prosper and makes the consumer aware of the various choices that are

available to him. Advertising worldwide, contribute to economic growth. Most organizations, small and large use advertising to help meet marketing objectives.

The Negative Effects of Advertising

According to Mularz (2008) in his article, Negative Effect of Advertising, advertising may have some good points, as you have just heard, but advertising is really just a necessary evil. Advertising has its own fair share of negative effects. While some are obvious to those with a more scrutinizing eye, most of advertising's potentially harmful facets go undetected.

- Hidden costs
- Lying
- Degradation of art
- Hidden costs

This may come as a shock to some of you, but Advertising costs lots of money! So where does this money come from? When you purchase a product, you pay for the product itself, that product's packaging, the cost of the development of that product's packaging, the machinery that made that product and its packaging, the facility that machinery is housed in, etc, and you also pay for that product's advertising. I can understand paying for the cost of the machinery and everything else that went into making the product, but I don't really want to pay the company to tell me to buy their product chances are their advertising didn't really sway my decision to buy from them, but I must still pay for their advertising.

Lying

Advertisers know that they cannot make outright false claims any claim they make must be, because of current laws, supportable by some kind of statistic. However, advertisers can, and do, bend the truth-by using various techniques of puffery. They can exaggerate certain mundane features of their products or they can make vague and ambiguous claims that sound good. Advertisements can be deceiving; especially for younger people in a world where our kids are left to rot in front of a radon emitting screen for hours at a time, this kind of deception cannot be healthy.

Degradation of art

The most painful negative effect of advertising is the complete and utter degradation of some forms of art. Almost nothing you see on television or hear on the radio is done for the sake of creativity. Everything you see or hear now is meant to sell you something. All the singers are singing about something you should buy, all the dancers are dancing around a new perfume, all the cartoons are telling you what to get your kids for Christmas. Why is only 40% of the typical newspaper devoted to news? the rest is all advertisement. Why are only 20 minutes out of the hour devoted to music and programming on radio? Because the other 40 minutes are sold to other companies. The negative side of adverts is that it is not usually a neutral and objective statement. The adverts are made by the product's manufacturer and that already tells us that it will never be objective. According to the box every product is the best after all. Mularz (2008) in his article, 'Negative Effect of Advertising'.

Aims of Advertising

According to Manohar (2011) advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new products /services to the customers. Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget. There are several reasons for advertising some of which are as follows:

- Increasing the sales of the product/service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising.

Categories or Forms of Advertising

Print Advertising (Newspaper, magazine, brochures, fliers) - The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the

readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depends on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper

Outdoor Advertising: Billboards, kiosks, tradeshows and events. Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance, a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

Broadcast Advertising – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the

advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however, the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles.

Covert Advertising – Advertising in movies. Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand NOKIA which is displayed on Tom Cruise’s phone in the movie Minority Report, or the use of Cadillac cars in the movie Matrix Reloaded.

Surrogate Advertising – Advertising indirectly. Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer

brands, which are often seen to promote their brand with the help of surrogate advertising.

Print Service Advertising – Advertising for social causes Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Ogilvy once said, ‘Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes.’ Today public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes. In USA, the radio and television stations are granted on the basis of a fixed amount of public service advertisements aired by the channel.

Celebrity Advertising - Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

History of Advertising in Ghana

It is difficult to know exactly when formal advertising began in Ghana. Formally advertising began in 1927, by 1960, indigenous companies had entered the market. It brought on-the-job training, in-house agencies, agencies were compensated via commissions, and agencies were largely insulated from foreign input and narrow scope of operations/expertise. From the mid-1980s Ghana embraced the free market economy as directed under the Economic Recovery Programme. This led to an increase in competition due to the increase in local production and influence of foreign goods. In 1991, total revenue derived from television advertising was ₵328 million or GH₵32,800.00 (Nettey, 2009).

A further development was the establishment of more Ghanaian-owned agencies like Apra service, Target advertising, those who were responsible for influencing the creation of advertising messages were part of the market and this made the message more meaningful and indigenous. Today, advertising attracts more certified and qualified talent. Advertising not as 'agencies' but management partners, Advertising is regulated by agencies like the Advertising Association of Ghana (AAG) and the Media Commission.

The Role of Advertising Agency or Department

Advertising agencies create most advertisements and are the core of the advertising industry. Some companies, however, have their own advertising departments which function much like an agency. The development, production, and placement of single adverts can be a time-consuming process involving a large number of people with a

variety of business and creative skills. Advertising agencies not only create the advertisements but also pay for the cost of placing the adverts in a newspaper or magazine or on television or radio. A large advertising agency or department may employ hundreds or thousands of people, including advertising and marketing specialists, designers, writers known as copywriters, artists, economists, psychologists, researchers, media analysts, product testers, librarians, accountants and bookkeepers, and mathematicians.

A typical advertising agency is made up of the main functional department namely:

- The administrative / management (including accounting)
- Client service
- Creative / production
- Media department

The administrative / Managements

The management department headed by the chief executive who takes care of the day to day managerial and administrative services. It takes care of long range plans of the agency.

Client Service Department

Their responsibility is to formulate advertising strategy in consultation with the client company and translating the strategy into effective advertising. They are constantly in touch with the client, advising on marketing problems in respect of his product / service

and communication these ideas, problem and needs of the client book to the agency for translating into effective advertising campaign

Creative / Production Department

They are responsible for the creation and production of the actual advertising for the press, cinema, television, hoarding, posters etc. The creative team begins by familiarizing itself with the product and the research. Often the creative team will 'kick around ideas' or 'brainstorm,' a process in which one idea is allowed to stimulate another without reaching a decision about whether any of the ideas are valid. Such free association often leads to unexpected approaches that might never have resulted from more logical thinking.

Art directors and copywriters create the concepts behind the adverts, but they do not literally make the advertising. Making the ads is the job of the production department. In print advertising, the art director works with the print production manager to hire a photographer or illustrator and then supervises the work. After a client approves a television story the creative team works with the broadcast producer to hire a director for the commercial. In consultation with the agency and the client, the director selects the actors who will appear in the commercial. The director also hires the crew, including the camera and sound people who will film and record the commercial. After the commercial has been filmed, the creative team works with an editor to put the commercial's various scenes together.

The Planning (Media Department)

Once the target audience has been identified, an agency's media department determines the most effective way of delivering the message to that target. The media planner is the person who decides which media will be used. The media planner must consider three factors: (1) the number of people to be exposed to the message, known as the reach, (2) the number of times each person needs to be exposed to the message in order to remember it, known as the frequency, and (3) the costs. The media planner wants to reach the largest possible percentage of the target audience. To accomplish that goal, the media planner must employ the media that have audiences closely resembling the target audience. If the target is very broad, such as the national market for medium-priced automobiles, the media planner will probably select network television, which has a broad reach.

History of Pentecostalism in Ghana

'Pentecostalism is a branch of evangelical Christianity that places an emphasis upon the Holy Spirit, spiritual gifts, and speaking in tongues' (Friesen, 2013). Pentecostalism is also defined as a renewal movement within the Christianity realm that gives an emphasis on an individual encounter with God through the abstract baptism of fire and the Holy Spirit. The three-year long Azusa Street revival in Los Angeles in 1906 gave birth to Pentecostalism. It grew out of the Holiness movement, which itself emerged from 19th century Methodism. Other Christian denominations initially rejected Pentecostalism as sensationalism (Friesen, 2013). This church movement is formed from many different churches groups, that are categorized out of similarity in factors; a belief of the physically

manifestation of the power of the Holy Spirit in people, mainly through speaking in tongues, healing miracle and material prosperity. An additional factor about Pentecostals is that they believe that God rewards materially, as well as spiritually.

Apostle Peter Newman Anim, formerly known as Kwaku Anim Mensah is the pioneer of Ghanaian Pentecostalism. He was born on 4 February 1890 to Mr. Simon Appiagyei and Madam Hannah Lartebea of the Presbyterian Church. 'The Sword of the Spirit' is magazine that was edited by Pastor A. Clark, founder of the Faith Tabernacle ministry, Philadelphia. This was in circulation in the country and in 1917, Anim took an interest in it. The Faith Tabernacle was not a Pentecostal organisation but it had strong emphasis on faith healing and holiness. This kind of emphasis seemed entirely different from anything Anim's Presbyterian upbringing had taught him. Anim Mensah found the teachings in this magazine 'a real blessing' as he said, 'though I had intellectually believed the Bible before, I never had the truth presented in a more realistic way.' One of the principal teachings of the Faith Tabernacle of Philadelphia Church was its emphasis on prevailing prayer. Anim had been suffering from chronic stomach illness his whole life and also developed a guinea worm disease in 1921. Putting into practice Clark's teaching, Anim was simultaneously healed from the worm attack as well as his chronic stomach illness (Beckmann, 1975)

Anim left the Boso Presbyterian Church, settled at Asamankese and formed a group. The kinds of healing taking place in Anim's group caused many people to join. So many sick people were brought to the group for healing. Anim, in October 1923, was issued a

certificate of ordination by Pastor Clark assigning him to the service of God and the right to baptise and appoint workers. This was done through correspondence only. There was no personal contact between Pastor Clark and Anim (Wyllie, 1974). Peter Newman Anim, delved into deeper religious experience. His quest for taste of the supernatural brought about the 'Holy Ghost Outpouring' of the glossolalia. As a result of his great efforts at spiritual revival, the ripple effect was the birth of the first-generation classical Pentecostal churches the Christ Apostolic Church, the Apostolic Church and the Church of Pentecost (Larbi, 2001).

Charismatism in Ghana

Charismatism is a type of worship characterised by a quest for inspired and ecstatic experiences such as healing, prophecy, and speaking in tongues. In other words, it is a movement of Christian evangelicals who uphold the operation of the spiritual manifestation of the gift of the Holy Spirit as narrated in Corinthians 12:4-11, and Romans 12: 6-8 (Larbi, 2001). The word charisma or charism is from the Greek charisma which means favour or gift. Its other derivative is the Greek word chairein, meaning to rejoice or give thanks. Charismata is the plural (again, from Greek syntax), and it has a peculiar meaning in relation to Christian doctrine. The plural form denotes an extraordinary power given to a Christian by the Holy Spirit for the good of the church. Hence charismata, in Christian belief, represent the manifestation of Pentecostal experience, and can be traced to the Old Testament days.

During the 1960s, Pentecostal belief and practice started affecting mainstream evangelical denominations, leading to the Charismatic movement. Charismatics place a general emphasis upon the 'gifts of the Holy Spirit' without focusing specifically upon 'speaking in tongues' as Pentecostals do (Friesen, 2013). Charismatic Movement exists as a subculture within many mainline denominations (Methodist, Catholic, Presbyterian, and Baptist). Charismatics believes in freedom of worship as led and directed by the Holy Spirit. Wherever the Holy Spirit is, there is liberty, hence a free style of worship; shouting, dancing, running, jumping, crying or even lying prostrate (Larbi 2001).

The Charismatic in Ghana started in the middle of the 1970s when American healing evangelist Oral Granville Roberts started airing his television broadcast on Ghana's sole broadcasting network, Ghana Television. This exposed Ghanaian Christianity to a new foreign mode of the gospel. Viewers of this telecast were encouraged to write for free books and monthly newsletters Oral Roberts' Ministry. These materials were spread in Ghanaian circles and Oral Roberts' theologies and terminologies popular amongst Ghanaians. On 4th July 1988, Oral Roberts' Ministry came to Ghana to hold a one-day Miracle Crusade in Accra. This had a great influence on Pentecostal and Charismatic Christians in Ghana (Eskilson 2007).

Another personality who fuelled the fire lit by Roberts was Neo-Pentecostal healing Evangelist, Benson Andrew Idahosa. Idahosa's 'Redemption Hour' was his telecast on the national television. Idahosa also organized a mammoth crusade in the cities of Accra and Tema. He offered scholarships to train able men and women willing to do ministry

work in his Bible School, (All Nations For Christ Bible Institute in Benin City, Nigeria. Products from this institution includes; Nicholas Duncan-Williams (Christian Action Faith Chapel), Christie Doe-Tetteh (Solid Rock Chapel), Godwin Normanyo (Fountain of Life Ministries), George Ferguson-Laing (Living Praise Chapel), Charles Agyin-Asare (Perez Chapel International) and Matthew Addae-Mensah (Gospel Light International Church). These persons and many other ministers formed the first generation leaders of the Charismatic Movement in Ghana (Larbi, 2001). Today it has been observed that in Africa millions of people are competing to join various Charismatic churches due to vows of miraculous healing and promises of prosperity and are attracting the continent's invalids, handicapped and poor.

The effect of the missionary enterprise of Benson Idahosa in the middle 1970s was an imprint that resulted in the genesis of Charismatism in Ghanaian Christianity. His television ministry and crusades resulted in the formation of Redemption Hour Faith Ministry. He employed indigenes to shepherd the congregation. Nicholas Duncan-Williams was the most prominent product of the All Nations For Christ Bible Institute. He was noted for popularizing messages similar to the North American charismatic televangelists. Through his ministry multitudes of other charismatic leaders have emerged. From the early to middle of the 1980s leaders like Reginald Ofori-Twumasi, Mensa Otabil, Michael Essel, Tackie-Yarboi, Isaac Quaye, Charles Agyin Asare, Dag Heward-Mills and Eastwood Anaba also sprang up. According to Anim (2003), there are three stands of the Charismatic movement, The Word of Faith Movement, Deliverance

Movement and The Prophetic Movement, with the Word of Faith Movement being the largest.

Larbi (2001) comments that due to theological emphasis, Charismatics can be grouped into two categories: Abundant Life Ministries and Deliverance Ministries. Besides their belief in the Evangelical-Pentecostal message of the Triune God and the Deity of Christ, Abundant Life Ministries have a strong emphasis on the 'health and wealth' gospel. Within this very strand, there is another paradigm shift propounded single-handedly by Mensa Otabil that measures abundance by productivity, work and the exercise of one's talents. The Deliverance Ministries carry the philosophies that though one may, have experienced regeneration; holistic salvation is complete when undergoes deliverance.

Advertising among Charismatic Churches in Ghana

Advertising is a form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement (Adei, 2001). Advertising is a method of mass promotion in that a single message can reach a large number of people. Most churches today set aside promotional budgets for church growth, this budgets cover a number of activities such as outreach posters, PA systems to broadcast their message to the outside world. It also covers billboards, car stickers, fliers, free bibles, brochures, invitation cards, free gifts and free literature. Marketing function must integrate all of the church's activities so that they centralize all efforts on the attainment of goals and objectives of the event as well as those of the church itself (Hoyle, 2002).

Events and church gatherings have been promoted through local open crusades, newspapers, door-to-door evangelism, visitations, preaching on moving buses, writings, radio and television adverts, materials distribution and all these marketing communication tools have been used in Ghana among Pentecostal and Charismatic churches. In late 1990s Bishop Duncan Williams began TV evangelism on GTV. In May 1995 also, Pastor Otabil started a new dispensation of evangelism in Ghana when he began his radio ministry on the then newly established Joy FM. In the same year in November, Pastor Ransford also started radio broadcast on Otec Radio. This set the blaze for others to follow, and now TV and radio ministry is the order of the day which is becoming an eyesore anyway (Larbi, 2001).

Theoretical Framework

Attention Interest Desire Action (AIDA) Model

AIDA model was created by Strong in 1925 and is a behavioural model that has as its purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). The AIDA model strongly suggests that for an advertisement to be effective it has to be one that:

1. Commands Attention (Awareness)
2. Leads to Interest in the product
3. And thence to Desire to own or use the product

4. And then finally leads to Action (Mackay, 2005)

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way (Brierley, 2002). The model may be seen by many as the strongest advertising theory, but has along with the others been criticised by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action.

The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases (Brierley, 2002). Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always go through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005). In 1961 there were two new models published, the DAGMAR theory (Belch & Belch, 2003) and Lavidge and Steiner's hierarchy of effects model.

Defining Advertising Goals for Measured Advertising Results (DAGMAR) Model

Russell Colley created DAGMAR model when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). DAGMAR was created to encourage measurable objectives for each stage of the communication (Smith & Taylor, 2002) and does not deal purely with the message (Mackay 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organisation and on how to measure the results of an advertising campaign (Belch & Belch, 2003).

The main conclusions on the DAGMAR theory were expressed in the following quotation: All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.

1. The prospect must first be aware of the existence of a brand or organisation
2. He must have a comprehension of what the product is and what it will do for him
3. He must arrive at a mental suspicion or conviction to buy the product
4. Finally he must stir himself to action (Mackay, 2005)

The communication has to be specific and measurable, and is therefore based on a hierarchical model containing the four stages set out above in the quotation (Mackay, 2005). The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base.

However, just as the other approaches within advertising, DAGMAR has been met with critique.

One of the major criticisms towards DAGMAR is on its reliance on the hierarchy-of-effects theory, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 2003).

CHAPTER THREE

METHODOLOGY

Introduction

This chapter presents the research methods employed to conduct the study. It explains the procedures adopted at different stages of the research. The chapter specifically presents information on the research design employed, tools and techniques for data gathering and the procedure for data analysis. A description of the study population, sample size and sampling procedures are also captured in this chapter.

Research Design

Generally, there are two fundamental ways to deal with a study (McGivern, 2006; Potter, 1996). These methodologies are quantitative and qualitative research. Nevertheless, in recent times some researchers have embraced a mix of both methodologies (Bamfo and Atara, 2013; Tewksbury, 2009). Bryman (2006) observes that there can be little uncertainty that research that includes the integration of qualitative and quantitative research has turned out to be progressively regular of late. This research was based on the mixed methods approach. Qualitative data tends to be open-ended without predetermined responses while quantitative data includes closed-ended responses. Qualitative helps to gain an in-depth perspective and quantitative to generalize to a population (Creswell, 2014).

The inquiry of this research was based on the assumption that collecting diverse types of data best provides a more complete understanding of a research problem than either quantitative or qualitative data alone. According to Creswell (2014), at a practical level, mixed method provides a sophisticated, complex approach to research that appeal to those on the forefront of new research procedures. It is also an ideal approach if the researcher has the access to both quantitative and qualitative data. This rationalizes the choice of the mixed method for this research, since the researcher has at his disposal access to both quantitative and qualitative data and finally explains the data analysis procedures adopted for the study.

Qualitative research approach is a method for investigating and understanding the importance people or groups attribute to a social or human issue (Creswell, Plano Clark, Gutmann, and Hanson, 2003). It is useful in the 'generation of categories for understanding human phenomena and the investigation of the interpretation and meaning that people give to events they experience' (Polkinghorne, 1991). Qualitative research is non-numerical, unmistakable, applies thinking and uses words (Rajasekar et al., 2013). Aagaard-Hansen and Stanley (2007) posit that the aim of qualitative research is to get the meaning, feeling and describe the situation.

Quantitative research depends on the estimation of amount or sums (Rajasekar et al., 2013) and determines the extent of some phenomena in the form of numbers. It is numerical, applies statistics or mathematics and utilizations of numbers. Guba and Lincoln (1994) argue that the main focus of quantitative research is to test theory that has

been developed based on reviewing existing theory or research and this theory is subjected to empirical measurement and evaluation. Quantitative research also has the possibility for gaining an objective and precise assessment of human behaviour.

The study makes use of the mixed method approach. In this study, the qualitative data supported the quantitative data to empower the researcher decide if the advertising tools that churches in Ghana use influence Ghanaians in choosing their place of worship (church). The qualitative approach was used to gather data from church administrators which enabled the researcher to identify the blend of advertising tools that churches use (Green and Thoro, 2009). The quantitative approach of this study was mainly descriptive as it sought to find out the relationship church advertisement have on church growth in Ghana.

Population of the Study

According to Burns & Bush, (2010), population can be defined as the entire elements that have common characteristics and behaviour. This study will focus on five (5) charismatic churches in Tema, Greater Accra Region of Ghana namely, the Christian Action Faith Chapel, the Lighthouse Chapel International, the International Central Gospel Church (ICGC), the Perez Chapel International and the Royalhouse Chapel International. The population for this study comprised of two different groups of people from all five charismatic churches. The target population for the qualitative method consists of all church administrators. The administrators who were the respondents for the interview which constituted the qualitative aspect of the study were purposively selected. Also, the

population for the quantitative method consists of all church attendees who were the respondents for the questionnaires which constituted the quantitative aspect of the study were randomly selected.

These churches were selected because according to Larbi 2001, these are the first generational charismatic churches in Ghana. Table 1 below shows the church membership and respondents' numbers used for the study. This population was suitable for the study because churches in Tema, Greater Accra Region represent a large percentage of churches in Ghana (Larbi 2001). These groups of population had distinct and varied characteristics as well as different membership sizes and were targeted given the dynamics of the problem and the research questions and objectives for this study.

Table 1: Church membership and respondents

Church	Membership	Respondents
Christian Action Faith Chapel	450	70
Lighthouse Chapel International	500	70
International Central Gospel Church	530	70
Royalhouse Chapel International	440	70
Perez Chapel International	420	70
Total	2340	350

Sampling Methods

Simple random sampling method was used in selecting 350 church attendees from the 5 selected churches because the researcher was able to get easy access to the respondents and also it was convenient for the participant which enabled them to willingly participate in the study (Das, Kerkhof, & Kuiper, 2008). Israel (2013) suggests a sample size of between 200 – 500 respondents for complex research such as random sampling. Church attendees were randomly selected after church service.

This was entirely by chance, such that each individual has the same probability of being chosen at the stage during the sampling process. Simple random sampling was suitable for this study because it is meant to be an unbiased representation of a group. It is considered a fair way to select a sample from a larger population, since every member of the population has an equal chance of getting selected (Meng, 2013). For the churches with congregation numbers in the 400s, the respondents were selected in order of every other sixth person. Also, considering gender balance, when the selection falls on same gender as previous, the counting of every other sixth person was doubled in order to get a balance in the gender of respondents. This cycle was repeated for the churches with congregation numbers in the 500s selecting every other seventh person. This was done to ensure randomness.

According to Mugenda and Mugenda (1999), purposive sampling is a sampling technique that allows a researcher to use cases that have required data with respect to objectives of the study. The Purposive sampling was used in order to help identify the respondents

with the relevant information that the researcher needed in the study. This method was used in sampling the ten (10) church administrators who provided in-depth information that aided in identifying the efficient advertising tools used by churches in Ghana.

Sample Size

The first respondents for the qualitative method were made up of 10 church administrators from selected churches in Tema. The 10 respondents were made up of 2 participants from each of the 5 selected churches. The study sampled 10 church administrators because studies have shown that in qualitative sampling, a sample size of 6-12 participants are enough to reach saturation (Guest & Bunce, 2006).

The respondents for the quantitative method were 350 church attendees. The selection of the sample size of 350 church attendees was based on the cost basis approach since there was limited external funding. According to Burns and Bush (2010), the 'all you can afford approach' can be the over-riding basis for sample size. With this approach, the sample size depends on the acceptable sample error balanced against the cost for that sample size. It is essential to note that the cost of research should not exceed the value of the information expected from the research (Burns & Bush, 2010; Tweneboah-Kodua, 2001). With a sample of 350 respondents at a confidence level of 95% the margin of error is +/-4.9 which was appropriate for the study. This was the reason for selecting a sample size of 350.

Data Collection Instrument

The main data collection instruments used for the study are interviews for the qualitative data and questionnaires for the quantitative data directed to the church administrators and congregation members respectively. The interviews centred on the effect of church advertisement on the growth of their churches in terms of increase in number of congregation members. The questionnaires directed to the congregants focused on whether the advertisement tools employed by the church influenced them to participate in the church services.

Semi- structured interview guide (Appendix 1) was used to collect data from the 10 church administrators that were sampled. This led to face to face interaction and solicitation of pertinent information from the respondents (Annum, 2014). The interview guide enabled the researcher to set questions that were asked during the interview, allowing for free modifications, changing of words and sometimes explaining to them during interaction.

The questionnaires included closed-ended questions which comprised 'yes' or 'no' answers. It also included 5-point likert scale questions which ranges from 1 (strongly agree) to 5 (strongly disagree). This type of scale enabled the researcher to solicit for different forms of feelings towards a product or services. The questionnaires were more flexible to administer and helped to save time.

A pilot test of 50 questionnaires was done using members from the Alive Chapel International in order to reveal the problems that respondents were likely to encounter when completing the questionnaire. The result from the pilot test was used to review the questions that were not clear. These questions were then modified to ensure that the questionnaire was free from obscurity and ambiguity and respondents had less difficulty in responding to the items.

Data Analysis

Data analysis involves examining, categorizing, tabulating and or otherwise recombining the collected data (Yin, 2009). The researcher collected both quantitative and qualitative data, analysed them separately, and then compared the results to see if the findings confirm or disconfirm each other.

The quantitative data obtained from the study was analysed using SPSS (Version 20.0). The data analysed involved the calculation of frequencies and percentages which were tabulated. The researcher also adopted mean, variance, minimum, maximum and standard deviation to check the characteristics of the sample selected for the study. In order to determine the relationship among the variables (advertising tools) that contribute to church growth (increase in membership) multiple regression analysis was performed to test and validate the results of the study. With the multiple regressions, the various medium of advertisement that was identified under the seven advertising tools were used.

The qualitative data obtained from the study was analysed using thematic analysis. Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data (Braun & Clarke, 2006). Qualitative thematic analysis, as suggested by Miles and Huberman (1994) which comprises of data reduction, data display, conclusion drawing and verification. The process began with repeated listening to the participants' verbal descriptions on the tape recorder. Green and Thoro (2009) say that the fullest and richest data is gained from transcribing all interviews verbatim. The researcher then read and reread the verbatim transcriptions and then identified and extracted significant statements. The contents of the data were manually categorised under common themes such as the blend of advertising tools used by the church, efficiency of advertising tools employed by the church, relationship between church advertisement and the growth of the church and technology and church advertisement which were relevant for the research.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

Introduction

This chapter presents the analysis of the results of the survey conducted, and other major findings of the study. The chapter deals with empirical data collected from church administrators and church attendees for the study. This chapter provides an insight into the analysis of both qualitative and quantitative data including data screening and cleaning, demographic profile of respondents, reliability of the various scale items and the descriptive statistics

Qualitative Data Analysis

The researcher recorded the conversation between the church administrators and him and later transcribed precisely. Ten 10 church administrators of which 5 were males and 5 were females and they have all been working in their churches for more than five (5) years. The records were examined according to the following headings:

- The blend of advertising tools used by the church
- Efficiency of the church advertising tool employed by the church
- Relationship between church advertisement and the growth of the church
- Technology and church advertisement

The Blend of Advertising Tools

For the researcher to be able to know the various kinds of church advertising tools used by the various denominations, the selected participants were interviewed on the various methods used to transmit information both to the old and new members in the church. Almost all the administrators of the churches have the same opinion concerning the use of TV, handbills, text messages, and Radio. Some of the responses from the church administrators are as follows:

'We distribute handbills and also use the TV and radio. (Church A)

'Billboards, radio and TV are the major advertising tools we use'. (Church B)

'We use the radio, billboards and posters the most. (Church C)

'We use Power TV, radio and billboards. (Church D)

'Radio, poster and handbills are most used ad tools by the church' (Perez Chapel)

From the information gathered and presented above, it can be concluded that most of the churches in the country use at least two or more forms of advertising tools to attract new members.

Effectiveness of the Advertising Strategies Employed

On the degree of efficiency of the advertising tools used by the various churches, the findings shown that, the most effective media that are used to attract new members are TV and radio programs. Below are some of the church administrators' responses to this question

'The best form among them is the Television. (Church A)

'Living Word shown on TV (TV3) has incredible effect. (Church B)

'I can unequivocally say it is the radio projects. (Church C)

Taking everything into account, the investigation found that appealing places of worship can impact Ghanaians through TV and radio programmes.

Relationship Between Church Advertisement and the Growth of the Church

On the question of relationship between church advertisement and the growth of the church, the study uncovers that majority of the participants have the opinion that inviting people through, TV programmes, preaching on radio and distribution of handbills all leads to rapid growth in church membership. From the findings, the study concludes that churches that use advertising tools such as individual poster/billboards, handbills, radio and TV programmes will probably encounter church growth. They are therefore of the view that there is a great relationship between church advertisement and the growth of the church.

Technology and Church Advertisement

The finding demonstrates that churches in Ghana consider technology or innovations to be instruments that can be utilized as tools for propagating the gospel. All of the participants interviewed indicated that technology and the different types and ways of advertising are ways for growing churches. In support of this position they had the following remarks to make: The administrator from one of the churches said ' Churches should integrate some of these new technologies into soul winning' From another church,

the administrator also said, *'It is a good platform that can be used in propagating the gospel'*. The administrator from yet another church added that, *'We are in a global world, and the church must embrace and use social media.'*

In light of the above explanations, the study infers that churches in Ghana ought to adjust developing technologies and utilize them for the facilitation of the gospel.

Quantitative Data Analysis

Demographic Profile of Respondents

Respondents for the survey were profiled as indicated by their sex, age, levels of education, and church affiliation. 350 questionnaires were distributed to congregants/church participants of the different churches out of which 311 were recovered. After screening, the researcher had to manage with 300 questionnaires which were valid and usable for analysis. The other 11 were not usable because they were not properly completed.

Gender Distribution of Respondents

On gender, the data showed that majority of the survey respondents were females numbering up to a hundred and eighty (180) respondents representing 60% and only a hundred and twenty (120) respondents representing 40% were males (Figure 1). Anecdotal evidence shows that this data confirms the general gender composition of the church members.

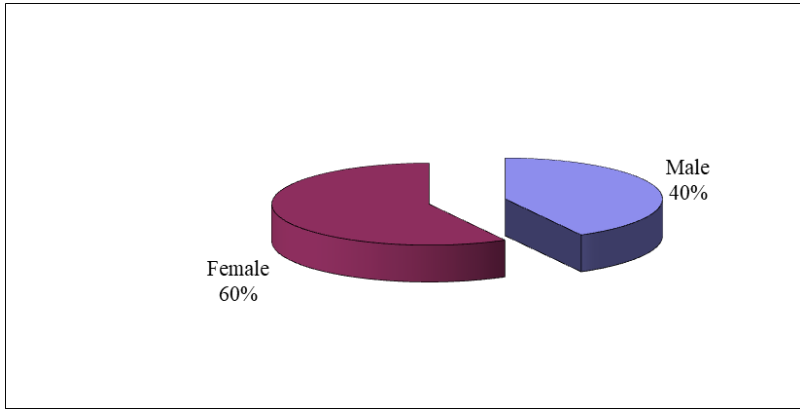


Figure 1: Gender distribution of respondents

Age Distribution of Respondents

The study showed that about fifty (50) respondents representing 16.66% were between the ages of twenty (20) and thirty (30) years, hundred and ten (110) respondents representing 36.66% were between the ages of thirty one (31) and forty (40). One hundred (100) respondents representing 33.33% were between the ages of forty one (41) and fifty (50) and forty (40) respondents representing 13.33% were above fifty (50) years respectively (Figure 2). This study needed mature people to respond to the questionnaires due to the nature of information relevant for the study.

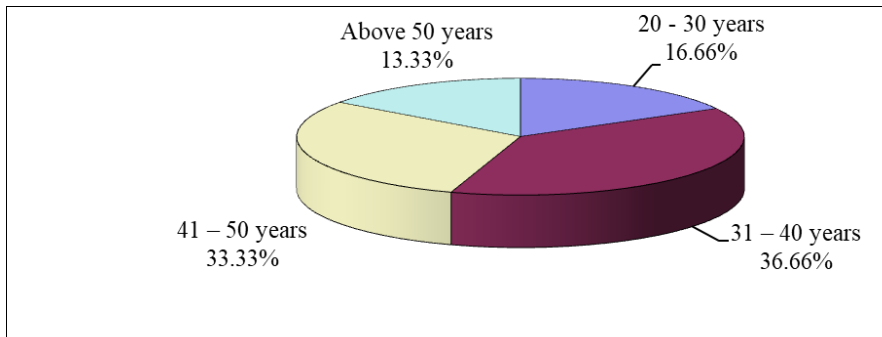


Figure 2: Age distribution of respondents

Educational qualifications

As can be seen from the Table 2 below, the largest number of respondents (41.67%) were first degree holders, followed by Diploma/HND (25.67%) and SHS / O' Level / A' level (17.66%). 15% of the respondents holds Master's degrees & above. This shows the educational strength of the respondents.

Table 2: Educational qualification of respondents

Qualification	Number	Percentage %
SHS / O' Level / A' Level	53	17.66
Diploma/HND	77	25.67
First Degree	125	41.67
Master's Degree & above	45	15
Total	300	100

Denomination of respondents

The church affiliation of the respondents was as follows: Sixty (60) respondents representing 20% were from the Christian Action Faith Chapel, fifty-seven (57) respondents representing 19% were from the Lighthouse Chapel International, sixty (60) respondents representing 20% were from the Royalhouse Chapel International. Fifty-four (54) respondents representing 18% were from the Perez Chapel International. Sixty-nine (69) respondents representing 23% were from the International Central Gospel Church.

Table 3: Denomination of respondents

Church	Number	Percentage %
Christian Action Faith Chapel	60	20
Perez Chapel International	54	18
Royalhouse Chapel International	60	20
Lighthouse Chapel International	57	19
International Central Gospel Church	69	23
Total	300	100

Respondents who had seen any church advertisement

Asked if they had seen any church advertisement, 100% of the respondents indicated yes they have seen church advertisement, whilst 0% said no.

The result implies that all the respondents have seen church advertisement

Descriptive Statistics

Various researchers, for example, Pallant (2003) have recommended that quantitative information be first subjected to descriptive analysis before any further data validation and analysis. As per Gaur and Gaur (2006), descriptive statistics are numerical and graphical methods used to summarize data, which involves:

- Measures of central tendency (mean, median, mode) and normality
- Measures of variability (deviations and variance)

Table 4 below captures the results for the descriptive statistics relating to all the variables in the model to determine the relative mean and standard deviations.

Table 4: Means of variables (descriptive statistics)

Variables	N	Mean	Std. Deviation	Std. Error
Radio	300	3.56	1.111	0.059
TV	300	3.70	1.154	0.061
Word of mouth	300	3.37	1.142	0.054
Handbills	300	3.52	0.885	0.050
Newspaper	300	3.17	0.775	0.045
Magazines	300	3.01	0.223	0.041
Billboard/Posters	300	3.20	1.112	0.053

Std = standard

The 'Mean table' above presents the averages and standard deviations of the various variables used as measurement scales and these indicate the extent to which the respondents agreed or disagreed with the statements in the questionnaire. As expressed in the methodology, the questions used were scaled from 1 (signifying a strong

disagreement) to 5 (signifying a strong agreement) with a midpoint of 3 (signifying a neutral standpoint). The mean results of the variables demonstrate how every statement performed from the 300 respondents' perspectives. From table 4 the highest mean was 3.70 (I was impacted by the advertising post I saw or heard on TV) while the least was 3.01 (I was affected by the advert I saw in magazines). This means that, sampled church attendees indicated that they were affected by the advert crusade they saw on TV; notwithstanding, they were very nonpartisan that magazines as an advertising medium impacted them.

Multiple Regression Analysis

With a specific end goal to evaluate the suggestions made in this investigation, a multiple regression analysis was performed. This was done to test and validate the results of the study. Results from the multiple regressions were utilized to examine the connection between the different advertising tools utilized church and their relationship with church growth. This was done to extract the independent variables that can better explain the dependent variable. Church choice was used as the dependent variable while the independent variables were represented by the seven parts specifically radio, TV, word of mouth, billboard/posters, newspaper, magazines, and handbills. The table below presents a summary of the multiple regression least squares results for the dependent and independent variables.

Table 5 Multiple Regression analysis results

	S.E	β	t	Sig.
(Constant)	0.401		6.787	0.000
Radio	0.166	0.317	3.113	0.002
Television	0.186	0.226	6.190	0.000
Word of Mouth	0.154	0.168	1.112	0.032
Handbills	0.078	0.248	2.728	0.005
Newspaper	0.234	0.136	-0.377	0.892
Magazines	0.225	0.182	0.468	0.534
Billboard/posters	0.189	0.190	0.912	0.009
R	0.708		S.E of estimates	0.39471
R-Square	0.712		F-statistics	75.461
Adj. R-Square	0.573		Prob. (F-stats)	0.001

a Dependent variable: Church Selection

The outcomes from the regression demonstrate that there is a strong and significant reliability between variables used for the model to represent advertising tools and church selection ($F = 75.461$, Prob.F-stats <0.05). Some research scholars, (for example, Costello and Osborn, 2005; Field, 2005 and Hair et al., 2010) argue that the model achieves measurable or statistical significance if the Sig $<. 05$. In the present survey the

Sig=.001 of the F-statistics depicts that the model is statistically significant. The R-Square value in the model summary depicts the degree of variance in the dependent variable which is explained by the model (including the independent variables). From the table, it can be discovered that R Square value= .708. Expressed as a percentage, it is discovered that the model comprising of independent variables (radio, television, word of mouth, billboard/posters, newspaper, magazines, and handbills) clarifies 71.2% of the variance in church selection; this gives a sign of the importance of the model. The balanced R-Squared is 0.573 and this as per Hair et al (2006) is useful for exploratory studies which test any phenomenon without theoretically established scales.

On the individual outcomes, television was found to have the best effect on the respondents as far as their church selections was concerned ($\beta = 0.226$, $t=6.190$, $p=0.000$, < 0.05). This implies the greater part of the respondents have been impacted to a vast degree by TV and will probably go to a church in view of its adverts sent by means of TV. The second media supporter of chapel selection influencer is Radio ($\beta = 0.317$, $t=3.113$, $p=0.002$, < 0.05) suggesting that the sampled respondents were additionally affected to some degree by the adverts of the churches by means of radio. The third advertising tool that impacts individuals' church selection was observed to be handbills ($\beta = 0.248$, $t=2.728$, $p=0.005$, < 0.05). The fourth factor was word-of-mouth ($\beta = 0.168$, $t=1.112$, $p=0.032$, < 0.05) while the last affecting element of chapel selection was billboards/posters ($\beta = 0.190$, $t=0.912$, $p=0.009$, < 0.05). From an opposite viewpoint, the study discovered magazines ($\beta = 0.182$, $t=0.468$, $p=0.534$, > 0.05) and newspapers ($\beta = 0.136$, $t= - .388$, $p=0.892$, > 0.05) to be a factually immaterial correspondences media influencer to individuals' church selection. Especially, the last even had a negative

relationship; a sign that this advertising media was slightest affecting on individuals' church selection; accordingly it had no constructive relationship with individuals' church participation.

Other reasons for selecting a particular church

In investigating factors separated from the advertising tools blend that could impact Ghanaians to pick a specific church, 300 respondents stated the following. These elements have been listed in the table underneath. Dominant part of the respondents says that the worship style of a church is the following variable that could impact them to pick a specific church.

Table 6: Other reasons for selecting a particular church

REASON	N	%
Worship style	100	33.34
Convenience	70	23.34
Marriage	50	16.66
Doctrine	30	10
Peers	20	6.66
Service Period	18	6
Members life Style	12	4
	300	100

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Discussion of findings

The focal point of this study was to investigate the utilization of advertisement tools for the growth of their membership by churches in Ghana. Discoveries from the outcomes were examined in light of the objectives of the study.

- To identify the most efficient blend of advertising tools used by charismatic churches.
- To examine the relationship between church advertisement and the growth of the Charismatic churches in Ghana.
- To explore other factors considered by people when selecting churches

In accordance with research objective one, findings from the results uncovered that churches in Ghana utilize television/radio as the most efficient blend of advertising tools, followed by handbills/word of mouth. This affirms the declaration that Okyere et al. (2011) made. They argued that the most efficient promotional tools used by religious organisations are the ones identified in the findings.

The second objective was to examine the relationship between the uses of church advertising tools on Ghanaians in choosing their places of worship. Data analyzed on respondents, concerning their decision of church selection, had significant relationship, except for newspaper and magazines. TV was found to be the best media followed by radio. The discoveries affirm the past investigations of Abubaka (2014) and Katke (2007) who said that television is the most visible communication medium that has a leading

impact on viewers' mind as its exposure is much more. This suggests respondents had seen a greater amount of the church's adverts on TV.

In accordance with objective three, respondents gave different factors that could impact on their decision to join a particular church. Data demonstrate that elements like worship style, convenience, marriage, principle and associates could likewise impact on their decision. Respondents clarified that the way and manner in which churches conducted services was of great importance to them. Besides, some female respondents clarified that they joined their current churches when they got married to their husbands who were already church members. Respondents also stated that convenience as regards the proximity of church location influenced their choice. Churches situated in communities could thus be very beneficial and influence local inhabitants to join them. Some respondents also placed emphasis on the types of doctrines that churches have.

Summary

This chapter presented the results of the research findings in line with the objectives as discussed in chapter one of this study. The next chapter discusses the summary of findings as well as draws conclusions based on the research findings discussed.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND

RECOMMENDATIONS

Introduction

This chapter presents a summary of the major findings of the study. The chapter also presents conclusions that were drawn from the study and recommendations made to help churches apply the advertising tools effectively is also presented in here. This chapter also makes some suggestions for future studies.

Summary of Major Findings

The reason for this research was to investigate the utilization of advertising tools by churches in Ghana. The study sought to discover the relationship that these advertising tools have on church growth in Ghana. the research used the mixed method, which combined the qualitative, and quantitative research approaches. in all 310 respondents were selected for the research. Consequently, three hundred (300) church attendees were chosen from the different churches used by the researcher for the study using simple random sampling. Ten (10) church administrators also were chosen from the various churches by researcher purposively for in-depth interviews.

Data was analyzed using thematic analysis for the qualitative method. For the quantitative stage, data was entered into SPSS (20.0) utilizing descriptive statistics, for example, frequencies, percentages, means among others and lastly multiple regression. Finally, the study conveyed that advertising tools (radio, television, word of mouth, handbills, magazines and newspapers) have some form of influence on respondents' decision of church choice and relationship with church growth.

Conclusions

This study concludes that there is a significant relationship between advertising tool (radio, television, word of mouth and handbills) and church growth. Also, the results uncovered that churches in Ghana utilize television/radio as the most efficient blend of advertising tools, followed by handbills/word of mouth and then billboards/posters. In addition, TV was found to have the strongest relationship between advertising tool and church growth followed by radio, handbills, billboards/posters and word-of-mouth. This study also reveals that elements like worship style, convenience, marriage, principle and associates also have effect on people's decision of joining a church. This study clarifies that the way and manner in which churches conduct their services is of great importance to people. Marriage also becomes a means by which people especially females joined their husbands in their current churches. The study discovered that, convenience as regards to the proximity of church location also influenced people's choice

The extant literatures conclude that there is a relationship between radio and television, word of mouth and handbills, billboards/posters and church growth. The study likewise

demonstrates that advertising communication tool, for example, magazine and newspaper do not impact on respondents when choosing their place of worship.

Recommendations

The research findings show that TV and radio were the two most persuasive advertising tools. Other media, for example, word-of-mouth and handbills additionally had impact on Ghanaians in choosing their place of worship. The research recommends that churches that need an increment in membership should increase their viability or presences on TV and radio. The study shows that, churches in Ghana should mostly use radio and television, and word of mouth and handbills, billboards/posters since they are the blend of advertising tools that were found to have most effect on Ghanaians while choosing their place of worship.

In the study, respondents indicated convenience as one of the main considerations that could likewise impact them in choosing their place of worship. In the light of this reality, it is suggested that as far as proximity is concerned, churches ought to consider setting premises that give simple access to the members.

Future Research

Future research can be done to further look into church advertising content. Also a study can be done to focus on the challenges of church advertisement in Ghana.

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APPENDIX I

APPENDIX 1: INTERVIEW GUIDE

- 1.** What blend of advertising tools does your church use while pulling in new members?
- 2.** Which is the most efficiency advertising tool employed by your church?
- 3.** What is the relationship between church advertisement tools and the growth of your church?
- 4.** What is the way forward for technology and church advertisement?

APPENDIX II QUESTIONNAIRE

I am a final year student (M.A. Communication and Media Studies) of the University of Education, Winneba, conducting a research on the topic Advertisement Tools and the Growth of Charismatic Churches in Ghana. I will be very grateful if you spare me a moment of your time to complete this questionnaire. This survey is purposely designed to collect data to assess the relationship between church advertisement and the growth of the church in Ghana. Information provided is purely for academic purposes only and all information provided will be treated confidentially. Thank you.

Please note that, Church growth here means increase in church membership.

SECTION A: Demographics

Please circle your choice

1. Sex of respondents

(1) Male [] (2) Female []

2. What age group do you fall in?

(1) 20-30years [] (2) 31-40years [] (3) 41-50years [] (4) 51and above []

3. Level of education

(1) SHS / O' Level / A' Level [] (2) Diploma/HND [] (3) First Degree []

(4) Masters Degree & above []

4. What is your Christian denomination (Church affiliation)?

- (1) Christian Action Faith Chapel [] (2) Lighthouse Chapel International []
 (3) International Central Gospel Church [] (4) Royalhouse Chapel International []
 (5) Perez Chapel International []

SECTION B: The forms of advertisement used by churches in Ghana.

5. Have you seen any advertisement on churches in Ghana?

- (1) YES [] (2) NO []

If yes, through which medium did you see or hear the advert?

Please circle as many as apply.

- (1) Billboards [] (2) Posters [] (3) Handbills [] (4) TV [] (5) Radio [] (6)
 Newspapers [] (7) Magazines [] (8) Others (Please specify).....

6. I was influenced by the advertisement I saw or heard on

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Radio					
TV					
Word of mouth					
Billboard/posters					
Newspaper					
Magazines					
Handbills					

SECTION C: The relationship between church advertisement and the growth of the church in Ghana.

7. How did you choose your current church?

Opinion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I selected my current place of worship because of advertisement on radio					
I selected my current place of worship because of advertisement on TV					
I selected my current place of worship because of advertisement by word of mouth					
I selected my current place of worship because of advertisement on billboard/posters					
I selected my current place of worship because of advertisement in newspapers					
I selected my current place of worship because of advertisement in Magazines					
I selected my current place of worship because of advertisement on handbills					

SECTION E: Other factors

7. Please indicate factors other than advertisement that influenced you in selecting your church.

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