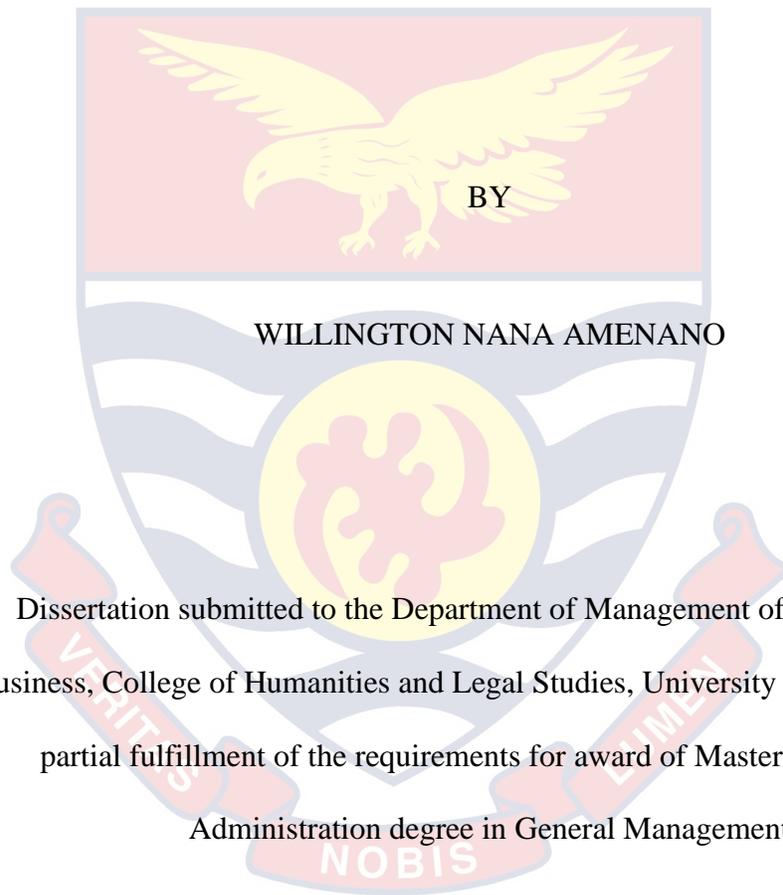


UNIVERSITY OF CAPE COAST

INFLUENCE OF ADVERTISEMENTS (RADIO AND TELEVISION) OF
SONTURK SUPERMARKET ON THE PURCHASING BEHAVIOUR OF
UNIVERSITY OF CAPE COAST STUDENTS.



Dissertation submitted to the Department of Management of the School of
Business, College of Humanities and Legal Studies, University of Cape Coast, in
partial fulfillment of the requirements for award of Master of Business
Administration degree in General Management

FEBRUARY, 2021

DECLARATION

Candidate's Declaration

I hereby state that this dissertation is the result of my own groundbreaking study and that no part of it has been submitted to this university or anywhere else for another degree.

Candidate's Signature: Date:

Name: Willington Nana Amenano

Supervisor's Declaration

I thereby state that the grounding and presentation of the dissertation were supervised in accordance with the dissertation supervision guidelines set out by the University of Cape Coast.

Supervisor's Signature: Date:

Name: Dr. Dominic Owusu

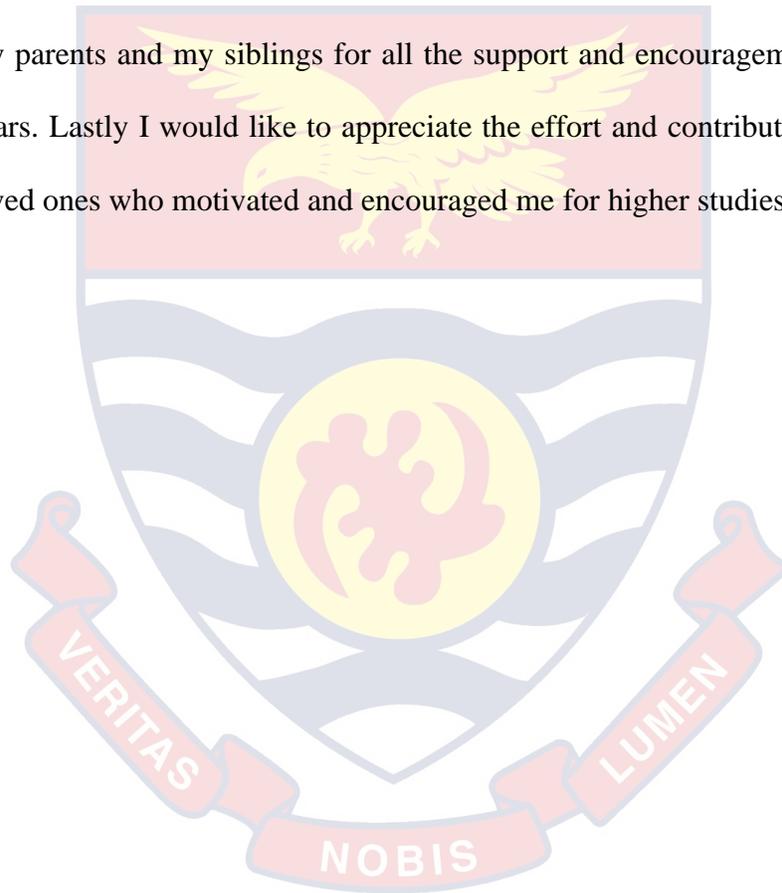
ABSTRACT

The study focused on assessing the effect of radio and television adverts on Sonturk products among Students of the University of Cape Coast. The quantitative approach as well as descriptive research design was used for the research. And Simple random sampling as well as the purposive sampling under non-probability technique was the sampling method used. Questionnaires were used to obtain information from the 50 respondents who were chosen for the study. Descriptive Statistical tools were employed to analysis the demographic characteristics of the respondents. Tables, figures, frequencies and percentages were employed to display various responses. Whereas regression analysis was used to assess the influence of TV and radio adverts on Sonturk products on University of Cape Coast Students. It emerged from the study that that TV adverts is not a strong predictor of purchasing behaviour. This means that the degree to which TV adverts influence purchasing behaviour is very small. Again, it was found that based on the variation accounted radio adverts is not a strong predictor of purchasing behaviour. This means that the extent to which radio adverts influence purchasing behaviour is very small. However, based on the variations between the two variables, it emerged that radio adverts exerts more influence on students purchasing behaviour than TV adverts. The study, therefore, concluded that radio adverts affects employees more TV adverts and hence management should resort to radio adverts

ACKNOWLEDGEMENTS

My first gratitude goes to God for giving me the will, the bravery to come and finish this course within the time prescribed. With critical, fruitful and informative comments and suggestions. I wish to express my sincere appreciation to Dr. Dominic Owusu, my Supervisor, for his valuable supervision.

I also use this chance to show case my deepest gratefulness to my family, my parents and my siblings for all the support and encouragement through these years. Lastly I would like to appreciate the effort and contribution of friends and loved ones who motivated and encouraged me for higher studies.



DEDICATION

To my Father; Nana Kwaa Nipa Ababio III

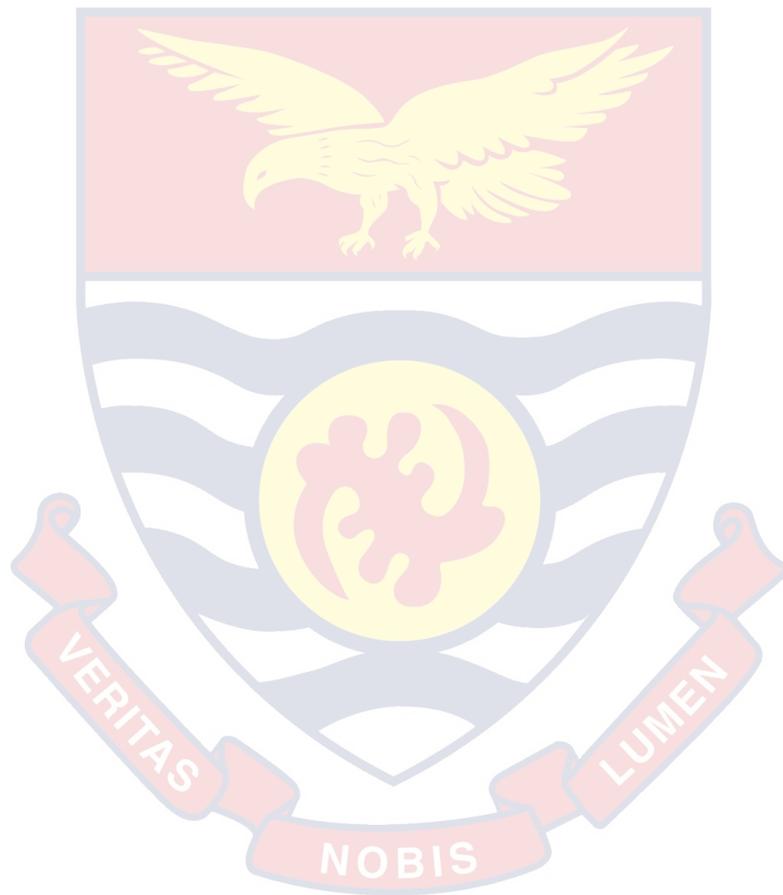
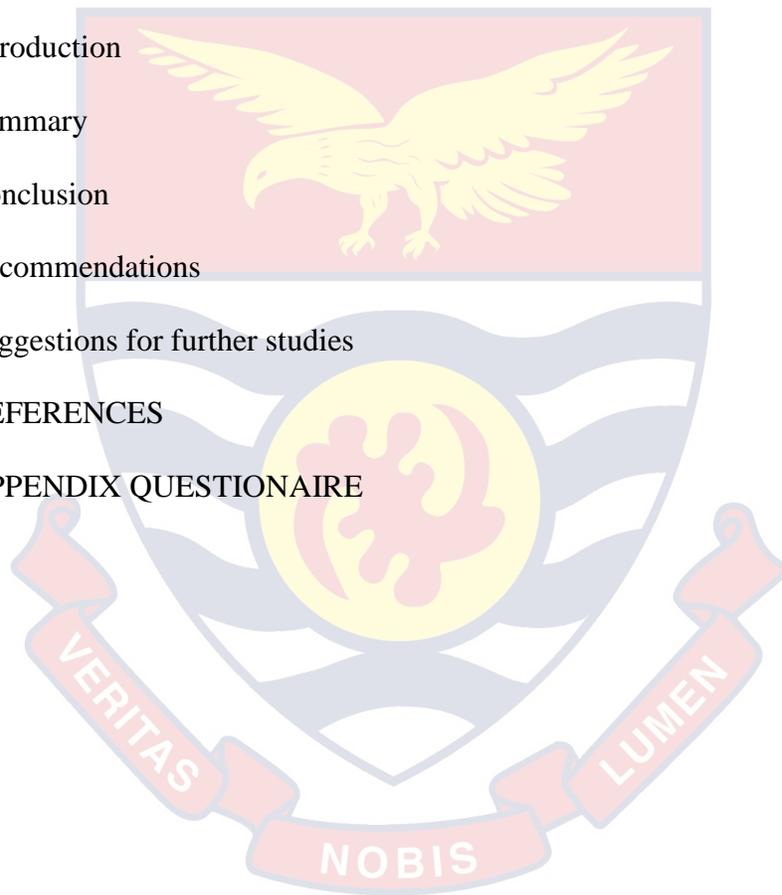


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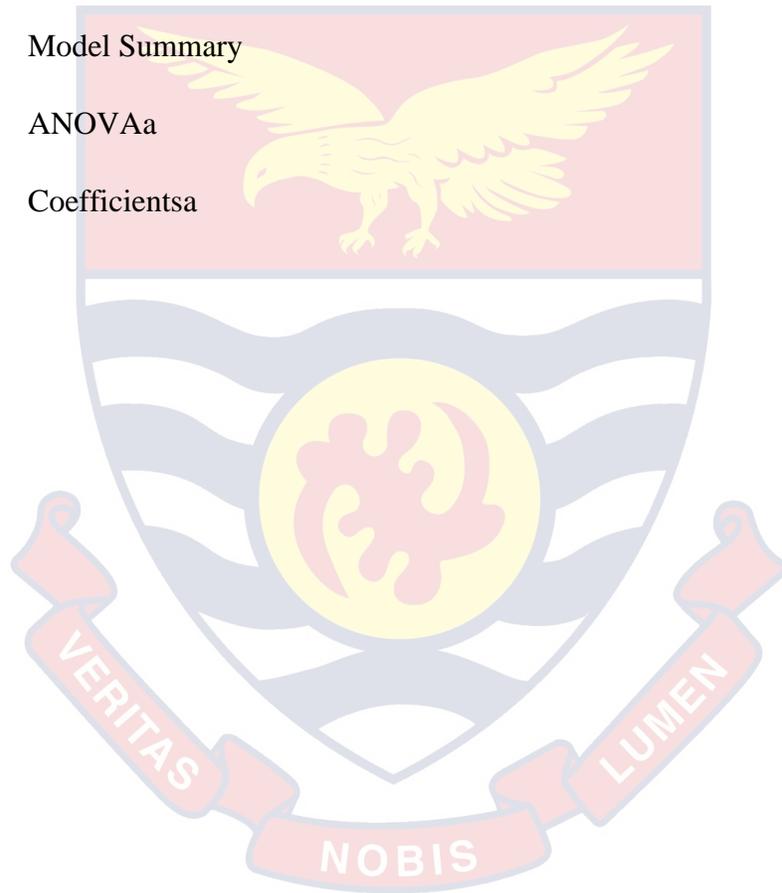
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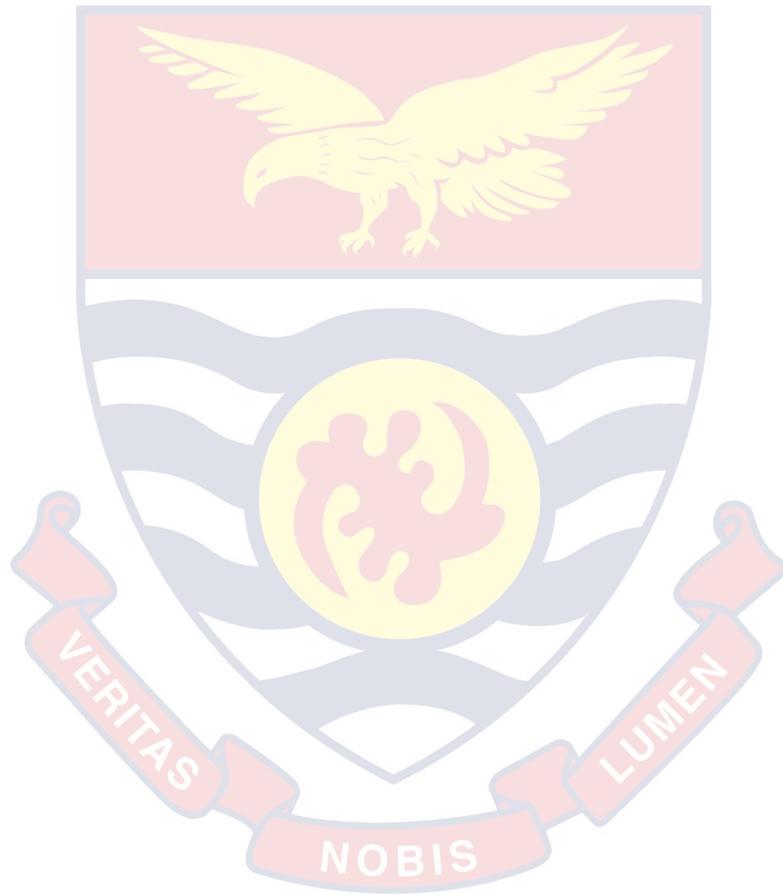
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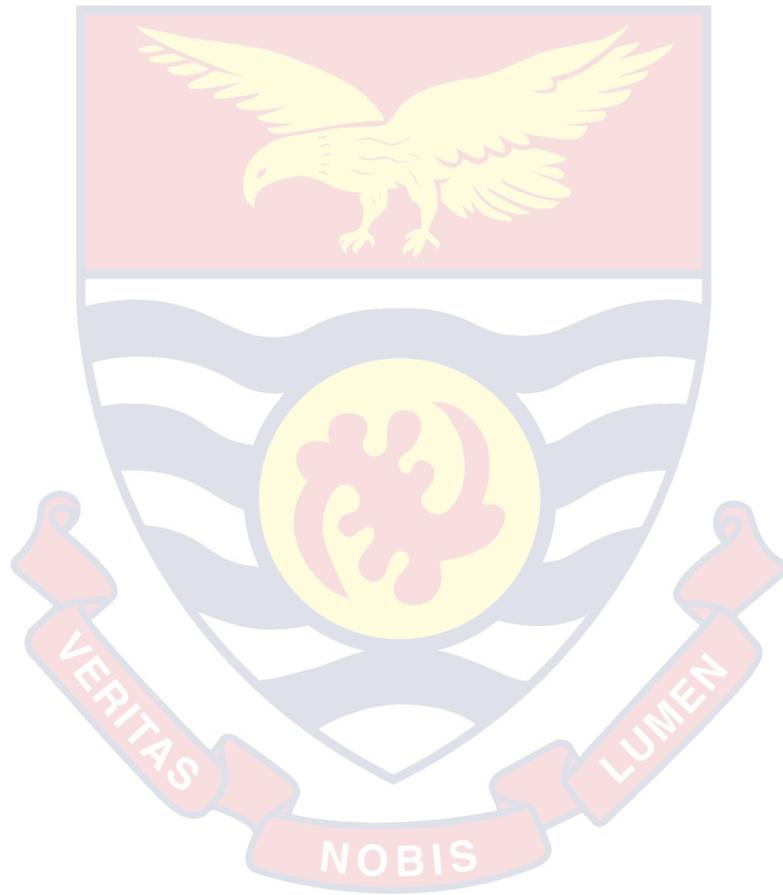
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LIST OF ACRONYMS

AD	Advertisement
ANOVA	Analysis of Variance
RD	Radio
TV	Television
UCC	University of Cape Coast



CHAPTER ONE

INTRODUCTION

The position of advertising to any company or a firm is very essential. As the progress of the service of businesses and companies began to intensify, there seems to be a connected growth in the advertisement of products and services (Dahringer, 1991). In reality, in the 1980s, the advertisement and marketing sector was the fastest growing and growing segment (Nicoulaud, 1988), and its position continued to represent a large share of general spending in most businesses throughout the 1990s (Endicott, 1998; Taylor 1993). As a consequence, new prospects abound for service marketers seeking to expand internationally. The need for a solid understanding of efficient service advertisement strategies is evidenced by such resources (Albers-Miller, & Stafford, 1999). Indeed, for every service provider, advertisement is a serious component of the marketing mix. Therefore, for service promotion, an understanding of successful advertising appeals for a particular form of service is necessary. Therefore, the purpose of this paper is to find out the influence of television and radio advertisements on the purchasing behaviour of the University of Cape Coast students to purchase super product products.

Background of the Study

Advertising is a set of actions designed to display an verbal or pictorial advertisement to any existing supporter of a product, service or company (Papescu 2004). Advertisement, in line with a more modern description, can be a persuasion tactic involving the use of a posh persuasive process, involving the use

of a variety of particular methods, ready to effect psychological burden on the communal awareness. The sponsor who wishes to send a clear message to a well-defined audience about the company's or company's goods or services in order to achieve its goals is the author of the promotional communication activity. (Nichifor, 2014). Advertising has become a dynamic communication tool in today's society, and is important to both businesses and the general public. In the marketing strategies of most corporations, the ability to generate messages carefully crafted to achieve their targets has played a major role over time (Belch, 2013).

Marketers have also responded to evolving consumer wants when talking about the development of new advertising campaigns. In the 20th century, the use of digital media and advertisement tactics grew considerably as industrialization increased the availability of consumer goods (Lee & Johnson, 2013). A Product or perhaps a kind of service is promoted to maximize consciousness in the minds of possible consumers through numerous advertising channels like radio, newspapers, billboards magazines, television, flyers, posters, and, more recently, through the internet (Todor, 2016). These advertising messages are presented in a more critically but important and appealing way so as to ensure their effectiveness. As Crilly, Moultrie, and Clarkson (2004) have argued, ordering and drawing attention, generating interest, arousing a desire for possession of the product, and leading to action should be an ideal advertising message.

According to Yusuff (2009), the medium of advertisement plays a key role and has a great influence on consumers. Most promotional efforts by

manufacturing and retailing companies appear to focus on positive emotional appeal to influence consumers through radio vent advertisements. On the other hand, Latif and Abideen (2011) argued that, because of its wider scope, television is one of the best advertising media to upsurge request for their goods or services by persuading customer favorites. Similarly, Fill (2009) also argued that radio advertising is also a mass marketing tool used to attract a large number of people.

Advertising appears to be everywhere and pervasive, with a broad effect on people's everyday lives (Kotwal, Gupta & Devi, 2008). Katke (2007) argued that promotional campaign techniques are well-known for their ongoing feedback to spectators' minds as their exposure is much wider. Rajagopal (2010) again on the role of radio advertising as a mechanism for urban consumer behaviour, while Abideen and Saleem (2011) concentrated on advertising. Haque, Rahman, Yashmin and Asri (2011) concentrated on advertising for restaurants and their effect on consumer behaviour. This calls for a further analysis into how advertising on radio and television affects consumers, especially students.

Currently, Sonturk Supermarket is one of the major supermarkets that markets various products and services in Cape Coast, Ghana. The goods of this store are broadcast on a regular basis in the Cape Coast township on radio and TV stations. When there is an occasion such as graduation or registration service, these commercials are broadcast on several campus radio stations and local television stations. During such events, this supermarket receives sales as it promotes its products on the radio and the television. Are these investments in radio and television advertisements capable of affecting consumers ' purchase

decisions, as stated above? Is advertising the only aspect that motivates the customer to buy from the brand promoted? Answers to this question will help to define the type of advisory medium that has a direct impact on customers.

Problem Statement

The main goal of advertising is to have an effect on consumer behaviour, but this influence is often altered or reinforced by perceptions of people (McDonough & Egolf, 2015). Companies or firms in an attempt of doing that create memories in the minds of their audience through advertisement. These created connections influence the buying behaviour of the consumer (Khan Niazi & Hunjra, 2012). These unceasingly influence consumers deliberation, assessment, and finally purchases (Romaniuk & Sharp, 2004). According to Medin and Smith (2006), in the literature analysis of the impact of advertisement on its efficacy, it was revealed that customer purchasing behavior has always been given such position and space. Ajzen (2002) posits that customers purchasing behavior hinge on consumer's likes or dislikes of the promoted product and the medium through which it was done (Ajzen, 2002).

Again, Prateek Maheshwari, Nitin, and Gupta (2016), analytical approach to consumer buying behavior in the Indian automotive industry, concluded in the article that the medium through which social media is marketed has an optimistic influence on consumer buying behaviour. Similarly, the likes of Grewal, Monroe, and Krishnan (2008) argued that successful advertising has a significant influence on customer purchasing behavior that has shown a positive connection. Again, Hong-Youl and Muthaly (2011) contend that the effect of advertising spending on

brand loyalty in services has had an impact on consumer perceptions of product quality, customer loyalty and satisfaction.

Advertising has long been measured to be one of the main issues influencing the decision-making course of consumers (Taylor, 1974). Apparently, from empirical justification, it is evident that little and to be objective, no work has emphatically echoed on the influence of television and radio advertising on university students to the purchase of products and services. Aside from that, gaps in existing literature on the how and the extent of influence of television and radio advertisement on students to purchase products calls for need to be filled. It is against these inconsistencies that the researcher wants to discover the influence of radio and TV advertisements on university students purchasing behaviour. Ultimately, this paper attempt to fill the existing knowledge gap by seeking to examine the influence of radio and television advertisement of Sonturk Supermarket products on consumer behaviour, specifically the University of Cape Coast Students. The focus of the paper aims at determining the which of these variables carries much influence on students purchasing behavior.

Purpose of the Study

The focus of this research is to emphasis on the influence of radio and television advert on University of Cape Coast students purchasing behaviour of Sonturk Supermarket products in the Cape Coast Metropolis

Research Objectives

The objective of the study try to out the influence of radio and television advertisements of Sonturk Supermarket products to the purchasing behavior of the University of Cape Coast Students.

Precisely, the study seeks to:

1. assess the influence of television adverts of Sonturk Supermarket products on University of Cape Coast Students purchasing behavior.
2. assess if there is a significant difference between males and females in terms of radio and television adverts of Sonturk Supermarkets product
3. determine which of the variables has (radio and tv adverts) a greater influence on consumer behaviour

Research Hypotheses

To attain the specified objectives of the study, the resulting hypotheses are framed:

H1: Radio adverts influence the purchasing behaviour of University of Cape Coast students to purchase Sonturk Supermarket products.

H2: Television advert influences the purchasing behaviour of University of Cape Coast students to purchase Sonturk products.

Significance of the Study

This research is a vital move to encourage understanding of advertisement among future citizens. This study is of benefit to consumers and the business sector, especially in the area of product / service promotion. By knowing the needs of customers and the advantages of successful advertisements, these business sectors can be assured of a competitive advantage.

The study provides appreciated viewpoints to comprehend the concepts of advertising and to help advertisers present better advertising methods. Variables from these previous experiments to test and analyze how they impact the buyer's intention to purchase.

The result of the study could also assist managers of firms in developing an appropriate medium of advertisement for customers, especially students and also inform managers on how to structure policies and strategies on advertisement to maximize profit.

The study will also contribute to the existing knowledge and literature on mediums of advertisement and its effect on customer behaviour. The findings and recommendations of the research will help ensure the much-needed industrial harmony for the growth and development of firms in the country.

Delimitations

This study deals with the influence of radio and television advertisements of Sonturk Supermarket's products on the purchasing behavior of the University of Cape Coast Students. Although there are many consumer groups and supermarkets in Cape Coast, the study restricted itself to only the University of

Cape Coast students and the Sonturk Supermarket. This makes the research more concise and focused.

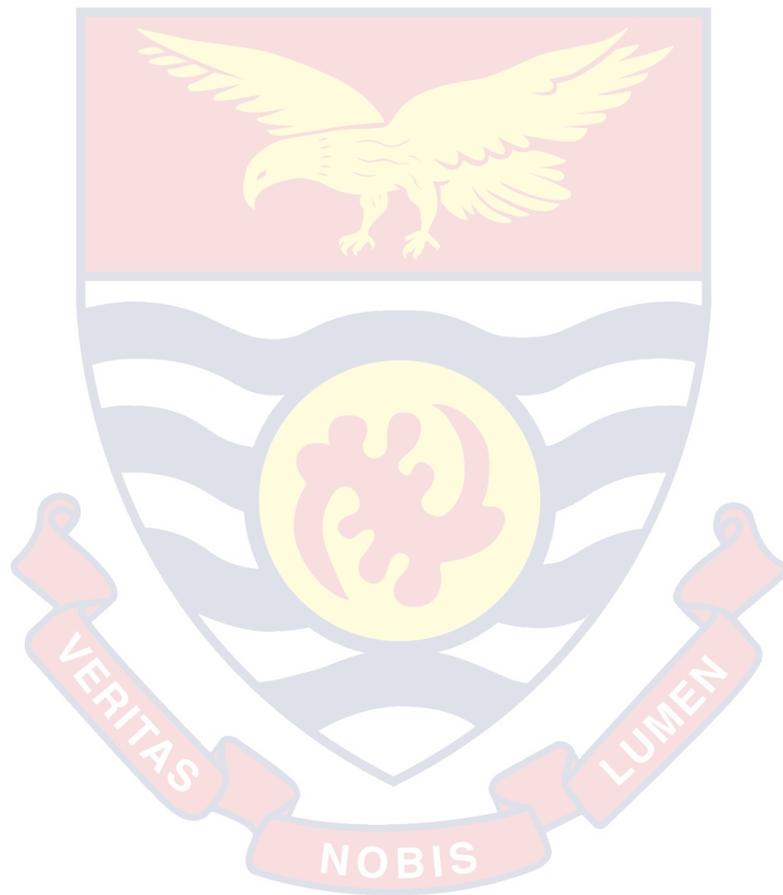
Limitations

There are other supermarkets that could have been included in this study; however, the study is delimited to only Sonturk Supermarket. Likewise, the study is restricted to students, specifically University of Cape Coast Students. In other words, the external validity of the study is limited. The analysis is also limited to lengthwise. The results will not be consistent in the years to come.

Organization of the Study

This study is prearranged into five (5) chapters: the background of the chapter forms the chapter one of the study. Aside the background of the study other elements that forms part of the chapter one includes, problem statement, the intent of the study, research goals, research questions, research hypothesis, the importance of the study, limits, limitations, meaning of words and the organization of the study. Applicable literature from previous studies that have already been carried out on the subject under examination was observed in chapter two, among other items. The literature review is organized in the following ways: introduction, empirical review, theoretical framework, and conceptual framework. Chapter three also looked at the research methods which comprises the introduction, the research design used, study area, the population, data collection instruments, data collection procedures, data processing and analysis and the chapter summary. Chapter 4 presents findings and discussions on

the basis of empirical questions or observations and, ultimately, Chapter 5 includes summary, followed by conclusions and then recommendations.



CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter of the study detailed an evaluation of current works in order to provide a comprehensive understanding of the impact of TV and radio advertising on students who purchase conduct. Gaining greater understanding of the research issue is the essence of the literature review. This helped to choose the study's theoretical outline and helped to design a conceptual structure to explain the issue of the study and establish a study methodology. The chapter discussed the theoretical review, empirical review and proposed a conceptual outline. Within the theoretical review, the chapter discussed the AIDA model and model of human behaviour and showed how the theories explains how radio and television adverts influence consumer behaviour. The chapter further discussed the relationship between radio and television adverts on employee purchasing behaviour.

The concept of advertisement

There are many hypotheses and explanatory and normative models for advertising as a communication tool, but mainly as a marketing tool. In the widely accepted theory, its contents and implemented functions are not yet specified (Cornen, 2018). There have been several definitions published over the years, each of which has suggested defining the term involving elements that have helped form the concept's content (Haynes, Richard & Kubany 1995). A variety of meanings of this idea were suggested by marketing literature in Romania, working as necessary with an extra or fewer obvious opinion (Blanchard Jaumotte

& Loungani 2013). It is therefore projected that advertisement is a collection of acts intended by any established supporter (payer) to present-verbal or graphic-indirect communication concerning a product, service or organization (Popescu, 1994).

Advertisement is a communication method, according to a more recent description, which involves operating a complex persuasion mechanism for which understandings are used as a variety of particular methods capable of imposing psychological burden on the communal in question (Leeuwis, 2013). The inventor of the advertisement communication behavior is the sponsor, who wants to send an impersonal message about the organization, its goods or services to a well-defined audience in order to achieve communication goals (Popescu, 2004). The international meanings of advertisement vary, as the literature in Romania. Advertising is therefore well defined as an attempt to persuade customers through pay and media liaison (O'Guinn, 2003). Advertising, seen as a mechanism, is based on the general system of marketing communication processes, with a number of specific features related to content. From the above lines, we can therefore see that one of the features is that advertising uses impersonal media to contact (television, radio, news, etc.).

AIDA Model

Advertising has developed to be more competitive and the impression behind the copy of the commercial is similar. The four steps proposed by the writers in their advertisement to convince customers to purchase the goods, as

reported by Mitterfellner (2019), are the attention factor, interest element, desire component and action component known as AIDA.

This model's creative use achieves advertising and marketing objectives. The term AIDA was conceived in marketing communication by American marketing and sales pioneer Elias. During the late 1800s, St. Elmo Lewis. Before purchasing a product or service, the model addresses the various steps a consumer goes through. Most marketers follow this model, according to Elias, in order to attract more customers to their brand. To draw consumers to buy a product, marketers use this model. In today's marketing, this model format can be commonly viewed (Cornen, 2018).

AIDA simply means; Attention, Interest, Desire and Action. These four steps form the medium or channel through which a client goes through when viewing an advertisement. First and foremost, according to Lewis, the function of an advertising is to attract customers. Once an advertisement gets publicity, public interest in the product must be invoked in the minds of customers. The advertising must convey the consumer's readiness to use the product after producing the interest, and eventually the customer must take a valuable step contrary to the product by finally purchasing the product (Dogan, & Lemley 2004).

The Process of AIDA

Attention: The first thing to consider in the AIDA model is attention. This is typically created through the usage of picture, color, style, typography, scale, admiration, model, etc.

Interest: Once attention is seized, interest in the mind of the viewers needs to be created in order for them to read about the publicized products brand. Interest normally can be appealed by employing good-looking sub-headings.

Desire: The desire part is naturally created by the usage of body copy, where you inscribe in depth about the necessity to purchase the item, telling the brand's qualities, actualities and figures.

Action; Action is the last acronym in the model. The details of a contract and the type of brand will be given and viewers are expected to take instant action. This can be done in a form of taking a shop address, toll-free numbers or website address and connect to the specified brand. Advertising achievement hinge on the audience capability to notice and comprehend the message.

Models of Human Behaviour

Oachie-Mensah (2009) defines consumer behavior as the buying behavior of customers, individuals and households who buy goods and services for personal consumption. Similarly, Belch and Belch (2007), also contends that the behaviour of the consumer is the course and actions in which individuals search, select, acquisition, use, review, and dispose of goods and services in instruction to fulfill their needs and requirements. Dahlqvist and Linde (2002), categorized consumer purchasing behaviour into conscious, social, logical and unconscious consumer behaviour. From economics to marketing, the subject matter of consumer behavior has seen greater applicability. It is used to explain how individuals' shop, what they purchase, what they shop, and why they buy. It incorporates elements from behavioral psychology theories and sociology in its

intuitions. It seeks, both individually and in groups, to consider the buyer's decision-making process.

The model analyses aspects of individual customers in an effort to understand the desires of individuals, such as demographics, and behavioral variables. It also seeks to examine consumer dynamics from groups such as families, colleagues, comparison groups, and in general society (Akir & Othman, 2010). Jacoby (1977) asserts that consumer behavior represents the entirety of consumer decisions over time by decision-making units regarding the purchase, use and disposal of products, services, time, and ideas. Similarly, Belch and Belch (2007) suggest that consumer behavior requires people's processes and behaviors in the search, collection, purchase, use, assessment, and disposal of goods and services in order to fulfill their needs and desires. It means that more than just how a person buys items is involved in the theory of consumer behavior.

It requires the procurement of facilities, time and ideas. The theory prescribes practices in addition to comprehending what customers buy, consume or dispose of, plus the understanding of how often, how much and longevity of the commodity which will be purchased, used or disposed of by consumers (Flick, 2006). The culture of Schutte and Ciarlante(1998), spouse siblings, family members , friends, sales people, relatives or neighbors can influence some people (Akir & Othman, 2010). Models of human behaviour, however, relate to buying decisions and are affected by advertising.

There are three significant steps that can be taken into reason by organizations when selecting advertising media. These steps include the reach, frequency and impact of the medium chosen, according to Kotler and Armstrong (2010). Reach is the percentage of individuals beyond the target which the advertisement campaign is revealed (Lewis & Rao 2015). Frequency is measure of how many times the average customer is exposed to an advertisement on the target market. Media effect is the qualitative meaning of contact through a medium, for example in the case of goods that need to be demonstrated, television announcements may have a great impact than those on radio, because television has both sound and sight (Winer 2009). In choosing the type of media, the reach, frequency and impact of the major media types include newspapers, televisions, direct mail, radios and magazines.

Media selection is driven by the media actions of target consumers that It is the media that efficiently meets the target audience (Effing & Spil 2016). The essence of their products suggests that on TVs and color magazines are best marketed. Other goods can be marketed using messages such as radio or television, while magazines and direct mailing or online mail are required for technical sales (Todorova, 2015). Cost is another significant factor in the preference of the media in both decisions. In selecting an advertising medium, determining media timing is the last step. There may be a choice of consistency or pulsing patterns (Batra, & Keller 2016). Continuity implies that the advertisements are scheduled uniformly within the specified duration, while pulsing implies unevenly scheduling advertisements over a period of time (Dubé

Hitsch, & Manchanda, 2005). After the steps in the selection of advertising media have been taken, the next section will address the variable types of advertising, thus forming the basis for independent variables. These variables are based on Wijaya's conceptual description (2012) that advertising takes different types of advertising, such as insightful advertising, persuasive advertising, and advertising reminders.

Radio Advertisement

Duncan and Nelson (1985) published the findings of a radio programming experiment that extended previous research by analyzing the impact of perceived humor on nine managerially related variables. The findings showed big humor effects on the attention to the ad, the likes of the ad, the likes of the product, and the irritation. Findings have supported the position that the attitude of advertising mediates the influence of humor on product preference and purchase intention. Again, a model related to comicality professed after recurrent experiences to a salable communication to advertisement effectiveness measures was tested by Gelb and Zinkhan (1986) study. These variables were the recall of the brand name and the promotional copy, the attitude towards the advertised brand, the reported purchasing likelihood and the actual choice of the brand. The results suggested that incorporating humor to the traditional model hierarchy of effects does not boost the overall explanatory capacity of the model.

Humor was found to be negatively related to recall, however, and was positively linked to the attitude of the brand; both relationships were expected in this area based on literature. Sullivan (1990) experimentally examined the output

of radio ads to determine if the music format would moderate the persuasive impact of advertisements for items of low involvement sort. Radio advertising, with an element of excitement and glamour, is considered an ideal medium, according to Paul, Dihhlon, and Bagga (2016). FM Radio is an average, but with the twin benefit of large coverage and cost efficiency, that hits the mass. There are two hundred and forty-five private FM radio stations in twelve major cities in all of India. Radio has now become a dominant local advertising medium, marked by very unique programming that appeals to a small segment of the population. For instance, the option of targeting a young teenage audience through different music marketers or an elderly audience who is very interested in classical music or cultural events (Paul, Dihhlon, Bansal & Bagga, 2016,).

Nagle (2008) also claims that radio advertising emphasizes low-price placement, which is crucial to appealing to a price that is subtle to customers through the use of the low price or daily new advancement tactics. But, such policy ensures an upgrade in sales at the outlay of a significant reduction in the long run earnings (Hochet et al., 1994). Among the major categories of media, such as newspapers and television, radio advertisements retain a negligible share. However, in major cities and metropolitan areas, it is still considered an important and useful tool for marketing and advertisement. Programs for sales and business news are main goals of urban commuters for large metro radio stations. Manufacturing and retailing companies' promotional strategies seem to rely on radio advertising's positive motivational appeal to influence consumers (Parker, 1993; Yusuff & Yusuf 2009).

Television Advertisement

In recent years, TV advertising has had a very progressive and growing impact on the form, apart from its relative, the most important sources of information on cultural, economic and social developments among Ands, the media, advertising, and its overall significance and types of advertisement messages that the employer pays for a certain time of the broadcast will be available (McDonough, & Egolf 2015). Television reflects the advertising help that has undergone the fastest growth in the last 50 years, becoming one of the most recent advertising internets. It guarantees the benefit of an experience obtained through direct interaction with the product or the corresponding service through a specific combination of sound, light and movement, which also enables some compelling explanations to be provided.

Television advertising is one of the most modern methods of marketing, based on a definitive duty in the marketing of new goods (Oates, Blades, Gunter & Don 2003). As a result of that the outcome of pictorial media on the public, it has repeatedly advanced and also has the benefit of technological developments that contribute to the development of worldwide satellite communication (Porter, 2000). The consequence afterwards is no longer restricted and has an enormous consequence on its audience. Similarly, Gilson (2014), contents that owing to its fast transfer of the message at numerous times, including the maximum viewer hours, television has adequate versatility.

Empirical Review

This section has reviewed major under-study-related research. According to Prateek (2016), concluded in their work "The Analytical Approach to Consumer Buying Behavior in the Indian Automotive Industry" that advertisement effectiveness has a positive impact on consumer buying behaviour. (Maheshwari, Seth & Gupta, 2016). They discovered in their research paper the effect of advertisement expenditure on brand loyalty in services where advertising spending has an impact on the perceived quality of the product of the user and the degree of customer loyalty and satisfaction. Other works have shown that advertising is capable of exploiting the role of advertising in consumer decision-making, but have found that advertising is capable of manipulating the consumer's opinion on a particular product (2013). Advertising has long been recognized to be one of the main factors affecting the decision-making process of consumers. In their paper, they tried to combine various sets of variables from these previous studies to test and evaluate how they influence the purchasing intent of the customer.

Buying Behaviour

Consumer purchasing behavior refers to the strategies employed during the selection of ideas related to food, and services purchased by individuals to gratify their desires and requirements (Solomon, 1995). The manner that clients display in the search, use, valuation and discarding of that information that meets their needs (Schiffman & Kanuk, 2007) The subject of customer purchasing behavior is of specific reputation to study as it allows businesses to express and

execute larger business policies (Khaniwale, 2015). We will try to find out what variables affect client purchasing performance in this analysis.

Owusu and Nyarku (2014) emphasized that advertisement offers media information mainly through the form of verbal, text and in visual form in order to inform or impact customer behaviour. This argument is supported by a variety of empirical studies. A marketing chart study (2013) reveals that TV is the main advertisement channel in the US and seems to be comparatively protected to the increase in online advertisement. Scholars like Taiwo (2005), examined the role of advertisement in shaping consumer favorite in a foremost beverage in the food and beverage commerce. The research was founded on an examination of 315 chosen customers of food beverages in Nigeria. The use of both inferential and descriptive statistics were employed in analyzing the collected data. The research also adopted Chi-square in the hypothesis testing. The research showed that publicity has an important influence on the choice of clients for Bournvita and decided that advertising through television is truly the most operative and effective of all media used in advertising a product and suggested that when advertising, television advertising media should be given further attention.

Radio Advertisement and Buying Behaviour

There are entirely different consumer views of information from various outlets, such as TV, radio, newspapers, magazines and the Internet. There are many similarities in the characteristics of different media and their immediate and long-term influence on viewers (Doyle & Saunders, 1990). For example, TV allows for high-quality audio-visual content that is more suitable for product

categories. Radio delivers audio content and is ideally suited for companies that appeal to local markets (Petersen, 2018). Berkowitz, Allaway, and D'Souza (2001) argued that the impact of various media outlets on consumer memory varies over a period of time. TV commercials, for example, originally have a huge impact on viewers' memory, but in the long term, they fade away. By contrast, the magazine has primarily had a trivial long-lasting effect on the memory of customers since readers can read a magazine.

In view of the varying effect of various media outlets, Opeodu and Gbadebo (2017) indicated that advertising on different media networks plays a critical role in shaping consumer preference. For the promotion of goods and services, wise selection of advertising media outlets is therefore crucial (Singh, 2012). Compared to other outlets, advertising is a generally accepted source of knowledge among customers, and media mix decisions are therefore critical for marketers (Shrivastava, 2014). In a research conducted by Rajagopal (2011) on the effect of radio adverts on urban commuter purchasing activity, it discovered that radio advertising has a rapid response to supermarkets and department stores by propagating promotional messages on product sales. Radio advertising listeners are often drawn to ads that are more humorous when disseminating the message. The key method employed to gather data from respondents who were habitats of Mexico City, Mexico's capital, was personal interviews.

Similarly, scholars like Ghafoor, Malik, Unzila, Iqbal and Ayesha (2014) argued that advertising plays an vital part in influencing the attitudes and expectations of individuals and culture that have a direct effect on the consumer.

To discover the influence of advertising and customer perception on consumer purchasing behaviour, they had a study with a sample of about 150 respondents, using a questionnaire as the key data collection method. The study's results revealed that both advertisement and customer service have a positive relationship with the purchasing habits of customers.

Television Advertisement and Buying Behavior

Adverts influence how we see things about us, particularly, TVCs reflect how a customer of a precise product is or should be through different types of advertisement. It also shows their presence and attitudes to the social class to which the buyer of a product belongs. In the case of beauty products, this definition especially applies. It was found in a 2009 study that one of the most popular ideas conveyed by the media is the conception of beauty and sexuality in culture. The lovely slender woman and the beautiful muscular men are evident everywhere (Dehejia, 2009). And, as the media's power rises, the desire to hold on to these ideals increases. (Russello, 2009). A research, *Beauty at Any Cost*, was published by YWCA USA in 2008, which highlighted the media effect of beauty obsession in America on women and girls. It is very likely that this sense of fear and curiosity will contribute to the purchase of beauty products. (Britton, 2012).

The most operative means of transmission of imageries that imitate social and cultural ethics is the media (Tiggemann, 2003). By demonstrating the role of the ideal customer, advertisement promotes social messages and lifestyle, and increases the desire of the consumer to buy. In a research conducted by Rahman (2011), a total number 406 women were arbitrarily nominated in three cities,

using standardized questionnaires, found that advertising has a vigorous part in the familiarization of a new-fangled product. The research also found that after seeing TV commercials, respondents decided to purchase a new brand that had been launched on the market. Again, the study found that Television Announcement encouraged respondents to make better choices while shopping.

Conceptual Framework

This study emphasizes on the intangible edifice of advertising and its effect on customer purchasing behaviour. The factors or mediums of advertisement are radio and television. Figure 1 establishes the conceptual context for this analysis. Figure 1 shows the individual and compound influence of radio and TV adverts on the consumer Purchasing behavior of Sonturk products. The study explores the effect that these electronic media have on consumers ' buying decisions as they buy Sunteke Supermarket items from students at the University of Cape Coast.

Figure 1: Conceptual Framework of the Study



Source: Author's Construct, Amenano (2020)

Lessons learnt

A great deal of study into the influence of radio and TV advertisement on consumers performance have shown that it is a feature of rising returns. With more and more input, one gets more and more returns in radio and television adverts. This feature grows slowly at first, and then more quickly, until consumers actually get to recognize the brand being marketed. In view of this, the majority of advertising strategies, mediums and techniques must resolve considerable market reluctance. As with the effect of radio and television adverts on consumers, it is worth noted that the increase and advancement in technology has immensely influenced consumers decision to purchase. It is evident also that repetition of messages and subsequent customer learning draw a wide community of customers, and sales per unit via media advertisement.

Chapter Summary

This section started with the concept of advertisement, theoretical underpinning and definition of concepts related to the study, thus, radio advertisement, TV advertisement and purchasing behaviour. Empirically, related studies were also reviewed and analyzed. The researcher proposed a conceptual structure to describe the relationship between electronic advertisement and purchasing behaviour after thorough analysis of the human behavior model.

CHAPETER THREE

RESEARCH METHODS

Introduction

The research approach, study design, study area, study population, sample and sampling procedures, data collection tool, data collection procedures, data processing and analysis, ethical consideration were discussed in chapter three of this study, and the chapter also provided justification as to why these research methods were used.

Research Philosophy

This study adheres to the positivism research paradigm, which allows the researcher to comprehend the topic within descriptive casual frameworks (Aaker, Kumar, George, & Day, 2001; Yilmaz, 2013; Hays & Wood, 2011). According to proponents of the positivism paradigm, this approach entails conducting research into an observable social observation and drawing conclusions and generalizations (Cooper & Schindler, 2008). Specifically, the positivism paradigm entails data collection, data analysis using statistical tests of significance, and finally quantitatively reported findings.

Research Approach

Generally, the research approach can be quantitative or qualitative. The study used a quantitative research approach in this analysis, which generally supports the positivist arguments for the creation of knowledge (cause and effect relationship, testing of questions and hypotheses and use of theories). Descriptive survey was employed in order to capture the opinions and attitudes of the

respondents in terms of their understanding and actions and explain them quantitatively. According to Copper and Schindler (2011), quantitative research approach is relevant to research survey design, questionnaire data collection and analysis. Similarly, Denscombe (2010), also argued that surveys are relevant and best when a researcher wants to collect factual information relating to groups of people: what they do, what they think, and who they are and why they act in the way they do.

Study Design

It is possible to divide research into three major categories: exploratory, descriptive and causal. Each of these designs has its advantages and disadvantages. They also have their optimum usage in some cases. As the scope of the research category goes from exploratory to descriptive to causal, there appears to be a growing degree of formality and a decreasing degree of versatility in the way that research can be carried out (Klenke, 2008). In this analysis, a descriptive research design was used to study the influence of radio and TV adverts on Sonturk super market products. The survey design also provided for the collection of quantitative data, the achievement of views, attitudes and definitions, as well as cause and effect relationships (Saunders, et al., 2011).

Study Area

Cape Coast University, which is one of Ghana's six government universities, was used. The school was initially set up in 1962 to train professionals' teachers for second-cycle sector and the Ministry of Education (Admission brochure from the University of Cape Coast, 2019). The research was narrowed to the school of business students, specifically the, level 300 and 400

students. The school has six departments, thus department of finance, management, Human Resource, Accounting, marketing and supply Chain and Centre for entrepreneurship and small-scale business. (Admission brochure from the University of Cape Coast, 2017). The study opted for level 300 and 400 business students because they have been on campus for a while and are much abreast with Sonturk Super market products. This makes them suitable respondents for the work.

Population

The population is the focus group of which the investigator is attentive to extracting information and assumptions from the conclusions (Leedy & Ormrod, 2001). This study's population includes level 300 and 400 regular business students of the university of Cape Coast who respond directly to advertisement of Sonturk products by buying the product of the Supermarket. These individuals were selected because they have been on campus and in Coast for Some time now and have heard and purchased products from Sonturk Super market before. The population was composed of 600 level 300s and 506 level 400s making a total of 849 (Admission brochure from the University of Cape Coast, 2017, 2016).

Sampling Procedure

The impression of sampling is to select some rudiments in a population (Cooper & Schindler, 2014). Burns and Bush (2014) indicated that the size of the sample had an outcome on the precise representation of the population. Owing to the small sample size of students, Proportionate, and simple random samplings were employed to choose respondents for the study. Stratified sampling was necessary because the population was stratified into two main homogeneous

groups, and because each stratum does not have the same number of students, proportionate sampling was used to ensure that the number of elements in each stratum was determined in relation to the total population (Kumar, 2005). The study employed simple random to choose the respondents from each layer in order to ensure a fair representation of the various programs under the selected schools/departments. These probability sampling procedures were necessary in order to give each respondent an equal chance of being selected. In all 64 level 400 students were selected and 36 level 300, making a total of 100 respondents.

Sources of Data

The study sourced data mainly from a primary source. The primary source of data was haul out from responses from the population using semi structured questionnaire.

Data Collection Instrument

The questionnaire was the primary research instrument employed for data collection. There are some advantages to a survey approach that uses the questionnaire as an instrument. Some of the advantages are that it allows for a broader and more inclusive coverage of the topics studied, allowing equal representation and precise generalizations. It is also ideally suited for collecting information during a particular time span about a population. In addition, it allows for a systematic and accurate view of a situation. It is also cost-effective and time-efficient, making it ideal for student studies that are time-bound and less-resourced (Fowler, 2001; Denscombe, 2010)

The questionnaire consisted of 34 objects. Section A consisted of 3 items pertaining to the contextual characteristics of the respondents; The next section is

labeled B. it consisted of 7 items pertaining to radio advertisements. The after the B is Section C which also included 7 items pertaining to television advertisements. The next section consisted of 11 items pertaining to consumer purchasing decisions and its labeled section D. Respondents were specified a scale of 1-5 to validate their notch of agreement by rating the items.

Data Collection Procedure

The study used both secondary and primary data sources. Secondary data were mainly gotten from journals, articles and websites. Primary data was gathered using questionnaires which were distributed to respondents. The questionnaires were administered to students of the selected departments. To guarantee that the expected number of respondents is gotten, the questionnaires were administered generally during the late morning when most of the respondents were at their respective classrooms. The highest educational level of respondents lessened the burden of thoroughly explaining the contents of the questionnaire to the respondent

Data Processing and Analysis

Descriptive and inferential statistics were used for analyzing the data obtained for this study. The descriptive statistics consisted frequency tables, bar charts and percentages. Data was processed using the Statistical Package for Social Scientists (SPSS) version 22. Data collected were collated and processed by coding and was entered into the SPSS software. Using quantitative analytical methods, the data were then synthesized and analyzed to draw relevant conclusions and inferences using regression analysis and sample t test analysis to investigate the effect of Sonturk super market goods on the buying behaviour of

University of Cape Coast Students' radio and television advertisement. The required statistical diagnostics were carried out to ensure that the results obtained were well estimated and conforms to literature.

Reliability and Validity Concerns

Validity has been taken into account in this study. For example, because the questionnaire was planned by the researcher, it is intended on the basis of the researcher's requests in relative to the subject of the study. This carries advantages in the sense that it events exactly what the researcher intends to measure. Two primary criteria were followed to ensure the study's reliability, including: Cronbach alpha and composite reliability, often used in structural equation modeling (Hair, et al., 2014; Hair, Sarstedt, Matthews, & Ringle, 2015).

Measures such as convergent validity and discriminant validity were employed to ensure validity in this study. Discriminant validity defines the extent to which the research constructs vary from the other constructs, whereas converging validity ensures that their metrics are described by the study designs. (Rezaei & Ghodsai, 2014; Rezaei, 2015) Construct correlations and cross-loading criteria were used for discriminant validity, while convergent validity used Average Variance Extracted (AVE) and factor loading (Kim, Hwang, Zo & Lee, 2014; Rezaei, 2015).

Ethical Considerations

The ethical implication of every research is very important and how this is addressed in any research is worth mentioning. Neuman (2007) postulates that scholars must not force people to take part in a study. Contribution must be willingly at all times. Informed consent was sought from respondents and reason

for the research explicitly explained before handing over a questionnaire for completion. After making known the purpose of the research, respondents who declined to participate were not coerced in any way to do so.

Closely related to the ethical principle of informed consent is the principle of anonymity. By this, the privacy of the respondent will be protected and the anonymity of their identity will be ensured. The study will ensure the anonymity of respondents by not requiring names and personal details which may be used to identify respondents at a later date on the questionnaire. According to Neuman (2007), even if a researcher is not able to guarantee anonymity, he or she should always protect participants' confidentiality. Confidentiality will be assured to respondents, as whatever information they gave were not given to other people especially those outside the academic domain and the use of the information was solely limited to academic work.

Summary of Chapter

This chapter was introduced by discussing the study organization. The chapter further outlined the methodology/approach of analysis used in the report. As the study technique strategy, quantitative analysis methodology and descriptive design method were recognized. Both Level 300 and 400 business students were included in the entire study population. Stratified and straightforward random sampling was used to survey and draw participants from the whole population. The questionnaire was used to gather data from 100 participants. For review, 105 returned questionnaires were considered accurate. The chapter ended reliability and validity and ethical consideration.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The analysis and discussion of the effects of data collected from the field is discussed in this chapter. Issues that have been discussed include the respondents' socio-demographics; the influence of radio adverts of Sonturk Supermarket products on the University of Cape Coast Students purchasing behavior, the influence of television adverts of Sonturk Supermarket products on University of Cape Coast Students purchasing behavior and the extent of influence of radio and television adverts on male students as compared to female students.

Socio-Demographic Characteristics of Respondents

With respect to the sex of respondents, 52 were males representing 52% and 48 were females representing 48% as revealed in Table 1. The mainstream of the respondents was between the ages of 21-25 years representing 52% of the respondents while those aged 31 and above years were 3%. This is a signal that the majority of students at the University of Cape Coast were in their twenties.

With regards to the religious affiliation of the respondents, it was revealed that 69 students were Christians representing 69%. Students respondents who were Muslims represented 26% out of the total population of 100. Again 5% out of the total population of 100 were traditionalist. The findings revealed that more students practiced the Christian religion on the University of Cape Coast Campus. Respondents in level 400 were in the majority (79%), while those in level 300

constituted 21%. Also, students offering business were 72% while those reading educations were 28%.

It was realized that 6% of the respondents engaged in daily purchase of Sunteke products, indicating the lowest percentage of students purchasing behaviour. On the other hand, it was revealed that 41%, out of the total population of 100 respondents, do monthly purchase representing the highest percentage of students who purchase product from the supermarket monthly.

Descriptive Information of Respondents.

In order to understand the characteristics of the participants and how the characteristics of the respondent are likely to impact the outcomes of the analysis, descriptive statistics were carried out.

Table 1: Socio-Demographic Characteristics of respondents

Characteristics	Frequency	Percentage (%)
Sex		
Male	52	52.0
Female	48	48.0
Age		
15-20 years	4	4.0
21-25 years	52	52.0
26 to 30 years	41	41.0
31 and above	3	3.0

Table 1 continued

Religion

Christianity	69	69.0
Muslim	26	26.0
Traditionalist	5	5.0

Level

Level 300	21	21.0
Level 400	79	79.0

Purchasing Behaviour

Daily	6	6.0
Weekly	32	32.0
Monthly	41	41.0
Quarterly	13	13.0
Annually	8	8.0

Source: Field work Amenano (2020).

In table 2, 3 and 4 were representations on the influence of Supermarket products on University of Cape Coast Students. The table displayed a regression analysis on the influence TV adverts of Sonturk Supermarket products on University of Cape Coast Students purchasing behaviour.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.253 ^a	.064	.054	.97115

Source: Field work Amenano (2020) a. Predictors: (Constant), TV.

Table two displays the model overview of the forecast of buying activity from TV advertisements. From the table, the buying behavior accounted for 5.4% of the TV advertisement difference, while the error term accounted for 94.6%. The variance taken into account suggests that TV advertisements are not a good indicator of buying behaviour. This means that the extent to which TV adverts influence purchasing behaviour is very small. The results contradict the results of Ashaduzzaman and Rahman in 2011. Their research, conducted with a sample of 400 randomly selected women, showed that advertising plays a vital role in explaining the new product through television. It was further revealed that the respondents were influenced to purchase the latest brand launched in the market after seeing television advertising. On the contrary, the findings of this study showed that television adverts of supermarket have less influence on University of Cape Coast Students purchasing behaviour.

Table 3: ANOVAa

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	6.323	1	6.323	6.704	.011 ^b
Residual	92.427	98	.943		
Total	98.750	99			

Source: Field work Amenano (2020). a. Dependent Variable: How often you purchase products.

b. Predictors: (Constant), TV

Table three shows the ANOVA test related with the prediction of purchasing behaviour from TV adverts. According to Curwin, Eadson and Roger (2013), the ANOVA indicates whether the overall regression model results in a substantially better dependent variable prediction relative to the mean of the prediction variables. Kothari (2008) underlines the importance of the ANOVA test. According to him, the ANOVA F-test is used to determine if the difference between the two variances between and within variances is substantial or merely due to variations in sampling. This test is used to recognize whether the regression analysis is a healthier way of articulating the relationship between TV adverts and purchasing behaviour. The verification is done at 5% significance level. From the table, the test is significant, $F(1, 98) = 6.323, p < .05$. It can therefore be concluded that TV adverts does not have influence on students purchasing behaviour.

Table 4: Coefficients

Model	Unstandardized		Standardized	T	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1	(Constant)	2.173	.279	7.788	.000	
	TV	.037	.014	.253	2.589	.011

Source: Field work Amenano (2020) a. Dependent Variable: How often you purchase products (PURCHASING BEHAVIOUR)

Table four displays the coefficients of the prediction of purchasing behaviour from TV adverts. From the table, TV adverts does meaningfully predicts purchasing behaviour at 5% significance level, ($t = 2.59, p < .05$). It can therefore be concluded that TV adverts does have influence on purchasing behaviour.

In table 5, 6 and 7 were representations on the influence of Supermarket products on University of Cape Coast Students. The table displayed a regression analysis on the influence radio adverts of Sonturk Supermarket products on University of Cape Coast Students purchasing behaviour.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310 ^a	.096	.087	.95438

Source: Field work Amenano (2020) a. Predictors: (Constant), RADIO

The model description of the prediction of buying behavior from radio advertising is shown in table five. From the table, 5.7 percent of the difference in radio adverts is accounted for by buying actions, while 94.3 percent is the error word. The difference accounted specifies that radio adverts is not a strong predictor of purchasing behaviour. This means that the extent to which radio adverts influence purchasing behaviour is very small. The findings of this study contradict that of Rajagopal (2011). In this research on the influence of radio advertising on the purchasing behavior of urban commuters, the study revealed that radio advertising spreads advertising messages on product sales and responds rapidly to supermarkets and department stores.

Again, the results contradict the findings of Malik, Ghafoor, Iqbal, Unzila and Ayesha (2014), which agree with Rajagopal 's findings. Results from Malik et al (2014) revealed that in the modern age, advertising plays an important role in shaping the attitudes and expectations of individuals and society that influence customers significantly. They led a research to discover the influence of advertisement and customer understanding on customer purchasing behaviour. Students from Gift University, Punjab, were part of the study group. The findings of the study showed that both commercials and customer comprehension have a positive relationship with the buying behaviour of customers. Therefore, it should be noted that the characteristics of Cape Coast Students University and that of Punjab, Gift University differ as far as the radio advertising is concerned and the buying conduct of students.

Table 6: ANOVAa

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.488	1	9.488	10.417	.002 ^b
Residual	89.262	98	.911		
Total	98.750	99			

Source: Field work Amenano (2020) Dependent Variable: How often you purchase products (PURCHASING BEHAVIOUR) Predictors, RADIO: (Constant),

Table six displays the ANOVA test related with the prediction of purchasing behaviour from radio adverts. This test is used to recognize whether the regression analysis is a better way of articulating the relationship between radio adverts and purchasing behaviour. The verification is done at 5% significance level. From the table, the test is significant, $F(1, 98) = 9.488, p < .05$. It can therefore be concluded that radio adverts do not have influence on students purchasing behaviour. According to Curwin, Eadson and Roger (2013), the ANOVA indicates whether the overall regression model results in a substantially better dependent variable prediction relative to the mean of the prediction variables. The importance of the ANOVA test is illustrated by Kothari (2008). According to him, ANOVA's F-test is used to assess if the discrepancy between the two variances between and within the variances is substantial or merely due to sampling fluctuations.

Table 7: Coefficientsa

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.957	.356		11.116	.000
	RADIO	-.051	.016	-.310	-3.227	.002

Source: Field work Amenano (2020) a. Dependent Variable: How often you purchase products (PURCHASING BEHAVIOUR)

Table four displays the coefficients of the forecast of purchasing behaviour from radio adverts. From the table, TV adverts does meaningfully predicts purchasing behaviour at 5% significance level, ($t = 3.227, p < .05$). It can therefore be concluded that radio adverts do have influence on purchasing behaviour.

Equation on regression analysis

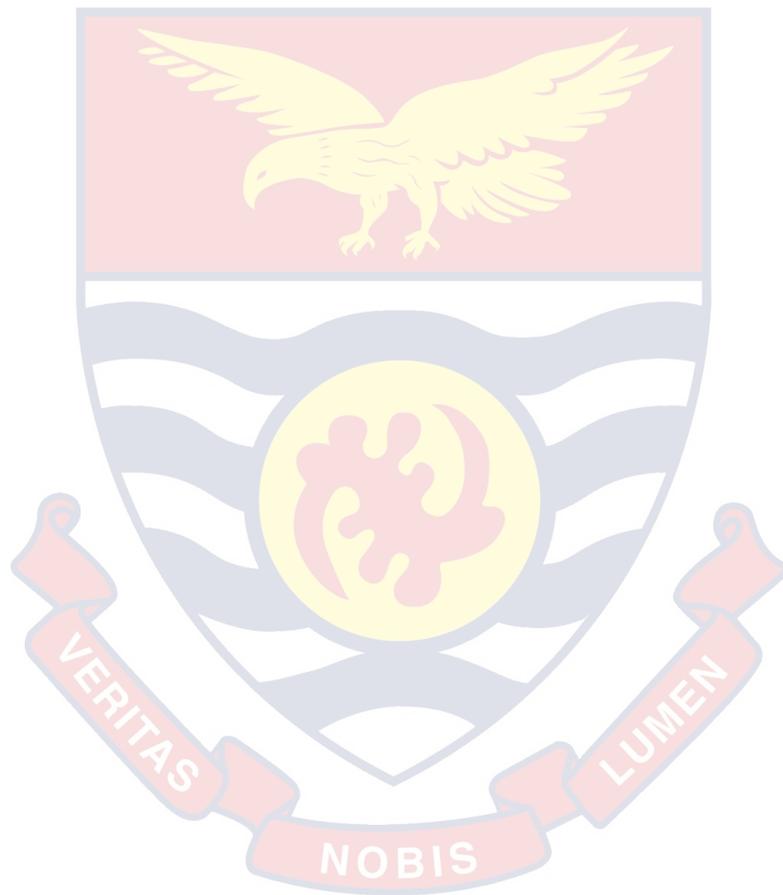
The model equation of the study was $Z=C +X1+X2+X3+c$ based on the regression coefficient it can be written as $Z = 0.310 X1 + 0.253X2$

Z= Purchasing behaviour X1=Radio adverts

X2= TV adverts

The results show that all the all the variables in the question are positively related and positively affect students purchasing behaviour. The influence of the variables at different situations yielded different results. For instance, despite the low influence of both variables on purchasing behaviour, radio advertisement exercised a greater influence on students purchasing behaviour with almost 31 percent while television adverts had lesser influence with 25.3 per cent. This

agrees to the conceptual framework which specifies that radio and TV adverts have direct relationship and positive effect on students purchasing behaviour.



CHAPTER FIVE

SUMMARY OF THE STUDY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The purpose of this research was to investigate the effect of radio and television ads on the buying behavior of University of Cape Coast students. The research sample population consisted of both Level 300 and 400 business students. To draw respondents from the entire population, stratified and straightforward random sampling was used. The study used questionnaire to gather information from 100 students and expressive and inferential statistics where regression analysis was used. This chapter focuses mainly on the summary, inferences and endorsements of the study.

Summary

The study had the objective to examine the extent of influence that TV and radio advertisement has on University of Cape Coast Students. Specific objectives pursued in the study were to determine the effect of radio adverts of Supermarket products on University of Cape Coast Students purchasing behavior. The research again determined the influence of television adverts of Supermarket products on University of Cape Coast Students purchasing behavior. Finally, the study decided whether there is a substantial gap between men and women in terms of radio and TV advertisement. These objectives were achieved by a descriptive and inferential analysis. Frequency tables and a pie chart were used to represent the findings for the socio demographic characteristics of the respondents and linear regression analysis and one sample t test were used to analysis the last objective.

The results of the research showed that the buying activity of most student respondents is on a monthly basis.. They prefer monthly purchase of supermarket products. Again, the findings on the influence of radio adverts on University students purchasing behaviour revealed that purchasing behaviour of the respondents account for 5.4 % of the variation in TV adverts, whereas the error term accounts for 94.6%. The variation reported specifies that TV adverts is not a strong predictor of purchasing behaviour. This means that the degree to which TV adverts influence purchasing behaviour is very small.

Similarly, the findings on the influence of radio adverts of supermarket products on University of Cape Coast Students purchasing behaviour indicated that the prediction of purchasing behaviour from radio adverts is very small. The purchasing behaviour account for 5.7 % of the variation in radio adverts, while the error term accounts for 94.3%. The variation accounted showed that radio adverts is not a strong predictor of purchasing behaviour. This means that the extent to which radio adverts influence purchasing behaviour is very small.

Again, the results of the study on examining the substantial variance between male and females in terms of TV and Radio advert found that the equality of variances showed that the equality of variance was less than the p-value. Which showed that the two groups are significantly different. This result suggests that radio advertisement has a greater effect on consumer behavior than television advertising.. It means that more students are driven purchase products via radio adverts as compared to TV adverts

Conclusion

The purpose of this study was to determine the effect of radio and TV advertising on the actions of students at the University of Cape Coast. The study concludes that radio adverts of supermarket products has less influence on students purchasing behaviour. The radio adverts' influence on students purchasing behaviour is very small.

Moreover, the study again concludes that television adverts of supermarket products has less influence on students purchasing behaviour. University of Cape Coast students purchasing behaviour is less influenced by TV adverts.

Lastly, there is a significant difference as to the extent of influence of both radio and TV adverts on students purchasing behaviour. Even though radio and TV adverts has less influence on University of Cape Coast Students behaviour, there still is still a significant difference among the two variables in terms of their influence on purchasing behaviour. Students turn to be more influenced by radio adverts as compared to TV adverts.

Recommendations

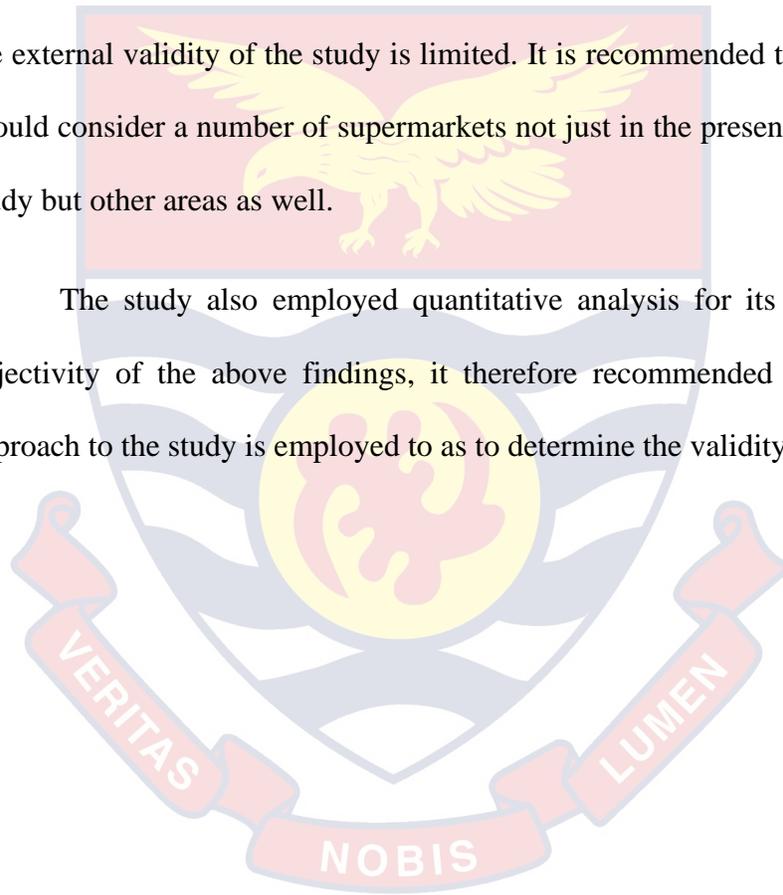
Marketing managers and consultants are encouraged to spend more in radio and magazine publicity on the basis of the core results and conclusions. Suggested responses for improving the supermarkets advertisement revealed that majority of students prefer the margarines and posters as a medium of advertisement to television. Radio and magazines can be used as a way of reaching out to their clients and manipulating their actions through good

budgetary spending on advertisement. Again, their commercial must be entertaining as well to appeal to their customer

Suggestions for further studies

There are other supermarkets that could have been encompassed in this research; however, the study is delimited to only Sonturk Supermarket. Likewise, the study is restricted to students, precisely students from UCC. In other words, the external validity of the study is limited. It is recommended that further studies should consider a number of supermarkets not just in the present study area of the study but other areas as well.

The study also employed quantitative analysis for its study. To ensure objectivity of the above findings, it therefore recommended that a qualitative approach to the study is employed to as to determine the validity of the study.



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APPENDIX
UNIVERSITY OF CAPE COAST
SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT

QUESTIONNAIRE

Dear Sir/Madam,

My name is Willington Nana Amenano, a postgraduate student at the University of Cape Coast conducting research on the impact of television and radio advertising on students at the University of Cape Coast's decision to buy sunteke products in the metropolis of the Cape Coast. This study is part of the Master of Business Administration award criteria (MBA in Management). I guarantee that all responses provided would be strictly anonymous, handled in confidence and used for academic purposes only. Your participation in this study is voluntary. however, your contribution to this research through your participation will be very much appreciated. This questionnaire will take between 10 and 20 minutes of your time.

SECTION A: Influence of Television Adverts on Students decision to purchase Sunteke products

1. Indicate the extent of your satisfaction or otherwise with the following on a scale of 1-4. Where SA = Strongly Agree (1); A = Agree (2); N = Neutral (3); SD= Strongly Disagree (4); D = Disagree (5).

		SA	A	N	SD	D
1	Television advert influences my decision to buy a Sunteke product					
2	My decision to buy a Sunteke product is profoundly affected by constant exposure to television ads.					
3	I get to know the items I use through TV ads from Sunteke					
4	I get ample data from TV advertising to decide on the Sunteke products					
5	Promotions by Super market through television increases my loyalty					
6	I will subscribe to a product or service if the advert is made through television					
7	Television advert influences my choice of Supermarket product					

SECTION B: Influence of Radio adverts on student’s decision to purchase Sunteke product

2. Indicate the degree of your satisfaction or otherwise on a scale of 1-4 where SD = strong disagreement (1); D = disagreement (2); N = neutral (3); A = agreement (4); SA = strong agreement (5).

		SD	D	N	A	SA
1	Radio advert influences my decision to buy a Sunteke product					
2	Continuous exposure to radio advert greatly influences my decision to purchase a Sunteke product					
3	I get to know the items I use through radio ads from Sunteke.					
4	I get ample data from radio advertising to decide on the Sunteke products.					
5	Promotions by Super market through radio increases my loyalty					
6	If the announcement is made by radio, I will subscribe to a product or service					
7	Radio advert influences my choice of Supermarket product					

SECTION C: SOCIO-DEMOGRAPHIC CHARACTERISTICS

3. Sex: 1. Male [] 2. Female []

4. Age of respondent.....

5. Level? 1. 100 [] 2. 200 [] 3. 300 [] 400 []

6. Programme of Study.....

7. Religion? 1. Christian [] 2. Muslims [] Traditional []

Others Specify.....

8. How often do you purchase products at the supermarket?

1. Daily [] 2. Weekly [] 3. Monthly [] 4. Quarterly [] 5. Annually []

5. What do you think the supermarkets should do to improve their media advertisements?

.....
.....

THANK YOU.