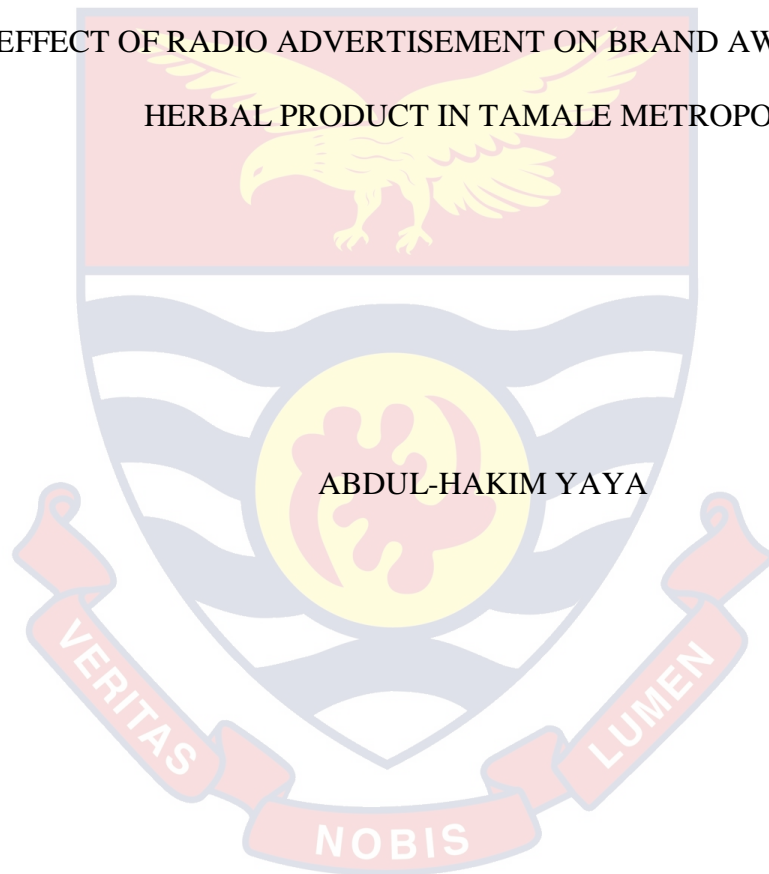


UNIVERSITY OF CAPE COAST

EFFECT OF RADIO ADVERTISEMENT ON BRAND AWARENESS OF  
HERBAL PRODUCT IN TAMALE METROPOLIS

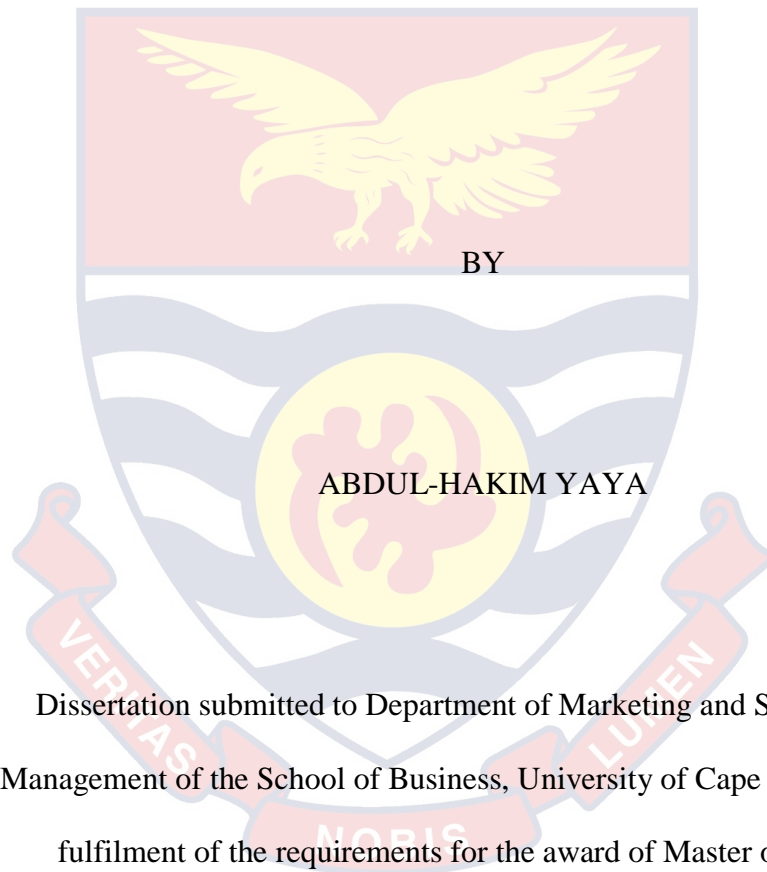


ABDUL-HAKIM YAYA

2020

UNIVERSITY OF CAPE COAST

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Dissertation submitted to Department of Marketing and Supply Chain  
Management of the School of Business, University of Cape Coast in partial  
fulfilment of the requirements for the award of Master of Business

Administration degree in Marketing

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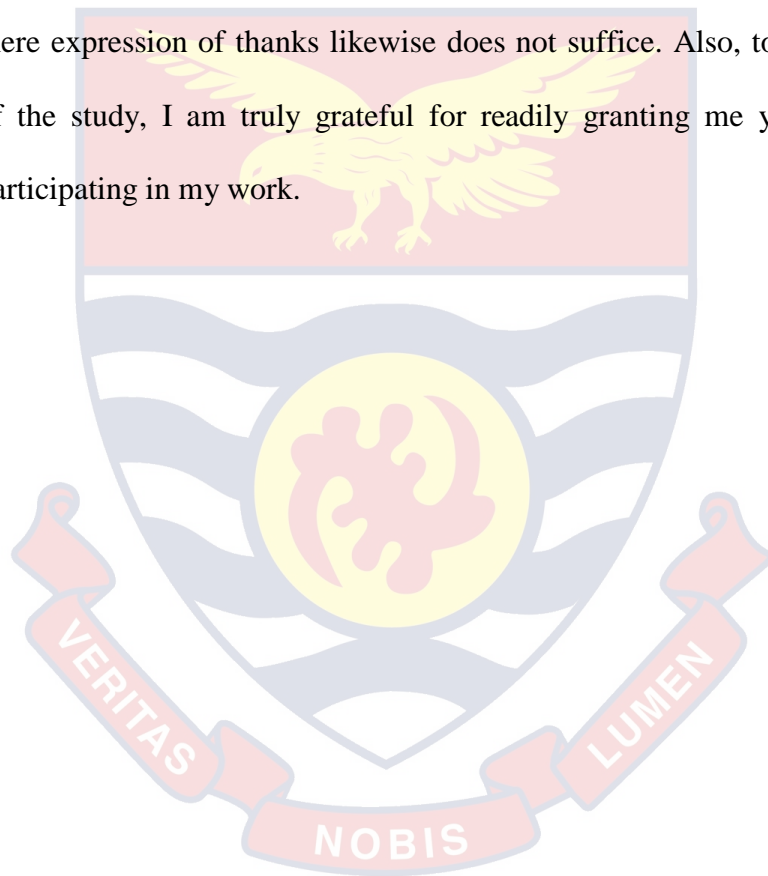


## ABSTRACT

The study was conducted to assess the effect of radio advertisement on brand awareness of herbal medicine in Tamale Metropolis. The study adopted the positive research paradigm because the study was quantitative in nature. The descriptive research design was considered appropriate for the study because it made it possible to assess people's knowledge, perception, beliefs, preferences and satisfaction and use statistical tools to measure their responses. The population for the study involves 365 customers who patronize herbal medicine in the Tamale Metropolis. A sample size of 185 customers were selected and surveyed accordingly through the convenient sampling technique. Structured questionnaire was used for data collection. Descriptive statistics such as frequency, percentage and standard deviations and inferential statistics such as standard multiple regression was used for data analysis. The results of the study revealed that radio advertisement on herbal medicine inform customers about the product and facilitates brand recall. Similarly, it was revealed that the customers naturally retrieve their preferred herbal medicine's brand which gives the product a greater chance of it being considered for purchase and then actually purchased. The study recommended that distributors of herbal medicine must conduct periodic marketing survey so as to determine, at some earmarked periods, the level of customers' satisfaction with their marketing activities especially its radio advertising strategy on brand awareness of these herbal medicines.

## ACKNOWLEDGEMENT

I extend my utmost gratitude to my supervisor; Dr. Andrews Agya Yalley of the Department of Marketing and Supply Chain Management, University of Cape Coast for her support, encouragement, meticulous reading, constructive criticisms and useful suggestions that guided my work. I would also want to extend my appreciation to my parents, brothers and sisters for giving me their unequivocal support throughout, as always, for which my mere expression of thanks likewise does not suffice. Also, to the participants of the study, I am truly grateful for readily granting me your support and participating in my work.



## DEDICATION

To my family



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## CHAPTER ONE

### INTRODUCTION

#### Background to the Study

In this business era of fierce competition, increase dynamism and uncertainty, organizations are not only concerned about the production of goods but have become increasingly aware of the need to convey information about the benefits of their products to targeted audience (prospective customers and actual customers). This is basic as a result of problems that emanates from marketing, particularly in the area of advertisement which have greater influence on the brand of organization and when not addressed, has the potential to affect the marketability of its products (Giles, 1997 as cited in Abah & Abah, 2015). This means that, producers are unable to sell their products without advertisement them. Consequently, all organizations are investing huge sums of their budgets in various forms of advertisement media.

There is no consensus about the definition of advertisement. Advertisement can be explained as a tool that marketers use to send or diffuse information about products, services or idea to targeted customers. Kotler (2010) also defined advertisement as “all mass communication and promotion of goods, services, or ideas which are paid by an identified firm”. It is perceived as a powerful and effective commercial tool that is used by organizations to shape the minds and behavior of people, hence, the reason for its adoption by industrial giants, non-profit organizations and small and medium sized enterprises (Arthur Asa Berger, 2011). Clow and Baack (2002) highlighted that the an individual is xposed to about 600 advertisement a day.

This therefore means that advertisement has become an indissoluble and intricate part of the lives of everybody.

Advertising can be done through various media and can take various forms. According to Kotler and Armstrong, (2010) products and services normally done through newspapers, billboards, brochures and radio. Regardless of which form of advertisement is being used by an organization, the fundamental reasons for advertising a company's goods and services is to create consumer awareness, stimulate demand, inform consumers on the relevance or usage of their goods and services so as to help them make concrete evaluations, inform consumers on how to use the product, and encourage repeated purchase (Gitau, 2012).

Despite the growing interest in television and newspaper advertising, radio advertising is also seen as an option by some organizations, including SMEs. Rajagopal (2010) believes that radio advertising is considered as a vital channel for advertising and reaching large audience. Most promotional activities of manufacturing and retail organizations tend to concentrate on a helpful emotional plea for customer control by broadcast advertisements (Yusuff & Yusuf, 2009). Radio advertising can be used to attract a wide range of target audiences. This statement is consistent with the view of Verhoef et al. (2000), who pointed out. The radio advertisements are placed correctly and are aimed at consumers groups, which arouse higher responses in a wide range of different audiences.

Undoubtedly, radio advertisements enable consumers to remember messages in different ways according to their favorite ringtones, programs or songs. Mai and Schoeller (2009) insist that the beliefs of these listeners help

the advertisement stay in their minds and influence their attitudes, feelings, and purchasing decisions. Therefore, it can be said with certainty that in modern markets, advertising (broadcasting and other forms) is an important tool that can effectively boost revenue or market share and eventually improve the organisation's revenue (Gitau, 2012).

In recent years, due to increased popularity, consumers have chosen brands they like and are familiar with. Therefore, to remain competitive in the business environment, the company has established a love for its brand in the hearts of consumers. The brand is a multidimensional phenomenon, traditionally defined as name, symbol, concept, symbol or other characteristics (Malmelin & Hakala, 2008). Kotler and Keller (2016) added that brand recognition aims to improve the willingness of people to recall or understand the label to make purchases. Although customers are conversant and eager to purchase products, another factor that still affects purchase decisions is brand recognition (Macdonald & Sharp, 2000). Keller (2013) defines brand recognition as the possibility of thinking and the difficulty of achieving it. Brand awareness refer to the extent to which costumers understand the brand and play a vital role in their intention to purchase to buy a product (Gustafson & Chabot, 2007).

Keller (1993) believes that brand awareness includes brand recognition. When a brand is given as a reminder, the customers' ability to remember the brand depicts the level of awareness of the brand. Relevant to the ability to meet needs by category or other such requests. Keller (1993) added that brand recognition is the degree by which consumers will identify and distinguish a specific brand from similar brands based on elements such as

logos. Prashar, Dahir and Sharmar (2012) proposed that brand recall defines the ability of customers to remember brands in certain circumstances. Brand recognition can enhance brand choice and brand loyalty, thereby reducing vulnerability to competitors' marketing behavior (Alexandra & Cerchia, 2018). (2013) Brand recognition is very important, because without brand recognition, there will be no communication and no transactions. It can also be determined that brand recognition can reduce information costs and the risks perceived by buyers (Erdem & Swait, 2008).

It has been revealed from recent studies that advertisement influences the consciousness of customers about the product of an organisation. It was revealed from the study of Karam and Saydam, (2012) that advertisement through traditional media such as radio advertisement positively influence brand awareness. Radio Advertising is a very positive means to build brand awareness through voice messages (Sonkusare, 2013). Khan, Jadoon and Tareen (2016) assert that brand awareness is normally influenced by advertisement. When customers expectations are met after usage of the brand, they tend to get committed to it.

In Ghana, medicines from both Western-trained medical practitioners and traditional herbal practitioners are used to address the health concerns of the people. Weiss (2000) defines herbal medicinal medication as the practice of using herbs to treat diseases. It is worthy to note that medicines from Western sources are more popular on the Ghanaian market than the local ones, although the indigenous herbal medicines seem to be a feasible alternative for some Ghanaians. Traditional herbal medicines are commonly used in Africa, Asia as well as South America. Kavi et al (2011) assert that nearly 80% of the

people in the countries found in the aforementioned continents rely on traditional medicine to treat their ailments and to stay healthy.

Although traditional herbal medicines account for almost half of China's total drug consumption, data indicate that the use of herbal medicines is the major treatment for 60% of children with high fever caused by malaria in Ghana, Mali, Nigeria and Zambia. Other statistics from the African Conservation Foundation (2007) show that there are approximately 45,000 recognized and licensed traditional doctors in Ghana. Most professionals are members of the Ghanaian Federation of Traditional Medicine Practitioners (GHAFTRAM).

#### **Statement of the Problem**

Globalization and technological advancements have created both opportunities and challenges for SMEs. These trends have made it very demanding for marketing efforts to be increased in both Small and Medium Enterprises. While large firms have profited from marketing efforts, especially advertisement (print media, audio media, and visual media), Small and Medium Enterprises continue to encounter some problems. Reijonen and Laukkanen (2010) claim that marketing of products through advertisement particularly print, television and radio is perceived as one of the biggest issues facing Small and Medium Enterprises.

Though the print and television media inform a huge number of people about different products, advertisements on radio still has large audience (Bonna, 2016). However, only a few studies has been published impact of radio advertisement on brand awareness of herbal medicine, especially in the Ghanaian context (Osei, 2017). Though some herbal medicine retail outlets



advertise their products, The advertisement strength is said to be incompatible with the consumer's reaction in terms of awareness-raising, patronage, and it appears that the actual purchase does not increase proportionally with the ads put (Dickson, 2015). Based on the information above, the study was conducted to assess the impact of radio advertisement on brand awareness of herbal Medicine in Tamale Metropolis.

### **Purpose of the Study**

The purpose of the study is to analyze the effect of radio advertisement on brand awareness of Small and Medium Enterprises in the Tamale Metropolis.

### **Research Objectives**

The following specific research objectives were pursued:

1. To identify the radio advertisement strategy adopted by herbal Medicine distribution outlets in Tamale Metropolis.
2. To assess the level of brand awareness by customers of Herbal Medicine in the Tamale Metropolis.
3. To assess the effect of radio advertisement on brand awareness of Herbal Medicine in the Tamale Metropolis.

### **Research Questions**

Based on the specific research objectives, the following research questions shall be pursued.

1. What is the radio advertisement strategy adopted by Herbal Medicine in the Tamale Metropolis?
2. What is the level of brand awareness by customers of Herbal Medicine in the Tamale Metropolis?

3. What is the effect of radio advertisement on brand awareness of Herbal Medicine in the Tamale Metropolis?

### **Significance of the Study**

The findings of this study were of immense benefits to some identified stakeholders. Marketers are better informed about consumer perceptions and preferences with respect to radio advertisement strategies and its relative importance to firms. This will help them to design marketing approaches that would be effective in reaching and increasing awareness of products and services to the target market. The findings of the study also threw more light on how owners of Herbal Medicine distribution outlets can appreciate radio advertisement to augment other forms of marketing communication strategies so as ensure marketing performance.

Moreover, the findings of this study contributed to the knowledge base on the concepts radio advertisement and its effect on marketing performance, and further provide same, new or different findings alongside the already existing literature. Students, researchers and other academicians could rely on the findings of this study to conduct further future studies. Thus, gaps in the study could as well be exploited.

### **Delimitation**

The research seeks to analyze the effect of radio advertisement on brand awareness of Herbal Medicine in the Tamale Metropolis. The study was conducted in the Tamale Metropolis, in the Northern Region of Ghana. Both descriptive and causal research designs were employed for the study and questionnaire was the main data collection instrument. A target population of 10 Herbal Medicine distribution outlets with an estimated population of 365

customers was considered for the study. A sample size of 185 customers of these Herbal Medicine will be surveyed accordingly using convenient sampling technique. The choice of the sample size was based on the Population-Sample formula designed by Slovin (1973), which serves as a guide in sample selection in Social Science Research. The data will be coded and entered through the use of Statistical Package for Social Sciences (SPSS version 22.0). Inferential and descriptive statistical tools will be used for the analysis of the data.

### **Limitations**

It would have been prudent to capture more Herbal Medicine distribution outlets in the Tamale Metropolis instead of concentrating on only 10 Herbal Medicine distribution outlet. This is partially due to the fact that there is resource constraints and this makes it impossible for the study to capture every outlet in the Metropolis. This caused the researcher to generalize the finding of the study. The study was also limited to the quantitative research approach although it could have been appropriate to use a mixed research approach (where both quantitative and qualitative techniques could be employed). The mixed research approach would have allowed the researcher to conduct interviews to augment the quantitative data. However, due to time and resource constraints the researcher limited the study to a quantitative approach.

### **Organization of the Study**

The research is divided into five (5) main chapters. Each chapter focuses on specific aspects of the research document, including the introduction of the research, research background and observations. The third

chapter is research methodology, including research design, research scope, population, sampling procedures, data collection methods and procedures, and data analysis and analysis process. The results obtained will be tabulated to show the respondents' opinions on various issues, and the results and findings of the collected data will be discussed the study.



## CHAPTER TWO

### LITERATURE REVIEW

#### Introduction

This chapter found important and related theoretical and empirical analysis of literature. The scope of the review covers general information on how radio advertising impacts brand awareness. The chapter begins with theories underpinning the study. The chapter also looks at thematic areas such as; concept of advertisement, radio advertisement and the various types of radio advertisement, benefit of radio Advertisement, brand awareness and the relationship between brand awareness and radio advertisement. The chapter ends with a conceptual framework that encompasses the theoretical and empirical review.

#### Theoretical Review

This section concentrates on the theories and various concepts on the topic under study. Several theories have been propounded to explain the relationship between workplace environment (both physical and behavioral) and employee performance. However, the theories underpinning this study are the Classical Conditioning Theory and Communication Theory.

#### Classical Conditioning Theory

Consumer behavior and marketing literature generally accept classic conditions as a relevant mechanism for understanding the effects of advertising (Riley & Anderson, Allen and Madden cited in 2015). The classic condition proposed by Pavlov (1904) is the simplest mechanism for the biological learning of the relationship between stimuli and the change in their behavior accordingly. Therefore, if the environment changes, the organism

will learn to change its behavior. Although this theory was propounded to study the digestive process of animals, it is the basis for subsequent "learning" and thus changes the behavioral process (Ciddikie, 2016).

According to classical conditional theory, when positive stimuli (such as music) are associated with neutral stimuli (advertising products), the positive response to music is connected to the product, resulting in a good attitude (Gorn, 1982). Listeners in the broadcast use classic conditions to allow them to change their behavior and purchase products. When advertising enters the minds of consumers, this psychological principle influence customers to consider the product.

The theory is still used in social sciences, especially in advertising and its impact on other variables in marketing performance. It is used as a marketing tool. Over time, advertisers and companies try to establish a relationship between advertising products (unconditional stimuli) and other stimuli (such as logos, graphics, color patterns, or music) (conditional stimuli) so that consumers have a minimum knowledge. According to Natasha Barnhart's research (2013), condition can help consumers (consciously or unconsciously) understand the relationship between different stimuli and thus change their behavior.

### **Communication Theory**

The theory is a way of expressing opinions individually or exchanging opinions with each other. Communication within marketing channels is important in theory and management. Frazier et al. (2010) posit that communication as a process of disseminating important information. Although

the marketing literature recognizes the importance of channels, it does not encourage the ways people should use to share ideas.

Communication is a visionary way to drive productivity or services. This type of reliable interaction can be performed by a simple and appropriate transmission method. Marketing is a collection of promotional products in the model, which promotes interaction by using different products and services to exchange ideas among shareholders. This method of communication is about where the message is generated. Messages that can be accessed or ignored and messages that can decode clean messages. Essentially, every message must be possible and correct to understand the needs, feelings, needs and actions of the community.

The sender creates or encodes a message that the recipient can understand. The listener will receive the message correctly so that the message can be properly decoded or interpreted. The marketer waits for feedback in the email to determine the effect of the message interpretation (Bovee et al., 2013).

The recipient can receive the message directly from a sender that has not been fully explained. Therefore, the communicator Being a dynamic, multi-stage, multi-dimensional leader of opinion. Buyers and opinion leaders in the industry create a dialog to incorporate encoding, decoding, noise, and feedback, making the process harder. The overview of the various communications allows suppliers to communicate directly with the mass media so that they can execute opinion leaders, coaches, fashion leaders, innovators and other leaders to select and process the information that buyers need and evaluate.

Many models try to select each stage, but in reality, this may not be a linear process. Buyers or buyers shy away from their ideas for more information. Some complexes also represent learning ideas. In fact, the seller chooses the most appropriate communication tool for the target audience. For example, despite the increasing popularity of advertisements, free samples and promotions have improved product ratings (Bovee et al., 2013). The model of the communication process is shown in Figure 1 below.

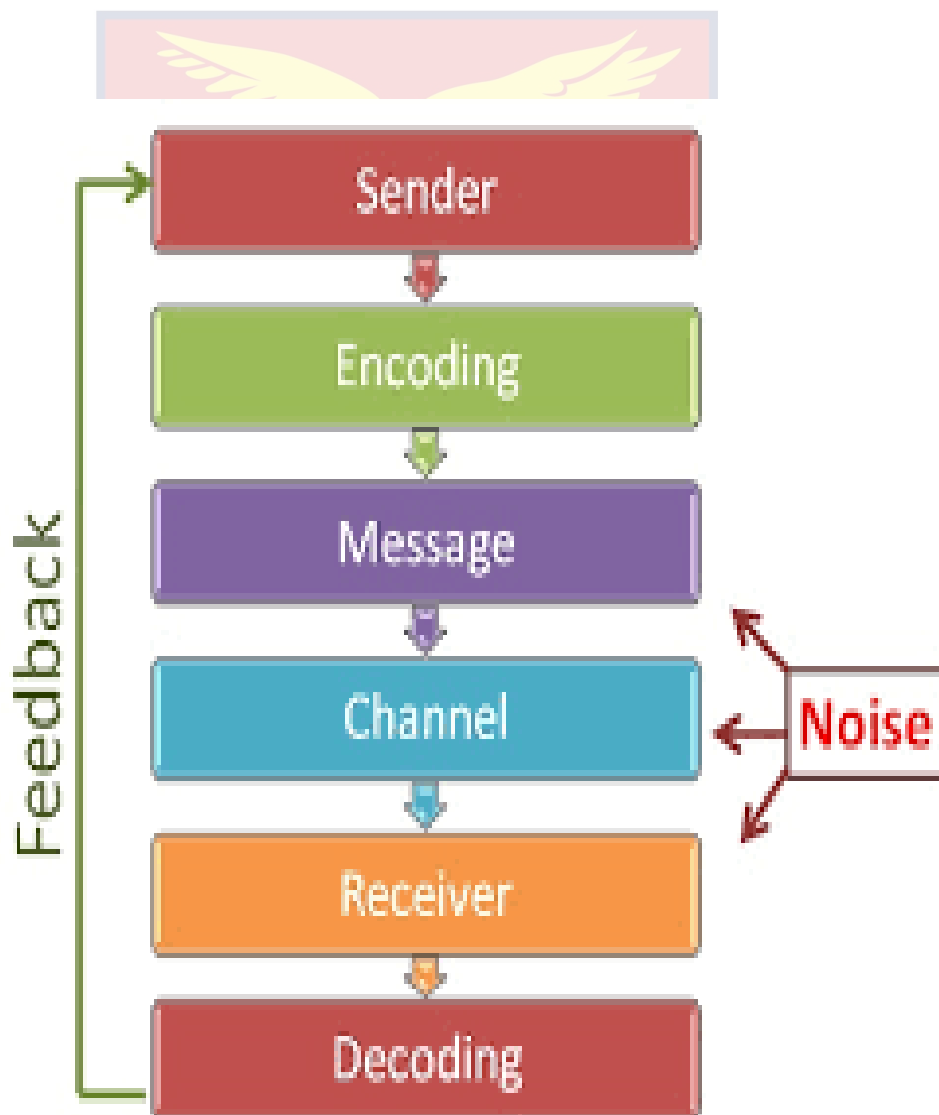


Figure 1: Communication process Model

Source: Asai, (2017)



## Advertisement

For a particular company to be recognized by its customers and other potential customers, the company must maintain consistent communication with customers, rather than focusing solely on product production and prices. This means that modern marketing does not only need to develop high quality products, attractive prices and make them available to target customers (Yeboah, 2013). Therefore, one of the oldest ways to communicate a product's availability, features and benefits is through advertising.

There is no universally accepted definition of advertising. Instead, it was defined in different ways by several researchers. From a general perspective, advertising is defined as “mass media content designed to persuade readers, viewers or listeners to take action on products, services, and ideas” (Mukesh Trehan et al., Ranju Trejan, 2009). Kotler and Armstrong (2010) also define advertising as a form of non-personal display and promotion of ideas, goods or services by the identified sponsor in any non-formal way. The internal chamber of commerce (quoted from Zia, Farrukh, and Shahzad, 2015) further explained the role of advertising as a marketing tool that is used to attract customers' intentions and convey benefits related to products or services. For research purposes, advertising is interpreted as a marketing communication tool that organizations use to inform customers and potential customers of the availability and advantages of products, in order to persuade them to buy more products from the following channels.

If the organization wants to enjoy a successful marketing policy by attracting customers, advertising is inevitable. Ahsan Habib, Shahadat Hossain and Oma (2015) support this statement and show that, in the current

competitive business environment, advertising is inevitable for the success of marketing strategies. The general objective of advertising is to help build relationships with customers, transmitting customer value to a specific target audience within a specific period (Lungazo, 2011). Adekoya (2011) broke the general objective of advertising and also pointed out that the objective of advertising is to introduce new products, to convince customers to buy, create demand, change consumer belief, create brand loyalty, open a larger market and improve corporate image.

Organizations can enjoy multiple benefits when promoting their products and services. Therefore, advertising is a very important tool for some companies and marketers, and its popularity has increased rapidly in recent years. Chudzian (2014) believes that advertising is an important tool to support the organization's marketing goals. Sajuyigbe, Amusat and Oluwayemi (2013) also pointed out that advertising has become a powerful communication tool when delivering news about products and services to customers and potential customers. Advertising helps to form a long-term sustainable image of the product and estimate sales (Kotler, 2010).

There are a number of different types of advertisement like informative advertisement, persuasive advertisement, comparison advertisement, and reminder advertisement (Lungazo, 2011). Likewise, various media can be used for advertising. Kotler and Armstrong (2010) concluded that several advertising media include print media (newspapers, magazines, brochures), audio media (such as radio) and visual media (such as billboards and television). However, for the purposes of this research, the researchers focused on the advertising served.

## Advertisement Roles

Advertising plays a vital role in shaping buyers' purchase intention and subsequent actual purchase behavior (Pool, & Najafabadi, 2015). The company spent millions of Ghanaian Sais to develop various advertisements. Advertising plays the following roles in the success of a company (Shimp, 2000). The role of advertising is to convey the existence of goods and services to consumers-to provide information. It communicates to consumers the availability of goods and services, where they can be purchased, and sometimes the price at which they are sold.

These functions are determined and unique individually, but the interaction between these functions will affect customers' purchasing decisions. This leads to an atmosphere that maintains sales growth. Compared to unrecognizable and unannounced brands, customers are more likely to remember the advertised product (Corstjens and Lal, 2000). Advertising is persuasive in convincing consumers to buy influential brands, convincing the public's social status, the hope of happiness, restricting accessibility, establishing positive connections and establishing emotional appeal (Yang & Wang, 2008).

Advertising improves the recall and identification capabilities of advertising brand customers (Kumar, 2010). Advertising helps to remember and increase customer interest in products, institutions or ideas (Nwaizugbo, 2004). In addition, the information promoted by the endorsement brand celebrity spokesperson will influence customers to purchase the endorsement brand (Pool, & Najafabadi, 2015). The advertisement attracted the attention of customers (Ohanian, 1991), and constantly reminded them (customers) of the

recognized brands (Zipporah & Mberia, 2014). Khatri (2006) found that the information provided by the advertisement can help customers evaluate the brand being promoted. The credibility of advertisers improves the quality and image of the brand and transfers it to customers who have strong connections with selected celebrities (Khatri, 2006). Similarly, we found that compared to unannounced brands, the advertised brand marks a good quality and therefore has a greater impact (Kaur & Garg, 2016). Advertising adds value to brands by influencing consumer perceptions (Pool and Najafabadi, 2015). Effective advertising gives the brand a reputation and is better than the competition.

Anyacho (2007) pointed out that companies that focus on commercial advertising can raise awareness, regularly strengthening the unique quality of products and services to support brand and product exclusivity, cultivate interest and reduce cognitive dissonance and increase profits through competition. Ensure the lifespan of the company. In addition, advertising also improves the brand value and the competitive position of recognized brands in the market (Babu & Latha, 2014). Hsu and McDonald (2002) also found that the recognition of a product with several celebrities can be beneficial to attract several target audiences targeted by the product. According to Nwaizugbo (2004), advertising promotes products and organizations, stimulates primary and secondary demand for advertising products, compensates or compensates for competitors' advertising, helps to make salespeople's work more effective and is used to increase use of products.

### **Radio Advertisement**

There is no doubt that broadcasting is regarded as one of the important media used by organizations to promote their products and services. In

addition to this statement, Rajagopal (2010) pointed out that radio advertising is still considered an important and valuable medium for advertising and marketing company products (large or small). Clow and Baack (2007) assumed that radio listening and its impact on advertising have never been questioned, and further claimed that 92% of Americans over the age of 12 listen to radio every week, creating more than 235 million listeners. Although clear and verifiable figures are not yet available in Ghana, this issue is not controversial with the overwhelming advertising on radio advertisements.

Radio advertisement is considered as one of the oldest for advertisement medium used by firms. In tandem with this claim, some researchers (Murmans, 2013; Julie, 2017) indicate that radio is one of the oldest media but its durability is very strong and, in the midst of all the other platforms, it is becoming much more relevant and standing out more than it ever has before. As a result of modern technology, most people listen to radio at home, work and in their cars. This means that, radio has become a come medium through which firms advertise their goods and services. Consequently, Murmann (2013) believe that, when an organization is thinking on how to advertise their products, it is imperative to consider the right audience, message and time.

Radio advertisement has many benefits for organizations. The positioning of the application on the radio is accurate and well targeted to the consumer group, resulting in a greater response among listeners (Verhoef et al., 2000). Radio advertisement also targets all people irrespective of their demographic characteristics. Supporting this assertion, Rajagopal (2010) indicates that radio advertisement target audience according to age, sex and

race and activate enthusiasm and uses gender as a technique to persuade and to promote products and services. Thus, radio as an advertisement medium has a high frequency rate which gives listeners the a chance to develop their personal image of the commercial.

Another benefit of radio as an advertisement media is that making radio advertisements is relatively cheap, so it is an ideal tool to attract more attention and dominance over time when used with other media (such as TV), and can take advantage of the synergy between the two (Grønholdt, Hansen & Christensen, 2006b; Naughton, 2010). Again, radio as a medium of advertisement has the capability to promptly alter or develop a fresh message come with a new message, which is relevant to the firm (Gitte, 2010).

In addition, broadcasting is one of the most successful media to create audience action and participation (Grønholdt, Hansen and Christensen, 2006). The reason why such a high audience response is related to the intimate atmosphere of the radio is because of the warmth of the human voice, which in turn makes the radio personal. Finally, Frederiksen (2009) believes that new technologies that allow listeners to listen to the radio on their cell phones and other portable devices have ushered in a new era, and recent research has shown that more people listen to more radio than ever before often. To sum it up, radio advertisement is beneficial because it is presented in precise and well-targeted to consumer segments, targets all people irrespective of their demographic characteristics, relatively cheap to produce radio commercials, ability to promptly alter or come with a new message and high audience involvement.

## Forms of Radio Advertisements

Companies use different types of radio advertising to market and advertise their products and services. Various broadcast advertisements frequently used by the company include jingle, sponsorship, live reading and recommendation. The choice of these radio advertisements depends on the company's brand and the type of news the company is trying to spread (Hendricks, 2018).

### Jingles

Jingle is considered to be one of the oldest types of radio advertising. Jingle is a short popular song that contains information about the company and its products. Gitte (2010) also interprets Jingle as a radio advertisement composed of music. Patrick (2018) also defined advertising ringtones as a musical technique for companies to build their brand in a memorable and fun way. Therefore, Jingtang conveys information about the company's products and services through songs and lyrics.

The connection between memory and music is very strong. One way to make commercials on radio to really stand out is to create a memorable jingle to go along with it. A well-produced jingle adds professionalism to a firm's brand and is a sure-fire way to gain recognition (Leighton, 2017). Binet, Müllensiefen, and Edwards (2013) stated that Ding Dong can help attract attention, create an ideal environment, change the speed of advertising narratives, promote brand and information retrieval, improve brand attitudes and, ultimately, affect buying behavior. Shevy and Hung (2013) also pointed out that the music in the ad is similar to background music, which helps to create a mood and portray a person's location, occasion, activity or type and, ultimately, affect the buying behavior.

Jingle generally has a lasting impression and a good feeling about the products and services provided by the company. White (2017) has a special taste for it. He emphasized that radio ads are very attractive and are generally designed to be played frequently and repeatedly, so they are very likely to leave a lasting impression on consumers. Jingles that are unique and catchy tend to help set brands apart in the minds of consumers. Confirming this assertion, Leible (2017) avers that jingles can help reinforce a positive brand image around your business or company, and help associate you with a particular feeling or emotion.

### **Sponsorship**

Sponsorship is another type of radio advertisement employed by firms to communicate the availability, features and benefits of their products and services to consumers. Sponsorship radio advertisements occur when organizations support certain radio programs financially. Sponsored radio advertisement as an ongoing, repeating advertisement spot that accompanies a segment, or the intro or outro of an entire show (White, 2017). Sponsorship is more subtle approach to radio advertisement that guarantees a firm spot in commercial breaks of regular programs on radio (Leighton, 2017).

Sponsored radio advertisements are mostly fused with a running programme. Various radio stations implement sponsorships for certain types of radio segments like news, sports, morning shows among others (Muela-Molina, Perelló-Oliver, & Hormigos-Ruiz, 2016; Hendricks, 2018). Sponsorship radio advertisements normally sound like this programme is brought to you by Kingdom Beverages or the weather update was brought to you by MTN. Advertisers and firms take advantage of this active listening to



broadcast advertisement, since “the amount of attention paid to the program enhance the attention paid to the commercials and recall of those commercials” (Perelló-Oliver & Muela-Molin, 2017). This type of advertisement also provides brand awareness via continuity, repetition, and positive association and further regarded as a great way to ensure that a firm’s message sticks in customer’s minds (White, 2017).

### **Live Read/Host Endorsement**

This type of radio advertisement occurs when a firm’s commercial is voiced live on- air by a radio personality or host. There are several benefits associated with live read radio advertisement. The recognition of popular and trusted radio hosts can help build loyalty and connect with local audiences (White, 2017). In tandem with this statement, Leighton (2017) avers that having a familiar and popular voice on the commercial of a firm tend to drive consumer engagement. Thus, it can be inferred that, this type of advertising is most effective for really popular live streaming hosts, because advertisers want the host’s voice to have a greater impact on the program’s audience.

### **Testimonials**

Testimonials are considered as commercials which makes use of a spokesperson to inform about a product (Gitte, 2010). Thus, it occurs when someone (product users) give a real account of how a business has improved their lives. It is very powerful and can capture the essence of word of mouth, but there must be a strong correlation between the spokesperson and the product to make it credible (Janssens & De Pelsmacker, 2005). This type of radio advertisement is a great way to gain a listener’s attention and it is real, relatable and believable (Leighton, 2017).

## Brand Awareness

The contemporary market place today is made of diverse brands of products that serve similar purpose and therefore consumers find it difficult follow the diversified brands in the market (Suresh, Monahan & Naresh, 2012). Brand awareness has changed the way the modern marketing environment focuses on comprehensive brand awareness. In fact, today's companies have made brands and brands the primary marketing focus of most companies (Aaker & Joachimsthaler, 2000; Kapferer, 2008). Latif, Islam, and Noor, (2014) assert that branding is a combination of identification and differentiation, which attracts consumers' attention to products. This involves creating psychological skills and helping consumers to systematize their cognitive knowledge of products and services, so as to make their decision-making process and aggregate and provides value to the company.

A large number of empirical analyzes show that customer satisfaction increases their willingness to buy products and establishes a positive image of the product among customers (Russell-Bennett, McColl-Kennedy & Coote, 2007). According to Macdonald and Sharp (2000), it is important for the customers to understand the product because if they do not understand the practicality of the product, they will not ask for it. Moisescu (2009) believes that brand recognition is generally considered to be a prerequisite for consumer purchase decisions because it is a key factor considered by the brand and will affect the perceived risk assessment of consumers and their customers. You decide to buy because you understand the brand and its characteristics. Keller (1993) brand awareness is considered the main condition of the entire brand information system in the consumer's mind

shows their ability to recognize the brand in different situations, the ability to think of the brand.

According to Gustafson and Chabot (2007), brand recognition means that the organization's products and services enjoy a good reputation in the market and are accepted by customers. Therefore, brand recognition plays an important role in the purchase of products or services. Due to the understanding of the brand and its uniqueness, brand recognition can control the risk assessment perceived by consumers and the level of security of purchase decisions. Brand awareness depicts consumer's understanding and perception about a particular brand and it plays a role in making a choice (Lin, Lin and Ryan, 2014).

The awareness of the brand concerns the possibility that consumers can easily identify and make available the company's products or services (Mowen & Minor 2011). According to Aaker (1991), brand recognition is a continuous process, since feeling insecure about brand recognition and believing that it is hardly recognized in the product category. According to Aaker's research (1991), brand recognition involves a continuous process, from the feeling of uncertainty to brand recognition, to the belief that it is barely recognized. Aaker (1991) revealed in his research that brand recognition can be divided into four different levels, including brand awareness, brand recognition, brand recall and high mentality. Aaker (1996) reflects the importance of brands in the minds of customers, and believes that there are a number of ways to assess the level of brand awareness including recall.

There are three classic brand identification measures in specific product categories: spontaneous identification, top of mind awareness and

useful visibility (Laurent, Kapferer and Roussel,1995). The more consumers know a brand, the higher the chance to purchase. This awareness includes two conceptual attributes: brand recall and recognition (Rossiter, 2014; Rosseter & Percy, 1987). Marketing experts have always focused on the periodic evocation of brand recalls and the integration of brand recognition associations into the minds of consumers.

Brand recall refers to the ability of consumers to search for the brand of memory when, for example, an idea of a purchase usage situation or product category is presented (Keller, 2008). According to Aaker (2011), brand recall refers to the extent to which a brand is retrieved spontaneously from memory or a trademark token. Prashar et al. (2012) defined a brand recall refers to the consumers' ability to remember the brand's advertisements and other messages or recognize the brand based on memorable information. Brand recall refers consumers ability to remember the brand's advertisements and other messages or recognize the brand based on memorable information (Keller, 2008).

Memory plays a significant role when a customer considers retrieving a brand and among other competing brands to when making a purchasing decision (Nedungadi, 1990). A brand has a huge chance of being recalled when it creates image and personality in the minds of their consumers (Khurram, Qadeer & Sheeraz, 2008). For familiar brands, Aaker (1996) has suggested that brand recall and increased awareness are becoming increasingly vital. At the operational level, when promptly delivered, the respondent retrieves the target product from the brand's recall memory (Khurram, Qadeer & Sheeraz, 2008). In addition, brand recall may be aided or unaided. When a

consumer receives a brand name and, in the form of advertising, it represents an aided recall, and when the consumer receives an unbranded advertisement to know the brand name, it refers to an unaided recall (Khurram, Qadeer & Sheeraz, 2008). Wilson (1981) confirmed that when a particular brand is very high on the mind of the customer, it is mostly likely that it will be purchased.

Several studies have revealed that people purchase products that are known to them and in certain circumstances where they have seen the product once and not aware of them (Coates et al., 2006; McDonald & Sharp, 2000; Hoyer & Brown, 1990). Sen (1999) believes that when a consumer observes a brand which he has been exposed to before, all info strictly related to the brand will be obtained automatically and conclude that brand recognition has a huge impact on the perception of the consumer. According to Hamid, Rasool and Farman (2012) brand recognition refers to the degree to which a brand is known for the identifiable characteristics of customer behavior or behavior, so that consumers tend to shift towards the product while deciding between the product and something they have never heard before. Brand recognition reflects the satisfaction of the brand's origin and how customers are able to distinguish between a particular product and a competitor's product (Sharma, 2005).

Kim and Chung (1997) define brand recognition as an external manifestation of product quality, which can be voluntarily provided to purchasers, so the evaluation of alternatives can be checked immediately. Hamid et al. (2012) mentioned that Singh, Rothschild and Churchill found that it should have interesting positive qualities for the brand or product. Brand recognition defines the capability of the customers to confirm their previous

exposure to the brand when there is a cue (Moisescu, 2009). However, Thomas and Williams (2013) found that recognition isn't just a clue that influences preferred choices. Unlike previous research, this research suggests that other clues may have a greater impact on inference choices rather than recognition (Newell and shanks, 2004). Recognition is an emotional process that refers to the right brain hemisphere; emotional thought is referred to in the right brain hemisphere (Krugman, 1977).

A recognized brand can lead to repeated purchases, according to Portor and Claycomb (1997). Customers depend on appreciation when making prioritized decisions as regards consumer goods (Lin, 2013; Thomas and Williams, 2013). When customers have to make a choice between brands, they will like more than unfamiliar brands. Bettman (1979) believes that if a buying decision is to be made at the time of purchase, the degree of awareness of learning is necessary, because such options can be verified at the point of sale, especially in the case of low-volume products. Hauser (2011) concluded that recognition is an important decision-making factor but is usually one of the clues to consider when making a purchase decision. In some situations, if consumers don't understand the brand before they go to the store, brand shelf visibility may contribute to purchasing behaviour, namely brand awareness (Huang & Sarrigollu, 2011). Consumers with high brand awareness maintain a strong tendency to buy brands (Biscaia et al., 2013, 2014; Lu et al., 2014).

Sometimes, the lowest brand awareness is enough to make choices for consumers in a low-engagement decision-making environment, because consumers can choose well-known or well-known brands, especially when these brands are resonant, reliable, and durable. For a long time, because they

have a certain level of quality, they have been on the market for a relatively short time (Aaker, 1991; Bettman and Parl, 1980; Hoyer and Brown, 1990; Park and Lessig, 1981). Second, the way in which brand perception influences the formation and intensity of brand associations and the perception of brand image quality influences consumer decision-making. Brand awareness and positive brand image improve brand choice and loyalty (Keller, 1993). Product recognition therefore has a positive impact on perceived consistency and label value.

Aaker (1991) identified factors that are necessary to achieve brand awareness. The product must also be distinctive and unforgettable, even if the product class and the label must exist for easier recognition. Also, there is the need to associated the product with a slogan or a jingle since is a stronger link between a slogan and a brand, as it includes the brand's visual function. To shape and to hold consciousness, there is the need to associate the product with a logo that makes the name more prominent and easily memorable and recalled. Moreover, publicity and event sponsorship can be used to create and maintain brand awareness. Similarly, the package should provide customers with cues.

### **The Relationship between Radio Advertisement and Brand Awareness**

Searching for information about brands is crucial for consumers to decide to Include knowledge both internal and external (Shaheen, 2008). External knowledge is gained by previous experience or advertising. External knowledge is collected by peer families and the business (Chi Lin, 2003). Advertising is a very powerful way to raise consciousness about marks through voice messages (Sonkusare, 2013). These advertisements, like radio

advertisements, can increase visibility and convey information such as: innovative names, quality and reliability.

Advertisement replaces our perception with their ideas (Keller & Lehmann, 2006). Advertising has a huge impact on the way we view brands (Lichtenthal, Yadav & Dontu, 2006). According to reports, the broadcast audience and viewers bought highly advertised products, and advertising really creates brand awareness when consumers are expected to think. Product information (Razi et al., 2013). Advertising directly affects consumer awareness and builds strong brand associations through different understandings of brands in consumers' minds, especially in the fashion industry, affecting consumer loyalty (Rausch, 2002). Like other sectors, goods have different physical properties, and different customers perceive them differently, and to select the best product, they compare and contrast different goods (North et al., 2003).

### **Empirical Review**

Khan, Jadoon and Tareen (2016) researched advertising's effect on brand awareness and interaction in the women's clothing industry. There was a pilot test in which 53 people were asked to fill out a questionnaire in order to check the reliability of the scale we used. It distributed 150 questionnaires, 137 of which were filled out correctly. The response rate was 91%. Some 6 questionnaires were lost because of confusion. Brand recognition was calculated by the projects of Atilgan et al . (2005) and Yoo et al . (2000), and Kirmani & Wright (1989) selected three promotional pieces. 3 items obtained from Buchanan et al. (1999) and Chandrasekaran (2004) are assessed for consistency. Using the Likert scale of five points to calculate the items; The scale is 1 = strongly disagree with each other and 5 = strongly accept. Using



SPSS-20 to analyze the statistical results. The commercial is strongly associated with brand awareness, and has a large effect, according to the findings.

Villarejo-Ramos, Rodan-Cataluna and Sanchez-Franco (2008) published another analysis on the direct and indirect impacts of marketing activity on brand recognition and brand identity. Based on the theoretical analysis, a model is developed for the direct and indirect effects of marketing activities (such as a brand's predecessor) on brand awareness and image. A questionnaire survey was performed on a sample of customers using experience support to examine the effect of the company's marketing practices on its brand and how brand awareness influences its interactions and how they shape the profile. The company's large advertisement spending increases in brands have a positive impact on brand recognition according to research.

In addition, with particular regard to Men's Wear, Sawant (2012) conducted a study on the impact of marketing on brand recognition and customer preference. The research focuses on all men's clothing: there are about 30 major stores offering various brands, and about 50 big stores selling suits and shirts. The research used Bombay Dyeing Factory, DCM, Cotton County, Koutons, Peter England, TNG, and Cantabil's exclusive showrooms as well as several other smaller stores selling ready-made clothes, suits, and ties. In addition to the promotional campaign of the company, local distributors have contributed to privileged ads at major locations, and put up banners and posters at prominent intersections in major cities, retail markets, and suburban areas. Advertisements can also be found in local newspapers and magazines. There are also video clips of famous store advertisements on local

channels. Research shows that the connection between brand recognition and advertisement is highly positive. The regression study reveals that advertising contributes 86 per cent of brand awareness.

Gerber, Terblanche-Smit and Commelin, (2014) conducted a research on the effect of mark identification on television advertising; brand presence control and brand launch. The alcoholic beverage industry was chosen for this research because many alcoholic beverage brands were listed in the top ten strongest brands in South Africa based on the popularity, reputation and success of the company. A meta-analysis was conducted to the research purposes mentioned here. Meta-analysis is a computational method used by previous quantitative studies to combine, analyze, and update. Specifically, a database was used containing information gathered over the past five years by about 50,000 respondents. The data was collected through research by team. Survey respondents are over 18 years old and live in small South African towns. Research findings suggest that brand identity will raise brand recognition in the advertising.

Also Clark, Doraszelski and Draganska, (2009) through an Empirical research using panel data looked at the impact of ads on brand recognition and perceived quality. The data was derived from the surveys carried out by Brandweek Superbrands between 2000 and 2005. The panel data allows for the monitoring of non-observed variability across brands and the identification of the impact of ads from the time series variance within brands. It has been discovered that advertising spending has a major positive impact on a brand's recognition stock.

Another study was conducted by Ayimey, Awunyo-vitor and Gadawusu, (2013) on radio advertising effect on the selling of herbal products in Ghana based on facts from the Municipality of Ho in the Volta region. The research included ten (10) retail stores running herbal products and forty (40) final herbal products consumers. The protocol for convenience sampling was used to pick the study subjects as it is more suitable than other research purposes. Questionnaires and instructions for interviews are used to obtain data from the respondents.

The interview guide is used to collect data from herbal stores management, while the questionnaire is used to collect data from the collected herbal items from the end consumers. Study of correlation and regression was performed to analyze the data collected in order to determine the relationship between radio advertisement spending and herbal product sales in this case. The social sciences statistical software (SPSS) is used for the corresponding analysis. Research shows that most consumers learn about products via radio commercials. Similarly, the empirical study of the data reveals that ads can be traced to 60.7 per cent of sales of herbal products.

### **Conceptual Framework**

A conceptual framework provides an explanation of the researcher's perception on the relationship between variables that are deemed to be vital in a study (Mugenda & Mugenda, 2003). As such, the present study is based on the premise that, radio advertisement has an effect on brand awareness of Herbal Medicine in the Tamale Metropolis. The conceptual framework developed to guide the study is shown in Figure 2. The conceptual framework illustrates how radio advertisement influences brand awareness of Herbal

Medicine in the Tamale Metropolis. From the conceptual framework, radio advertisement (jingles, sponsorship, live read/host endorsement, and testimonials) is the independent variable while brand awareness is the dependent variable (brand recognition and brand recall).

The goal of advertisement, including radio advertisement is to inform, persuade and attract customers about the product and service offerings of an organization. Thus, when organizations rightly choose radio as a medium for advertisement, it has the tendency to influence the perception and attitude of consumers towards ensuring superior brand awareness.

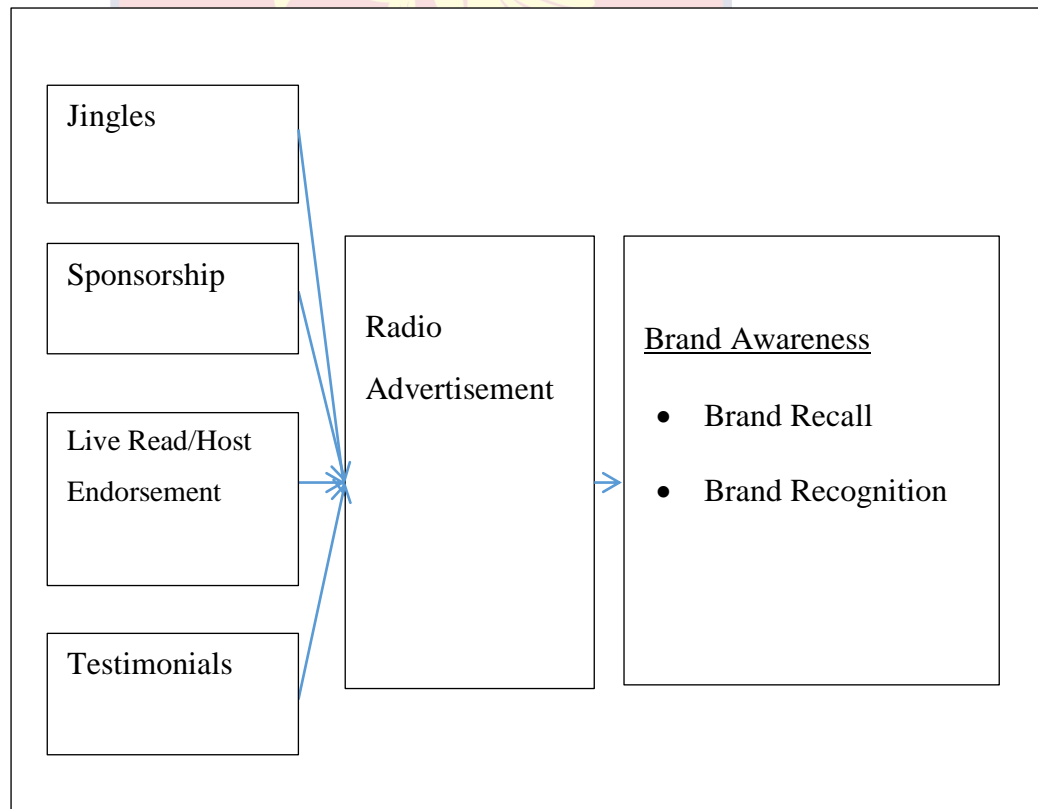


Figure 2: Conceptual Framework

Source: Author's Construct, (2019)

## CHAPTER THREE

### RESEARCH METHODS

#### Introduction

This research aims to examine the impact of radio ads on the brand recognition of small and medium-sized enterprises in the Tamale metropolis. This chapter deals with the analysis methodology used for the study. The chapter therefore explains the research methods used in the analysis and discusses relevant thematic areas such as research design, study area (organisation), Population, sampling, data collection process, data collection method, data analysis and ethical consideration.

#### Research Paradigm

A number of research paradigm have been developed. Nonetheless, Candy (1989) suggested three main paradigms namely positivist, interpretivist and critical. Consequently, this study adopted the positivist paradigm which denotes analysis philosophy focused on what is known as the empirical study process (Kivunja & Kuyini, 2017). Thus, it is used to search for cause and effect relationships in nature and interpret observations based on measurable entities or on factual basis (Fadhel, 2002). Therefore, the positivist paradigm depends on deductive reasoning, hypothesis formulation and testing, providing practical concepts and mathematical equations, estimates, extrapolations and conclusions (Kivunja & Kuyini, 2017). In addition, the theories and predictions of empirical outcomes are founded upon premises of determinism, empiricism, parsimony, and generalizability (Cohen, Manion & Morrison, 2000).

According to KIvunja and Kuyini, (2017) the presumption of determinism implies certain forces are triggering the events we experience. Similarly, empirical assumptions mean that you need to obtain verifiable empirical evidence to address research questions that support the theoretical structure chosen for the study and that can test the hypotheses proposed (Cohen, Manion and Morrison, 2000). The positivism theory refers to attempts by the researchers to describe in the most economical way the phenomenon they are investigating. Finally, generalization presupposes that, in one case, the findings obtained in the positivist model of research projects are applicable to other cases of inductive reasoning (Cohen, Manion, and Morrison, 2000).

### **Research Design**

A research design is known as a research program, structure and strategy designed to provide answers to research questions or issues (Kumar, 2012). The researchers adopted descriptive designs for the work. Creswell (2003) believes that the descriptive analysis identifies and defines the problem, selects data collection methods, explains, analyzes and interprets the data. Descriptive research design is suitable to assess brand awareness, radio advertisement and the impact radio advertisement has on brand awareness because it makes possible to assess Knowledge, interpretation, opinions, desires and pleasure of people, and using statistical instruments to assess their responses (Kotler & Keller, 2013). One big advantage of descriptive research is that it makes the collection in a highly economical manner of a large volume of data from a large population (Fraenkel & Wallen as cited by Dwamena, 2012). The design also has a benefit in generating a reasonable quantity of

responses from a variety of people. It also provides a clearer image of events at a certain point in time (Dwamena, 2012).

### **Research Approach**

The research uses quantitative research methods, based on the nature of the research object, the specific purpose, and the nature of the main data to be collected and analyzed. The constructs were naturally measurable and require statistical processing. According to Creswell (2014), the quantitative method deals with the explanation of phenomena and collects numerical data that is analyzed using mathematical methods (especially statistical data). Quantitative methods typically use deductive reasoning to find regularity in human life by dividing the social environment into empirical components called variables, which can be represented numerically by frequency or distance, and by statistical techniques the correlation between them can be rendered (Ben-Shlomo, Brookes & Hickman, 2013; Rahman, 2016).

This approach usually starts with collecting data based on either hypothesis or theory and analyzed with inferential and descriptive statistics (Tashakkori & Teddlie, 2003). Since the inferences drawn from the quantitative analysis present a general overview of the overall population, it is deemed as being deductive in nature. With quantitative methods, it is assumed that there is only one “truth” which is independent of anyone’s (Lincoln & Guba, 1985). However, quantitative methods ignore test takers’ and testers’ experience and not in-depth (Rahman, 2016).

## **Study Area**

The research was conducted in Tamale Metropolis which has a population of 233,252. Approximately 63.3% of the population aged 15 or over in metropolises are engaged in economic activities, while 36.7% of the population are inactive. Among the population aged 15 and over, the largest proportion (60.6%) is self-employed without employees, 19.5% of employees are employed, family contributors are 5.9%, and 6.9% are self-employed. The private informal sector is the main employer in the metropolis and hires 83.2 percent of the population employed (Ghana Statistical Service, 2014).

## **Population**

In general, the population of a study is a broad number of individuals or artifacts that is the main subject of scientific research (Taylor, Sinha & Ghoshal, 2011). A target population of 365 customers of herbal medicine were considered for the study. The customers were selected for this study because they are the end users of these herbal medicines and therefore can assess how radio advertisement has influenced their association with a particular brand.

## **Sample and Sampling Procedure**

The sample size is a subset of the population, representing the entire population or some combination of sampling units not covering the full set of sampling units described as the population (Garson, 2012). The sample size of 185 herbal medicine customers was selected and a corresponding survey was carried out. The choice of the sample size is based on the general sample formula designed by Slovin (1973). This formula provides guidelines for choosing a sample size suitable for a given population size.



Convenient sampling techniques are used to select research objects. According to Dornyei (2007), convenience sampling is a non-probabilistic or non-random sampling in which members of the sample population meet certain realistic requirements, such as accessibility, geographical proximity, availability at the time or methods of disposal. Research goals include participation. The key aim of convenience sampling is to obtain participant knowledge that is readily available to researchers, for example, recruiting providers who participate in team meetings to participate in research (Etikan, Musa, & Alkassim, 2015).

The key assumption about convenience sampling is the homogeneity of members of the sample population (Palinkas, Green, Wisdom and Hoagwood, 2013). According to Leiner's research (2014), the convenient sampling technique is suitable for qualitative and quantitative research, although it is the most used technique in quantitative research. The obvious disadvantage of convenient sampling is the possibility of bias (Mackey & Gass). The sample calculation is as follows;

The formula for the calculation of the sample size based on the Slovin's formula is given as follows (Slovin, 1973):

$$n = N / (1 + Ne^2)$$

Where:

$n$  is the sample size

$N$  is the size of the target population=369

$e$  is the error tolerance =0.05

$$n = 369 / (1 + 369(0.05)^2)$$

$$n = 369 / 1.9925$$

n=185

Therefore, in substituting the target population into the formula, the sample size was 185.

### **Data Collection Instrument**

The questionnaire is the key method used in research to collect data. A questionnaire is a collection of standardized questions used by respondents to get information. The questionnaire includes open and closed questions. There are relatively few open-ended questions, but respondents are allowed to use their words to answer questions and allow researchers to explore ideas that would otherwise not have been heard. Open-ended questions are also useful in situations where additional searches are required and the researcher is not familiar with the subject area and cannot provide a specific answer (Salant, Dillman & Don, 1994). Instead, closed questions allow researchers to obtain concise and clear answers from the interviewee. Closed projects use checklists-lists of behaviors, characteristics, or other entities that researchers are investigating-and Likert scales-which are most useful when continuous assessment of behaviors, attitudes, or other phenomena of interest are required (Leeds & Ormrod, 2010).

The researcher's decision to use questionnaire stemmed from the fact that it is the best method by which reliable information can be obtained from a large population. This is supported by Taylor, Sinha and Ghoshal (2011) who asserted that the use of a questionnaire is a smart way of gathering data when large numbers of people need accurate details. The questionnaire was designed according to the research objectives. It was subdivided into three (3) main sections. Section "A" covered the demographic characteristics of the

respondents. Section “B” dealt with constructs on radio advertisement. Section “C” measured the constructs on brand awareness. The questionnaire is attached as Appendix A.

### **Reliability and Validity**

Reliability gives an indication of whether or not the research instrument (questionnaire) can be interpreted consistently across different situations (Field, 2013). Kline (1999) and Pallant, (2005) notes that the generally accepted Cronbach’s Alpha value of 0.7 and above depicts that the research instrument is reliable. The degree to which a test measurement measures what it is supposed to measure can be described as validity (Carmines & Zeller 1979). An instrument's validity refers to the degree to which the test instrument tests the particular definition to be measured (Saunders et al., 2009). They also believe a tool has to be accurate before it can be successful, which means the tool has to be reliably replicable. And once applied, it is possible to scrutinize the instrument carefully to determine whether it is what is required. Precise, revised documentation was used to ensure internal and external validity. In addition, the questionnaire was sent to the research supervisor for analysis, correction and approval before distributing the questionnaire to the respondents.

### **Data Collection Procedure**

The purpose of the research was explained to the respondents, which paved the way for easy obtain the questionnaire. After formal permission for the data collection had been granted by management owners of the SME’s, the researcher went ahead to collect the data. The researcher visited the shops of the distributors and the customers who patronize the products are given the

questionnaire to complete. The questionnaires were self-managed, resulting in a partnership with the respondents and a higher rate of recovery (Leedy & Ormrod, 2010). Each researcher received a questionnaire and a brief history for the study. This approach was important because it provided the opportunity to capture the entire respondents. This was to allow the researcher ample time to engage in the data collection. To ensure the respondents return the questionnaires on time, a number of follow-ups were made.

### **Data Processing and Analysis**

Data analysis is the method of data editing, cleaning, transforming and modeling to highlight valuable details, feedback, conclusions and decision taking (Adèr & Adèr, 2008). For study, the answers to the questionnaire were translated, coded, and incorporated into version 21.0 of the Social Science Statistics Software Package (SPSS). We consider using this statistical method in research into the social sciences (Zickmund, 2000). The data was analyzed and interpreted with descriptive statistics such as the use of mean, frequency count, percentage with reference to the majority criterion. Both inferential and descriptive statistics was used to summarize the findings in a concise manner to aid interpretation.

### **Ethical Consideration**

Researchers can face ethical dilemmas when using methods that violate or may cause harm to human rights (Gill and Johnson, 2010). Therefore, because human beings have the right to enjoy human rights and need to be shielded from harm and abuse, researchers must follow strict research and ethical guidelines to avoid harm to the respondents. To successfully conduct the questionnaires, an explanatory letter was received

from the Department of Marketing and Supply Chain Management. The respondents were told that the study's intent was solely academic, and their input would be handled with privacy and confidentiality.

### **Chapter Summary**

This chapter included information on how to compile, arrange, interpret and present the primary data for the study for further research and debate. This chapter also provided information on the nature of the study and its empirical approach to the data needs, statistical techniques and the systematic investigation under consideration.



## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### Introduction

This chapter discusses the findings of the study on the effects radio advertisement on brand awareness of herbal medicine. 185 questionnaires were distributed of which all of them were filled and collected as described giving an overall response rate of 100%. The objectives of the study has been analysed with descriptive and inferential statistical tools and results are presented in frequencies, percentages, mean and standard deviations in tabular format. Findings are discussed under clearly described headings that reflect the study's research questions and objectives.

#### Reliability results

The reliability of the construct was ascertained. The results are presented in Figure 1.

**Table 1: Reliability Statistics**

Construct	Cronbach's Alpha	No. of Items
Radio Advertisement	0.907	8
Brand Awareness	0.902	10
Overall scale	0.930	18

Source: Field Survey, (2019)

The Cronbach's Alpha values for the individual constructs that were used to measure respondents' opinion on the subject matter indicated that all the constructs were reliable and thus appropriate for use in the study as depicted by the overall scale (Cronbach's Alpha=0.930;Number of items=18). With the individual constructs, it was revealed that radio advertisement

construct is reliable because it recorded internal consistency above 0.7 (Cronbach's Alpha=0.907; Number of items =8) and also the brand awareness construct was reliable (Cronbach's Alpha=0.902; Number of items =10).

### Demographic Information of Respondents

This section of the questionnaire sought to collect information on the respondents' gender, age, level of education and number years of buying the herbal medicine. The results are presented in frequencies and percentages and are presented in charts and Tables.

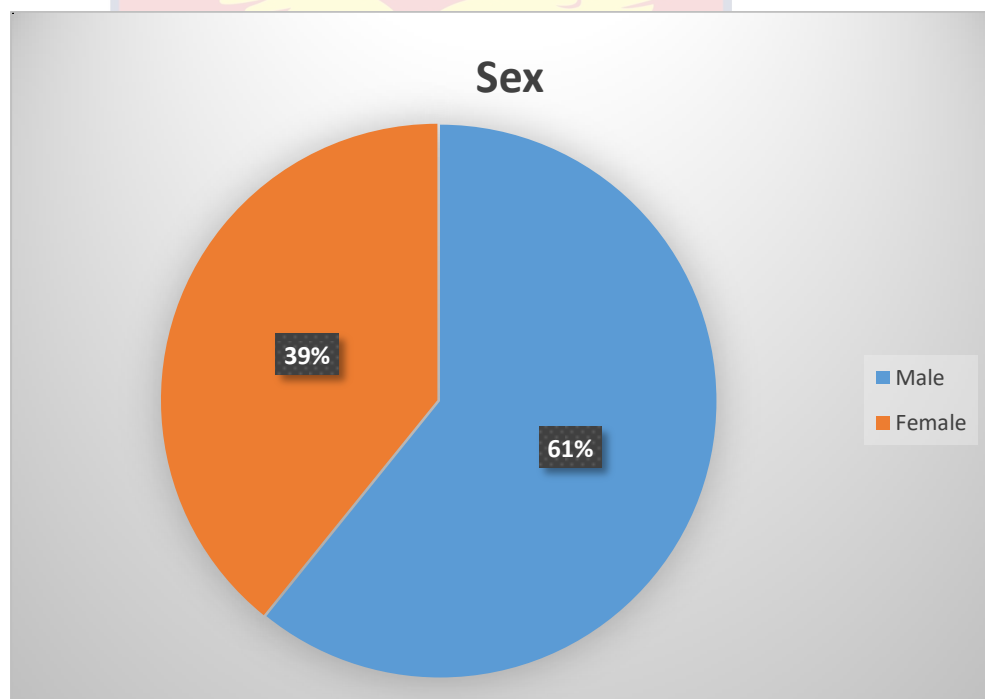


Figure 3: Sex of Respondents

Source: Field Survey, (2019)

The findings depict that 135 (601%) of the respondents are male whilst 87 (39%) of the respondents are females.

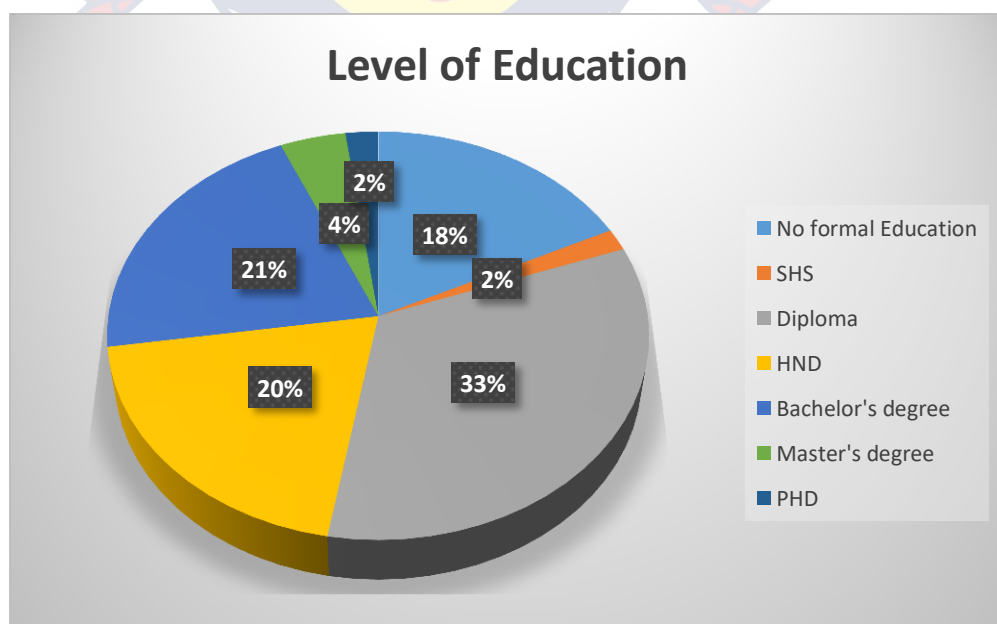
**Table 2: Age Statistics of Respondents**

Variable	Sub-variable	Frequency	Percentage (%)
Age range	18-22 yrs	70	31.5
	23-27 yrs	59	26.6
	28-32 yrs	61	27.5
	33-37 yrs	28	12.6
	38-42 yrs	2	0.9
	43yrs and above	2	0.9

Source, Field Survey, (2019)

The findings as presented in table 2 depicts that 70 (31.5%) of the respondents are 18-22 years, 59 (26.6%) of the respondents are 23-27 years, 61 (27.5%) of the respondents are 28-32 years, 28 (12.6%) of the respondents are 33-37 years, 0.9 % ( 2) of the respondents are 38-42 years and 2(0.9%) are 43 years and above.

**The Level of Education of Respondents**



*Figure 4: Level of education of respondent*

Source: Field Survey, (2019)



The study further assessed the educational level of the respondents and it was found out that 33 (14.9%) of the respondents had no formal education, 39 (17.6%) of the respondents have been educated to the SHS level, 62 (27.9%) have acquired HND, 39 (17.6%) of the respondents have acquired bachelor’s degree, 8(3.6%) have acquired master’s degree and 4(1.8%) have acquired P.H.D.

### Descriptive Statistics of Years of Patronage of Herbal Medicine

The study further sought to assess the number of years the respondents have patronize herbal medicine of Tamale metropolis. The results are presented in figure 4 below.

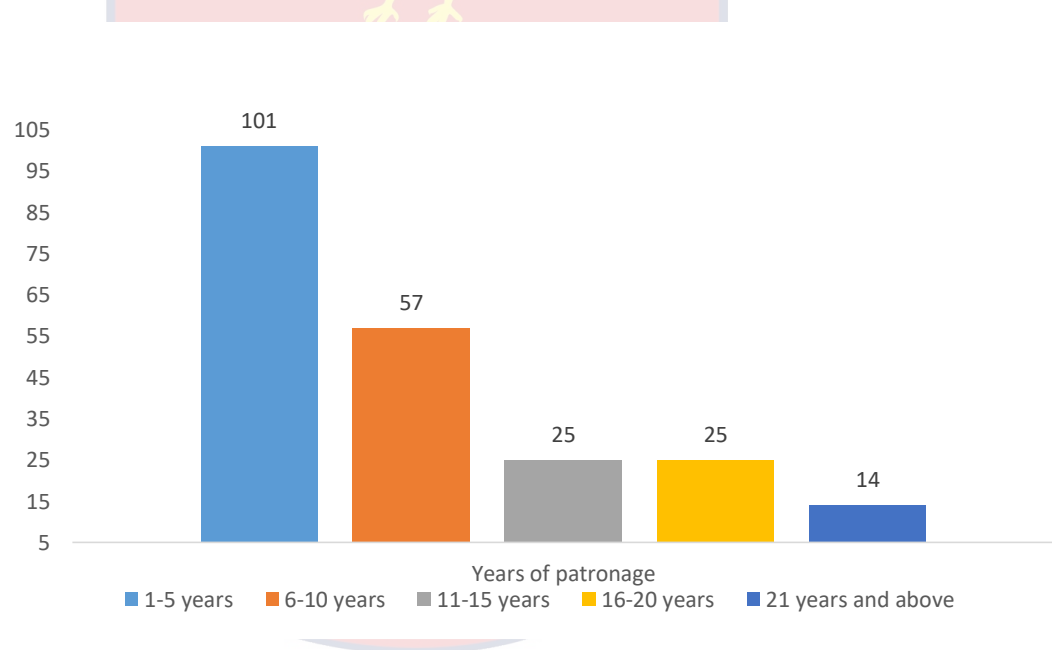


Figure 5: Years of patronage

Source: Field Survey, (2019)

The results showed that 101 (45.5%) have patronized the herbal medicine for 1-5 years, 57 (25.7%) of the respondents have patronized herbal medicine for 6-10 years, 25 (11.3%) of the respondents have patronize herbal medicine for 11-15 years, 25 (11.3%) of the respondents have patronized herbal medicine for 16 -20 years and 14 (6.3%) have patronize herbal

medicine for 21 years and above. This means that the respondents have patronized herbal medicine for good number of years and that they can give fair opinion on the radio advertisement strategy administered to create brand awareness of the herbal medicine.

### **Radio Advertisement**

The first research question sought to identify the different radio advertisement strategy adopted by herbal Medicine distribution outlets in Tamale Metropolis. The opinion of the respondents were measured on a 5-point Likert scale rated as *1= Strongly disagree; 2= Disagree; 3=Neither agree nor disagree; 4=Agree and 5=Strongly agree*. Descriptive statistics such as mean and standard deviation were used for the analysis of the responses. ). According to Dess, Lumpkin and Mefarlin (2005), on a scale of 1-5, the midpoint is 2.9, hence any mean score below 2.9 denote disagreement and any mean score above 2.9 represents Agreement. Also, Saunders, Lewis and Thornhil (2015) posit that anytime measures of central tendencies are computed, it is imperative to compute their measure of variations. The findings are presented on Table 3.

**Table 3: Descriptive Statistics of Radio Advertisement**

Statement	Mean	Standard Deviation
My preferred herbal medicine's radio advertisement is aired frequently	3.37	1.39
My preferred herbal medicine's radio advertisement informs about the product	3.64	1.27
My preferred herbal medicine's radio advertisement facilitates brand recall	3.47	1.15
My preferred herbal medicine's radio advertisement facilitates recognition of brand	3.7	1.22
My preferred herbal medicine's radio advertisement influence purchase behavior	3.5	1.24
My preferred herbal medicine's radio advertisement is fused with running radio programme (news, morning show, sports)	3.49	1.28
My preferred herbal medicine is endorsed by radio host	3.45	1.16
There is testimonial on radio on my preferred herbal medicine	3.44	1.28
My preferred herbal medicine's testimonial is reliable	3.53	1.29
My preferred herbal medicine's radio advertisement is catchy	3.4	1.26

Source: Field Survey, (2019)

The respondents agreed that their preferred herbal medicine's radio advertisement is aired frequently ( $M=3.37$ ;  $SD=1.39$ ), their preferred herbal medicine's radio advertisement informs about the product ( $M=3.64$ ;  $SD=1.27$ ) and their preferred herbal medicine's radio advertisement facilitates brand recall ( $M=3.47$ ;  $SD=1.15$ ). Also, their preferred herbal medicine's radio advertisement facilitates recognition of brand ( $M=3.7$ ;  $SD=1.22$ ), their preferred herbal medicine's radio advertisement influence purchase behavior ( $M=3.5$ ;  $SD=1.24$ ), their preferred herbal medicine's radio advertisement is

fused with running radio programme (news, morning show, sports) ( $M=3.49;SD=1.28$ ) and their preferred herbal medicine is endorsed by radio host ( $M=3.45;SD=1.16$ ). Again, there is testimonial on radio on their preferred herbal medicine ( $M=3.44; SD=1.28$ ), their preferred herbal medicine's testimonial is reliable ( $M=3.53; SD=1.29$ ) and their preferred herbal medicine's radio advertisement is catchy ( $M=3.4; SD=1.26$ ).

The findings implies that radio advertisement on herbal medicine is aired frequently to inform customers about the relevant information about the product and herbal medicine's radio advertisement facilitates brand recall because customers are informed in a memorable, entertaining way via music and lyrics. Also, radio advertisements of herbal medicine facilitate brand recognition which influence purchase behavior. Similarly, the findings of the study implies that herbal medicine's radio advertisement is fused with running radio programme with huge listenership and therefore the amount of attention paid to the programme enhance the attention paid to the advertisement of the herbal medicine.

Additionally, the findings depict that herbal medicines that are endorsed by trusted radio host which enhance patronage among the followers of the host. Moreover, the customers agreed that the testimony given on radio about the herbal medicine is reliable which catches listener's attention and influence their choice. The study concluded that the radio advertisement of the preferred herbal medicine of the customers are aired frequently to inform them about the product and this finding supports the study of White (2017) which reported that for radio advertisement to create make an enduring impression

and a good feeling about a product, it should be aired frequently and repeatedly.

Again, the customers agreed that their preferred herbal medicine's radio advertisement facilitates brand recall, recognition of the brand and influence their purchase behavior towards the herbal medicine and this findings confirms the study of Leighton, (2017) and Binet, Müllensiefen, and Edwards (2013) that a well-produced radio adds professionalism to a firm's brand and is a sure-fire way to gain recognition, facilitate brand and message recall and ultimately influence purchase behaviour. Moreover, the customers agreed that their preferred herbal medicine is endorsed by radio host and this further confirms earlier study that endorsements from a popular and trusted radio host can help build loyalty and relationships with local audiences and tend to drive consumer engagement (White, 2017; Leighton, 2017). Consequently, the customers agreed that there is reliable testimonial on radio on their preferred herbal medicine to create awareness which in consonance with the study of Gitte, (2010).

### **Brand Awareness**

The opinion of the respondents were measured on a 5-point Likert scale rated as *1= Strongly disagree; 2= Disagree; 3=Neither agree nor disagree; 4=Agree and 5=Strongly agree*. Descriptive statistics such as mean and standard deviation were used for the analysis of the responses). The findings are presented on Table 4.

**Table 4: Descriptive Statistics of Brand Awareness**

Statement	Mean	Standard Deviation
My preferred herbal medicine's brand is retrieved from memory naturally	3.39	1.26
My preferred herbal medicine's brand is retrieved memory with a brand cue	3.38	1.25
My preferred herbal medicine's brand has created image in the minds of the consumers	3.56	1.21
My preferred herbal medicine's high brand awareness is greatly considered for purchase	3.62	1.2
I easily remember information about my preferred herbal medicine when I see it	3.65	1.29
I easily confirm prior exposure to my preferred herbal medicine's brand when given the brand clue	3.55	1.16
A well-recognized of my preferred herbal medicine's brand leads to repeat purchases	3.56	1.2
I rely on recognition of my preferred herbal medicine when making preferential decisions	3.59	1.24

Source: Field Survey, (2019)

The respondents agreed that their preferred herbal medicine's brand is retrieved from memory naturally ( $M=3.39$ ;  $SD=1.26$ ), their preferred herbal medicine's brand is retrieved memory with a brand cue ( $M=3.38$ ;  $SD=1.25$ ) and their preferred herbal medicine's brand has created image in the minds of the consumers ( $M=3.56$ ;  $SD=1.26$ ). Moreover, the respondents also agreed that their preferred herbal medicine's high brand awareness is greatly considered for purchase ( $M=3.62$ ;  $SD=1.2$ ), they easily remember information about their preferred herbal medicine when they see it ( $M=3.65$ ;  $SD=1.29$ ) and they easily confirm prior exposure to their preferred herbal medicine's brand when given the brand clue ( $M=3.55$ ;  $SD=1.16$ ). Moreover, the respondents agreed that well-

recognized of their preferred herbal medicine's brand leads to repeat purchases ( $M=3.56;SD=1.2$ ) and they rely on recognition of their preferred herbal medicine when making preferential decisions ( $M=3.59;SD=1.24$ ).

The findings implies that the customers of herbal medicine sold within the Tamale metropolis naturally retrieve their preferred herbal medicine's brand is retrieved from memory which gives the product a greater chance of it being considered for purchase and then actually purchased. Moreover, their preferred herbal medicine's brand is retrieved memory with a brand cue, their preferred herbal medicine's brand has created image in their minds, their preferred herbal medicine's high brand awareness is greatly considered before purchase, they easily remember information about their preferred herbal medicine when they see it, they easily confirm prior exposure to their preferred herbal medicine's brand when given the brand clue, a well-recognized of their preferred herbal medicine's brand leads them to repeat purchases and they also rely on recognition of their preferred herbal medicine when making preferential decisions .

It can be concluded that customers preferred herbal medicine's brand is retrieved from memory naturally or through brand clue which supports the study of Aaker, (2011) that posit that customers recall brand from memory either spontaneously or with a brand cue. Also, it can be concluded that the preferred herbal medicine's brand has created image in the minds of the consumers and this confirms the study of Khurram, Qadeer and Sheeraz, (2008) which posit that for a product to be recalled easily by consumers, the brand should be create image in the minds of the consumers. Again, the customers agreed that their preferred herbal medicine's high brand awareness

is greatly considered for purchase which supports earlier study Wilson, (1981) that the higher the brand in the memory of the consumer there is a greater chance of it being considered for purchase and then actually purchased.

Moreover, the customers easily remember information about their preferred herbal medicine when they see it which is in consonance with the study of Sen (1999) who argued that when any consumer observe a brand that he already knows, all the information closely linked to that brand retrieves automatically. Similarly, the study concluded that the customers easily confirm prior exposure to their preferred herbal medicine's brand when given the brand clue which supports the study of Moiescu, (2009) that customers' ability to confirm prior exposure to the brand when given the brand as cue defines the recognition of the brand. Lastly, the customers agreed that they rely on recognition of their preferred herbal medicine when making preferential decisions and repeat purchases which supports earlier literature that customers rely on recognition when making preferential decisions and a well-recognized brand leads to repeat purchases (Portor & Claycomb 1997; Lin, 2013; Thomas & Williams, 2013).

### **Effect of radio advertisement on brand awareness of Herbal Medicine in the Tamale Metropolis**

The last research objective sought to assess the impact of radio advertisement on brand awareness. A regression analysis was conducted to assess the level of effect the independent variable has on brand awareness. The results are presented in the model summary, Anova and Coefficient tables.



**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.618	0.381	0.379	6.01927

a.Predictor: (Constant): Radio Advertisement

b.Dependent Variable: Brand Awareness

Source: Field Survey, (2019)

The findings in table 5 depict that there is a strong positive relationship between radio advertisement and brand awareness ( $R=0.618$ ) which means that the higher the level of radio advertisement, the higher the brand awareness of herbal medicine. Furthermore, the predictive capacity of the model showed that radio advertisement made 38.1% positive variance in brand awareness of the herbal medicine sold in Tamale metropolis whilst the remaining 61.9% variance in brand awareness are caused by factors that are not considered in the model. This findings supports the study of Sonkusare, (2013) which found out that advertisement is a very strong medium to create brand awareness with the help of audio messages. The findings further supports earlier finding that radio advertisement directly affect consumer awareness by formulating the strong brand association through the different perceptions attached to the brand in customer mind (Rausch, 2002).

**Table 6: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4914.583	1	4914.583	135.643	.000
Residual	7970.966	220	36.232		
Total	12885.550	221			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Radio Advertisement

Source: Field Survey, (2019).

The findings as presented in Table 6 (ANOVA) seeks to justify the relevance of the predictive capacity of the model summary (table 5). It was found out that radio advertisement causes statistically significant ( $p=0.000$ ;  $p<0.05$ ) positive variance of 38.1% in brand awareness of the herbal medicine sold in the tamale metropolis. This means that the positive variance in brand awareness caused by radio advertisement was as a result of the scientific interaction among the variables in the model and not by chance.

**Table 7: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std error	B		
1	(Constant)	10.237	1.602		6.391	.000
	Radio Advertisement	.516	.044	.618	11.647	.000

a. Dependent Variable: Brand awareness

Source: Field Survey, (2019)

The findings presented in Table 7 is necessary for deducing the regression equation. Under the column marked unstandardized coefficient and sub-column B, the numerical value for the first row, labelled (constant), is the value for the intercept (a) in the regression equation. The numerical value on

the second row is the value for the slope (b) for the regression equation which is the independent variable that is indicated as radio advertisement. Considering the results, the following research equation can be deduced, predicting the brand awareness of herbal medicine within the tamale metropolis based on the radio advertisement of these herbal medicine.

$$Y (\text{brand awareness}) = 10.237 + 0.516 * (\text{radio advertisement}).$$

Taking the values for the slope and the intercept in the resulting regression function, it can be inferred that in the absence of radio advertisement, brand awareness of herbal medicine is at 10.237. Again, the slope depicts that, for a unit improvement in radio advertisement, brand awareness will increase by 51.6%. Therefore, it is imperative that, radio advertisement has a major effect on the brand awareness of herbal medicine within the tamale metropolis. This finding supports the study of Ayimey, Awunyo-vitor and Gadawusu, (2013) which revealed that radio advertisement has significant positive impact on brand awareness. The finding confirms earlier study by Khan, Jadoon and Tareen, (2016) and Sawant, (2012) which reported that advertisement made positive contribution to brand awareness.

### **Chapter summary**

This chapter reported the findings of the study, its implication and compared it to other studies. The findings revealed that the respondents agreed to all the indicators of radio advertisement and brand awareness. Also it was revealed that radio advertisement made positive contribution to brand awareness of herbal medicine sold in the Tamale metropolis.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATION

#### Introduction

The sought to assess the effect of radio advertisement on brand awareness of herbal medicine in the Tamale metropolis. This chapter therefore provides the summary of the findings, conclusions and recommendation offered. The conclusions and summary are based on the finding of the study. The recommendations are based on the conclusion reached. There is also suggestion for further study based on the recommendation.

#### Summary of Findings

The first research objective sought to identify the different radio advertisement strategy adopted by herbal Medicine distribution outlets in Tamale Metropolis. The respondents agreed that their preferred herbal medicine's radio advertisement is aired frequently, their preferred herbal medicine's radio advertisement informs about the product, their preferred herbal medicine's radio advertisement facilitates brand recall, their preferred herbal medicine's radio advertisement facilitates recognition of brand, their preferred herbal medicine's radio advertisement influence purchase behavior, their preferred herbal medicine's radio advertisement is fused with running radio programme (news, morning show, sports), their preferred herbal medicine is endorsed by radio host, there is testimonial on radio on their preferred herbal medicine, their preferred herbal medicine's testimonial is reliable and their preferred herbal medicine's radio advertisement is catchy.

The second research objective sought to assess the brand awareness of Herbal Medicine in the Tamale Metropolis. The respondents agreed that their preferred herbal medicine's brand is retrieved from memory naturally, their preferred herbal medicine's brand is retrieved memory with a brand cue, their preferred herbal medicine's brand has created image in the minds of the consumers, their preferred herbal medicine's high brand awareness is greatly considered for purchase, they easily remember information about their preferred herbal medicine when they see it, they easily confirm prior exposure to their preferred herbal medicine's brand when given the brand clue, A well-recognized of their preferred herbal medicine's brand leads to repeat purchases and they rely on recognition of their preferred herbal medicine when making preferential decisions .

The third research objective seeks to assess the effect of radio advertisement on brand awareness of Herbal Medicine in the Tamale Metropolis. The results from the study revealed that there is a strong positive relationship between radio advertisement and brand awareness. Also, the observation of the predictive capacity of the model showed that radio advertisement made 38.1% positive variance in brand awareness of the herbal medicine sold in Tamale metropolis. Moreover, it was found out that radio advertisement causes statistically significant positive variance of 38.1% in brand awareness of the herbal medicine sold in the tamale metropolis. Again, the slope depicts that, for a unit improvement in radio advertisement, brand awareness will increase by 51.6% which subsequently leads to patronage of the herbal medicine.

## Conclusion

The study concluded that the radio advertisement strategy adopted by herbal medicine distributors are advertised on radio in the tamale sold in the tamale metropolis is to ensure that radio advertisement on herbal medicine is aired frequently to inform customers about the relevant information about the product to facilitates brand recall facilitate brand recognition. To ensure this is achieved, herbal medicine's radio advertisements is fused with running radio programme and are endorsed by trusted radio host which enhance patronage among the followers of the host. Moreover, the testimony given on radio about the herbal medicine is reliable which catches listener's attention and influence their choice.

Also, it can be concluded that there is high brand awareness of herbal medicine. This is because the customers of herbal medicine naturally retrieve their preferred herbal medicine's brand is retrieved from memory which gives the product a greater chance of it being considered for purchase and then actually purchased. This makes it easy for the customers to easily remember information about their preferred herbal medicine when they see it and also easily confirm prior exposure to their preferred herbal medicine's brand when given the brand clue. This further leads to repeat purchases and also rely on recognition of their preferred herbal medicine when making preferential decisions.

Also, it can be concluded that, radio advertisement made statistically positive variance in brand awareness of herbal medicine in Tamale metropolis. Based on the regression equation, it can be concluded that upsurge in radio advertisement will make 51% improvement in brand awareness of herbal

medicine and therefore herbal medicine distributors and retailers in tamale metropolis must continuously invest in the advertisement of these herbal medicine.

### **Recommendations**

The study revealed that customers rely on radio advertisement in selecting their preferred medicine. Therefore, advertisers of herbal medicines must ensure they explain how the medicine works to achieve the desired benefits that customers bought the medicine for. Also, the vernacular-speaking radio stations must conduct quality control of these ads before they run them on their medium and ensure that content of the ads are not misleading, as this can affect the credibility and brand of the herbal medicine when it is found out.

Again, since radio advertisement has direct relationship with brand awareness of herbal medicine, herbal medicine sellers should increase the number of radio stations where the advertisement are aired. To further enhance the brand awareness and continuous purchases, distributors of herbal medicine must conduct periodic marketing survey so as to determine, at some earmarked periods, the level of customers' satisfaction with their marketing activities especially its radio advertisement strategy on brand awareness of these herbal medicine. The implication therefore is that although adverts have the capacity to positively influence customers brand awareness, however, this predictive capacity is enhanced when customers are satisfied with the advertisement strategy as well as with the dimensions of the adverts advanced.

Since radio advertisement is a positive predictor of brand awareness it recommended that other measures such as customer loyalty programs are

instituted to reward customers who repeatedly prefer the brand. Thus, herbal medicine distributors must design customer loyalty programmes that can attract, maintain and grow their market share. In a highly competitive environment, where customers can easily slip away to a rival with a more attractive proposal, lack of attention to a herbal medicine's loyalty program can cause customer churn. Having a loyalty program is only a precondition for making customer retention possible. One of the essential steps towards top-notch loyalty programs is to make the best use of a customer relationship system. It helps an organisation to manage their customer database from one single place, segment customers not only according to their income level or demographic criteria, but also according to their lifestyles and purchasing behavior. With a full view of customers, customer relationship management program will help to identify and target the most profitable ones as well as eliminate those programs that do not deliver significant value. Specific customer loyalty programmes that could be adopted include issuance of gift card/certificate, customer-driven CSR programmes, discount overtime and membership cards.

#### **Suggestion for Further Study**

Based on the findings of the study, it is recommended that further study should be conducted on the effect of radio advertisement on purchase intentions of herbal medicine, the mediating effect of brand awareness. Thus the level of brand awareness through advertisement can determine the level of purchase intentions of customers to patronize herbal medicine and therefore it is imperative to conduct a study on it.



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APPENDIX A



UNIVERSITY OF CAPE COAST  
SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING AND SUPPLY CHAIN  
MANAGEMENT  
QUESTIONNAIRE

Dear Sir/Madam

I am conducting a research on the topic; **Effect Of Radio advertisement on Brand Awareness of Herbal Product in Tamale Metropolis**. I would be grateful if you could please take time off your busy schedule to answer the attached questionnaire for the study. This information you provide will be used solely for academic purposes and therefore you are assured that your responses will remain anonymous and confidential.

Please tick the appropriate box [] and kindly provide answers where applicable.

**SECTION A: Personal Information of Respondent**

1. What is your Sex?

Male [] Female []

2. Please indicate your age

18 – 22 yrs. [] 23– 27 yrs. [] 28 – 32 yrs. [] 33 – 37 yrs. [] 38  
-42 yrs. 43years and above []

3. Academic Qualification

No formal education [] SHS [] Diploma [] HND [] Bachelor's  
Degree [] Master's Degree [] Ph.D. [] Any  
other.....

4. How long have you been buying from the Herbal Medicine?

- 1 – 5 yrs. [ ] 6 – 10 yrs. [ ] 11 – 15 yrs. [ ] 16 – 20yrs [ ] 21yrs  
and above [ ]

**SECTION B: Radio Advertisement of Herbal Medicine in Tamale Metropolis**

Please indicate your level of **agreement or disagreement** with respect to the Radio Advertisement of Herbal Medicine in Tamale Metropolis. Responses will be measured such that **1 = Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5= Strongly agree.**

	1	2	3	4	5
1. My preferred herbal medicine’s radio advertisement is aired frequently					
2. My preferred herbal medicine’s radio advertisement informs about the product					
3. My preferred herbal medicine’s radio advertisement facilitates brand recall					
4. My preferred herbal medicine’s radio advertisement facilitates recognition of brand					
5. My preferred herbal medicine’s radio advertisement influence purchase behavior					
6. My preferred herbal medicine’s radio advertisement is fused with running radio programme (new, morning show, sports)					
7. My preferred herbal medicine is endorsed by radio host					
8. There is testimonial on radio on my preferred herbal medicine					
9. My preferred herbal medicine’s testimonial is reliable					
10. My preferred herbal medicine’s radio advertisement is catchy					

**SECTION C: Brand Awareness of Herbal Medicine in Tamale Metropolis**

Please indicate your level of **agreement or disagreement** with respect to the Brand of herbal medicine in Tamale Metropolis. Responses will be measured such that **1 = Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5= Strongly agree.**

Statement	1	2	3	4	5
1. My preferred herbal medicine's brand is retrieved from memory naturally.					
2. My preferred herbal medicine's brand is retrieved from memory with a brand cue.					
3. My preferred herbal medicine's brand has created image in the minds of the consumer					
4. My preferred herbal medicine's high brand awareness is greatly considered for purchase.					
5. I easily remember information about my preferred herbal medicine when I see it.					
6. I easily confirm prior exposure to my preferred herbal medicine's brand when given the brand clue					
7. A well-recognized my preferred herbal medicine's brand leads to repeat purchases					
8. Customers rely on recognition my preferred herbal medicine when making preferential decisions					