

UNIVERSITY OF CAPE COAST

**INFLUENCE OF ELECTRONIC ADVERTISING ON CONSUMERS
PURCHASING DECISIONS OF ALCOHOLIC BEVERAGES WITHIN
THE ACCRA METROPOLIS**

MERCY AGYARE

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ACCRA METROPOLIS

BY

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the award of Master of Business Administration Degree in Marketing.

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature Date

Name: Mercy Agyare

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by the University of Cape Coast.

Supervisor's Signature Date

Name: Prof. Daniel Agyapong

ABSTRACT

Advertising enables companies to meet communication and other marketing objectives. Consumers' purchase behaviour in today's information-saturated world is based on how a service or product is advertised. In spite of the apparent wide-spread and huge-scale adoption of E-advertising on a global scale, one does not see this trend happening on a big scale in Ghana. Thus, using the descriptive study design the study sought to explore and unravel the influence of e-advertising on consumers' purchase decisions within the Accra Metropolis. Snowball sampling procedure was employed to search and select participants with the same characteristics relevant to be included in the study. The study pointed out some of the key elements in e-adverts which influence consumers demand for alcohol or made them purchase alcohol. The study further revealed that because of linear relationship between e-advertising and consumer behaviour of customers of alcoholic beverages, e-advertising can significantly influence the consumer behaviour of consumers of alcoholic beverage in the Accra Metropolis. In view of this, it is recommended that Management of alcoholic beverage companies should as a matter of policy make use of e-advertising modes such as e-adverts streamed through TV, their website, mobile phones, social media network and other media sites. It is further recommended that management should also increase the frequency of e-advertising especially television related ones because of the significant positive effect between e-advertising and consumer behaviour of consumers of alcoholic beverages, since it would translate into sales hence profits.

KEY WORDS

Corporate Reporting

Corporate Scandals

Integrated Reporting

International Integrated Reporting Council

International Integrated Reporting Framework

Sustainability Reporting

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DEDICATION

To my husband, Mr Eric Amoako Agyare, and my mother Miss Sarah Thompson.

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CHAPTER ONE

INTRODUCTION

Marketing is critical to the success of business organisations. Marketing trends have led companies to devise all kinds of methods to market their products or services. As a key element of promotion which is part of the marketing communication mix, advertising is an external communication strategy an organisation uses to send messages aimed at influencing customers to buy their products or services. It enables companies to meet communication and other marketing objectives. Consumer purchase decision is a decision-making process undertaken by consumers with regard to a potential market transaction before, during, and after the purchase of a product or service. In Ghana, it is perceived that competition among alcohol beverages manufacturing companies is stiff. These companies have on offer many and varied alcoholic beverage products. Consumers' demand for a particular alcoholic beverage is believed to be influenced by the quality of advertising campaign a company employs. To better understand the concepts of e-advertising and consumer purchase decisions, the learning theory and Maslow's hierarchy of needs theory underpinned the study.

Background to the study

Marketing is critical to the success of business organisations ((Dahlqvist & Linde, 2002). Marketing trends have led companies to devise all kinds of methods to market their products or services. Of the numerous marketing strategies, advertising is the most common. In today's fast-changing, hyper-competitive market environment, advertising has become a critical marketing activity of

organisations which seek to reach consumers. As a key element of promotion which is part of the marketing communication mix, Fill (2009) asserted that advertising is an external communication strategy an organisation uses to send messages aimed at influencing customers to buy their products or services. It enables companies to meet communication and other marketing objectives.

According to Poh and Adam (2007), advertising is achieved through broadcasting and narrowcasting media such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax as well as the internet and web applications. Advertising has come a long way and is still evolving. It still needs to catch up with consumer purchase behaviour in today's technology-driven world. Consumers' purchase behaviour in today's information-saturated world is based on how a service or product is advertised. Advertising is critical in portraying service or product quality. As a promotional strategy, it can help create product awareness in the mind of consumers and enhance their purchase decisions. In a tech-savvy consumer world, new media formats and the development of internet and related digital and online technologies has opened up a world of possibilities in advertising (Tuten, 2008).

A myriad of electronic technologies can be combined to reach wide and varied audiences. Electronic advertising (E-advertising) is a platform for marketers to create awareness and influence purchase decision of consumers. Advances in information and communication technology have made an enormous impact on the development of electronic advertising tools. Information and technology are continuously changing how customers shop for services and products and the price they are willing to pay and the quality they expect. Organisations seeking to influence consumer purchase decisions can also employ

cutting edge technology to easily, inexpensively and instantaneously advertise electronically. E-advertising tools are more innovative and powerful than other methods and can leave a powerful, profound and irreversible imprint on the minds of consumers.

Consumer purchase decision is a decision-making process undertaken by consumers with regard to a potential market transaction before, during, and after the purchase of a product or service. A major aim of advertising is to impact consumer purchase behaviour (Saleem & Abideen, 2011). E-advertising seeks to entice people to visit an organisation's website by clicking on the banner or button. It uses technology to advertise services and product. Technological advancements have not only led to the creation of new products and services, but also have improved advertising methods. There is an increase in e-advertising as more traditional advertising is perceived to lose the edge in influencing consumer purchase behaviour. Advertisers are using new and sophisticated media to advertise given consumers' sophistication. It is perceived that with e-advertising, consumers can be interactive and decide what they want.

Moreover, one industry in which e-advertising is particularly gaining currency is the alcoholic beverages industry. Alcohol is one of the most advertised products in both developed and developing economies (Endicott, 2005; Saffer & Dave, 2003). All the adverts are built around features (animals, humour, music, innovative technical effects/aspects, and bar/ party settings, celebrity) that attract the targets to like the adverts to achieve its aim and intended purpose (Zhang & Zinkhan, 2006; Chen & Crube, 2002). In the developing world like Ghana, it is perceived that e-advertising is being used by breweries and their retailers to gain a competitive edge in the industry. Thus, this study seeks to assess the influence

of electronic advertising on decision of consumers to purchase an alcoholic beverage in the Accra Metropolis of Ghana.

Statement of the Problem

In Ghana, it is perceived that competition among alcohol beverages manufacturing companies is stiff. These companies have on offer many and varied alcoholic beverage products. Consumers' demand for a particular alcoholic beverage is believed to be influenced by the quality of advertising campaign a company employs (Zhang & Zinkhan, 2006). Consumer purchase behaviour is perceived to be influenced differently by different forms of advertising by organisations. Thus, for companies to get their messages through to audiences, they have a variety of strategies including not only the traditional media such as print and broadcast, cinema and radio but also electronic media and the internet (Hassan, 2015). E-advertising is emerging as the latest form of advertising alcoholic beverages. E-advertising merges time and space. With this form of advertising, many companies are beginning to realise that 'online' is the 'lifeline' to the 'offline' in marketing (Chand, nd).

In spite of the apparent wide-spread and huge-scale adoption of E-advertising on a global scale, one does not see this trend happening on a big scale in Ghana. The use of E-advertising tools is believed to still be at the evolution stages in most industries in Ghana. Thus, the e-advertising strategies of many companies in Ghana are still rudimentary and less targeted, since the level understanding of their impact of consumer purchase behaviour is not yet well researched. In the alcoholic beverages industry in Ghana, it is yet to be known how e-advertising positively impacts consumer purchase behaviour more than other

forms as there is no evidence to this effect. The Accra metropolis is the economic nerve centre of the Greater Accra Region of Ghana. There is, therefore, the need to understand the impact e-advertising can have on consumer purchases.

Although it is perceived that alcohol consumption may be highest in this part of the country because of the relative wealth in this area, there is a knowledge gap on how e-advertising is being used by alcoholic beverage companies to influence consumer purchase behaviour. Thus, a study to assess the influence of e-advertising on decision of consumers to purchase alcoholic beverages in the Accra Metropolis of Ghana is a much needed one. This study therefore seeks to assess the influence of electronic advertising on decision of consumers to purchase an alcoholic beverage in the Accra Metropolis.

Purpose of the Study

The purpose of the study was to assess the influence of electronic advertising on decision of consumers to purchase an alcoholic beverage within the Accra Metropolis. Specifically, this study developed the following objectives to:

1. Explore the extent of usage of electronic advertising by alcoholic beverages companies in Accra Metropolis.
2. Assess how electronic advertising influence consumer purchase decisions of alcoholic beverages in Accra Metropolis.
3. Analyse the factors that determine the use of a particular e-advertising in the industry.

Research Questions

The following research questions were asked in order to achieve the objective:

1. What is the extent of usage of electronic advertising by alcoholic beverages companies in Accra Metropolis?
2. How does electronic advertising influence consumer purchase decisions of alcoholic beverages in Accra Metropolis?
3. What factors determine the use of a particular e-advertising in the industry?

Significance of the Study

This research is significant to companies marketing alcoholic beverages within the Accra Metropolis. The findings of the study will help these companies devise and develop effective e-advertising strategies as part of their marketing communications programme to target potential clients and help influence their purchase decisions. Companies can have a clearer understanding of the effect of this form of advertising on the purchase behaviours of consumers. The findings will guide policy makers on making policies on the consumption of alcohol based on e-advertising of alcoholic products. Most companies in the Accra Metropolis have yet to effectively employ e-advertising tools in marketing their products notwithstanding the potential that exists to be fully exploited in the use of this form of advertising. This study will significantly influence their fully-scale employment of e-advertising as it has given the real insight into the intricacies of the influence of this form of advertising on consumer purchase decisions for alcoholic beverages in Accra Metropolis.

It will contribute to the evolutionary development of e-advertising in the alcoholic beverages industry and deepen its principles and its practices. The study will improve future studies on e-advertising in the alcoholic beverages industry. It will serve as a benchmark study for future studies. Future studies will find the

findings of the research relevant as reference material. The findings also provide empirical understandings to the learning theory which underlies the research.

Delimitations of the Study

The scope of a study is useful in determining if issues are specifically related to the study. Advertising covers a range of activities. The study narrowed the scope to E-advertising and its influence on consumers' purchase decision for alcoholic beverages in Accra Metropolis. It was necessary to limit the scope to this part of Ghana to be able to critically study the problem and arrive at specific conclusions that can help improve this form of advertising in this part of the country.

Limitations of the Study

Data unavailability limited the research. The study faced problems obtaining relevant data and this hindered the effective accomplishment of the research task. Some of the respondents felt reluctant to provide certain information that was necessary to this study because they were not open with their alcoholic beverage purchase decisions. However, with persistence, the study was able to access such data necessary to help answer the research questions.

Organisation of the Study

This study has been organised into five chapters. Chapter one was the general introduction and details the background to the study, statement of the problem, objectives and research questions, significance of the study, delimitations of the study and limitations of the study. Chapter two presented were a review of literature for the study. This chapter reviewed both theoretical and empirical literature on advertising and consumer purchase behaviour. Chapter three was the

research methods of the study. It discussed the research design, study area, population and the sampling procedure used. It also stated the research instrument used for data collection, data collection and data analysis procedures. Chapter four presented the results of data analysis and discussions. Chapter five presented the summary of the main findings, conclusions of the study as well as recommendations.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter reviews literature relevant for the study. To establish the theoretical foundations of the study, the learning theory relating to electronic advertising and consumer purchase behaviour is reviewed. Other models including models of advertising, models of human behaviour and theory of consumer behaviour among other things are reviewed. Empirical literature is also reviewed. The essence of the literature review is to gain deeper knowledge of the research problem. This helped to choose the theoretical framework of the study and helped in the design of a conceptual framework to understand the study problem and design a methodology for the study.

Theoretical Review

The study was underpinned by the learning theory and Maslow's hierarchy of needs theory due to the research objectives. These theories were also supported by the AIDA model of advertising and model of human behaviour to provide further explanation to the key concepts of the study.

Learning theory

The learning theory was derived from the Pavlov's dogs' experiment. According to Hackley (2005) Pavlov trained his dogs to associate the arrival of food with the ringing of a bell: a sound that will lead to the salivation response among the dogs. Hackley (2005) likened advertising to dog salivation response. Advertising is seen as a stimulus that would give rise to a response just as it occurs in the dogs' salivation process. Mackey (2005) also explains that the learning

theory has given rise to new up-to-date approach towards advertising; hence, the different models that explain how advertising produces its effect. Based on the learning theory, the attention, interest, desire and action (AIDA), Hierarchy of effect and the Defining Advertising Goals for Measured Advertising Results (DAGMAR) models of advertising are reviewed to understand the various stages the consumer goes through before making a purchase decision. The Marshallian economic model and Veblenian-psychological model are also reviewed to explain the factors that influence consumer purchase decisions.

Maslow's hierarchy of needs theory

As noted earlier, Maslow's hierarchy of needs will provide an insight on the influence of need and motivation on consumer purchasing behaviour. Maslow suggested that there are five major need categories which apply to people in general. Everyone has these five distinct levels of needs. The first layer in Maslow's hierarchy is physical needs, such as food and water. One level higher are safety needs, such as insurance and job security. Next are social needs, such as family and friends, then self-esteem needs, such as dignity and reputation. The final level of need, only attainable after all others are secure, is self-actualization, which encompasses such things as personal achievement and identity. They constitute the need to develop potentialities and skills to become what one believes one is capable of becoming (Armstrong, 2007). Schiffman and Kanuk (2003) explain that consumers seek to first satisfy lower-level needs before attending to higher level needs.

Koran (2006) also posits that, the individual once freed from a lower order, will begin to explore higher order needs. Solomon (2010) accentuates that

consumers first need to satisfy their basic needs before progressing to higher-level needs, where one product can satisfy a number of different needs. Schiffman and Kanuk (1997) criticized the theory on the grounds that it cannot be tested empirically. They explained that there is no means of measuring precisely how satisfied one need must be before a next, higher need becomes operative.

Solomon (1994) also criticized the theory by stating that it is culture-bound, restricted to western culture, or even to only certain western cultures, with other cultures possibly questioning the order of levels specified by the model. Walters (1974) hails the Maslow's Human Hierarchy of Needs theory and argues that the importance of needs to marketers is based on the fact that motives for purchasing are established by needs. Solomon (1994) argues that marketers should acknowledge that consumers have need priorities at different times.

AIDA model of advertising

The attention, interest, desire and action (AIDA) model of advertising was developed by Strong in 1925 (Hackley, 2005). Strong (1925) postulated that before becoming a user of the product, the recipient of a message moves from an awareness of the product to an interest in it. From this, the user of the product develops a desire for the product and this then results in action in which (s)he goes and purchases the product. The model depicts the processes that customers go through before making a purchase. Brierley (2002) postulates that AIDA model should inject memorable and believable messages that will make customers triggered to act in a certain way. According to Mackay (2005), Strong postulates that for the AIDA to be affected it has to command attention, leads others to be interested in the product, trigger the desire to own or use the product and leads others to take an action.

Although it may be considered as the strongest advertising theory, it has received criticisms from different sections of the advertising community (Karlsson, 2007). Brierley (2002) argues that there is no evidence that customers behave in rational linear way. He further explains that the model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. Hackley (2005) is also of the view that, the model only represents high involvement purchases. He also explained that the assumption by the AIDA model that customers go through a rational process when buying products is not always the case, but rather, purchases may often be spontaneous and will not follow that rational process as postulated by Strong (1925).

Models of human behaviour

Boachie-Mensah (2009) defines consumer behaviour as the buying behaviour of final consumers, individuals and households who buy goods and services for personal consumption. Belch and Belch (2007) also define consumer behaviour as 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Dahlqvist and Linde (2002) who categorised the buying behaviour of consumers into conscious, social, rational, and unconscious consumer behaviour. The subject matter of consumer behaviour has seen greater applicability from economics through to marketing. It is applied to understand how people buy, what they buy, when they buy and why they buy. It blends elements from the theories of behavioural psychology and sociology in its intuitions. It attempts to understand the buyer decision making process, both individually and in groups.

The model studies characteristics of individual consumers such as demographics, psychographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (Akir & Othman, 2010). Jacoby (1977) pointed out that consumer behaviour reflects the totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time, and ideas by decision making units over time. Similarly, Belch and Belch (2007) posit that consumer behaviour encompasses the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. It presupposes that the theory of consumer behaviour involves more than just how a person buys goods.

It includes the purchase of services, time and ideas. Apart from understanding what consumers acquire, use or dispose of, the theory prescribes activities including the understanding of whether, why, when, where, how, how much, how often and how long consumers will buy, use or dispose of a product (Flick, 2006). An introduction to qualitative research. London: Sage. Some individuals may be influenced by their culture Schutte and Ciarlante (1998), spouse siblings, family members, friends, sales persons, relatives or neighbours (Akir & Othman, 2010). However, models of human behaviour which relate to purchase decisions and are influenced by advertisement are reviewed. For the purpose of this research, the Marshallian Economic Model and the Veblenian Social Psychological Model are reviewed. In addition to these two models of human behaviour, the theory of Maslow's hierarchy of needs will be discussed to provide a perspective

on the need to understand the influence of needs and motivation on consumer behaviour.

Usage of electronic advertising

The emergence of e-advertising is continuously playing crucial roles in the development of modern businesses. Existing studies have revealed diverse uses of e-advertising. According to Bergkvist (2010), e-advertising is used to customise adverts to meet customer needs. As such, repetitive use of, and increased exposure to, online advertising has a positive impact on attitude toward the brand and purchase intention. He further stressed that, consumers are more likely to have a higher purchase intention if online advertising is customized to their needs. Also, Becerra and Korgaonkar (2010) stressed that, there is reason to believe that features of e-advertising portray the reality from the respondents' point of view or the intended message ties well with the product or service; thus, the positive influence on purchase intention.

A study by Shanthi (2015) revealed that, e-advertising, specifically multimedia, in online advertisement gives consumers a positive feeling towards the product or service. He added that, e-advertising is used to stimulate consumers to learn more about the product or service they provide. Similarly, stressed that, e-advertising persuades consumers to click on the advertisement. It stimulates their interests in the products or services been advertised and thus influence them to either make purchases or not (Hassan, 2015).

Moreover, a study by Mandan (2013) to investigate the impact of advertising on customer's behavioural intention asserted that e-advertising is used for generating favourable consumer response to the brand of the product or

service. He further revealed that, e-advertising, also known as online advertisement, is used to allow consumers make purchasing decisions at will.

Factors that determine the use of a particular e-advertising

There are several factors that determine the use of a particular e-advertising through which products and services are chosen. Based on the medium, advertisers need not take full advantage of the enhanced capabilities to produce effective web and e-advertising (Srivastava & Mishra, 2012). Also, media factors such as campaign length, number of host websites, use of offline media, and campaign cost, may influence the direct response of the target audience which are measured by click-through rates as one of several forms of internet advertising, such as banners, interstitials and pop-up windows.

Although the advertising industry also uses alternatives, it is noteworthy that the pricing of internet advertising is often based on click-through rates because advertisers demand results-oriented pricing and the pricing model of traditional media, which is based on mere impressions; rather, they insist on paying for direct response results (Hofacker & Murphy, 1998). The electronic advertising includes; internet, mobile telephony, radio and television whereas the factors influencing consumers' exposure to any e-advertising include access, price paid for exposure to the form of media, period of exposed, geography or place of exposure. Thus, the message (what the business wants to communicate) and the medium or channel (how the message gets to the customers and the general public) of alcoholic beverage companies.

Moreover, Dabanka, Osei-Afriyie, Yamoah-Ghansah, Agyei and Agyemang (2011) conducted a study to determine the effects of advertising on consumer buying behaviour in the mobile telecommunication industry of Ghana. The study

sought to identify what motivates customers in making purchase decisions, to determine the extent to which adverts affect consumer buying behaviour and to determine how the companies measure advertising effectiveness. The survey was conducted with 104 respondents. The study found out that television, radio, newspaper and billboards were the media used to advertise the products of the telecom companies. It was also revealed that listeners of radio commercials are attracted towards advertisements which are more entertaining while disseminating the message at the same time (Rajagopal, 2010).

Empirical Review

This section presented reviews of related literature on the third research objective in relation to influence of electronic advertising on consumer purchase decisions.

Anyanwale, Alimi and Ayanbimipe (2005) investigated the role played by advertising in influencing consumers' preference for *Bournvita*, a leading drink in the food and beverage industry in Nigeria. The study was based on a survey of 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile- Ife which are cities in Nigeria. Both descriptive and inferential statistics were used in analysing the data collected. Chi-square was used in testing the hypothesis generated from the study. The study revealed that advertising has a major influence on consumers' preference for Bournvita and concluded that television advertising media is currently the most potent of all the media used in advertising a product. The study thus, recommended more consideration should be given to television medium of advertising when advertising.

Abideen and Saleem (2011) investigated the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioural aspect of consumer buying behaviour in. The study was carried in three cities of Pakistan Rawalpindi, Islamabad and Lahore. The study conveniently sampled 200 respondents who use the services of the mobile telecommunications company in the three cities of Pakistan. Multiple regression was used as a statistical tool to determine the degree of relationship between the variables involved in the study. The results of the study indicated that there exists a weak association between environmental responses with the consumer buying behaviour including attitudinal as well as behavioural aspects of consumer buying behaviour. Emotional response, on other hand, established strong association with the consumer buying behaviour.

The study therefore concluded that consumers purchase products in the areas of Rawalpindi, Islamabad and Lahore by emotional response rather than environmental response. The environmental response of the purchasing associates these buyers with unplanned or impulse buying. The study also concluded that consumers purchase those products from which they are emotionally attached. Abideen and Saleem (2011) further explained that these emotional attachments are created through advertisements such as audio, video, and text forms which appeal to them. It was recommended that to generalise the findings of the study, it was necessary to replicate the study in other industries of Pakistan. Again, it was recommended that future research can focus on the personality characteristics of consumers and their impact on the consumer buying behaviour.

Rajagopal (2010) analysed the impact of radio advertisements on urban commuters towards buying behaviour in retail stores and attempted to determine

the role of radio advertising on dissemination of information on the sales promotions. The study was conducted in 4 corporate offices of multinational companies in Mexico City. A sample of 1550 commuters was selected using a combination of purposive and snowballing techniques. The study revealed that shopping behaviour of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables. It was found that radio advertisements propagating promotional messages on sales of products have quick response to the supermarkets and department stores.

Petrova and Bochkareva (2010) conducted a research on advertising as a marketing communication tool in the Swedish telecommunication industry. The research was aimed at describing the correspondence between the feelings and reactions customers pose towards the advertisements and the company's expectations embodied in the commercial appeal and the communicated message. A sample of 100 respondents was chosen which comprised of 50 females and 50 males. The data was collected by means of surveys, interviews and secondary data sources. Chi test was used in association with cross tabulation to analyse the data. The study concluded that advertising campaign was perceived by TV watchers as neither informative nor persuasive.

Kotwal, Gupta and Devi (2008); Owusu (2017) and Jisana (2014) looked at the impact of television advertisements on buying pattern of adolescent girls in Jammu city. A sample of 100 adolescent girls studying in class 9-12 was selected for the study. A questionnaire was used to collect data for the study. Analysis of the data was done both qualitatively and quantitatively using simple numbers and percentages. The study revealed that majority of the respondents, after watching

an advertisement on television wanted to buy the new brand introduced on the market. The study concluded that the respondents preferred to buy branded and standardised products which are more advertised on television.

Kotwal *et al.* (2008) focused on impact of television advertisements on buying pattern of adolescent girls. Rajagopal (2017) and Rajagopal (2011) also focused on the role of radio advertisements as behavioural drivers among urban consumers. Abideen and Saleem (2011) and Rai (2013) focused on the responses that adverts elicit in the telecom sector. Kaliyaperumal and Thirumaran (2017) focused on fast food restaurant advertisement and its influence on consumer behavior. Dabanka, Osei-Afryie, YamoahGhansah, Frema and Baffour (2012) looked at what motivates customers in making their purchasing decisions and the extent to which adverts affects their buying behaviour.

Tseliou (2018) made a case for print media advertising in the internet age by reviewing the media usage patterns in the US. They argued that the amount of advertising dollars spent on newspapers, magazines and business papers adverts account for approximately 40% of all media advertising expenditure in 2004 while broadcast, cable TV and radio represent an additional 44% of the media advertising dollar spent.

However, these studies looked at advertising and its influence on consumer behaviour without establishing the influence of electronic advertising on consumer purchase behaviour. Also, most of the studies used different population as a unit of study. For example, Kotwal *et al.* (2008) used adolescent girls who may be students or not students as the study population. Rajagopal (2010) also used urban consumers as the study population to look at the role of radio advertisements as behavioural drivers. Researchers have found that alcohol advertising influence

alcohol consumption (Noel, Xuan & Babor, 2018; Jernigan, Noel, Landon, Thornton & Lobstein, 2017). Stautz, Frings, Albery, Moss, and Marteau (2017) established that youth who are exposed to more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1% (event rate ratio, 1.01; 95% confidence interval, 1.01-1.02).

Youth in markets with greater alcohol advertising expenditures drank more (each additional dollar spent per capita raised the number of drinks consumed by 3% (event rate ratio, 1.03; 95% confidence interval, 1.01-1.05). Examining only the youth younger than the legal drinking age of 21 years, alcohol advertisement exposure and expenditures still related to drinking. In their study youth in markets with more alcohol advertisements showed increases in drinking levels into their late 20s, but drinking plateaued in the early 20s for the youth in markets with fewer advertisements. Control variables in the study included age, gender, ethnicity, high school or college enrolment, and alcohol sales. The writers concluded that alcohol advertising contributes to increase in drinking among the youth.

Noel *et al.* (2018) embarked on review of empirical studies on the effect of alcohol advertising on consumption and established that advert leads to onset of drinking amongst non-drinking youth; increased levels of consumption and also revealed evidence of a dose-relationship in relation to advertising exposure. According to Padon, Rimal, Dejong, Siegel and Jernigan (2018) alcohol advertising affect decisions to consume alcohol while Thompson, Kelly, Previte and Kelly (2017) established that exposure of the youth to alcohol advert influence them to begin drinking. Austin and Knaus (2000) also state that alcohol adverts induce liking of the advert in the youth and eventually influence them to consume more alcohol.

Similar findings of alcohol initiation, increase alcohol consumption and over consumption have been established by other researchers (Busse, 2018; Busse & Bernabé-Ortiz, 2018; Herrera & Pasch 2017; Amanuel, Morojele & London, 2018; Snyder, 2006; Courtney, Rapuano, Sargent, Heatherton & Kelley, 2018; Saffer & Dave, 2006; Stacey, Zogg, Unger & Dent, 2004; Unger, Schuster, Zogg, Dent & Stacy, 2003; Cooke, Hastings & Anderson, 2002). In a study by Saffer and Dave (2003, p.3), they established that alcohol advert influence alcohol consumption among adolescents and that a complete ban on alcohol advert and the increase in the price of alcohol as policies have the “potential to substantially reduce adolescent alcohol participation”.

Some researchers such as Nelson (2011), Smith and Foxcroft (2009) and Donovan (2004) have however indicated that alcohol advertising does not influence alcohol consumption significantly. Thus, the findings on the link and causality between alcohol advertising and consumption have been inconclusive, mixed and contradictory in the literature in both cross-sectional and longitudinal studies (Nelson, 2010; Anderson *et al.*, 2009).

Conceptual Framework

After reviewing different models concerning consumer purchase behaviour, the conceptual framework was deduced from Engel, Blackwell and Miniard’s model. The model depicted in Figure 1 identifies three broad decision processes based on the extent of active reasoning underlying behaviour. These are extended, limited and midrange problem solving. According to the model, the consumer decision-making process is influenced and shaped by a number of factors and determinants categorised into three broad categories namely: individual differences, environmental influences and psychological process.

The individual differences identified consumer resources, knowledge, attitudes, motivation, personality, values and lifestyle. The environmental influences comprised culture, social class, personal influences, family and the situation. The psychological processes also identified the following: need recognition, search for information, information processing, pre-purchase alternative evaluation, purchase consumption, consumption and post purchase alternative evaluation as well as divestment. The search for information is where the marketer uses advertising and supply. The marketer uses various media to supply the information that will persuade the consumer to purchase from having identified the need of the consumer using the Maslow's hierarchy of needs. Knowing the needs of the consumer will allow the marketer to come out with an advertisement that is able to supply the information needs of the consumer, thus, contributing to influencing their purchasing decisions.

The results lead to important practical implications for internet advertising. In choosing e- advertising, it must be taken into consideration that well-established measures of banner success, such as acquisitions, branding and image change, and the attraction of the click-through variable that lies in its behavioural nature, its measurability, and the fact that it indicates immediate interest (Briggs & Hollis, 1997). It has been suggested that there is an explicit shift in online advertising strategy that favours deriving behavioural response from selected target audiences over providing exposure to many audience groups (Yoon & Kim, 2001). These trends increase the importance of banner ability to induce direct responses and emphasise the problem of effective creative design and media planning (Shamdasani *et al.*, 2001).

Tracking direct response results on the internet is simple since response information is electronically captured and reported through the advertisement serving process as well as by tracking visitors' activity once they have reached a site. Banner advertisements are rectangular displays on a web page that serve as a lead-in to the visitor to find out more by clicking on the banner (Schumann & Thorson, 1999). Clicking on the banner takes the visitor from the current web page to the advertiser's web page. In this manner, banner ads are used as vehicles to bring prospective customers to a site, offering an automated link to the advertiser (Briggs & Hollis, 1997; Bellizzi, 2000). Clickable banner ads are believed to be the first gateway to entering the world of interactive electronic markets (Shamdasani et al., 2001). A widely used measure for evaluating the effectiveness of banner advertising is the click-through rate--that is, the proportion of viewers who click on a banner to visit the advertiser's website Hanson (2000).

Based on the objectives of the study and the theoretical framework, the study designed the conceptual framework displayed in Figure 1.

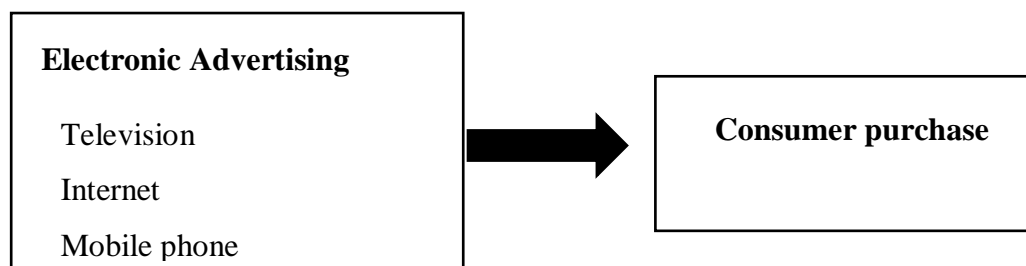


Figure 1: Conceptual framework of the study

Source: Author's own construct (2019)

Figure 1 illustrates the influence of advertising on consumer purchasing behaviour of alcoholic products. The researcher designed the conceptual framework in consideration of the likely media of electronic advertising including internet adverts, television adverts and radio adverts and their impact on

consumers' purchase decisions. Consumer purchase decisions can be influenced through e-adverts depending on an amalgam of factors including the message sent, the form of media of e-advertising used as well as the variables that influence the choice of consumers' exposure to any particular media of advertising.

Chapter Summary

In this chapter, the researcher has reviewed literature on theoretical and empirical issues relating to advertising and consumer purchase behaviour. The findings on the link and causality between alcohol advertising and consumption have been inconclusive, mixed and contradictory in the literature in both cross-sectional and longitudinal studies. Key issues and lessons from the review informed the conceptual framework of the study. The review further proved beneficial in the methodology, analyses, presentation of findings, discussions, conclusions and recommendations.

CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter is the methods of the study. It details the research design, profile of the study area, population, sample and sampling techniques, data collection, research instruments, validity and reliability and data analysis.

Research Design

Creswell (2014) stressed that, a research approach is in two (2) main paradigms which include social constructivist paradigm and positivist paradigm. A social constructivist paradigm emphasises the socially constructed nature of reality and it basically focuses on attaining rich and complex understanding of people's experience and not in obtaining information which allows generalisations to larger groups. This paradigm favours more of the qualitative approach. On the other hand, the positivist paradigm primarily involves collection and conversion of data into numerical form which allows statistical calculations to be made and conclusions to be drawn (Creswell & Creswell, 2017). This paradigm also favours quantitative approach/method other than qualitative approach. Therefore, the study adopted the positivist paradigm.

The choice of a research design is dependent on the type of research method/approach employed by a study (Creswell, 2014). A research design has three major types/forms and they comprise exploratory design (qualitative study), explanatory/causal design (quantitative study) and descriptive design (mixed study) respectively (Creswell, 2014; Saunders, Lewis, Thornhill & Bristow,

2015). The study employed the explanatory research design despite the availability of the other alternatives. This is because, an explanatory design aims at establishing cause and effect relationships between variables (Saunders *et al.*, 2015) of which the study intends to achieve. Practically, the study seeks to e-advertising and consumer purchase decisions and thus, the research questions require quantitative analysis.

Additionally, the explanatory research design has both strength and weaknesses (Creswell, 2014; Creswell & Creswell, 2017). The major strengths of this design include the increase in understanding on a given subject, flexibility of obtaining sources, better conclusions and generalisation of findings. However, this design comes with weaknesses such as obtaining biased information from respondents, findings could be affected by other uncontrolled variables and time consuming in ensuring a representative sample. In spite of these weaknesses and availability of the other designs, the explanatory design was more preferable due to the objectives of the study and the approach/method employed.

Study area

Greater Accra Region is one of the 10 administrative regions of Ghana. In terms of area it is the smallest, occupying a total land surface of 3,245 square kilometres or 1.4 per cent of the total land area of Ghana. In terms of population, however, it is the second most populated region, after the Ashanti Region, with a population of 4,010,054 in 2010, accounting for 15.4 per cent of Ghana's total population. The political administration of the region is divided into districts namely, Accra Metropolitan Area, Tema Municipal Area, Ga East District, Ga West District, Dangme West District and Dangme East District. Accra Metropolis is among the twenty (20) Metropolitan, Municipals and Districts of the greater

Accra Region of Ghana. Accra is the capital of the metropolis; therefore, the study was carried out at the Accra metropolis area.

Population

The target population of the study consisted of all alcoholic beverage companies and those who consume alcoholic beverages in Accra Metropolis. The alcoholic beverage companies include Guinness Ghana Breweries, GIHOC distilleries, Accra Breweries Limited and Kasapreko Breweries. With assistance from drinking spots or drinking bar operators, restaurant and retail shop owners and night club owners among others, the people who patronise alcoholic beverages in the Accra Metropolis could not be determined since no records on this exists. Thus, the population was unknown.

Sampling Procedure

Snowball sampling procedure was employed to search and select participants with the same characteristics relevant to be included in the study. This method of sampling the study makes initial contact with small group of people who are relevant to the research topic and then uses to establish contact with others Brooks and Bell, (2010). The study sampled people who were influenced by e-advertising (TV, radio, internet, mobile phone adverts) before patronising alcoholic beverages. Out of the unknown population of people who patronise alcoholic beverages in the Accra Metropolis, 300 were sampled for the study using the snowball sampling technique.

The sample size was necessitated by resource and time constraints as well as expediency of the study. However, since the research did not set out to test hypotheses but to gather opinions in answering the research questions the small

size of the sample did not present a challenge in the study. For snowball sampling it is not necessary to know the exact population however the sample can be representative of the population (Brooks & Bell, 2010). The study found this method to be fast, convenient and cost-effective.

Data Collection Instrument

Structured questionnaires were used to collect data from the respondents. This method of administering the questionnaire is more preferable than the self-administered one since the return rate is high because the researcher is present to explain any unclear questions and the researcher knows the conditions under which the questionnaires were filled out. The researcher ensured that it is “valid, reliable and unambiguous” (Richards & Schmidt, 2002, p. 438). One advantage of using a questionnaire to collect primary data is that the researcher could read out items on the questionnaire and tick responses given since of the respondents were drunk. This reduced the tendency for errors by the respondents. The process of collecting data with a questionnaire is also identical as each of the respondents receives the same questions by the interviewer.

Furthermore, the use of questionnaires to collect data is quick and an efficient way to obtain information from a large number of consumers (Furaji, Latuszynska & Wawrzynicak, 2012). The questionnaire comprised of 72 items grouped under eight sections - A, B, C, and D. Section A, sought to elicit background information about the respondents including age, gender, religion, ethnic background, educational background, among others. Sections B, C and D solicited information relating to each of the three objectives of the study. Most items in the questionnaire were closed-ended. These were questions which “respondents are offered a set of answers and asked to choose the one that is most

closely representing their view” (David, 1996, p.253). Respondents were also asked some open questions.

Data Collection Procedures

The primary data was collected through administration of structured questionnaires. In survey research, investigators ask questions about people’s beliefs, opinions, characteristics, and behaviour (Creswell, 2003). Importantly, survey research does not make causal inferences, but rather describes the distributions of variables for large groups (Creswell, 2003). Cohen, Manion and Morrison (2000) argue that survey research involves collecting data to answer questions concerning the phenomenon under study, and is used to describe the nature of existing conditions, identify standards against which existing conditions can be compared, and/or investigate the relationships that may exist between events. The study used survey methods to collect views on the influence of e-advertising on consumer purchase decisions.

Validity and Reliability

Cresswell (2007) suggests eight strategies for validity. He advised that researchers stick with at least two of them in any given study. These strategies are: ‘prolonged engagement and persistent observation in the field’; ‘triangulation’; ‘peer review or debriefing’; ‘refining hypotheses as the inquiry advances’; ‘clarifying researcher bias from the outset of the study’; ‘the researcher solicits participants’ views of the credibility of the findings and interpretations’; ‘rich and thick description’ and ‘external audits. Validity was ensured in this study by the mixing of questionnaires and interviews. Somekh and Lewin (2007) and Davies (2007) point to three main aspects to achieve reliability, namely: ‘sufficient’, ‘compelling evidence’, ‘rigour of data collection and analysis’. Thus, sufficient and

compelling evidence was achieved in this study through the use of questionnaires and interviews to collect evidence.

Moreover, reliability refers to the extent to which the application of a scale produces consistent results if repeated measures are taken (Sekaran & Bougie, 2016). It can be achieved when keeping results at a consistent level despite changing of time and place (Best & Kahn, 2016). Bowling added that, reliability ensures that the study fulfils its expected purpose and also ensures that the results obtained from the study are not influenced by possible extraneous variables. In the context of the study, internal consistency as a type of reliability test was conducted. Internal consistency comprises testing the homogeneity that assesses the extent to which personal items are inter-correlated and the extent to which they correlate with overall scale findings (Polit & Beck 2008).

Ethical Considerations

Patten and Newhart (2017) state the main rules of data collection as voluntary participation, right to privacy, anonymity and confidentiality. In relation to voluntary participation, none of the respondents were involved in the data collection exercise against their free will. This was achieved by informing the respondents to voluntarily participate in the exercise and thus none of them was forced to participate. Also, right to privacy was achieved by allowing the respondents to fill the questionnaire on their own but left unclear statements unanswered for further explanations through their own convenient medium.

Additionally, the issue of anonymity was achieved by not allowing respondents to indicate their names on the questionnaire. Also, respondents were assured that, none of their names would be leaked to the public domain or used for any purpose in the study. moreover, the issue of confidentiality was achieved by

assuring respondents that all information provided would be kept confidential and thus none of them would be used for purposes other than this study. They were also assured that, none of the information provided would be used against them nor found the public domain. In view of these, all ethical rules/considerations were met in the study.

Data Processing and Analysis

According to Yin (1994), the main aim of analysis is to treat the evidence fairly to produce compelling and analytical conclusion and to rule out alternative interpretations. The data obtained was processed using Statistical Package for Social Sciences (SPSS) version 24. The questionnaire was analysed using both descriptive and inferential statistical tools comprising frequencies, percentages and linear regression. The results were presented using figures and tables. In terms of the first research objective, frequencies and percentages were adopted for analysis, the second research objective of the study employed the linear regression and finally, the third research objective employed the frequencies and percentages to analyse data.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter entails the socio-demographic characteristics of respondents, determines the number of customers who buy alcoholic beverages from companies that uses e-advertising, assess how electronic advertising influence consumer purchase decisions of alcoholic beverages in Accra Metropolis and determine the mode of e-advertising that influences your decision to patronise an alcoholic beverage. A total of 300 questionnaires were issued, but 212 were fully responded to and thus were used for the analysis in this chapter. Therefore, the response is 70.67%.

Socio-demographic characteristics

Table 1 gives a breakdown of the socio-demographics of the respondents. There were 134 male respondents, representing 63.8% whilst female respondents were 76 representing 36.2%. This implies that most alcoholic beverage consumers are males than their female counterparts. From Table 1, consumers in the age bracket of 26 – 35 years 111 (55.5%). This was followed by the 49 respondents which were within the age group of 36 - 45 years which constituted 24.5% of respondents. This was followed 31 respondents who were within 18 -25 years which constitute 15.5%. Out of the remaining 9 respondents, 5 (2.5%) were in the age bracket of 46 – 55 years old and 4 (2.0%) were 56 years and above. This implies that majority of the consumers of alcoholic beverages are in the age bracket of 26 -

35 years.

Table 1: Socio-demographic characteristics

Variable	Frequency	Percentage
Sex		
Male	134	63.8
Female	76	36.2
Age distribution		
18 - 25 years	31	15.5
26 – 35	111	55.5
36 to 45	49	24.5
46 – 55	5	2.5
56+	4	2.0
Total	200	100.0

Source: Field Data, (2019).

Reliability analysis

Table 2: Reliability test

Variable	Cronbach Alpha
Consumer purchase decision	0.905
E-advertising	
Television adverts	0.890
Internet adverts	0.827
Mobile phone adverts	0.786

Source: Field data, (2019).

Reliability of a scale gives an indication of how free it is from random error (Pallant, 2013) or the extent to which the scale produces consistent results if repeated measures are taken (Kent, 2007). Cronbach Alpha which measure internal consistency was used and it measures the degree to which all items on a scale measure an underlying construct (Pallant, 2013). The individual consistency reliability should be 0.7 or higher. From the Table 2 above, the Cronbach alpha for the variables; consumer behaviour was 0.905, dimensions of e-advertising; television adverts, internet adverts, and mobile adverts had a Cronbach alpha of 0.786 – 0.890. This implies that all constructs and the scales used to measure the variables under study were reliable.

Number of customers who buy alcoholic beverages from companies that uses e-advertising

This objective seeks to determine the number of consumers that purchase alcoholic beverages from companies that make use of e-advertising. Table 3 and Figure 1 gives details of responses solicited from customers. From Table 3 and Figure 1, 177 customers representing 83.5% bought alcoholic beverages from companies in the Accra Metropolitan that made use of e-advertising. Thirty-five (16.5%) did not buy from companies that made use of e-advertising. This implies that consumers of alcoholic beverages looked for companies that made use of e-advertising modes such as television adverts, internet adverts and mobile phone adverts.

The results indicated that the elements in advertising are important in the formation of attitude of respondents towards alcohol advertising. These findings are in support of the findings of researchers such as McCanor *et al.* (2008), Zhang and Zinkhan (2006) and Crube (2002) who found that the elements in alcohol advertising influence people to purchase alcohol products. This shows the

effectiveness of alcohol advertising elements on purchase behaviour. It requires alcoholic beverage companies to place greater emphasis on elements or the content of e-adverts streamed through TV, their website, mobile phones, social media network and other media sites. The features of advertisement attract the targets to like the advert and purchase the product.

Table 3: Buying alcoholic beverages from companies which use electronic advertising

	Frequency	Percent
Yes	177	83.5
No	35	16.5

Source: Field Data, (2019).

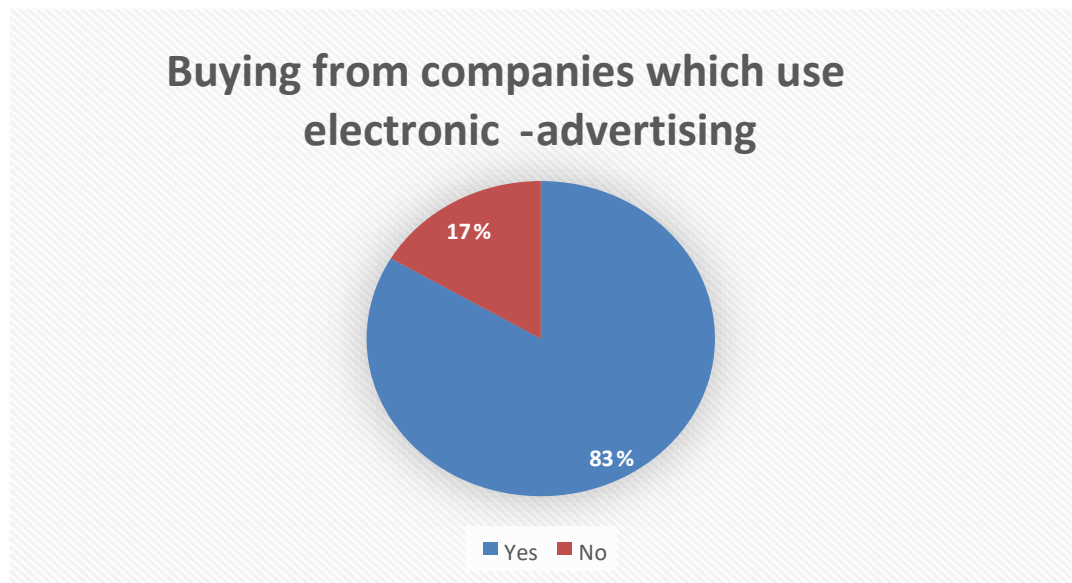


Figure 2: Buying alcoholic beverages from companies which use electronic advertising.

Source: Field data (2019).

From Figure 2, 83% of respondents indicated that they buy alcoholic beverages from companies which made use of electronic advertising whiles the remaining 17% indicated otherwise.

The influence of electronic advertising on consumer purchase decisions of alcoholic beverages in Accra Metropolis

With e-advertising (these variables were used to measure e-advertising; television adverts, internet adverts and mobile phone adverts.) as the independent variable and consumer purchase decisions as the dependent variable. Table 4 gives the model summary of the output. This table displays R, R squared, adjusted R squared, and the standard error. R is the Pearson product moment correlation coefficient which indicates the strength and direction of the linear relationship between the dependent variable (consumer purchase decisions) and the independent variable (e-advertising). Hence from Table 3, e-advertising and purchase decisions of customers of alcoholic beverages are positively correlated, and the strength of the relationship is moderately strong at 0.445. Regarding this relationship between e-advertising and consumer purchase decisions, the correlation shows a moderately strong positive and significant relationship between the two variables.

The R Square explains the amount of variation that exists in the dependent variables caused by the independent variable. Therefore, the result further indicates that 19.8% variation in consumer purchase decisions of customers of alcoholic beverages (as dependent variables) is explained by the independent variable (e-advertising). The remaining 80.2% is explained by the residual. The implication is that an increase in e-advertising would result in a positive change in consumer purchase decisions of alcoholic beverage consumers in the Accra Metropolis. Thus, banks with e-advertising, there would be an increase in consumer purchase decisions.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445 ^a	.198	.183	1.03813

a. Predictors: (Constant), MPAC, TAC, IAC
Source: Field data (2019)

Table 5 is the ANOVA table which provides the test significance for R and R² using the F-statistic. The F statistic is the regression mean square (MSR) divided by the residual mean square (MSE). If the significance value of the F statistic is small (smaller than say 0.05) then the independent variables do a good job explaining the variation in the dependent variable. In this analysis, the ρ -value is well below .05 ($\rho < .001$). Therefore, it can be concluded that the R and R² between e-advertising and consumer purchase decisions on alcoholic beverages is statistically significant, and e-advertising can significantly influence the consumer purchase decisions of consumers of alcoholic beverage in the Accra Metropolis.

Table 5: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.793	3	14.598	13.545	.000 ^b
	Residual	177.823	165	1.078		
	Total	221.616	168			

a. Dependent Variable: CB

b. Predictors: (Constant), MPAC, TAC, IAC

Source: Field data (2019).

The table in the SPSS output labelled coefficients (Table 6) provides information that is useful for understanding 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, labelled as TAC (Television adverts), IAC (internet adverts) and MPAC (mobile phone advert) in this case (representing the independent variables), is the value for the slope (b) for the regression equation. Based on these results, the researcher can report the following regression equation, predicting consumer purchase decisions of consumers of alcoholic beverage based on the companies' use of e-advertising.

$$Y (\text{consumer purchase decisions}) = 2.497 + 0.543\text{TAC} + 0.039\text{IAC} - 0.412.$$

Also, from Table 5, the relationship between the various constructs of e-advertising and consumer purchase decisions can be seen in the column named 'beta'. It can be seen that television adverts and consumer purchase decisions are positively related at $r = 0.436$ at a significance level of $p \geq 0.000$. Internet adverts is positively related with consumer purchase decisions but this relationship is not statistically significant. Mobile phone adverts and consumer purchase decisions are negatively related at $r = -0.325$ and statistically significant at $p \leq 0.000$. Hence taking the values for the slope and the intercept in the resulting regression equation, the researcher can make the following accessions.

According to the intercept, when companies do not use e-advertising, thus, when it is zero, consumer purchase decisions will be at 24.97%, and according to the slope, for any improvement made in television adverts, will lead to an increase in consumer purchase decisions by 53.4% and any improvement made in mobile phone adverts will lead to a decrease in consumer purchase decisions by 41.2%. Therefore, companies that make use of e-advertising has a significant effect on their consumer purchase decisions. According to researchers such as Anderson *et*

al. (2009); Snyder *et al.* (2006); Grube and Waiters (2001); and Ellickson *et al.* (2005), alcohol advertisement leads to increase in alcohol consumption among the youth. Saffer and Dave (2003) established that alcohol advertisement influence alcohol consumption among the adolescent and advocates for complete ban on advertising of alcohols to reduce alcohol consumption.

Table 6: Coefficients^a

Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.497	.264		9.455	.000
	TAC	.534	.095	.436	5.641	.000
	IAC	.039	.121	.026	.323	.747
	MPAC	-.412	.102	-.325	-4.024	.000

a. Dependent Variable: CB

Source: Field data (2019).

Mode of e-advertising that influences your decision to patronise alcoholic beverage

In this objective, the researcher asked the respondents to indicate what elements in e-adverts influence their demand for alcohol or make them to purchase alcohol. The results indicated that the elements in advertising are important in the formation of attitude of respondents towards alcohol advertising. Majority of the respondents, 59.4% (n = 123) television adverts, 26.1% (n = 54) said internet adverts, 11.6% (n = 24) said other modes of e-advertising influences them and

2.9% (n = 6) said mobile phone adverts. The results are shown in Table 7 and figure 3.

Table 7: Mode of e-advertising that greatly influences your decision to patronise an alcoholic beverage

	Frequency	Percent
Television	123	59.4
Internet	54	26.1
Mobile phone	6	2.9
Other	24	11.6

Source: Field data (2019)

Mode of e-advertising that influences your decision to buy alcoholic beverage

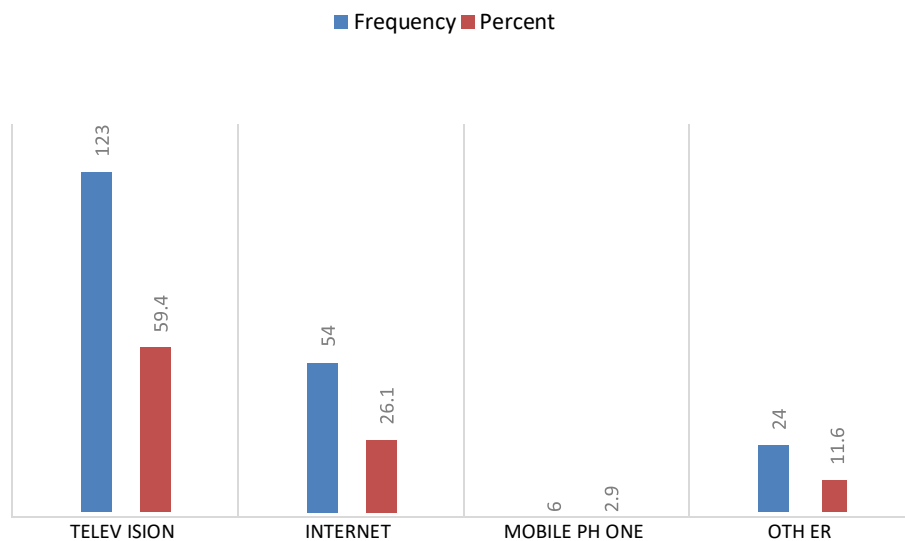


Figure 3: Mode of e-advertising that greatly influences your decision to patronise an alcoholic beverage

Source: Field data (2019)

These findings are in support of the findings of researchers such as McCanor *et al.* (2008), Zhang and Zinkhan (2006) and Crube (2002) who found

that the elements in alcohol advertising influence people to purchase alcohol products. This shows the effectiveness of alcohol advertising elements on purchase behaviour. It requires alcoholic beverage companies to place greater emphasis on elements or the content of e-adverts streamed through TV, their website, mobile phones, social media network and other media sites. The features of advertisement attract the targets to like the advert and purchase the product.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of the main findings, conclusions drawn from the findings and recommendations for policy consideration and further research.

Summary of the Study

The objective of the study was to assess the influence of electronic advertising on decision of consumers to purchase an alcoholic beverage within the Accra Metropolis. In order to achieve the main objective, the following research questions were asked to guide the study:

1. What is the number of customers who buy alcoholic beverages from companies that uses e-advertising?
2. How does electronic advertising influence consumer purchase decisions of alcoholic beverages in Accra Metropolis?
3. What mode of e-advertising that influences your decision to patronise an alcoholic beverage?

The quantitative research method and the survey design were employed in the study. A structured survey questionnaire was the sole research instrument used in gathering primary data for the study. A total of 200 questionnaires out of 300 were returned and used for analysis. This achieved a response rate of 66.7 percent. The primary data from the questionnaire were put on an interval scale and analysed using descriptive statistics such as frequencies and percentages. The presentation of the results was done mainly by the use of tables and charts with the figures in percentages. The results were presented in chapter four but the main findings are summarized below:

1. A total of 165 customers representing 83.5% bought alcoholic beverages from companies in the Accra Metropolitan that made use of e-advertising, while 35 constituting 16.5%, did not buy from companies that made use of e-advertising. This implies that consumers of alcoholic beverages looked for companies that made use of e-advertising modes such as e-adverts streamed through TV, their website, mobile phones, social media network and other media sites.
2. The study revealed that there is a linear relationship between e-advertising and consumer behaviour of customers of alcoholic beverages and these were positively correlated, such that the strength of the relationship is moderately strong at .445. Thus, e-advertising can significantly influence the consumer behaviour of consumers of alcoholic beverage in the Accra Metropolitan.
3. Of the elements in e-adverts indicated by consumers as that which influenced their demand for alcohol or made them purchase alcohol, television adverts were indicated as having the greatest influence with a total of 59.4% constituting 123 of the total respondents, followed by internet adverts with 53 respondents, forming about 26.1% and other modes of e-advertising with 11.6%, constituting 24 respondents. Finally, mobile phone adverts came last with 2.9% comprising of 6 respondents.

Conclusions

This study has provided an overview and relevant discussion on some of the key elements in e-adverts which influence consumers demand for alcohol or made them purchase alcohol. It has also brought to bear relevant information for policy consideration. From the findings, it can be concluded that majority of the

customers who buy alcoholic beverages from companies in the Accra Metropolis, that is more than eighty-three percent, bought from ones that made use of e-advertising. Thus, this implies that producers of alcoholic beverages should make use of e-advertising modes such as e-adverts streamed through TV, their website, mobile phones, social media network and other media sites.

Another conclusion that can be drawn from the study is that, out of the elements in e-adverts indicated by consumers as that which influenced their demand for alcohol or made them purchase alcohol, television adverts were indicated as having the greatest influence with a lion share of over fifty-nine percent of the total influencing elements, followed by internet adverts with a little above twenty-six percent and other modes of e-advertising with over eleven percent and mobile phone adverts came last with close to three. This shows the effectiveness and potency of alcohol advertising elements on purchase behaviour. Thus, it is a good starting point for management and policy makers as well as marketers in alcoholic beverage companies to place greater emphasis on elements or the content of e-adverts streamed through TV, their websites, mobile phones, social media network and other media sites, since the features of such advertisements attracts the targets to like the adverts and purchase the products thus boosting sales and hence profitability.

Finally, the study can conclude that because of linear relationship between e-advertising and consumer behaviour of customers of alcoholic beverages, e-advertising can significantly influence the consumer behaviour of consumers of alcoholic beverage in the Accra Metropolis. The implication is that an increase in e-advertising would result in a positive change in consumer behaviour of consumers of alcoholic beverage in the Accra Metropolis, hence management and

policy makers of alcoholic beverages who pay attention to e-advertising and implements it would increase their profitability.

In general, it can be concluded that this study, has effectively answered the research questions and can establish that the number of customers who buy alcoholic beverages from companies that uses e-advertising have been identified and that their number far exceeds those that do not. Also, the modes of e-advertising that influences the decisions of consumers of alcoholic beverages to patronize an alcoholic beverage have been identified. There is also a significant positive effect between e-advertising and consumer behaviour of consumers of alcoholic beverages such that, the resultant effect of an increase in e-advertising will lead to an average increase in consumer patronage of alcoholic beverages, hence increment in profitability. This study has contributed significantly to academic discourse and literature on the subject and also contributed to a better understanding of the influence of electronic advertising on decisions of consumers to purchase an alcoholic beverage among respondents.

Recommendations

On the strength of the research findings and conclusions made, the following recommendations are hereby made for policy consideration:

1. It is recommended that Management of alcoholic beverage companies should as a matter of policy make use of e-advertising modes such as e-adverts streamed through TV, their website, mobile phones, social media network and other media sites.
2. In order to improve or enhance the effectiveness of the modes of e-advertising that influences the decisions of consumers of alcoholic beverages to patronize an alcoholic beverage, elements in e-adverts such as

television adverts, internet adverts and other modes of e-advertising including mobile phone adverts must be used since the features of such advertisements attracts the targets to like the adverts and purchase the products thus boosting sales and hence profitability.

3. It is also recommended that management should also increase the frequency of e-advertising especially television related ones because of the significant positive effect between e-advertising and consumer behaviour of consumers of alcoholic beverages, since it would translate into sales hence profits.

Suggestions for Further Research

This study was limited to only a small sample size of people (respondents) who patronise alcoholic beverages in the Greater Accra Metropolis, hence a further research can be extended to cover other regions for comparison so as to be able to make accurate more generalization of the findings to the various stakeholders.

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APPENDICES

Appendix A

UNIVERSITY OF CAPE COAST

SCHOOL OF BUSINESS

INTERVIEW GUIDE FOR MANAGERS

As part of a Master's research "Influence of electronic advertising on decision of consumers to purchase an alcoholic beverage in Accra metropolis" I seek to gather opinions on the issue. Your willingness to candidly share your opinions is greatly appreciated. Please rest assured that your responses and identity will remain completely anonymous. Please speak freely and honestly. Participation is completely voluntary and you do not have to answer any questions you do not want to. Do you have any questions before we start?

Questions

1. What is your position in the company?
2. Has your company been using electronic advertising to advertise your alcoholic beverages products?
3. What is your extent of usage of electronic advertising by alcoholic beverages companies in Accra Metropolis?
4. How does electronic advertising influence consumer purchase decisions of alcoholic beverages in Accra Metropolis?
5. What factors determine the use of a particular e-advertising in the industry?
6. What are the challenges of using electronic advertising to influence consumers' purchase decisions for alcoholic beverages in the Accra Metropolis?

Appendix B

UNIVERSITY OF CAPE COAST

SCHOOL OF BUSINESS

QUESTIONNAIRES FOR CUSTOMERS

Dear Sir/Madam,

This questionnaire aims to solicit information for a research work being undertaken to determine the influence of electronic advertising on decision of consumers to purchase an alcoholic beverage in Accra metropolis. Your opinions are important to the study and will be treated as confidential.

Thank you for your help.

Please tick or provide the responses to the questions in the spaces provided:

SECTION A: BACKGROUND

CHARACTERISTICS

1. Gender: i. Male [] ii. Female []

2. Age

3. Which alcoholic beverage do you buy?

4. Do you buy alcoholic beverages from companies which use electronic advertising? Yes [] No []

Section B: Television Advert

5. If yes to question 4, which alcoholic beverage advert attracts you to watch television?

6. What influence (s) your choice of television station?

.....
.....

7. Which time of day do you watch television adverts?

- Morning between 6.00 am &12.00noon
- Afternoon between 12.00 noon & 6.00pm
- Evening between 6.00pm – 9.00pm
- Night between 9.00pm - 4.00am
- Dawn between 4.00am- 6.00am

8. Please answer the following questions in order of preference. 1= low and

5= high

	Television Advert	1	2	3	4	5
a.	Television advert influences my decision to buy an alcoholic beverage product					
b.	Television advert gives me many choice of alcoholic beverage product					
c.	Continuous exposure to television adverts greatly influences my decision to purchase an alcoholic beverage product					
d.	I get to know alcoholic beverage products through television adverts					
e.	Television adverts provides me with enough information to decide which alcoholic beverage product to buy					
f.	Promotions by an alcoholic beverage product company through television increases my loyalty to the product/company					
g.	I will patronize an alcoholic beverage product if the advert is made through television					

Section C: Internet Adverts

9. Do you patronise the internet? Yes [] No []

10. What influence (s) your choice of internet topic when it comes to advert?

- a. Food
- b. Drinks
- c. Health

- d. Fashion
- e. Other.....(please specify)

11. If yes what type of advert on the internet is appealing to you?

.....

12. What motivates you to visit an internet site to see an advert?

.....
.....

13. Please answer the following questions in order of preference. 1= low and

5 = high

	Internet Advert	1	2	3	4	5
a.	Internet advert influences my decision to buy an alcoholic beverage product					
b.	Internet advert influences my choice of alcoholic beverage product					
c.	Continuous exposure to internet adverts greatly influences my decision to purchase an alcoholic beverage product					
d.	I get to know of alcoholic beverage product through internet adverts					
e.	Internet adverts provides me with enough information to decide which alcoholic beverage product to buy					
f.	Promotions by an alcoholic beverage product company through internet increases my loyalty to the product					
g.	I will patronise to an alcoholic beverage product if the advert is made on internet					

Section D: Mobile Phone adverts

13. Do you subscribe to mobile phone adverts? Yes [] No []

14. What attracts you to subscribe to mobile phone adverts?

.....

15. What influence (s) your choice of phone network when it comes to advert?

.....

.....

16. Kindly answer the following questions in order of preference. 1=low and 5=high

a	Mobile phone Adverts	1	2	3	4	5
b	Mobile phone advert influences my decision to buy an alcoholic beverage product					
c	Mobile phone advert influences my choice of alcoholic beverage product					
d	Continuous exposure to telephone adverts greatly influences my decision to purchase an alcoholic beverage product					
e	I get to know of alcoholic beverage products through mobile phone adverts					
f	Mobile phone adverts provides me with enough information to decide which alcoholic beverage product to buy					
g	Promotions by an alcoholic beverage company on mobile telephone increases my loyalty to the product					
h	I will subscribe to an alcoholic beverage product if the advert is made on a mobile platform					

17. Kindly answer the following question in order of preference. 1=low and 5=high

	Consumer behaviour	1	2	3	4	5
a.	Culture influences my choice of alcoholic beverage					
b.	Perception of an alcoholic beverage influences my decision on alcoholic beverage					
c.	The kind of people who patronise an alcoholic beverage influence my decision to patronise an alcoholic beverage					
d.	Price rather than any other marketing factor influence my decision to patronise and alcoholic beverage.					
e.	The kind of alcoholic beverage I patronise is influenced by my friends and colleagues I socialise with.					

f.	Occasions influence my decision to purchase a particular alcoholic beverage.						
----	--	--	--	--	--	--	--

18. Please indicate the mode of e-advertising that greatly influences your decision to patronise an alcoholic beverage? Please tick.

Television [] Internet [] Mobile phone []

Other (please specify).....

Thank you.