

Influence of TV and Radio Adverts on the Decisions of Tertiary Students to Purchase Telecom Products in the Cape Coast Metropolis

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Abstract³

The use of telecom products over the years has gone up tremendously among consumers. This has led to intense competition among the telecom operators for customers. TV and Radio have been one of the competitive tools employed by these telecom operators to attract, inform and persuade customers. Using tertiary students in the Cape Coast Metropolis as the data source, this study primarily examined the influence of television and radio advertisement used by telecom operators as far as purchasing decisions are concerned. The study employed the correlational study design. Convenience sampling was used to select 754 tertiary students from a total population of 17218. The main research instrument used to collect data for the study was the questionnaire. Descriptive and inferential statistics such as the mean, standard deviation, standard regression and hierarchical regression were used to analyse the data. The findings of the study showed television advert and not radio advert influenced the decisions of tertiary students to purchase telecom products. It was also revealed that price and service quality delivery moderates the relationship between electronic advertising and consumer purchasing decisions. It is recommended that the television should be the main medium when advertising for their product to tertiary students in the country.

1. Introduction

The purpose of marketing communications as posited by Awunyo-Vitor, Ayimey and Gayibor (2013) however is to enable companies to achieve their strategic marketing objectives some of which are to introduce new products, to induce present customers to buy more, to combat competition and to increase retail inventory for higher sales. Latif and Abideen (2011) accentuated that television is one of the strongest medium of advertising due to its mass reach. Firms use advertisements to increase demand for their goods or services by influencing customers' preferences (Ashaduzzaman and Asif-Ur-Rahma, 2011). Similarly, Radio advert is also a mass communication tool (Fill, 2009) used to reach out to the masses. Advertising seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal, Gupta and Devi, 2008). Katke, (2007) posited that of all the marketing weapons advertising is renowned for its long lasting input on viewers mind as its exposure is much broader. Advertising is "a paid non-personal communication from an identified sponsor, using mass media to persuade or influence an audience" (Richards and Curran, 2002).

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Advertisement type is the first variable through which the advertisement is evaluated. All advertising in the media can be classified in five groups: (1) Products or service advertising, (2) public service announcement (PSA), (3) Issue advertising, (4) corporate advertising and (5) political advertising (Thorson, 1996). Each type of advertising has its own structure, through which the advertisement is clearly perceived. When the advertisement is classified in advertisement categories, the group in which the advertisement is classified provides an answer to consumers to a great extent (Rodgers and Thorson, 2000). Advertisement type also specifies the type of cognitive tools required. Advertisement is thus used to provide answers to the question of whether, what, when, where, how and from whom to purchase for. Telecom operators compete aggressively among themselves using all manner of media to influence customers who purchase their market offerings. Radio and television have been major media used by these telecom operators in the country to influence the buying decisions of consumers and also as a competitive tool (Okyere, Agyapong and Nyarku, 2011).

In order to influence the customer in purchasing a SIM card from their network, these telecommunication companies engage in aggressive advertising mostly using the electronic media which comprises television and radio. Currently, there are six telecom operators in Ghana and all these telecom operators have established offices in the Cape Coast Metropolis and selling mobile SIM cards, scratch cards or recharge cards and dealing with customer complaints and related issues. The six companies are Airtel, Tigo, Vodafone, Expresso, MTN and Glo.

The products of these telecom operators are aired on daily basis on radio and television stations throughout the country. These telecom operators are heard on various campus radio stations and local television stations whenever there is an event such as a graduation or matriculation ceremony. During such events, these telecom operators buy air time, sponsor programmes and use the air time to promote their products. Huge sums of money are paid for such purposes.

How are these investments able to achieve their intended purpose? Are these investments on radio and television adverts able to influence the buying decisions of customers as indicated above? Is advertising the only factor that influences the consumer to purchase from the advertised brand of these network operators? Various studies in the field of advertising have focused mainly on advertisement and consumer behaviour using varied study population: Kotwal, Gupta and Devi (2008) focused on impact of television advertisements on buying pattern of adolescent girls; Rajagopal (2010) also focused on the role of radio advertisements as behavioural drivers among urban consumers; Abideen and Saleem (2011) focused on the responses that adverts elicit in the telecom sector; Haque, Rahman, Ahmed, Yashmin and Asri (2011) focused on fast food restaurant advertisement and its influence on consumer behaviour. None of the studies looked at the impact of other variables such as price and service quality delivery.

The current study uses tertiary students in the Cape Coast Metropolis as the study population. These tertiary students are mostly youth and exhibit similar buying characteristics. These groups of people according to Marfo-Yiadom and Ansong (2012) admire technologically driven products. Since the products of these telecom operators are technologically driven such group of people are well suited for such a study. The primary objectives of this article are to focus on the influence of radio and television advert on the decisions of tertiary students to purchase a telecom product in the Cape Coast Metropolis. For the purpose of this article electronic advertising refers to the use of radio and television to inform, persuade and influence the decisions of consumers.

2. Literature Review

• Theoretical Framework

The communication process forms the theoretical framework for this study. The communication process originated from the old mathematical communication as published by Shanon and Weaver (1949) cited in Karlsson (2007). The process consists of several different elements which constantly interact with each other. These elements consist of sender, message, receiver, feedback, channel, context or setting and noise or

interference. These elements according to Dwyer (2007) are equally important as without one of them, the process will not be complete. The communication process originates with the sender who uses words and signs to convey a message and uses a medium to get the message to the intended recipient(s). The recipient then decodes the message to be able to understand the message. The sender then uses the reaction of the recipient to indicate how the message was understood by the recipient. The reaction of the recipient is used to determine the extent to which the message was understood.

This process can be likened to using advertisement to influence the behaviour of consumers. The sender in the case of advertisement is the marketer who uses signs, words and symbols to communicate to present and potential customers. The marketer then uses a medium which could be television, radio, newspaper etc. to convey his/her message. The effectiveness of the advert is measured from the reaction of the customer towards the advertised product. This becomes the behaviour exhibited by the consumer after being exposed to an advert. As posited by Owusu and Nyarku (2014), consumers purchase products which they are emotionally attached. These attachments are however created through advertisement as audio, video and text form. Karlsson (2007) accentuated that for advertising to be effective it is important for advertisers to be aware of how the message may be received by customers on the market. This mean that the medium chosen for the advert must also be given serious attention. The study uses the communication process to look at the influence that radio and television advert has on the purchasing decisions of tertiary students in the Cape Coast Metropolis.

○ **Television and Radio Advertisement and its Influence on Consumers Purchasing Decisions**

In all advertising activities, the ideal is to maximize the number of people who see the advertisement (reach) or to create the optimal situation of advertisement display by repeating it (frequency) (Hanafizadeh and Behboudi, 2008). Reach and frequency are proportional to each other; that is to say, publishing of an advertisement for people who have not seen, it is expanding its reach. On the other hand, this publishing is the average increase in display for those who have already seen it (DoubleClick, 2003). Displays through various media have different reach and frequency. Also, other variables such as the effect or qualitative value of an exposure (Kotler, 2001) and attitude toward media are effective in this regard.

Product involvement means how the product is placed in people's lives (Cushing and Douglas-Tate, 1985). When product involvement is low, consumers do not process text claims of the brand (such as description of product features). The reason is that brand text claims of the brand require more cognitive efforts compared to imagebased stimuli (Chattopadhyay, 1998) and consumers are not well motivated to devote more cognitive efforts for low involvement products (Warrington and Shim, 2000). When product involvement is high, consumers process an advertisement more actively and devote more time and effort to it. Consumer perception is directly influenced y the degree of involvement they have with the advertisement or advertised product (Vaughen, 1986).

The media is the vehicle for conveying the message of the marketer to the target audience. The message gets to the intended person through a medium which could be visual, audio or text or a combination. Newspaper, magazines, radio, television, and outdoor, transports are among the commonly used media used by marketers to convey their message to the target audience. Anyanwale, Alimi and Ayanbimipe (2005) and Bovee (1995) cited in Owusu and Nyarku (2014) highlighted that advert provides information through media in the form of visual, verbal and text to persuade or influence the behaviour of consumers. A number of empirical studies provide support for this assertion. A report by the marketing charts (2013) indicates that TV is the largest advertising spending medium in the US and continues to remain relatively immune to the growth of online advertising.

Anyanwale, Taiwo 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 cities of 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 and recommended that more consideration should be given to television medium of advertising when advertising.

In a study by Ashaduzzaman and Rahman (2011), 406 women were randomly selected in three cities of Dhaka namely; Dhanmondi R.A., Jhigatola and Circular Road using structured questionnaires revealed that advertisements play a vigorous role in familiarizing a new product. The study further revealed that respondents after watching television advertisement want to buy the new brand introduced in the market. Again the study revealed that Television advert helped the respondents to make better choice during shopping.

In a study by Rajagopal (2011) to find out the impact of radio advertisements on buying behaviour of urban commuters, it revealed that radio advertisement propagating promotional messages on sales of products have quick response to the supermarkets and department stores. Listeners of radio commercials are also attracted towards advertisements which are more entertaining while disseminating the message. Personal interviews were the main tool used to collect data from the sampled respondents who were commuters from suburban habitats of Mexico City, the capital of Mexico.

Similarly, Malik, Ghafoor, Iqbal, Unzila and Ayesha (2014) posited that advertisements play an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer. They conducted a study to find out the impact of advertisement and consumer perception on consumer buying behaviour. Using a questionnaire as the main data collection tool, the researchers sampled about 150 respondents who were students of Punjab, Gift University, Punjab College for women, Lahore Grammar School and common consumers. The results of the study revealed that advertisement and consumer perception both have positive relationship with consumer buying behaviour. Further, the study revealed that the impact of advertisement on consumer buying behaviour is greater than the impact of consumer perception. Against this background the following hypotheses have been formulated:

H¹: radio advertisements influence the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis.

H²: television advertisements influence the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis.

• **Conceptual Framework of Electronic Advertising and its Influence on Consumers Purchasing Decisions**

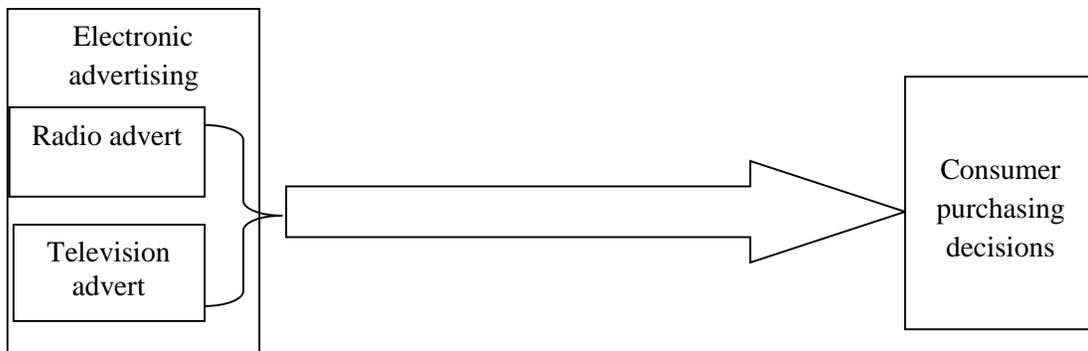


Figure 1: Conceptual Framework of the Study

Previous studies found that, in addition to information and emotion, advertising must consider a third dimension, which is unconscious (Ohme, 2007). The third dimension is responsible for creating unconscious desire along with better buying behaviour and spurring consumers into purchase-related behaviour. The unconscious may be influenced by environmental factors such as subtle sounds, images, and photos, which are perceived in lower than stimulants' threshold. Perception of the advertisement is another important feature of the advertisement. This study concentrates on conceptual framework of electronic advertising and

its influence on the decisions of consumers to purchase telecom products. The variables comprising electronic advertising are radio and television. The conceptual framework for this study is illustrated by figure 1.

Figure 1 illustrates the individual and composite influence of electronic advertising on consumer purchasing behaviour of telecom products. Electronic advertising comprises radio and television adverts. The study looks at the influence that these electronic media have on the purchasing decisions of consumers in purchasing a telecom product in the Cape Coast Metropolis.

3. Methodology

The accessible population comprises all regular students of University of Cape Coast excluding sandwich and distance students and regular HND students of the Cape Coast Polytechnic. Since the products and services of these telecom operators are also technologically driven, the youth seems to be attracted to these products and since the study seeks to determine the influence of electronic advertising on the purchase decisions of consumers in relation to these products, these students were seemed to be more suited for the study.

With assistance from the data processing units of the various institutions, a total of 17,218 students were obtained from the students' records management unit of the University of Cape Coast and the Planning Department of Cape Coast Polytechnic for the 2011/2012 academic year. Out of the total 17,218 students, 15,835 students were from University of Cape Coast. A total of 1,383 were also from Cape Coast Polytechnic. A multi-stage sampling procedure was used to select the sample size. First, the population was grouped into two strata – University of Cape Coast and Cape Coast Polytechnic. The study adopted Krejcie and Morgan (1970) as cited in Sarantakos (2005) sample size determination table to determine the sample size for each of the stratum.

Using a population of 20,000 and 1,400 a sample of 377 and 302 was taken from University of Cape Coast and Cape Coast Polytechnic respectively. The disparities in the population of University of Cape Coast and Cape Coast Polytechnic resulted in wide variations in the sample sizes. Further, the researchers also anticipated a high non-response rate following observations from the pretest, which was conducted in a setting similar to that of the study population. The researchers resorted to oversampling. The sample that was drawn from the students of University of Cape Coast was increased by 25 and that of Cape Coast Polytechnic was also increased by 50. The adjusted sample sizes were thus, 402 and 352 for University of Cape Coast and Cape Coast Polytechnic respectively.

Having determined the sample for the study, a self-administered structured questionnaire was distributed to potential respondents at the convenience of the researcher. The questionnaire comprised of 34 items. Section A comprised 3 items relating background characteristics of the respondents; Section B comprised 10 items relating to radio adverts. Section C also comprised 10 items relating to television adverts and Section D comprised of 11 items relating to consumer purchasing decisions. Respondents were given a scale of 1-5 to indicate their degree of agreement by rating the items. All the items included some open ended questions which allowed respondents to provide some explanations for some of their decisions.

The study employed a Cronbach alpha co-efficient of 0.5 as suggested by Nunally (1978) and used by Mahmoud (2011), Raza and Hanif (2013) and Ali & Raza (2015). Only 20 out of the 754 responses received were rejected due to the fact that the questionnaires were incomplete. In total, 734 questionnaires were received from the respondents. These were subjected to various statistical analyses using SPSS 17.0. The relationships proposed in the hypothesized model were assessed by means of regression analysis having tested the assumptions of regressions which included multi-collinearity, outliers, normality, linearity, homoscedasticity and independence of residual.

To test for the effect of electronic advertising on consumer purchasing decision, the following regression equations were formulated:

$$CPD = a_0 + \beta_3 TV + \beta_4 Rad + \varepsilon_t \dots \dots \dots (1)$$

Where
 CPD = Consumer Purchasing Decisions
 TV = Television Advertising
 Rad = Radio advertising
 β_n = Beta
 a_0 = Constant
 ε_t = Error Term

Table 1: Computed Reliability Co-Efficient For Pre-Test Data Collected
 (Sec. B, C, D, E, F)

Questionnaire Category	No. Of Items	Sample Size	Cronbach's Alpha
Radio Advert	7	30	0.840
Television Advert	7	30	0.907
Consumer Purchasing Decisions	11	30	0.802

Source: Field Work, 2015.

Pallant (2007) cited in Owusu and Nyarku (2014) explained that before any regression can be relied on, it is necessary to test the assumptions of multivariate regression. The assumptions are multi-collinearity, outliers, normality, linearity, homoscedasticity and independence of residuals. The regression results, is depicted in Table 2. To test the assumption of multi-collinearity, it was necessary to check that the independent variable (electronic advertising) show at least some relationship with the dependent variable (consumer purchasing behaviour). A correlation test was carried out and the result of the correlation test also depicted in Table 2.

Table 2: Results of Correlation Analysis

		CPD	Elect
Pearson Correlation	CPB	1.000	
	Elect	.152	1.000
Sig. (1-tailed)	CPB	.	
	Elect	.000	.
N	CPB	714	714
	Elect	714	714

Elect means electronic advertising comprising television and radio advertisement
 Source: Field Work, 2015.

4. Analysis of Findings

The results of the demographic information of the respondents are depicted in Table 3.

Table 3: Background Characteristics of Respondents

Sex	Frequency	Percentage
Male	518	70.57
Female	216	29.43
Total	734	100
Age of Respondents		
N	732	
Maximum	45	
Minimum	17	

Mean age	22	
Standard deviation	2.92	
Network(s) used by respondents		
Airtel	236	15.27
Expresso	10	0.65
Glo	134	8.67
MTN	596	38.55
Tigo	313	20.25
Vodafone	257	16.62
Total	1546 ⁿ	100

N= Multiple Responses

With regard to sex, Table 3 revealed that 70.57 percent of the respondents were males whilst 29.43 percent were females. Out of the 732 respondents, the youngest and oldest were 17 years old and 45 years old respectively, with the mean age of 22 years. Most of the respondents preferred MTN (38.55%) to the other networks.

The reasons for the patronage of the services offered by the network providers include family and friends' associations with the networks; brand association, good corporate reputation, connectivity and quality service delivery. This goes to explain why consumers behave the way they do as explained by Engel, Blackwell and Miniard (1995). They indicated that consumers are influenced by a number of reasons. The reasons are grouped into individual, environmental and psychological processes.

• Influence of Electronic Advertising on the Decisions of Tertiary Students to Purchase Telecom Products in the Cape Coast Metropolis.

Radio Advert

Table 4: Items Used to Measure Radio Adverts

Items	Mean score	Least in Agreement	Highest in Agreement
1. Radio advert influences my decision to buy a telecom product	2.6826	48.50	51.50
2. Radio advert influences my choice of network provider	2.4033	50.30	49.70
3. Continuous exposure to radio advert greatly influences my decision to purchase a telecom product or subscribe to a telecom service	2.7071	70.70	29.30
4. I get to know of the products of the network I use through radio advert	2.8065	45.2	54.80
5. Radio adverts provide me with enough information to decide on the network provider or the use of their service	2.7207	48.50	51.50
6. Promotions by a network provider through radio increases my loyalty	2.6580	50.30	49.70
7. I will subscribe to a product or service if the advert is made through radio	2.0354	70.70	29.30
Overall Mean	2.2874		

Scale (Mean): 0-2.9= Least In Agreement, 3-5= Highest In Agreement
 Source: Field Work, 2015.

The mean and aggregate mean scores for each of the items were ascertained. The mean scores of items measuring radio advert are presented in Table 4.

Television Advert

The mean and aggregate mean scores for each of the items were ascertained. The mean scores of items measuring television advert are presented in Table 5.

Table 5: Items used to Measure Television Advert

Items	Mean score	Least in Agreement	Highest in Agreement
1. Television advert influences my decision to buy a telecom product	3.8365	15.80	84.20
2. Television advert influences my choice of network provider	3.6841	78.10	21.90
3. Continuous exposure to television advert greatly influences my decision to purchase a telecom product or subscribe to a telecom service	3.7157	21.30	78.70
4. I get to know of the products of the network I use through television advert	3.9863	13.1	86.90
5. Television adverts provide me with enough information to decide on the network provider or the use of their service	3.8310	19.3	80.70
6. Promotions by a network provider through television increases my loyalty	3.3063	31.40	68.60
7. I will subscribe to a product or service if the advert is made through television	3.0136	44.60	54.40
Overall Mean	3.6248		

Scale (Mean): 0-2.9=least in agreement; 3-5=highest in agreement

Source: Field Work, 2015.

Two hypotheses were formulated to test the influence of radio and television advert on the decisions of tertiary students to purchase a telecom product. Hypothesis H¹ was stated as “radio adverts influence the decisions of tertiary students to purchase a telecom product in the Cape Coast Metropolis”. Hypothesis H² was also stated as “television advert influences the decisions of tertiary students to purchase a telecom product in the Cape Coast Metropolis”. The results of the regression analysis used to test hypotheses H¹ and H² are presented in Table 6.

Table 6: Regression Results Testing Hypotheses H₁ and H₂

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
2	(Constant)	28.360	1.603		17.695	.000
	Rad	.079	.053	.056	1.501	.134
	TV	.181	.053	.133	3.439	.001

a. Dependent Variable: CPD

Source: Field Work, 2015.

Radio and television adverts were used to measure the influence of electronic advert on consumers purchasing decisions. Hypothesis H₁, a sought to determine the influence of radio adverts on the decisions of

tertiary students to purchase telecom products in the Cape Coast Metropolis. Table 6 clearly indicates that radio advert do not influence the purchasing decisions of tertiary students with a T statistic and a sig value of 1.501 and 0.134 respectively. This result contradicts with other research findings as posited by Rajagopal (2011) and Malik et al. (2014). Most of the respondents do not see the radio stations as entertaining. As was revealed in the study by Rajagopal (2011) listeners of radio commercials are attracted towards advertisements which are more entertaining while disseminating the message. Interestingly, radio stations in the Cape Coast Metropolis air programmes of radio stations outside the metropolis as a strategy of gaining listenership to their respective radio stations. Conclusively, radio stations in the metropolis are not entertaining enough to attract people to listen to adverts aired on their airwaves.

Hypothesis H₂ was formulated to determine the influence of television advertising on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis. The hypothesis was stated as television advert influences the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis. Table 6 depicted a relatively high T statistic of 3.439 and a sig value of 0.001 for television advert. Television adverts have significant influence on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis.

Similarly, Ayanwale et al. (2005) concluded that, TV was the most preferred media for advertising. Ashaduzzaman and Rahman (2011) also argued that television advertisement impact positively on the buying behaviour of consumers.

5. Conclusions

The following conclusions are drawn based on the findings of the study. Television advertisements influence the purchasing decisions of tertiary students in the Cape Coast metropolis with regards to telecom products. Further, radio advertisements do not influence the purchasing decisions of tertiary students with regards to telecom products.

6. Recommendations

Based on the key findings and conclusions presented above, marketing managers and consultants to the telecom operators in the Cape Coast Metropolis are advised to:

1. Invest more in television ads in order to realise the budgetary expenditure on ads targeted at the youth.
2. For marketers to use radio as a means of reaching out to their customers and influencing their behaviour, the advert must be entertaining.

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