

Impact of Television Advertisement on Consumer Buying Behavior of Consumer Products

Monaliza Armah¹ | Harriet Fosua Attafuah²

¹Lecturer, African University College of Communications

²Assistant Librarian, University of Energy & Natural Resource

Email: ¹araamansah@gmail.com | ²harriet.atafuah@uenr.edu.gh

Abstract

The study assesses the impact of television advertisement on consumer buying behavior of Propa baby diapers in the Dunkwa-on-offin in the Denkyira East District of the Central Region, Ghana. The study specifically investigates the ingredients of TV advertisements of propa baby diapers, buying processes involved in buying of propa baby diaper, factors that influence the buying behavior of consumers with respect of proper baby diapers and impact of TV advertisement on customer purchasing behavior of propa baby diapers. The study employed purposive and snowball sampling techniques and the end of the exercise, 120 respondents were drawn from the population and questionnaires were distributed accordingly. Due to the nature of issue under consideration, more women (86) were drawn than men (34). The data were analyzed descriptively and quantitatively analyzed with SPSS (version 21.0). Weighted averages of Likert Scale responses were computed to indicate agreement (3.50–5.00) or disagreement (1.00–3.49) to a statement. Chi-square (χ^2) was used to test for independence of two or more variables. Pearson Correlation Coefficient was used to test for correlation between propa baby diapers TV advertisement and consumers' purchases of it. Simple regression was employed to test for the impact of TV advertisement on purchase of propa baby diapers. The significance level for all tests was set at 5%. Personal factors had the highest influence on customers when buying propa baby diapers with sex ($p < 0.002$), age ($p < 0.01$), educational level ($p < 0.01$), occupation ($p = 0.019$) and household size ($p < 0.01$) significantly influencing customers' buying behavior of propa baby diapers in the Dunkwa-on-offin. Frequency of viewing propa TV adverts and frequency of buying propa baby diapers were significantly strongly positively related. Propa TV advert significantly impacted on frequency of buying propa baby diapers. The study recommends that the company should continue with TV advert on propa baby diapers. The company should continuously improve the quality of propa baby diapers without much price increase. The company should factor personal factors of consumers in their marketing strategy if they want to be a market leader in the Dunkwa-on-offin

Keywords: Television Advertisement, Consumer Buying, Behavior of Consumer Products

1.0 INTRODUCTION

Everyone grows into a universe inundated with mass media. For instance, TV adverts, films, videos, billboards, magazines, movies, music, newspapers, etc (Latif&Abideen, 2011). Among the tools of marketing, adverts are popularly used for its permanent impression on the audience mind; also it comes with a broader exposure (Katke, 2007). Advertisement is of great importance and critical in today's stiff competitive market in which manufacturers and sellers are constantly competing with each other for the buyer's attention. It may contribute to an embodiment of accomplishment or to the falling covers of any product or brand. When advertisement is done properly, the attraction of large volume of target audience is guaranteed, thus products or brands become popular through advertisement (Malik et al., 2014). The term 'advertisement' has been defined variously. Ryan's (1996) advertising is a type of communiqué which is used to coax a particular group of people in order to embark on some new actions. Advertising can be taken as a key, vital and significant component for economic and financial development of the marketers and different businesses in competition. Datta (2008) on the other hand referred to it as a non-personal communication of information which is partly paid for as well as persuasive in nature about services, products or ideas handled by identified sponsors through the various media. Further, (Leiss et al 1986) contends that, an advert is a paid form of public promotion, handled by promoters and through several traditional media e.g. TV, money-making radio advert, open-air advertising, newspapers, marketing magazine, e-mails or contemporary media like online blogs, websites and text messages. Also, they

observed that, developmental and technological changes have elevated advertising to a more pervasive, educative and powerful weapon in its impact and affect. For them, most objective of the advertisers are to spread ideas about the products and its offerings among prospective buyers. For Ramaswami & Namakumari, (2004), the popularization and easy identification of products are the basic aim of advertising. Mass media therefore serves as a critical marketing communications tool for majority of marketers. In view of this, Etzel et al (2008) pointed out that, the choosing a particular media depends on the nature of the message and your intention towards target audience.

According to Saxena (2005), television advertising has been recognized as the bestselling and economical media ever invented. He pointed out that, its impact is highly potential and cannot be matched by any other media. Television advertising is generally considered as the most powerful medium of advertisement because it has the potential of reaching a very broad spectrum of consumers instantly. Ciochetto (2004) therefore opined that, advertisers find it operative and economical using TV instead of print media to extend to target customers, partially as a result of low literacy rate. For Kotwal et al (2008), Television advertising does not only transform one's emotions but also give important message. These messages exert extensive effect on the everyday lives of individuals and organizations. In addition, Cruz (2004) observed that, using television advertisement can reach a whole spectrum of consumers and organizations. As time changes, television has turn out to be one enduring feature to all upper and middle class homes. Even more infrequent in the poorer neighborhoods of cities and rural homes (Shah & D'Souza, 2008). Literature on the subject shows that, consumers react stronger to TV advertisements than to print advertisements. According to Khandai and Agrawal (2012), television as communication medium, can be extremely an effective medium. This is because it is used in demonstrating product attributes, usage importance, ingredients etc and convincingly elucidation their consistent customer's profits. They added that, it can vividly depict user and usage imagery, brand disposition and other intangible attributes. Television advertising does not only alter sentiments but provides substantial communication applying huge impact on the daily lives of people (Kotwal et al, 2008).

Globally, advertisement is regarded as a key feature for the accomplishment or failure of every business venture. It is usually start from simple spoken words to complete marketing operations. Malik et al., (2014) pointed out that, hard work and money is injected in the configuration of a convincing, captivating adverts. Adverts are critical function in every business, it increases sales out come because it serves as an authoritative tactic to entice customers to the products of a company. It can play a vital role in either expanding a business or its doom. Advertisement is a dominant and leading weapon in all marketing tools due to its positive impact on consumers' purchasing behaviour. It is an effective way to communicate and convey your message to the audience and it is a promotional strategy for the promotion of awareness relating to any product. Consumer buying behavior can be positively changed due to attractiveness of advertisements (Malik et al., 2013) For Gorn (1982), the behaviour of a consumer towards a product is totally dependent on advertisement, without consideration for quality.

In Ghana, the concept of advertisement has drastically developed over the year. It is becoming a driving force for business because it can persuade people to change their behavior positively regarding a product. It has been used as a vital tool to market any company's product. Marketers are having over the years got attracted advertisement and taking extensive measures to mold positive consumer buying behavior by building constructive opinions in the minds of customers via an active advertisement plans. Even though the economic down turns and monetary crises prevailing in the country, marketers seems not to be prepared to make concession on their advertisement financial plan and customer needs. In this research, the impact of the television advertisement on consumer products on consumer buying behavior of Proper baby diapers shall be determined. The work is based on the premise that, to attract consumers, irrespective of gender to the commodity, it is essential that the advert comprise of such elements that appeal to their minds and curiosity. When people see adverts with respect to their interest, they are persuaded to buying that product.

1.2 Statement of the Problem

A firm cannot realize its dream of becoming a well-known brand till they advance in their advertising events, for which customer market has been dominated with adverts (Hussainy et al., 2008). Currently, advertisement plays a significant role in coaxing consumers to buy goods and services.

Presently, companies spend colossal amount of their earnings and working capitals on advertisement in different media such as television, radio, magazine among and TV (Datta, 2008). TV advertisement is most viewed and has become very common in all upper and middle class household and even common in poorer society of urban and rural household (Shah & D' Souza, 2010). Kavitha (2006) notes that TV adverts is advantageous in that it has a mixture of both audio and video features. It provides product with instant validity and fame and offers creative advertising. Due to these merits, TV advertisement has greater impact on consumers buying behavior than other media, hence mostly used by companies of consumer product like propa baby diapers. Latif and Abideen (2011) indicated that advertising through any form of medium such a radio, print, signage and television influence consumers, but television is the strongest among all due to its mass reach and can influence not only attitude, behavior, life style, exposure but also culture of people.

In view of this company in Ghana and propa baby Diapers Company in particular have been using TV to advertise their consumer products. However, in order to make TV advertising campaign even more effective and rewarding, companies need to periodically assess its impact on consumer buying behavior. It is also necessary to assess the content of TV advert from time to time since consumers need and behaviour change with time (Latif et al., 2011). Though, studies are done in this area but in different countries and geographical areas with different characteristics, which cannot not be wholly, be applicable to Ghana and Dunkwa-Offin Municipality. There is no current study on impact of TV advertisement on consumer buying behavior of propa baby diapers in the Dunkwa-Offin Municipality. The study therefore investigates the impact of TV advertisement on consumer buying behavior of propa baby diapers in the Dunkwa-Offin Municipality.

1.3 Objectives of the Study

The aim of this thesis is to assess the impact of impact of TV Advertisement on consumer buying behavior of propa baby diapers in Dunkwa –Offin Municipality

The specific objectives of the study were to:

- Investigate the ingredients of TV advertisements of propa baby diapers.
- Examine the buying process involved in propa bay diapers.
- Examine the factors that influence the buying behavior of consumers with respect of proper baby diapers.
- Analyze the impact of TV advertisement on customer purchasing behavior of propa baby diapers.

1.4 Research Questions

The following questions were answered in this study.

- What are the ingredients of TV advertisements of propa baby diapers?
- What are the buying processes involved in propa baby diapers?
- What factors influence the buying behavior of consumers with respect of propa baby diapers?
- What is the impact of TV advertisement on customer purchasing behavior of propa baby diapers?

1.5 Research Hypothesis

The research is carried out on the following hypothesis; H1: TV advertisement significantly impact consumers buying behavior of propa baby diapers.

1.6 Significance of the Study

Currently, there is a lack of specific study on the impact of TV advertisement on consumers buying behaviour of proper baby diaper in the Dunkwa –Offin Municipality. This is kind of study is significant for proper baby diaper company and other baby diaper companies who want to increase sales volume. This is because the research would bring to bear whether or not TV advertisement has impact on consumers buying behavior of proper baby diapers. This would help the company and other similar companies to adopt appropriate medium of advertisement in the municipality. The study would further help the company to shape the content of TV advertisement to meet consumers' expectation to influence their buying decision infavour of proper baby diapers in the municipality. The study is important because it would contribute to the existing literature on TV advertisement and consumer buying behaviour with reference

to baby diapers. The study would provide empirical information to research students and academicians who like to carry out similar study in other geographical area.

1.7 Scope of the Study

The study was carried out in Dunkwa-Offin Municipality in the Central Region of Ghana. The study focused on TV advertisement and its impact on consumer buying behavior of consumer product. The consumer product considered in this study was proper baby diapers.

1.8 Limitations of the Study

To portray a true national picture of impact of TV advertisement on consumers buying behavior of proper baby diapers, it would have been more appropriate to design this study to cover more than one District in the Central Region or more than one region in Ghana but because of time and financial limitations, this research is carried out in Dunkwa-Offin Municipality. However, despite the limited geographical scope, the study was able source data from consumers in both rural and urban communities of the municipality who buy proper baby diapers. This this means that the study involved consumers of different background with in-depth information on the subject matter. The study therefore reflects the reality of impact of TV advertisement on consumers buying behavior of proper baby diapers.

1.9 Organization of the Study

The thesis is arranged into five chapters. Chapter one captures the introduction to the study which includes background of the study, objectives, research questions, problems statement and, significance of study. Chapter two provides an insight on the concepts and reviews literature relating on current works related to the study. Chapter three looks at the methodology used for the study and an explanation of the sampling method and procedures used to gather the relevant materials and data for the study. Chapter four focuses on presentation and analysis of data gathered from the field and make pertinent sense of the results via detailed discussions. Chapter five finalizes the study with summary of major findings, conclusions and recommendations.

2.0 LITERATURE REVIEW

Several scholarly studies have been carried out on the relationships that exist between television advertising and consumer behavior. This chapter therefore presents what work has been done by previous scholars. The chapter specifically reviews literature on concept of advertisement with emphasis on TV advertisement, the concept of consumer buying behavior and the impact of TV advertisement on consumer buying behavior.

2.1 Definition and Concept of Advertisement

Advertisement is defined as device which attracts and induces people to accept a product (Laver, 2004). This is having been supported by Anthony (2007) that advertisement is a marketing tool to attract prospective customers to company and its product or services. It is also a form of communication with the aim of persuading it audience to a particular action (Diamond, 2013). In the view of Chirs (2005). Advertisement can be personal and non – personal. Non-personal advertisement is a promotion of product or service done through the media outlet (Christ, 2005). Though the role of advertisement marketing has been changing with time (Ryverson, 2011), its main objective remains. The objective of advertisement includes to create awareness of a product, to persuade people to accept and patronize a product, to make a product or service superior to other products or services and to create good image and goodwill for a company (Ryverson, 2011). Out of all the marketing tools, advertising is known for its permanent effect on viewer's mindset. It has an extensive and broader exposure to the consumer (Katke, 2007). Advertisement is an effective tool to lure consumers and to shift their attitude confidently toward a good (Niazi et al. 2012). Naizi et al added that advertising is marketing persuasive tactic to win people's attention for a particular product or service.

It is a subcategory of promotion mix which is a part of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional approach, advertisements serve as a key approach to creating product awareness in the mindset of a possible customer make a buying decision (Latif and

Abideen, 2011). Anand et al., (2009) indicated in their work that every advertisement tactic comprises two focal features which direct and inform the advertisement. The information is mostly offered to the aimed audience via the company's chosen advertising medium. Investigators have settled on six essential pillars on which advertisement can be done: to raise awareness; to get attention; to create and maintain that awareness; to develop want; to provoke action and to establish good will (Shahid, 1999). When one chooses a suitable tactic and then decides on the advertisement aims and objectives, media selection is the next vital concern. Media is the wheel for delivery of the information. Some vital channels of advertisement are magazines, radio, newspapers, television, direct mail and mail order, outdoor display and transportation (Wells et al., 2000).

2.1.1 Television Advertisement

According to Udochi (2013), T.V adverts are normally considered as the most active mass market advertisement and this is revealed by the high cost television networks charge for airtime advertisement especially during famous television events. T.V adverts are seen between programmes, but interrupt the programmes at intervals also. This approach for running advertisement is supposed to take the attention of T.V audience and keep the viewers focused on the T.V shows in that; they might not flip their channels. Instead, they will see the advert while holding on for the continuation of the show. This is a strategy of putting the viewer in suspense, such that during the break, they wait for the show to continue. TV still is the most potent medium for getting in touch with customers' today and it is also the most prudent method of presenting customers to brands. Advertising through TV is appreciated by both literates and illiterates and thus considered distinct from other advertising mediums (Swati, 2013). Several scholarly works in different societies of the globe has shown that TV has the greatest impact on viewers and coaxes them to purchase a product. Television has three key advantages over other advertising media. It first influences consumers' taste and perception and it's prevalent. It can also reach an extensive large number of audiences in a cost-efficient manner. Its nature (sound and moving images) leaves the audience with a lasting impact (Ramalingam et al., 2006).

Over the years the television has become a common item own by all upper and middle class households and it is easy to find it even in the homes of the lower class and in poorer societies. TV is also become a common item in rural communities, confirming its importance in advertisement in the recent times (Lalitha, 2013). TV advertisement impact every one, children and adults and Priya et al., (2009) has shown that television advertisements have a profound impact on children's behavior and their resulting buying decisions. Henley (2009) investigated the efficiency of TV shows on parenting methods and parents' attitudes. The results showed that 75% of the respondents often watch TV programs for educational purposes and TV programs had significant impact on their lives. Television advertisement therefore has several merits among them as mentioned by Udochi (2013) are: Goods can be successfully illustrated to the comprehension of the receiver; the deaf people can see and probably appreciate T.V adverts; It can reach both literate and illiterate people; It is planned based on time and are shown mostly in the evenings; it can simply arrest the attention of the viewer as well.

2.1.2 Model of Advertisement Effectiveness

Effectiveness of advertising is usually not accounted for in most empirical and theoretical models in evaluating advertising effectiveness despite it unquestionable important factor (Ansari & Jolouidar, 2011). Advertising will only endure and grow if it concentrates on being effective and for an advertising to be effective, it must achieve its objectives (Doyle & Saunders, 1990). Firms are adopting diverse methods to efficiently send marketable messages to generate buying decision among consumers (Fazal et al, 2014). The effectiveness of advertisement explained using a hierarchy model (Grover & Vriens, 2006) as explained as shown in Figure 2.1.

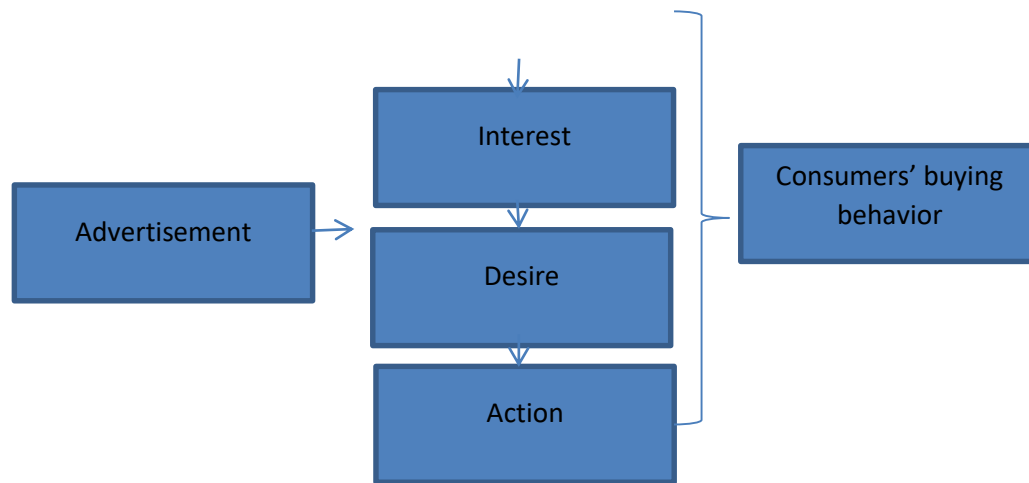


Figure 2.1: The Hierarchy of Advertisement Effects mode
Source: Grover & Vriens, 2006

2.1.3.1 Awareness

The first on the hierarchy of effects model is when people are aware of a good or product. During this step, advertisers ensure that consumers are well aware of their products and services. Advertisers primarily create in the minds of their consumers the consciousness around their products in their aimed market by introducing to them the benefits of using such products (Baca et al., 2005). Ashcroft and Hoey (2001) indicated that awareness is the Psychological stage to get customers attracted to a product and it is also the first step of information process.

2.1.3.2 Interest

The paramount aim of advertisement is to develop among the target consumers the interest in paying for a product or service (Rowley, 1998; Broeckelmann, 2010). The measure of consumers' interest in a commodity is when they continue buying that particular commodity (Ghirvu, 2013). For example, among the Pharmaceutical companies, hostile sales strategies are often used to develop product interest by inspiring and encouraging consumers to buy and also asked further questions (Baca et al., 2005).

2.1.3.2 Desire

The 3rd stage of the hierarchy of effects model is desire. It deals with the ambition of aimed customers to purchase a good or service. From advertisement point of view, desire is considered as the powerful level of wanting a good. Generating desire is the primacy of advertisers, where they clarify the structures and profits of their goods that how much worth you have here (Richardson, 2013). Advertisers often provide larger exposure of a product to the consumers at this level (Rowley, 1998).

2.1.2.3 Action

Consumers' action is considered as the fourth step of the hierarchy of effects model. At this stage the customer take action in purchasing a product or service. They are often ready and willing to pay for the products to satisfy their passionate desire for a particular product or services. Customers are mostly persuaded by certain enticements offered by producers to purchase. Such incentives include but not limited to discounts on product prices (Rawal, 2013). Ashcroft and Hoey (2001) also reported that action is the stage of behavior where consumers make actual buying. Meanwhile, Hoyer and Macinnis (2009)

concluded that effective advertisement develops positive emotional status that lead to actual purchase of an advertised products.

2.2 Concepts of Consumer buying Behavior

According to Solomon et al. (2008,) consumer behavior can be defined as the activities employed by a consumer when considering goods and or services to satisfy his needs or want. It includes assessing, finding, using and positioning of the good or service in addition to related decision-making processes. Also, Riyadh (1993), indicated in his work that, the decision making process may be done by an individual without the interference from anybody or carried out by more than one person as in the case of family. The process also involves both mental and physical activities. The consumer behavior is often goal-oriented, not random or unintentional. Every consumer has a goal seeking to be satisfied.

The complex consumer buying behavior can be comprehended when the concepts connected to this behavior are understood. Consumers' buying behaviors basically results from reasons and inducements. While reasons are the inner factors that make the consumer to behave the way he does, inducements are exterior factors representing rewards the consumer expects from buying the products. Consumers buying behavior is known to go through three major successive stages; pre-purchase decision, purchase decision and post - purchase decision (Al-Haaj et al, 1990). The consumer buying behavior is complex. This is because the factors that influence the consumer to behave in a particular manner are many, and every consumer is expected to act in a manner that differs from others, as a result of individual differences among people. Also, since human behavior changes with lifestyles, it is difficult to predict accurately what happens in the consumers' mind. Models (Traditional or micro approaches and comprehensive or macro approaches) have however been developed over the years to identified the factors in the buying decision making processes (Al-Hinnawi and Salih (1984). The traditional models which usually start from a specific angle include; the economic model (Al-Jeraisy,2003), the Pavlov model (Al-Musa'id&Zaki Khaleel,1997), the Frued model (Al-Obaidi,1996), the Fiblin model (Askar, 1987).

2.2.1 Consumer Buying Processes

Consumers go through processes when buying consumer products such as baby diapers and the processes involves five main steps as shown in Figure 2.2. The stages are problem identification, searching for information, evaluating alternative product and post-buying behaviour (Jobber, 2010, Kotler, 2003, Boyd et al, 2002). The steps are important for all consumers who make buying decision. Consumers may sometimes skip some of the steps, especially when buying is more frequent. The model is however still important to understand purchases of consumers occur (Jobber, 2010)



Figure 2.2: Consumer Buying Process
Source: author's Own construct (2015)

2.2.1.1 Information Search

After the consumer has identified his or her need, the next step is to seek information on product to buy. The amount of information to search depends on the complexity of the choices to be made (Jobber, 2010). Jobber (2010) has identified to main sources of information on consumer product and these include internal and external sources. International information is a type of information existing in the memory of the consumer. It comes from previous experiences the consumer has with a product or brand and the opinion he may have of the brand (Jobber, 2010). This type of information is enough when consumer is buying product that he or she is already aware of. However, the consumer has to depend mostly on external sources of information when he or she has to make major purchases with high level of uncertainty. External information source on product can be grouped into public sources and experimental sources (Jobber, 2010). The public sources include information on a product or brand received through advertisement, newspapers, radio, television, consumer organizations and magazines while experimental sources include information received from friends or relatives, handling, examining, and using the product. Research suggests that customers value and respect personal sources (the influence of "word of mouth") more than commercial sources (Abrams, 2008).

2.2.1.2 Evaluation of Option

At obtaining information on the product, the consumer has to evaluate the alternative options. The important factor which influences the extent of evaluation is whether the customer feels involved in the purchasing of the product. Involvement here means the degree of perceived relevance and personal importance that goes with the choice of a particular brand (Jobber, 2001). Highly involving purchase is where the customer carries out extensive evaluation. On the other hand, the "low involving" purchase does not require extensive evaluation. Expenditure which normally involves risk is high involvement purchase and this is influenced by many factors. These factors include quality of product, price and durability (Jobber, 2010). Jobber (2010) noted that quality is a major factor in consumer's choice. Marketers are thus required to understand consumers' evaluation process in order to provide the customer with a good deal of information about the positive consequences of buying.

2.2.1.3 Post-Purchasing Evaluation

This has to do with satisfaction with a product after using it. In case the consumer was not satisfied with a product after using it, the consumer would not buy the product but its substitute (Jobber, 2010). Other processes are identified (Kotler et al, 2007) and these are identifying characteristics of the product, developing product specification, searching for suppliers, acquisition and analyzing proposal from suppliers, evaluation of suppliers, selection of order routine.

2.2.2 Consumers' Purchase of Baby Diapers

Diaper is a type of underwear that allows one to defecate or urinate, without the use of a toilet. Diapers are made of cloth or synthetic disposable materials. Cloth diapers are composed of layers of fabric such as cotton, hemp, bamboo or microfiber and can be washed and reused multiple times. Disposable diapers contain absorbent chemicals and are thrown away after use. Plastic pants can be worn over diapers to avoid leaks, but with modern cloth diapers, this is no longer necessary. Diapers are primarily worn by infants, and by children who are not yet potty trained or who experience bedwetting. They are also used by adults with incontinence or in certain circumstances where access to a toilet is unavailable. These can include those of advanced age, individuals with certain types of physical or mental disability, and people working in extreme conditions, such as astronauts. It is not uncommon for people to wear diapers under dry suits. Babies may have their diapers changed five or more times a day (Kidshealth.org., 2013). Parents and other primary child care givers often carry spare diapers and necessities for diaper changing in a specialized diaper bag. Diapering may possibly serve as a good bonding experience for parent and child (Keepkidshealthy.com, 2004). Children who wear diapers may experience skin irritation, commonly referred to as diaper rash, due to continual contact with fecal matter, as feces contains urease which catalyzes the conversion of the urea in urine to ammonia which can irritate the skin and can cause painful redness.

The age at which children should cease regularly wearing diapers and toilet training should begin is a subject of debate. Proponents of baby-led potty training and Elimination Communication argue that potty training can begin at birth with multiple benefits, with diapers only used as a backup. Keeping children in diapers beyond infancy can be controversial, with Rosemond (2011) claiming it is a "slap to the intelligence of a human being that one would allow baby to continue soiling and wetting himself past age two. Brazelton (2010) however, believes that toilet training is the child's choice and has encouraged this view in various commercials for Pampers Size 7, a diaper for older children. Brazelton warns that enforced toilet training can cause serious long term problems, and that it is the child's decision when to stop wearing diapers, not the parents (Larkin, 1998). Most children no longer wear diapers when past two to four years of age, depending on culture, diaper type, parental habits, and the child's personality (Larkin, 1998). However, it is becoming increasingly common for children as old as five to still be wearing diapers because of their parents' neglect or the child's opposition to toilet training. This can pose a number of problems if the child is sent to school wearing diapers, including teasing from classmates and health issues resulting from soiled diapers.

The key factors which drive the growth of baby diapers market include frequent use of diapers to maintain hygiene and prevent rashes in babies' skin. Additionally, increasing birth rate, rapid urbanization and continuously improving economic conditions in developing countries have fueled the growth of baby diaper industry. The global baby diaper market is estimated to reach \$59.4 billion by the year 2020. Developed countries have the largest market share; however, with the rise in disposable income, developing economies are expected to witness a significant growth during the forecast period. Disposable diapers' market would garner substantial market share of about 63% of the estimated global market by 2020. The changing environmental needs would limit the use of disposable diaper in the future, promoting the usage of bio-degradable diapers.

The global baby diapers market is segmented into cloth, disposable, training nappy, swim pants and biodegradable diapers. During 2013, the disposable diapers' segment amassed the largest market share of about 66% of the global market. The companies operating in this market are focusing on manufacturing cost effective and skin friendly diapers that will cater to the customers with pressing demands for quality and cost effectiveness. However, the global baby diapers' market growth would witness hurdles due to high-priced products and various social and environmental issues. As billions of diapers are disposed every year, and due to the slow rate of bio-degradation, adverse health effects are caused due to the toxic chemicals, namely xylene, toluene and other chemicals present in diapers. This factor would pose as a formidable challenge to the growth of the market in the future.

2.2.3 Factors Influencing Consumers' Buying Behaviour

The study on the basis of Kotler (2003) reviewed the various factors that influence consumers' buying behavior. The factors include, personal factors, socio-cultural factors and psychological factors and they are shown in Figure 2.3.

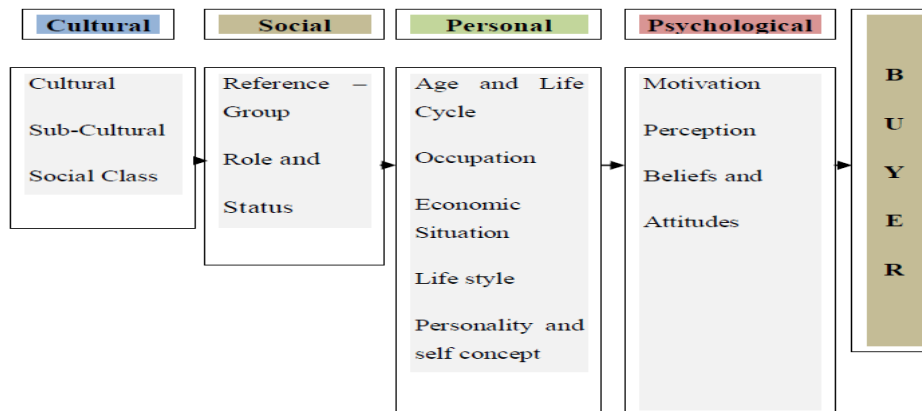


Figure 2.3: Factors that Influence Consumers' Buying Behaviour, Source: Kotler (2003)

2.2.3.1 Personal Influence

The personal factors include demographic factors such as age, educational attainment, sex; and economic factors like occupation or income level.

Age: Consumers change the commodities they buy with time (Dorota, 2013). Taste for consumer goods like food, clothing and baby diapers are related with age. As people grow, their desire changes (Solomon et al., 2008). The older people have more purchasing experience than the younger people. The older people consider the diversified options of goods through experience they have developed through time. However, Vasquez and Xu (2009) indicated that young people are exposed to variety of goods through technology, especially internet. The young people are exposed to modern technology such as internet to search for information on available consumer product; hence they are exposed to varieties of products than older adults (Monuwe, et al., 2004). Older people are not friendly to modern technology and Internet in particular is seen as risky environment by older adult since they have less knowledge about it and they are also used to insisting on trying products before purchase.

Income: Occupation is another factor that influences consumers' buying behaviour. Occupation is a proxy for income which is an important factor in consumers' buying behaviour. Dorota (2013) notes that income is superior determinant of purchasing behavior. The level of income affects the life style and attitude of a consumer. A person with high income purchase expensive product and these with low income prefer to buy product with lower price. Consumers with lower income approach buying of baby diapers more carefully and they are more sensitive to price change. Parents with high income would have positive approach to buying baby diapers than parents with lower income. Parents with high income tend to buy more baby diapers than parents with lower income (Lohse et al., 2000). Junaid et al (2013) found in their study of female buying behaviour of cosmetic products in New Delhi and NCR that, as income of female's increase, their purchase of cosmetic products also increases.

Gender: Gender has a role to play in consumer buying behavior, especially buying of baby diapers. According to Dorota (2013) women and men perform different roles at homes and they have different demand for certain consumer goods. Gender differentiates consumption behavior. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women usually care for baby than the men and baby diapers than men (Hasan, 2010). Hernandez et al (2011) have observed that this gap has started to decrease and it has found that 'an increasing number of men buy baby diapers. In view of this marketing strategies differentiates gender buying behavior thus female are more emotional and easily be attracted by advertisements compared to male (Imam, 2013). Another study also shows female are the one who have more baby diapers shopping experience than males (Irini, 2012). However, Global PL-Trand (2010) study influence of gender on consumer buying behavior revealed that gender has no significant influence on buying behavior.

2.2.3.2 Cultural Influence

Culture has been identified to have a substantial influence on consumers' opinions with regards to a product. Choices of a consumer can be linked to the cultural backgrounds of people. This factor is considered when satisfying the needs of people within a particular community. An individual's traditions, values, ethics, social class and sub culture largely affect his perceptions, preferences and choice of a product. In today's society, How the consumer thinks and act as well as and what he represents is largely affected by his culture (Kardes et al. 2008).

Social classes: Social classes are a groups ranked against each other according to a form of social hierarchy. Social class has its values, lifestyle, interest and behavior and this makes a social class different from others. Smith and Rupp (2003) noted that different social class creates different behavior. For example, consumers from lower social class would not higher intention to buy things considered as luxury like baby diapers. Kotler and Armstrong (2010) identified that set of values and belief that consumers are exposed to at the early ages influence their want and need. Every society possesses some form of social class and this is important in marketing of consumer goods such as baby diapers. Marketers try to tailor their activities according to different social class. Authors such as Dorota (2013) have indicated that social perception of a brand or a retailer is playing a role in the behavior and purchasing

decisions of consumers. In addition, the consumer buying behavior may also change according to social class. A consumer from the lower class will be more focused on price. While a shopper from the upper class will be more attracted to elements such as quality, features and even social benefit (Rani, 2014).

Sub-culture: A society is composed of several subcultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example, in recent years, the segment of ethnic cosmetics has greatly expanded. These are products more suited to non-Caucasian populations and to types of skin pigmentation for African, Arab or Indian populations for example. It's a real brand positioning with a well-defined target in a sector that only offered makeup products to a Caucasian target until now (with the exception of niche brands) and was then receiving critics from consumers of different origin. Brands often communicate in different ways, sometimes even create specific products (sometimes without significant intrinsic difference) for the same type of product in order to specifically target an age group, a gender or a specific sub-culture. Consumers are usually more receptive to products and marketing strategies that specifically target them.

2.2.3.3 Social Influence

Beliefs or actions of people are continuously influenced directly or indirectly by others. Various Reference groups persuade people to take new actions and decisions which affect their beliefs, values to make certain choice of product. These group expectations are affecting the purchasing behavior of consumers. Also, individuals in an attempt of adjusting their behaviour in order to suite their status or role in society, change their attitudes and buying behaviours (Kotler, 2002)

2.2.3.4 Psychological Influence

Another factor that influences consumers' buying behaviour is psychological factors such as motivation, learning and perception. If a person's need is high enough it drives him towards the realization of that need and becomes a motivation for his or her actions. Several theories have been created by psychologists in effectively carrying out consumer analysis or marketing strategies related to motivation. The Popular theories in this field of study includes include Sigmund Freud, Abraham Maslow, and Frederick Herzberg. Abraham Maslow for example explained d in details using a hierarchic pyramid of motivation positioning consumers' most important to the smallest need. His theory categorised basic physiological and safety needs as first, followed by the needs for socializing, esteem and self-actualization. He indicated that, the basic needs of a person satisfied before other needs are recognized. This theory throws light on consumer's desire for a product. (Kotler, 2002)

2.3 Impact of TV Advertisement on Consumer Buying Behaviour

Advertisement is considered as a very strong platform, which has over the years impacted the lives of people since the beginning of ages (Wells et al., 1995). Advertisement is seen to have provided effective ways of improving sales effectiveness and of keep selling expenses low. Television adverts has significantly positive impacted on consumer buying behavior. Due to television adverts certain food demand as well as price increased. Television advertisement plays a crucial role to change consumers purchase attention and increase consumer's new patterns about foods (All-Share & Salaimah, 2010). Advertisement is a very important information provider which creates a better market and positive image amongst the consumers so that they can easily make a decision according to their needs and demands (Norris, 2000). Further argued by Polly and Mittal (2012) that product information which is communicated through advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers once their needs have been met after the information of the particular product or service has been communicated through Television advertisement (O'Donohoe, 1995)

A study by Caporale and Monteleone (2004) on influence of information about manufacturing process concluded that media information regarding a beer product was able to alter consumer's liking of beer product. Sharma and Sharma (2009), using Fixed Effect Model of Panel Data Analysis for 134 companies, found in their study that, besides advertising, factors like company's brand, quality of the

product and company's reputation affect the sales of a company. Kumar et al. (2011), using mean and standard deviation, in their study of advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good. However, finding the relationship between advertising and buying behaviour by Ekelund and Gramm (1969) in studying "a Reconsideration of Advertising Expenditures, Aggregate Demand and Stabilization" concluded that, there is no positive relationship between advertising and aggregate consumption.

2.4 Summary of Literature Review

Advertisement is a marketing tool to attract prospective customers to company and its product or services (Anthony, 2007). Some vital channels of advertisement are magazines, radio, newspapers, television, direct mail and mail order, outdoor display and transportation (Wells et al., 2000). Among these channels, TV advertisement is recognized as having the greatest impact on consumers buying behavior. The consumer goes through five main stages in order to buy a product, especially for the first time. The stages are need recognition, information searching, evaluation of product, purchasing and post-purchase consideration (Jobber, 2010). Advertisements tend to help the consumers in these processes (Jobber, 2010). Consumer buying behavior aside advertisement is influence by personal, cultural, social and psychological factors but personal factors like sex, age, income, education and household size has the greatest influence.

3.0 METHODOLOGY

Every firm wants to reach it customers and TV advertisement has been acknowledged as effective medium of doing this. Propa baby Diaper Company in this regard has been advertising the product through TV. This study therefore assesses the impact of TV advertisement on consumer buying behavior propa baby diapers. A good research of this caliber requires data collection and analysis methods that best represent the scope and concept under study. This chapter looks at the methodological framework of the thesis. It outlines the research design, study population, sampling techniques and sample size, data collection tools and administration and data analysis.

3.1 Research Design

The study employed survey method to collect data from customers of propa baby diapers. Survey method is used to assess thought, opinions and feelings of group of people on a particular issue (Shaughnessy et al, 2011). This method was chosen over other research methods like content method because of its ability to measure human attitude, opinions and feelings.

3.2 Sources of Data

The study relied on primary data. The data were collected from consumers of propa baby diapers in Dunkwa-on-offin. The consumers were between the ages of 18 years and 45 years who had at least a child not more than five years. This group of consumers was considered because they were current buyers and users of propa baby diapers at the time of conducting the study. Specific primary data collected include, customers' perception of ingredient of propa baby diapers advertisement, factors that influence their decision to buy propa baby diapers and impact of TV advertisement on their decision to buy propa baby diapers.

3.3 Unit of analysis

The unit of analysis of this study was consumers of propa baby diapers. The consumers represent consumers of propa baby diapers in Dunkwa-on-offin in the Denkyire East District of the Central Region

3.4 Study Population and Sample Frame

The Dunkwa-on-offin was selected for the study. The population of the study was consumers of propa baby diapers in the Dunkwa-on-offin in the Denkyire East District, Central Region of Ghana. The consumers were between the ages of 18 years and 45 years who had at least a child not more than five

years. This group of consumers was targeted in the study because they were current buyers and users of propa baby diapers at the time of conducting the study.

3.5 Sampling Techniques and Sample Size

The study employed two main sampling methods and these were purposive and snowball sampling methods. Consumers of propa baby diapers in the Dunkwa-on-offin were purposively selected. The consumers were parents at child bearing age between 18 years and 45 years who had at least a child of not more than five years. This group of parents was considered because they were the current buyers and users of propa baby diapers in the study area. Purposive sampling is used when studying a community or specific group of people and helps to identify most suitable respondents (Patton, 1990; Kuzel, 1999). This method helps to identify informant with a specific type of knowledge or skill (Vargas & van Anandel, 2010). Parents within the group considered had in-depth information on propa TV advertisement and propa baby diapers since they were buyers and users if it.

This group of parents were hard to locate hence snowball sampling was employed. Snowball is used to identify potential subjects in studies where subjects are hard to locate (Castillo, 2009, Saunder et al, 2009). This kind of sampling starts with small group of people who are appropriate with the research topic and these small group identify further members and then they identify further members and so the sample snowballs. The researcher went to Dunkwa-on-offin Municipal Hospital and St. Mark Hospitals at Dunkwa-on-offin at "child weighing day" and asked for parents using propa baby diapers. The researcher further asked for their assistance to locate other propa baby diapers users. This process continued till substantial respondents were sampled. At the end of the exercise, 120 respondents were drawn from the population and questionnaires were distributed accordingly. Due to the nature of issue under consideration, more women (86) were drawn than men (34).

3.6 Data Collection Instrument

Research instrument consistent with survey research is questionnaire which provides the primary source of data. The study therefore used questionnaire to collect the necessary data from the study areas. Sidhu (2013) defined questionnaire as a form prepared and distributed form to secure responses to certain questions. Questionnaire was also chosen because it would allow the researcher to analyze these large datasets quickly, in the form of close-ended and open-ended questions. The questionnaires were administered to customers of propa baby diapers in Dunkwa-on-offin. The questions in the questionnaire were both close-end and open-ended. The close-ended questions provided alternative responses to a question, for which respondents ticked the appropriate one. The responses were in the form of Likert Scale ranging from strongly disagree (1) to strongly agree (5). So were in the form of Yes and No and others. The open -ended questions offered opportunity for the respondents to provide necessary explaining to some chosen alternative to some close-ended questions and provide other information not captured in the close-ended questions.

3.7 Pilot Testing of Research Instrument

The research instrument was pretested in kyekyewere in the Upper Denkyira East Municipality of the Ashanti Region, Ghana. The pretesting was done to identify errors in question formulation and unclarity of questions to amend them. The researcher in the course of pretesting identified that two questions under process of buying propa baby diapers and one question under ingredients of propa baby diapers TV advertisement were unclear. They were amended to suit respondents' understanding. The questionnaire was pretested on ten (10) parents who were customers of propa baby diapers. The questionnaire was pretested at homes of the respondents.

3.8 Data Analysis

The study descriptively and quantitatively analyzed the data collected. The responses were edited, coded and entered into Statistical Package for Social Scientist (SPSS), version 21.0. The responses were presented in the form of tables and pie and bar charts. Weighted averages of Likert Scale responses were computed to indicate agreement (3.50-5.00) or disagreement (1.00-3.49) to a statement. The study further used chi-square (χ^2) to test for independence of two or more variables. Pearson Correlation Coefficient

was used to test for correlation between propa baby diapers TV advertisement and consumers' purchases of it. Simple regression was employed to test for the impact of TV advertisement on purchase of propa baby diapers. The significance level for all tests was set at 5%.

4.0 DATA ANALYSIS

In this chapter, the results of the study are presented and discussed. The presentation and discussion of data were done in accordance with the arrangement of objectives of the study. The objectives are to investigate the ingredients of TV advertisements of propa baby; to examine the buying process involved of propa baby diapers; to examine the factors that influence the buying behavior of consumers with respect of propa baby diapers and to analyze the impact of TV advertisement on customer purchasing behavior of propa baby diapers. The study however, first discussed the characteristics of the respondents to form the basis of the discussion of the study. Data were collected from customers of propa baby diapers in the Dunkwa-on-offin in the Denkyira East District of the Central Region, Ghana in accordance with the methodology presented in Chapter Three.

4.1 Characteristics of Respondents

The characteristics of respondents in this study include sex, age, educational level, occupation and household size and these are shown in Table 4.1.

Table 4.1: Distribution of Characteristics of Respondents (N=120)

Characteristics	Categories	F	%
Sex	Male	34	28.3
	Female	86	71.7
Age	18-25 years	41	34.2
	26-35 years	34	28.3
	36-45 years	45	37.5
Educational level	Primary education	3	2.5
	Secondary education	56	46.6
	Vocational/ technical education	42	35.0
	Tertiary education	19	15.8
Occupation	Public/ civil works	33	27.5
	Artisanal works	42	35.0
	Trading	25	20.8
	Farming	3	2.5
	Others	17	14.2
Household size	≤2	52	43.4
	3-5	60	50.0
	>5	8	6.6

Source: Field Survey (2015)

Table 4.1 shows that female dominated in the buying of propa baby diapers with 71.7% whilst the remaining 34 (28.3%) were males. The age distribution shows that all the customers were in their child bearing age and 41 (34.2%), 34 (28.3%) and 45 (37.5%) were between 18 and 25 years, 26 and 35 years and 36 and 45 years respectively. Customers who buy propa baby diapers had primary education (2.5%), secondary education (46.6%), vocational or technical education (35.0%) and tertiary education (15.8%).

Table 4.1 further revealed occupation of customers of propa baby diapers as public/ civil works (27.5%), artisanal works (35.0%), trading (20.8%), farming (2.5%) and other (14.2%). The artisanal works in this study included hair dressing, sowing whiles others include students and not employed. The customers had household size of 2 and below (43.4%), between 3 and 5 (50.0%) and more than 5 (6.6%).

4.2 Ingredients of Propa Baby Diapers TV Advertisement

This section of the analysis answered research question one “what are the ingredients of TV advertisements of propa baby diapers? The question is answered but first indicates consumers’ likeness for TV advertisement and this is presented in section 4.2.1.

4.2.1 Customers’ Likeness for TV Advertisement

The customers’ responses on their likeness for TV advertisement in shown in Figure 4.1.

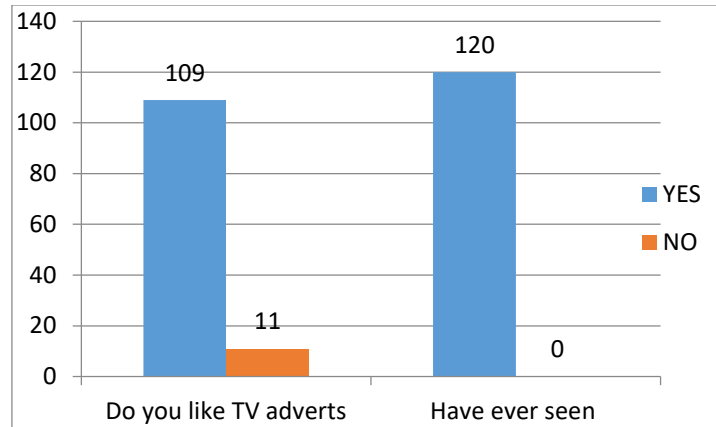


Figure 4.1: Customers Preference for TV Advertisement
Source: Field Survey (2015)

Form Figure 4.1, out of 120 respondents, 109 (90.8%) liked TV advertisement whilst 11 (9.2%) did not like TV advertisement. It must be emphasized that respondents dislike for TV advertisement does not mean they had never viewed TV advertisement before. It rather means that these respondents did not spend enough time watching TV advertisement because they did not have keen interest for it. Figure 4.1 further indicates that all the respondents had seen propa baby diapers TV advertisement before. This implies that all the respondents had knowledge on the subject under consideration and they could provide all the needed information. The study further asked the respondents the frequency of viewing propa baby diapers TV advertisement and the responses are summarized in Figure 4.2.

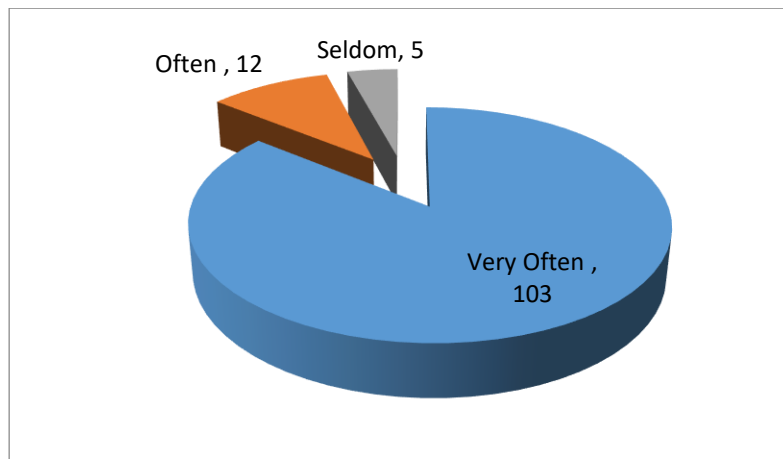


Figure 4.2: Frequency of Viewing Propa Baby Diapers Advertisement
Source: Field Survey (2015)

Figure 4.2 shows that out of 120 respondents, 103 (85.8%), 12 (10.0%) and 5 (4.2%) very often, often and seldom view propa bay diapers TV advertisement in the study area.

4.2.2 Ingredient of Propa TV advertisement

The respondents' responses on the extent of agreement and disagreement in specific ingredients of Propa baby diaper TV advertisement is given in Table 4.2. Weighted average within the range (1-3.49) indicates disagreement while weighted average with the range (3.50-5.00) indicates agreement to a statement.

Table 4.2: Ingredients of Propa Baby Diapers TV advertisement

Statement	SD	D	N	A	SA	WA
Propa TV advert is persuasive	3 (2.5%)	17 (14.2%)	21 (17.5%)	42 (50.6%)	37 (30.8%)	3.4417
Propa TV advert is interesting	0 (0.0%)	0 (0.0%)	25 (46.5%)	19 (15.8%)	76 (63.3%)	4.4250
The visual effects of propa TV adverts appeals to me	0 (0.0%)	0 (0.0%)	24 (20.0%)	96 (80.0%)	0 (0.0%)	3.8000
The participants of propa TV adverts appeal to me	0 (0.0%)	0 (0.0%)	0 (0.0%)	16 (13.3%)	104 (86.7%)	4.8667
The benefit of propa appeals to me	0 (0.0%)	0 (0.0%)	11 (9.2%)	99 (82.5%)	10 (16.3%)	4.4083
The jungle of propa TV adverts appeal to me	0 (0.0%)	0 (0.0%)	10 (8.3%)	22 (18.3%)	88 (73.4%)	4.6500

Source: Field Survey (2015)

From Table 4.2, customers strongly disagreed (2.5%), disagreed (14.2%), were neutral (17.5%), agreed (50.6%) and strongly agreed (30.8%) that propa TV advertisement is persuasive. The weighted average for the statement, 'propa TV advert is persuasive' was 3.4417, suggesting the respondent showed disagreement to the statement. Respondents expressed agreement to the statement 'propa TV adverts is interesting' (WA=4.4250) with neutral (46.5%), agreed (15.8%) and strongly agreed (63.3%). Table 4.2 further shows that out of 120 respondents, 24 (20.0%) and 96 (80.0%) were neutral and agreed respectively that the visual effects of propa TV adverts appeals to them with weighted average (WA=3.8000) showing agreement to the statement.

Table 4.2 indicates that respondents agreed (13.3%) and strongly agreed (86.7%) with weighted average (WA=4.8667) that participant of propa TV adverts appeal to them. The respondents further expressed agreement to the information on benefit of propa appeals to them (WA=4.4083) and jungle of the advert appeal to them (WA=4.6500).

Participant had the highest weighted average (WA=4.8667), followed by jungle (WA=4.6500) and product benefit (WA=4.4083), indicating that the major ingredients of propa baby diapers TV adverts that appeal most to consumers.

4.3 Factors Influencing Customers' Buying Behaviour of Propa Baby Diapers

The factors that influence customer buying behaviour of propa baby diapers are given in Figure 4.3.

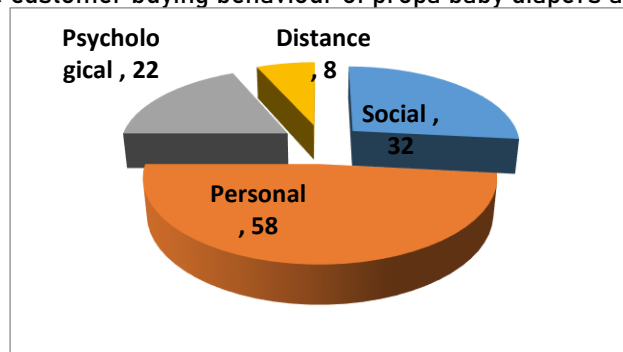


Figure 4.3: Factors Influencing Decision to Purchase Propa Baby Diapers

Source: Field Data (2015)

From Figure 4.3, 58 (48.3%), 32 (26.7%), 22 (18.3%) and 8 (6.7%) out of the 120 respondents indicated that personal factors, social factors, psychological factors and distance respectively had greatest influence on them when buying propa baby diapers in the Dunkwa-on-offin. This suggests that personal factors had greatest influence on the customers of propa baby diapers. The study on the basis of this finding singled out personal factors and used Chi-square test to test the independence of personal factors (sex, age, educational level, occupation and household size) and the frequency of buying propa baby diapers and the findings are given in Table 4.3.

Table 4.3: Personal factors and Frequency of Buying Propa Baby Diapers

Characteristics	Categories	Very Often	Often	Seldom	p-value
Sex	Male	23(67.6%)	11(32.4%)	0(0.0%)	0.002
	Female	64(74.4%)	9(10.5%)	13(15.1%)	
Age	18-25 years	28(68.3%)	0(0.0%)	13(31.7%)	0.000
	26-35 years	27(79.4%)	7(20.1%)	0(0.0%)	
	36-45 years	32(71.1%)	13(28.9%)	0(0.0%)	
Educational level	Primary education	3(100.0%)	0(0.0%)	0(0.0%)	0.000
	Sec. education	46(82.1%)	10(17.9%)	0(0.0%)	
	Voc./Tec educ.	31(73.8%)	5(11.9%)	6(14.3%)	
	Tertiary educ.	7(36.8%)	5(26.4%)	7(36.8%)	
Occupation	Public/ civil works	20(60.6%)	5(15.2%)	8(24.2%)	0.019
	Artisanal works	32(76.2%)	8(19.0%)	2(4.8%)	
	Trading	20(80.0%)	2(8.0%)	3(12.0%)	
	Farming	3(100.0%)	0(0.0%)	0(0.0%)	
	Others	12(70.6%)	5(29.4%)	0(0.0%)	
Household size	≤2	39(75.0%)	0(0.0%)	13(15.0%)	0.000
	3-5	48(70.0%)	12(30.0%)	0(0.0%)	
	>5	0(0.0%)	8(100.0%)	0(0.0%)	

Source: Field Survey (2015)

Table 4.3 shows that all the personal factors; sex ($p < 0.002$), age ($p < 0.01$), educational level ($p < 0.01$), occupation ($p = 0.019$) and household size ($p < 0.01$) significantly influenced customers' buying behavior of propa baby diapers in the Dunkwa-on-offin. The findings are consistent with literature reviewed. Dorota (2013) confirmed that consumer goods like baby diapers are related with age. This is because as people grow, their desire changes and their experiences changes (Solomon et al., 2008). Vasquez and Xu (2009) indicated that young people are exposed to variety of goods through technology, especially internet and they are likely to buy new consumer product. The study affirms the Dorota's (2013) notion that mother often buy baby diapers and, as income of females increase, their purchase of cosmetic products also increase (Junaid et al, 2013)

4.3: Process Customers go through when buying Propa Baby Diapers

The process of buying propa baby diapers in the study area include information search on the product, evaluation of the product, purchasing of the product and post-purchasing of the product.

4.3.1 Information search on Propa Baby Diapers

The study asked the respondent how they obtained information on propa baby diapers, aside TV adverts. The responses are shown in Figure 4.4. Jobber (2010) identified to main sources of information on consumer product but the study relied on one of them which is external sources of information.

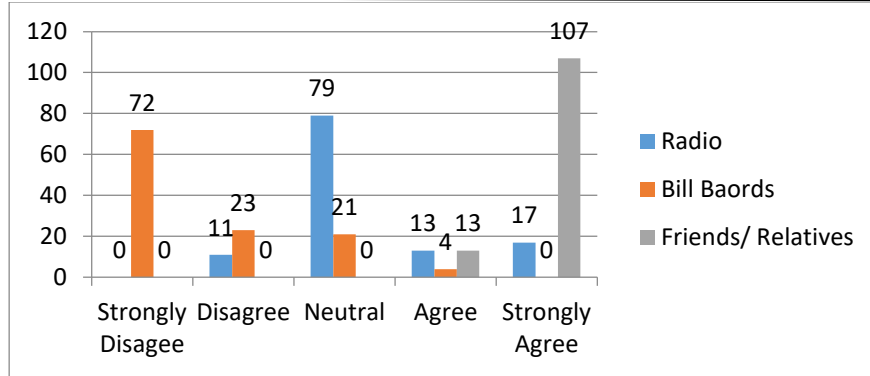


Figure 4.3: Customers' Reliance on other Sources of Information when to Buy Propa Baby Diaper; Source: Field survey (2015)

Figure 4.3 shows that customers relied mostly on friends/ relative for information on propa baby diapers. Out of 120 respondents, 107 (89.2%) strongly agreed and 13 (10.8%) agreed that they relied on friend/ relative who had used the product to gather information on it. The respondents indicated that adverts are sometimes deceptive and they need someone they trust and have used the product to confirm or otherwise information received through adverts. This confirms that customers value and respect personal sources (the influence of “word of mouth”) more than commercial sources (Abrams, 2008).

4.3.2 Evaluation of Proper Baby Diapers

The next step in consumer buying process, after receiving information is evaluation of the product in the light of information available. The study asked the respondents, what they consider most when evaluating propa baby diapers and the finding is presented in Figure 4.4.

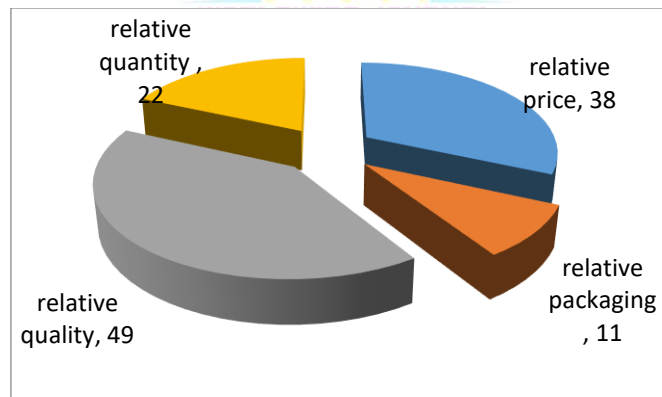


Figure 4.4: What Consumers Consider most when Evaluation Proper Baby Diapers Source: Field Data (2015)

The consumers mostly considered relative quality (40.8%) when evaluating propa baby diapers. This was followed by relative price (31.7%), relative quantity (18.3%) and relative packaging (9.2%). This confirms that quality is the major factor that influence consumers' evaluation of product (Jobber, 2010).

4.3.4 Purchasing of Propa Baby Diapers

The customers' purchases of propa baby diapers are given in Figure 4.5.

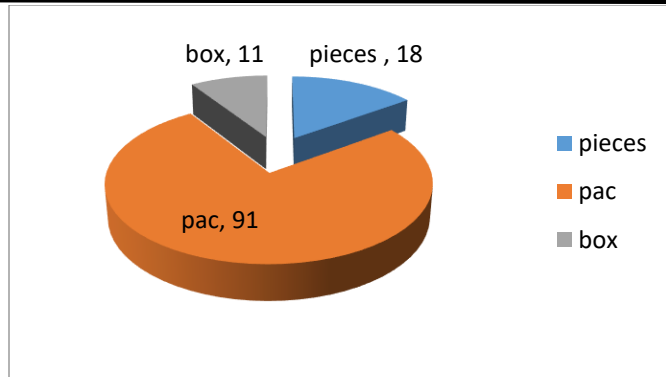


Figure 4.5: Purchases of Proper Baby Diapers
Source: Field Survey (2015)

The customers prefer to buy propa baby diapers in pac (75.8%), pieces (15.0%) and boxes (9.2%).

4.3.5 Post-purchase of Decision on propa baby Diapers

The post-purchase decision has to do with whether or not a consumer will continue to buy the propa baby diaper after first purchase. A satisfied consumer will continue to buy whilst unsatisfied consumer will stop buying and possibly buy its substitutes which meet his or her expectations. The asked the consumer whether or not they would continue to buy propa bay diapers and the summary of responses are shown in Figure 4.6.

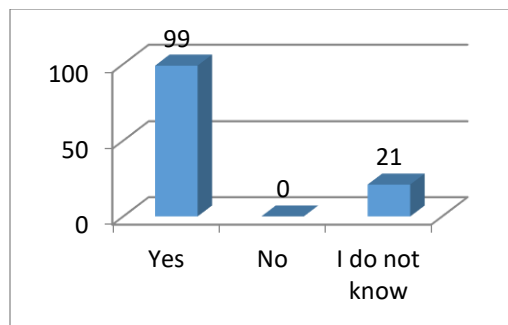


Figure 4.6: Consumer Post-purchase Decision on Propa Baby Diapers
Source: Field Data (2015)

From Figure 4.6, 99 respondent, constituting 82.5% had decided to continue buying propa baby diapers whilst the remaining 21(17.5%) did not know whether or not they would continue buying propa baby diapers. None of them had decided not to continue buying propa baby diapers.

4.4 Impact of TV Advertisement on Buying Behavior of Customers

The impact considered in this study is impact on customers' decision to demand propa baby diapers and the responses are shown in Figure 4.4.

Table 4.4: Effect of TV Advertisement on Demand for Propa Baby Diapers

Statements	Categories	F	%	Weighted Average
Propa Baby Diapers TV Adverts affect my demand for it	Disagree	20	16.7	3.5833
	Neutral	39	32.2	
	Agree	32	26.7	
	Strongly agree	29	24.2	
I buy propa baby diapers due continues TV adverts on it	Strongly disagree	8	6.7	3.5333
	Disagree	19	15.8	
	Disagree	20	16.7	

	Neutral	47	39.2	
	Agree	26	21.7	
	Strongly agree			

Source: Field Data (2015)

From Table 4.4, 20(16.7%), 39(32.2%), 32(26.7%) and 29(24.2%) disagreed, were neutral, agreed and strongly agreed respectively that TV advertisement on propa baby diapers affect their demand for it. Table 4.4 further shows that customers strongly disagreed (6.7%), disagreed (15.8%), were neutral (16.7%), agreed (39.2%) and strongly agreed (21.7%) that they buy propa baby diapers because of continuous TV advertisement on it.

The study also used Pearson correlation coefficient and simple regression to test for association and impact of TV advertisement on frequency of buying propa baby diapers and the results are shown in Table 4.5 and 4.6 and respectively.

Table 4.5: Test of influence of Propa TV advert on frequency of buying Propa Baby Diapers

	FVPTVA	FBP
Frequency of viewing propa Baby Diapers TV advert (FVPTVA)	1	0.551
Frequency of Buying Propa Baby Diapers (FBP)		1

Source: Field Data (2015). Correlation is significant at 5%

The Pearson correlation coefficient shown in Table 4.5 indicates that frequency of viewing propa TV adverts and frequency of buying propa baby diapers are strongly positively correlated ($r= 0.51$). This shows that increase in frequency of viewing propa TV adverts significantly increases the customers' frequency of buying propa baby diapers.

Table 4.6: Impact of Propa TV Advert on Frequency of Buying Propa Baby Diapers

	Coefficient	Std. error	t	p-value
Constant	0.795	0.097	8.194	0.000
Frequency of Viewing Propa Baby Diapers	0.285	0.040	7.169	0.00
Model Fitness (F-stats=51.397; p=0.000); $R^2=0.303$				

Source: Field Survey (2015); Test is significant at 5%; dependent Variable= Frequency of Buying Propa Baby Diapers

The regression test results show that propa TV advert significantly impacts on frequency of buying propa baby diapers and the model as a whole is statically significantly fit (F-stats=51.397; $p<0.01$). TV advertisement explains 30.3% variation in frequency of buying propa baby diapers. The study confirms the findings of Caporale and Monteleone (2004) that media information, especially TV advertisement regarding baby products was able to alter consumer's liking of beer product and caused them to buy more. Kumar et al. (2011), using mean and standard deviation, in their study of advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. This is because product information which is communicated through advertisements plays an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers once their needs have been met after the information of the particular product or service has been communicated through TV advertisement (O'Donohoe, 1995)

The study however contradicts a finding on a study on relationship between advertising and buying behaviour by Ekelund and Gramm (1969) that there is no positive relationship between advertising and aggregate consumption.

5.0 CONCLUSION

This chapter looks at summary of findings, conclusions, recommendations and possible suggestions for future research.

5.1 Summary of Findings

The findings of the analysis are presented below under each research objectives.

5.1.1 Ingredient of Propa TV advertisement

The study realized that majority (90.8%) liked TV adverts and 185.8% very often view TV advert on propa baby diapers. The respondent expressed disagreement that propa baby diaper TV adverts is persuasive (WA=3.4417). The respondents agreed that propa baby diapers TV adverts are interesting' (WA=4.4250), its visual effects is appealing (WA=3.8000), participants of the adverts is appealing (WA=4.8667) and jungle of the advert appeal to them (WA=4.6500). Participant, jungle and product benefit of propa baby diapers TV adverts appealed most to the respondents.

5.1.2 Factors Influencing Customers' Buying Behaviour of Propa Baby Diapers

The findings on revealed that personal factors had the highest influence on customers when buying propa baby diapers. The study showed that sex ($p<0.002$), age ($p<0.01$), educational level ($p<0.01$), occupation ($p=0.019$) and household size ($p<0.01$) significantly influenced customers' buying behavior of propa baby diapers in the Dunkwa-on-offin.

5.1.3 Process Customers go through when buying Propa Baby Diapers

The process that customers go through when buying propa baby diapers were identified to be information search on the product, evaluation of the product, purchase and post-purchase consideration. The study found out that majority (89.2%) of the respondents relied on friends or relatives for information on propa baby diapers. The customers prefer to buy propa baby diapers in pac (75.8%), pieces (15.0%) and boxes (9.2%). The study further found that majority (82.5%) had decided to continue to buy propa baby diapers.

5.1.4 Impact of TV Advertisement on Buying Behavior of Customers

From the study, the respondents agreed that propa baby diapers TV adverts affect their demand for it (WA=3.5833) and they buy propa baby diapers due to continues exposure to propa TV adverts (WA=3.5333). The Pearson Correlation Coefficient ($r=0.51$) showed significant strong positive relationship between frequency of viewing propa TV adverts and frequency of buying propa baby diapers. It was revealed that that propa TV advert significantly impacts on frequency of buying propa baby diapers and Propa TV adverts explains 30.3% variation in frequency of buying propa baby diapers.

5.3 Conclusions

TV advert considered as the most active mass market advertisement and this is revealed by the high cost television networks charge for airtime advertisement especially during famous television events (Udochi, 2013). The study assessed the impact of TV advert on consumer purchasing behavior of propa baby diapers. The study concludes that participant, jungle and product benefit of propa baby diapers are essential ingredients in TV adverts of propa baby diapers. Many factors such as personal, social, cultural, psychological and others influence customers buying behavior of product. The study however concludes personal factor is the most important among them. Personal factors such sex, age, educational level, occupation and household size significantly influenced customers' buying behavior of propa baby diapers in the Dunkwa-on-offin.

Advertisement is considered as a very strong platform, which has over the years impacted the lives of people since the beginning of ages (Wells et al., 1995). The study concludes that exposure to propa baby diapers TV adverts significantly impacted on consumers' frequency of buying the product. This is because TV adverts plays a crucial role to change consumers purchase attention and increase consumer's awareness of product (All-Share & Salaimeh, 2010).

5.4 Recommendations

The recommendations were based on the findings of the study. The following were recommended. Propa baby diaper TV advert significantly impacted on customers' frequency of buy the product. The study therefore recommends that the company should continue with TV advert on the product. The advert should have focused on benefit of the product and as well as reassuring the consumers the quality of the propa baby diapers.

The study found out that consumers focused more quality and price when evaluating propa baby diapers. The company should continuously improve the quality propa baby diapers without much price increase. The company should target quality and price if it wants to increase its customer base, especially when numerous competitors are available.

It was realized from the study that personal factors such as sex, age, income, educational level and occupation significantly influence buying decision of propa baby diapers. The company should take into consideration these personal factors of communities, if they want to be a market leader in the community. The consumers prefer to buy propa baby diapers in pacs due to their income level. The company should focus more on retail of propa baby diapers in Dunkwa-on-offin.

5.5 Suggestions for Future Research

The study recommends the following for future research: Future research should look at impact of channel of advertisement (TV, radio, print media, bill boards and word of mouth) in consumer buying behavior. Future research should consider impact of personal factors, cultural factors, social factors, psychological factor on consumer buying behaviour.

References

- Ayanwale, A. B., Alimi, T. & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Social Science*, 10(1), 9-16.
- Baca, R., J. G. Myers, and D. A. Aaker (2005). *Advertising Management*. (5th ed.). Upper Saddle River, NJ:
- Barroso, K. (2005). The Impact of Television Advertising on Child Health & Family Spending. *International Marketing Conference on Marketing & Society*. Retrieved on Dated, 10-04-2009.
- Byzalar, A. A., Calder, B. & Iacobucci, D. (2004). New Media Interactive Advertising vs. Traditional advertising. *Journal of Advertising Research*, 38(4), 23-32.
- Castillo, J. J. (2009). Convenience sampling. Retrieved June 27, 2010 from Experiment Resources: <http://www.experiment-resources.com/convenience-sampling.html> Datta Srinivasa (April, 2008) "Advertisements Do They Match Consumer Preferences?" *Marketing Mastermind*, pp.59-62
- Doyle, P., & Saunders, J. (1990). Multiproduct advertising budgeting. *Marketing Science*, 9(2), 97-113. <http://dx.doi.org/10.1287/mksc.9.2.97>
- Etzel Michael, Walker Bruce J., Stanton William and Pandit Ajay (2008), *Marketing- Concepts and Cases*, 13th Edition, "Kotwal Nidhi, Gupta Neelima and Devi Arjee (2008) "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls", *Journal of Social Sciences*, Vol. 16, No. 1, pp. 51-55. Tata Macgraw, New Delhi.
- Fazal, R.J, O'Guinn, T.C and Rawal, T. (2014) "Compulsive Buying: A Phenomenological Exploration" *Journal of consumer Research*, 16, no. 2 (2014): 147-157.
- Fine, S. H (1992). *Marketing the public sector*. New Jersey: Transaction Publishers.
- Ganeshasundaram, R., and Henley, H. (2009). Reality television (Supernanny) social marketing place. *Journal of Consumer Marketing*, 26/5 (2009), 311-319. <http://dx.doi.org/10.1108/07363760910976565>
- Hanif, M, Udodhi, R and Byzalar, T. (2010), Factors Affecting Customer Satisfaction. Pakistan. *International Research Journal of Finance and Economics*. Issue 60

Hoyer, J. D., & MacInnis, J. S. (2009). Measuring multiple emotional responses to a single television commercial. *Advances in Consumer Research*, 21, 175-180. <http://www.itu.int/ITUD/ict/newslog/content/binary/20-2008.jpg>

Jugenheimer, D. W., & White, G. W. (1980). *Basic advertising*. USA: Grid Publishing, Inc.

Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. International Marketing Conference on Marketing & Society. Retrieved on Dated: 10-04-2009 from <http://www.itu.int/ITUD/ict/newslog/content/binary/20-2008.jpg>.

Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. International.

Kotler, P. and Armstrong, G. (2010). *Principles of Marketing*. New Jersey: Pearson Education.

Krugman, H. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29, 349-356.

Kuzel, A.J. "Sampling in Qualitative Inquiry," In *Doing Qualitative Research*, B. F. Crabtree and W. L. Miller (Ed.), Sage Publications, Thousand Oaks, CA, 1999, pp. 33-45.

Latif, Abdul and Abideen, Zain Ul. (2011). Effects of Television Advertising on Children: A Pakistani.

Latif, Abdul., Saleem, Salman and Abideen, Zain Ul. (2011). Influence of Role Model on Pakistani Urban Teenager's Purchase Behavior. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 31, pp. 07-16.

Luo, X., and Donthu, N. (2005). Assessing advertising media spending inefficiencies in generating sales. *Journal of Business Research*, Vol. 58, No. 1, 28-36. [http://dx.doi.org/10.1016/S0148-2963\(03\)00076-6](http://dx.doi.org/10.1016/S0148-2963(03)00076-6)

Macarthy, E. Joseph, and McDaniel, Carl. (2000). *Basic Marketing*. Richard, D, Irwin, Inc, University Book Stall Marketing Conference on Marketing & Society. Retrieved on Dated: 10-04-2009

Nazir, S. (2001). Effects of advertisement on consumer's behavior. Unpublished M.Sc. Research Report. National Institute of Psychology, Quaid-Azam University, Islamabad.

Ndochi, J. D. (2013). Conceptual foundations for copytesting research. *Advertising Working Papers* no. 2. USA: Unknown Publishers.

Patsioura, F., Vlachopoulou, M., and Manthou, V. (2009). A New Advertising Effectiveness Model for Corporate Advertising Website, a Relationship Marketing Approach. *International Journal of Bench Marking*, Vol. 16, No. 3, pp. 372 - 386. <http://dx.doi.org/10.1108/14635770910961380>

Patsioura, W., and Mc Carthy, J. Jr. (2009). *Basic Marketing: A Global Manager Approach*. (14th ed.). McGraw-Hill, New York, NY, pp. 451-6.

Patton, M.Q. 1990, *Qualitative Evaluation and Research Methods*, Sage, Newbury Park.

Perspective. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 30, pp. 38-49. Prentice Hall.

Priya, P., Baisya, R.K., and Sharma, S. (2009). Television Advertisements and Children's Buying Behavior. *Marketing Intelligence & Planning*, Vol. 28, No. 2, pp. 151-16. <http://dx.doi.org/10.1108/0263450101029664>

Ramalingam, V., Palaniappan, B., Panchnatham, N., and Palanivel, S. (2006). Measuring Advertising Effectiveness - A Neural Network Approach. *Journal of Business Research*, No.31, PP. 159-160.

Ramaswami, V.S. and Namakumari, S. (2004), *Marketing Management*, 3rd Edition, MACMILLAN, India.

Rawal, H. (2013). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29, 349-356.

Ryans, C. (1996) Consumer Resources. *Journal of Small Business Management*, 34 (1996): 63-65.

Saxena, R. (2005). *Marketing Management*. New Delhi:Tata Mc Graw

Shahid, M. I. (1992). *Mass communication (2nd Rev. ed.)*. Lahore: Carvan Press.

Shiruu, B. G. (2013). *Global and multi-national advertising*. New Jersey: Lawrence Erlbaum Associates

Smith, A.D., Rupp, W.T. (2003), „Strategic online customer decision making: leveraging the transformational power of the Internet”, *Journal of Consumer Marketing*, 27 (6), pp. 418-432.

Solomon, F. J., Kollart, T. D., & Blackwell, D. R. (2008). *Consumer behavior (2nd ed.)*. New York: Holt, Rincart Italic and Winston, Inc.

Solomon, M. (2010). *Consumer behavior – buying, having and being*. Pearson.

Swati, A. A. (2013). *Advertising exposure, memory and choice*. New Jersey: Lawrence Erlbaum Associates

Swati, Z. (2013). *Effects of advertisement on male vs female buying behavior*. Karachi: Preston University

Tellis, G. J. (2004). *Effective advertising understanding when, how and why advertising works*. California: Sage Publishers

Wells, W., Burnett, J., & Moriarty, S. (2000). *Advertising principles and practice (5th ed.)*. USA: Prentice Hall.

Wright, S. J., Warner, S. D., & Winter, L. W. (1971). *Advertising (3rd ed.)*. New York: McGraw-Hill.

Zain, U., Abideen, S, and Saleem,S. (2011) “Effective advertising and its influence on consumer buying behavior” *European Journal of Business and Management* 3, no.3 (2011):55-66

