UNIVERSITY OF CAPE COAST

EFFECT OF ADVERTISING ON CUSTOMERS' PURCHASE INTENTIONS

AT SOCIETE GENERALE GHANA LIMITED

ASANTE KROBEA FRIMPONG

2018

UNIVERSITY OF CAPE COAST

EFFECT OF ADVERTISING ON CUSTOMERS' PURCHASE INTENTIONS

AT SOCIETE GENERALE GHANA LIMITED

BY

ASANTE KROBEA FRIMPONG

Dissertation submitted to Department of Marketing and Supply Chain Management, School of Business, College of Humanities and Legal Studies, University of Cape Coast in Partial Fulfilment of the Requirements for Award of Master of Business Administration Degree in Marketing

AUGUST, 2018

DECLARATION

Candidate's Declaration

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

Candidate's Signature …………………… 　　　Date………………..

Name: …………………………………………………………………….

Supervisor's Declaration

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

Supervisor's signature …………………… 　　　Date …………………

Name: ………………………………………………………………….....

ABSTRACT

The study was conducted to assess the effect of advertising on customers' purchase intention for banking products in Ghana by specifically targeting customers of Societe Generale's Head Office in Accra, in capital city of Ghana. The study employed explanatory design as the main research design and this was supported by the quantitative research approach dues to the nature of its scientific enquiry. The population consisted of 24676 customer and out of this, 399 of were surveyed through self-administration of structured questionnaire. Systematic sampling technique was used for the selection of the respondents. An internal consistency of 0.916 was recorded for the instrument. Multiple regression analysis and hierarchical multiple regression (inferential statistical techniques) and descriptive statistics were used for the primary data analysis. It was discovered that, the respondents were generally satisfied with the advertising strategy of Societe Generale. Furthermore, it was found that advertising roles accounted for 59.0% positive variance in customers' purchase intention. Similarly, it was found that advertising dimension accounted for 40.0% positive variance in customers' purchase intention for advertised brands. Satisfaction with advertising strategy mediated the predictive relationship between advertising role and purchase intention. Again, advertising dimension of Societe Generale's adverts partially mediated the predictive relationship between advertising and purchase intention. Societe Gnerale must intensify its advertising strategy. Also, conducting periodic marketing research would provide reliable and well-informed marketing insights that can be relied by management to make economically justified decisions.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisor, Mr. Kwamena Minta Nyarku in the School of Business, for his professional guidance and encouragement with which he guided this study.

I am also grateful to Mr. Lawrence Yaw Kusi for his immense support in all endeavors which made this work a success.

DEDICATION

To my lovely wife Irene Akoma Asante and two children Andrew N. Asante

and Kendra O. Asante

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

x

CHAPTER ONE

INTRODUCTION

Firms rely on several marketing communication tools to communicate to their customers, especially the use of adverts. These advertising strategies come with huge investment costs but firms sometimes fail to measure the direct effect of their adverts on marketing performance, especially on how averts influence customers' purchase intention for advertised banking products. This study therefore seeks to fill this gap with Societe Generale Ghana Limited, Head Office, Accra.

Background of the Study

It has been argued that the focus of marketing has shifted to managing relationships with customers (Okoe, Adjei & Osarenkhoe, 2013). Firms manage this relationship based on how they communicate with customers. Most companies use promotional means to inform consumer market (Esfahani, Sardar & Kashani, 2012) especially adverts (Tariq, Nawaz, Nawaz & Butt, 2013; Khuong & Nguyen, 2015). Katke (2007) posits 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 any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor (Okoe, et al., 2013; Richards & Curran, 2002). Usually it is thought that emotional response to advertising has the power to bring tears or smile to ones face (Verkaik, 2016).

According to Bashiru and Bunyaminu (2013) the Strong Theory of Advertising proposes that advertising is associated with efficacious ability to inform, remind, differentiate and favorably persuade customers to buy a product and engage in repeat purchases. The theory holds that, advertising plays an influential role in positively changing the knowledge, attitudes, beliefs or behavior of target audience (Fill, 2005). According to Jones (1991) exponents of this standpoint hold that advertising has some inherent persuasive powers that can ignite buying behaviour of a product that has not been tested previously.

Academic researchers and advertising agencies recognize six evaluative dimensions of advertising (Mandan, Hossein, & Furuzandeh, 2013). These evaluative dimensions of advertising include relevant news (Anderson & Renault, 2006; Lazarus, 1982), brand reinforcement (Schlinger, 1979), entertainment (Schlinger, 1979; Chang, 2006), empathy (Stafford, 1996; Stern, 1990), familiarity (Tellis, 2004; MacInnis & Park, 1991), confusion (Schlinger, 1979; Belch & Belch, 2001). These evaluative dimensions influence the state of customers' satisfaction in that, the more favorable these are, the more customers become satisfied with such ads (Wirtz, Mattila, & Tan, 2000) which subsequently translate into intentions to buy (Olsen, 2002).

Consumer buying intention is how consumer modifies his/her purchase behavior for the product after watching the ad (Wahab, Hassan, Shahid & Maon, 2016). Attitude towards the ad can therefore impact behavioral intents (Ajzen, 1991). Such attitude formed could be either negative or positive (Schiffman & Kanuk, 2000). When consumers choose one good to purchase, they tend to make the final decision depended on their intention, which had

been made before (Fandos & Flavian, 2006). Purchase intention can gauge the potential of a consumer's buying power, and the higher the purchase intention the higher possibility consumer's willingness is to buy a product (Khuong & Nguyen, 2015). It has been found that there is associated between sex and behavioral purpose toward product categories (Rouner, Slater & Domenech-Rodriguez, 2003).

In term of global market, with the average watching time per day more than 4 hours, advertisement on television seems to be golden mine for companies to introduce their products to the world. Beside the ability to reach a huge amount of audiences, television commercials can also help to classify specific target audience segments via a wide range of programming options (Khuong & Nguyen, 2015). Fandos and Flavian (2006) argued that advertising images are responsible for part of the pleasure people take in making purchase. Similarly, it has been found that advertising can inspire desirable reactions from the buyer (Shimp & Stuart, 2004; Faseur & Geuens, 2006) and influence them to buy advertised brands (Chiang & Niu, 2013; Kimelfeld & Watt, 2001). Advertising is directly linked with sales of the products (Kimelfeld & Watt, 2001). It is based on these gaps that this study is being conducted to assess the impact of advertisement on customers' purchase intention in the banking industry of Ghana.

Statement of the Problem

The Ghanaian banking system is rather diverse. The banking penetration ratio, at one bank branch per 54,000 inhabitants, is relatively high, but formal banking reaches only 5 percent of the population and the coverage

3

varies widely (Mathisen & Buchs, 2005). This reflects the fact that 35 percent of bank branches are in the greater Accra region even though this region represents less than 13 percent of the country's population (Mathisen & Buchs, 2005). With such competitive climate in Accra, banks would have to support the drive for market share through advertising. The deep penetration of mobile money has further deepened competition in the Ghanaian banking industry (Adjei-Frimpong, Gan & Hu, 2016).

Managers are not informed about the effects and reasons for advertising (Mohammadian & Ghanbar 2014). Besides, customers are bombarded with media advertisement (Esfahani, Mohaddes & Pesaran, 2014). Companies spend huge investment on advertising (Busen, Mustaffa, & Bahtiar, 2016) and therefore marketers are obliged to investigate and recognize the factors affecting consumer behavior in the buying process (Mohammadian & Ghanbar 2014). Customers face a growing range of choices in the products and services they can buy (Adjoa, Adebayo, Oppong, Amo Mensah, Emmaanuel & Annor, 2012). They further stressed that most customers have difficulty understanding the complex nature of financial service products hence they most often focus on brand names and these brand names are built on quality service.

Companies are still in the confusion that what kind of indicators should be factored into advertising strategies there and how these advertising strategies help to change the consumer buying behavior (Fatima & Lodhi, 2015). This probably may not be the case of management of Societe Gnerale Ghana Limited. This results of this study may provide more reliable, empirically justified grounds to that effect. It is also acknowledged that

4

companies around the world spend huge investments on advertising (Flosi, Fulgoni & Vollman, 2013). This is the case of Societe Generale Ghana Limited. Massive amount of Ghana cedies are pumped into radio, television and print advertisement. Are the investments in advertisement at Societe Generale Ghana Limited justified?

The transactional focus has been on measurement of gross impressions delivered, as opposed to those advertisements that actually were seen by consumers in a particular target segment (Flosi, et al., 2013). Do these adverts really influence customer purchase intention and subsequent purchase behavior at Societe Gnerale? More so, there is a changing trend of advertising as more companies are shifting to embrace digital advertising as the expense of television and radio adverts (Folsi, et al., 2013; Busen, Mustaffa & Bahtiar, 2016). Does this shift demonstrate the failure on television and radio adverts? why this focus in terms of advertising? Due to these gaps in research, the study is being done to assess the impact of advertising on customers' purchase intentions at Societe Generale Head Office in Accra, Ghana.

Purpose of the Study

Generally, the study aims at assessing the effect of advertising on customers' intention to buy banking products, when the effect of satisfaction with adverts and advertising dimensions are statistically controlled for at Greater Accra Head Office of Societe Generale Ghana Limited.

Research Objectives

In order to achieve the overall purpose of this study, the following specific research questions would be pursued.

1. Determine the state of customers' awareness of adverts of Societe Generale.

2. Assess the state of customers' satisfaction with advertising of Societe Generale.

3. Assess from customers if the adverts of Societe Generale meet the dimensions of advertisement.

4. To assess the impact of advertising on purchase intention of customers of Societe Generale.

5. To assess the effect of advertising dimension on purchase intentions.

Research Questions

Based on the specific research objectives, the following corresponding research questions are being investigated.

1. To what extent are customers exposed to Societe Generale's advertisement?

2. To what extent are customers satisfied with advertisement of Societe Generale?

3. To what extent do customers agree that Societe Generale's advertising meet the key dimensions of advertisement?

4. Does advertising influence customers' intention to buy products of Societe Generale?

6

5. Does advertising dimension predict customers' purchase intentions to buy products of Societe Generale?

Hypotheses

Based on the overall rationale of this study and the findings of the literature considered, the following hypotheses would be tested as well.

H1   Customer satisfaction mediate the predictive relation between advertising and purchase intention.

H2   Evaluative dimensions of advertising mediates the predictive relation between advertising and purchase intention.

Significance of the Study

The findings of this study would be beneficial to many stakeholders in diverse ways. The findings of this study would be of immense benefit to management of Societe Generale as it would give insight to them about how advertisement of the bank influences buying decisions of customers of the bank. The findings of the study would also provide information about the gaps in the advertising strategy of the Societe Generale and this would result in redesigning and refocusing the advertising drive of the bank. Advertising practitioners would appreciate how adverts impact on customer purchasing decisions making, thereby informing them about the key dimensions of advertisements that they have to work on diligently to promote customer satisfaction and trigger customer buying behavior.

Marketers and marketing communication managers in particular would find the findings of this study to be very useful and well-informing as it would

clearly inform them about indicators of advertising that mostly appeal to the emotional and cognitive senses of customer in the banking industry of Ghana. This would help these professional to work to improve their advertising strategies and practices to obtain value for money for the investments made by businesses. Researchers and students would find this study extremely useful as it would pinpoint some gap in advertising-purchase intention-actual buying behavior literature. Students and research could rely on this study to peruse literature and further develop conceptual model that could be subjected to hypothetical testing. The study also has the potential to contribute the building of theory in marketing communication literature.

Delimitations

The study focuses on assessing the impact of advertising on customers purchase intentions in the banking industry of Ghana, by specifically targeting customers of Societe Generale's Head Office in Accra, in capital city of Ghana. Societe Generale invest huge sums of money yearly on both Radio and Television advertisement. Marketers mostly use indicators such as sales growth to quantify the impacts of such ads without periodically assessing this impact from the perspective of customers. The study population consist all account holders of Societe Generale Head Office in Accra. This exclude other customers in other branches of Societe Generale in Greater Accra or other regions in Ghana. According to the human resource report of Societe Generale Ghana Limited (2017), the Head Office of Societe Generale has 246760 customers. On daily basis, the average customers served by the bank in estimated to be 2740.

Limitations of Study

Since the study is being conducted only at the Head Office of Societe Generale, it would limit the capacity for generalizing the overall findings to all branches of the bank or other industries. The mediation analysis that was conducted was unable to disclose the contributions of the individual indicators measuring those constructs to predicting the change in purchase intentions.

Organization of the Study

The study is divided into five chapters. The first chapter consists of an introduction which includes the background, problem statement, objectives, research questions, significance, delimitation limitations and organization of the study. Chapter two provides a review of related literature of the study with emphasis on a theoretical framework as well as an empirical analysis of the study while the third chapter outlines the methodology of the study which includes population, research design, sampling and sampling procedures, sources of data, data collection and procedures for data presentation and analyses. Chapter four analyses as well as discusses the results of data while the final chapter summarizes, draws conclusions and offer recommendations to that effect.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter provides information about the related literature that was reviewed in aid of providing justifiable grounds for the conclusions of the study to be made in reference to logic established and themes regulating the conduct of this study. The chapter is basically categorized into this main subsection. The first section of the study deals with the theoretical perspective of the study which essentially deals with explaining the key concepts in the study, establishing relationship among the variables of interest, as well as reviewing the theory that underpins this study. The next subsection deals with empirical reviews which also covers a thorough review or previous related research works pertaining the same or similar subject matter-research purpose. The last section of the chapter covers the conceptual framework that was developed based on the reviews made in earlier sections.

Cognitive Response Theory

The cognitive response theory has stimulated research because it predicts interesting effects. Petty, Wells and Brock, (1976) and Petty, (1977) have demonstrated that distraction can increase persuasion by inhibiting the negative thoughts which would otherwise arise with a counter-attitudinal message and that distraction can decrease persuasion by inhibiting the favorable thoughts which would otherwise accompany an attitudinally consistent message. Cognitive response theory focus has been to determine the level and categories of responses evoked by an advertising message and how

these responses influences customers' attitudes toward the advertisement, brand attitudes, and purchase intentions.

The three basic categories of cognitive responses researchers have identified are product/message, source oriented, and advertisement execution thoughts and how these ultimately leads to formation of attitudes and purchase intentions. Cognitive response theory assumes that advertising has the ability to influence the relative importance that individuals attach to various attributes of the product, purchase decision being purely rational (Moore & Thorson 1996). According to Nelson (1974) cognitive perspectives are used to examine the rational, informational aspect of advertising that is designed to affect the mind and to create a response based on logic. Research based on cognitive perspectives examines the process of advertising as information transfer.

According to Nichifor (2014), an obvious consequence of the theory of cognitive response is that by which the sponsors attempts to create an effective advertising, using initially unique selling proposition, and then the product positioning in the market. Some basic assumptions of cognitive response theory are consumer decisions are rational in most purchasing situations (Bharadwaj, Varadarajan & Fahy, 1993) product quality can be judged by the advertising claim with relevant objective information (e.g., price),consumer behavior is formed and modified as consumers gain information about the advertised product or service (Moore & Thorson 1996), advertising provides information or utility in helping consumer decisions because the average consumer cannot afford to experience and evaluate all the brands in a certain product category, advertising reduces the costs for consumer's purchasing decisions (Vakratsas & Ambler, 1999),an advertisement can save the

11

consumer a considerable amount of time and effort in finding or evaluating a product or service.

The Concept of Advertising

According to Arens, (1996) advertising is the non-personal communication of information, usually paid for and usually persuasion in nature about products (goods and services) or ideas by identified sponsors through various media. The British Code of Advertising Practice (as cited in Ezeoha, 2007), defines advertising as a paid-for communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed. Several aspects of the definition should be noted. First, in paid aspect of this definition should be the fact the space or time for an advertising message generally must be bought sponsors pay for must advertising. The non-personal component indicates that advertising involves mass media (examples television, radio, magazines, and newspapers) whereby a message can be transmitted to large groups of individuals, often at the same time. The non-personal nature of advertising makes it easy to get immediate feedback from the message recipient.

The media is the mechanism for transmitting 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 (Esfahani, Sardar & Kashani, 2012). There are several types of advertising. Notable include product advertisement (Arshad, Noor, Noor,

12

Ahmad & Javed, 2015), institutional advertisement (Bolatito, 2012), print advertising (Anyacho, 2007), outdoor advertising (Anyacho, 2007), broadcast advertising (Goldsmith, 2002), covert advertising (Hussain, Riaz, Kazi & Herani, 2008), surrogate advertising (Ayimey, Awunyo-Vitor, Gadawusu, 2013), public service advertising (Anyacho, 2007), local advertising (Callen-Marchione & Ownbey, 2008). This list of various types of advertisement is not exhaustive.

Advertising Roles

Advertising plays crucial roles in the formation of buyers' purchasing intention and actual subsequent purchase behavior (Pool, & Najafabadi, 2015). Companies spend millions of Ghana Cedis to undertake various advertisement. Advertisement plays the following roles in the success of a company (Shimp, 2000). The role of advertising is to communicate to consumers, the presence of goods and services-information provision. It communicates to the consumers about the availability of goods and services, the locations that they can be purchased and sometimes the price at which they are sold.

These roles are individually definite and unique yet the interactive interplay among such roles collectively influences buying decisions of customers. This results in creating climate for maintaining of improving sales. Customers are more likely to remember advertised products than unendorsed unadvertised brands (Corstjens, & Lal, 2000). Advertising plays persuasive role in influencing customers to buy the endorsed brand (Yang & Wang, 2008) through tactics such as attacking audience's social standing, promising happiness, limiting availability, creating positive associations, building emotional appeal and so forth.

13

Advertising increases the recalling and recognition capabilities of customers for the advertised brand (Kumar, 2010). Advertising helps to remind and reinforce customer's interest in a product or in an institution or idea (Nwaizugbo, 2004). Also, the information being championed by celebrity endorsers for endorsed brand influences customers to buy endorsed brands (Pool, & Najafabadi, 2015). Advertising catches customers' attention (Ohanian, 1991) and constantly remind them (customers) of the endorsed brand (Zipporah & Mberia, 2014). Khatri, (2006) found that advertising provide information that aid customers' assessment of the advertised brand(s). Credibility of advertisers enhances brand quality and brand image which is transferred to customers who find strong attachment with the selected celebrity (Khatri, 2006; Agrawal & Kamakura, 1995) Similarly, it was found that advertised brands signals of good quality and thus it influences more as compared to the unadvertised brand (Kaur & Garg, 2016). Advertising adds value to brands by influencing consumers' perceptions (Pool, & Najafabadi, 2015). Effective advertising makes the brand prestigious and superior to that of competitors.

Anyacho (2007) submitted that commerc3ial oriented companies advertise to create awareness in order to support the brand and the uniqueness of the product, sustain interest and alleviate cognitive dissonance by constantly reinforcing the unique qualities of the products and services, fight competition to secure the desired market share, increase profit thereby ensuring the continued life of the business. Also, advertising enhances brand equity and competitive position of the endorsed brand in the market place (Babu & Latha, 2014). Hsu and McDonald, (2002) also found that endorsing a

14

product with multiple celebrities can be beneficial for appealing to various audiences to which the product is aimed. According to Nwaizugbo (2004) advertising promotes product and organization, it stimulates primary and secondary demand for the advertised product, offset or counter the competitor's advertising, helps to make the work of sales persons more effective, it is used to increase the uses of a product.

Advertising Dimensions

Advertising is made up of six dimensions and these key dimensions include relevant news, brand reinforcement, entertainment, empathy, familiarity, and confusion (Schlinger, 1979). These six dimensions of advertising were verified and their reliability was established in later studies (Stout & Rust, 1993; Strasheim Pitt & Caruana., 2007; Lipstein & Neelankavil, 1982). At the present time, these six evaluative dimensions of advertising are accepted and applied by academic researchers and advertising agencies (Strasheim et al., 2007). Relevant news in advertising provides useful information about a product or service (Schlinger, 1979). The pivotal role of advertising is to give useful information (Holbrook & O'Shaughnessy, 1984) about a product or service before customers decide whether to buy and consume it or not (Anderson & Renault, 2006). The information in advertising influences customers' product selection and behavioral intentions (Schlinger, 1979). Relevant news in advertising influences customers' satisfaction (Stout & Leckenby, 1986).

The theoretical background of this relationship is the model of emotional process proposed by Holbrook and O'Shaughnessy (1984).

15

According to this model, when some relevant news or important information starts a cognitive judgment in customers' minds, consumers' satisfaction occurs. In this way, cognitive judgment relevant news in advertising is an important antecedent of satisfaction (Lazarus, 1982). In a similar way, Holbrook and Batra's (1987) communication model also shows this relationship. In this model, information in advertising which impacts satisfaction creates an attitude towards brand. This model was empirically tested by conducting content-analytic rating tasks.

Brand reinforcement refers to an activity associated with getting those consumers who have tried a particular brand to become repeat purchasers along with attracting new users. It is a key objective of the growth stage of the product's life cycle.it enhances brand equity and image. It also refers to the strength of existing customers' positive attitudes towards a brand (Schlinger, 1979). It means what customers think about a product or service, whether the product meets the consumer's need and the level of preference customers has for the product. Understanding of consumers' attitude towards a brand is very useful in planning advertising campaigns.

Keller (1999) stated that the purpose of brand reinforcement is to strengthen customers' positive attitudes towards a brand and create positive, strong, and unique brand connections in consumers' minds. When consumers consider advertising as the ways in which they experience the brand, brand reinforcement through advertising can occur (Schlinger, 1979). Customers' satisfaction occurs by viewing advertising that attracts customers' attitudes towards a brand (Aaker, Stayman & Hagerty, 1986). The theoretical correlation between brand reinforcement and satisfaction has been tested by

16

empirical studies. For example, Stout and Rust (1993) studied the relationship between brand reinforcement and consumers' satisfaction. They analyzed satisfaction of 208 consumers towards 7 advertisements and found significant correlation between brand reinforcement and consumers' satisfaction.

Entertainment in advertising shows that advertising is fun, enjoyable, and pleasurable to watch (Schlinger, 1979). The aim of entertainment in advertising is to attract consumers' attention which increases the effectiveness of advertising (Sternthal & Craig, 1973). Additionally, entertaining advertising is very likely to be remembered longer and more clearly by costumers (Spotts, Weinberger & Parsons, 1997). Customers want something new, entertaining, and something that grabs them. Therefore, entertainment has been seen as a significant advertising strategy in enhancing advertising effectiveness (Madden & Weinberger, 1982). Every year a great deal of money is spent in developing entertaining or humorous advertising by companies supporting it. The important role of entertaining advertising is its ability to create customer satisfaction. This claim was tested by later empirical studies.

For example, Duncan and Nelson (1985) explored the ways in which entertainment in radio advertising has impact on consumer satisfaction. They analyzed 157 responses towards advertising and found that advertisement which entertains the consumers' influence their satisfaction such as accepting and consuming the product. In a similar way, Chang (2006) investigated the ways entertaining advertisements can influence consumer satisfaction and leave impact on their behavioral intentions. Their research used 152 participants, he established that entertaining advertising can certainly increase consumers' satisfaction, thus maximizing advertising effectiveness.

Empathy refers to a person's capacity to feel within or in another person's feelings (Langfeld, 1967). Eisenberg and Strayer (1987) said that empathy is the act of feeling into another's effective experience. The understanding of how people feel, what they need, and what delights them is crucial for effective advertising. Put yourself in someone else's shoes and find out what really makes a difference for you, customers, and your business. Great advertising is empathetic (Mandan, Hossein & Furuzandeh, 2013). Empathy in advertising indicates the extent to which viewers become involved vicariously in events, feelings, and behaviors that are shown in advertising (Schlinger, 1979).

Abrams (1988) enlightened that when a viewer feels an emotional connection with a person, object, or activity shown in advertising, empathy occurs. When a consumer empathizes with advertising, he/she envisions being a character in the advertising and feels an emotional involvement with what is happening in it. This process can generate positive opinions about the products or services shown in the advertising (Stern, 1992). Therefore, a viewer's empathy results in satisfaction associated with a circumstance in the advertising (Murry & Dacin, 1996). In addition, a consumer with emotional involvement has tendency to remember advertising for a long period of time. These findings contribute to increasing the effectiveness of advertising.

In order to maximize consumers, familiarity with advertising, advertisers frequently use repetitive advertising strategies (Tellis, 2004). Repetition is an important part of advertising because it is an effective way of establishing credibility, brand familiarity, and marketing the product or service. Advertising establishes credibility. When a potential customer sees

18

and hears a brand frequently and on a regular basis, its credibility increases. Brand familiarity is much the same as credibility.one of the goals of repetition in advertising is acquainting people with products or services. Repetition is a way for effective learning. Repetition in advertising causes potential customers to learn that the product or service exists. After several publicities, what is offered is better than that of the competitors'.

The more a brand is seen (because of repetition), the more familiarity it can gain. The theoretical background of repetition in advertising is suggestive of the relationship between familiarity and customers' satisfaction. For instance, a research was conducted by Zajonc, Markus and Wilson, (1974) on 96 consumers in order to find out the impact of repeated exposure to advertising and consumers' satisfaction. In the assessment, a series of photographs were shown to customers and they were asked to estimate their familiarity and satisfaction with the images. Based on subsequent data analysis, it was found that the level of consumers' familiarity with an image is significantly related to their satisfaction. Similarly, MacInnis and Park (1991) conducted a research with consumers to investigate the effects of familiar songs in advertising and consumers' satisfaction. In their research, consumers confirmed satisfaction for products with familiar songs, and a significant relationship was confirmed between the level of familiarity of the songs in the advertising and its likability.

Confusion refers the extent to which viewers find an advertisement difficult to understand (Schlinger, 1979). Advertising is a communication tool, and advertisers try to give their message through advertising (Belch & Belch, 2001). Subsequently, a weighty evaluative criterion in advertising is how

19

unblemished communication is. Communication clarity means that advertising easily and effectively with the viewers. When advertising tries to transmit lots of information which is complex, viewers to understand the advertiser's intention. Confusion in advertising makes customers them to make greater effort to easily comprehend the advertising, which causes negative satisfaction (Ellsworth, 2003). In a similar way, it is widely accepted in consumer behavior literature (Horowitz & Reidbord, 1992) that confusion results in negative satisfaction.

Customer Satisfaction with Advertising

Customer satisfaction is one of the most important results of marketing and practice and occupies a significant position both in theory and observation (Malik, Ghafoor & Iqbal, 2014).). Satisfaction is the consumer's assessment of a product or service in terms of the extent to which that product or service has met his/her needs or expectations (Ilieska, 2013). Illieska, (2013) further opined that customer satisfaction evaluation can be quite specific in nature - a specific subset of experience such as a single transaction and/or particular attribute - but may also be cumulative, based on all previous experience with a good or service (Anderson, 1996). Customer satisfaction with advertising under this context seeks to measure the extent to which customer are delighted about some key components of advertising strategy of Societe Gnerale Ghana Limited, taking the expectations of customers about such components of advertising strategy into consideration.

It is therefore expected that the more customers become satisfied with advertising strategy of Societe Gnerale, the more they would form positive

20

purchasing intention for the advertised brand. Kusi, Domfeh and Kim, (2018) and Domfeh, Kusi, Nyarku and Ofori (2018) found that there was a statistically significant positive and moderate correlation between customer satisfaction and purchase intention. Customer satisfaction is a significant predictor of customer purchase intention (Hameed & Awan, 2017). More specifically, it was found that customer satisfaction partially mediates the relationship between product attribute (heightened through advertising) and repeat purchase intention (Goh, Jiang, Hak & Tee, 2016). Other studies indicate that customer satisfaction is a contingent factor that influences customer repurchase intention (Hameed & Awan, 2017).

The Concept of Purchase Intention

Purchase intention predicts subsequent purchase (Tirtiroglu & Elbeck, 2008). Purchase intentions can be defined as an individual's cognizant plan to take the necessary steps to purchase a brand. Consumer buying intention is how consumer modifies his/her purchase behavior for the product after watching the ad (Shahid, Bilal & Majid, 2016). According to Harshini (2015) purchase intention is an important basis for evaluating consumer behavior. It represents the degree or possibility the consumer would have the will to purchase. Purchase intention can measure the possibility of a consumer to buy a product, and when the purchase intention is high, the higher a consumer's preparedness to buy a product (Hume & Mills, 2013).

Purchase intention incorporates both favorable (word-of-mouth communications, purchase intentions, price sensitivity) and unfavorable (negative word-of-mouth, complaining behaviour) dimensions of behavioural

intentions (Zeithaml, Berry & Parasuraman, 1996). There could however be a gap between expressed intention to buy and actual buying behavior (Niessen & Hamm, 2008). Some empirical studies show significant inconsistencies between purchase intention and purchase behavior (Mullett & Karson, 1985; Pickering & Isherwood, 1974). These gaps are identified by the gathering of actual purchase data and are then compared with data on expressed purchase intention (Tirtiroglu & Elbeck, 2008).

The differences in intention-purchase behavior are attributed to variance in both internal and external forces that affect consumer decision making (Nyarko, Asimah, Agbemava & Tsetse, 2015). This variance could be altered positively for consumers to 'live the talk' through advertising (Brown, Pope & Voges, 2003). Advertising leads to attitudinal change (Nyarko, et al., 2015; Till & Shimp, 1998; Bowman, 2002). The work of (MacKenzie & Lutz, 1989) has revealed that advertisement holds an important influence towards the attitude consumer in relation to an advert and purchase intention.

Advertising and Purchase Intention

Many scholars have looked into diverse aspects of advertisement and their effect on consumer's intention to purchase. Wu and Wu (2006) found out that the quality of on-line reviews has a positive effect on consumers' purchasing intention and purchasing intention increases as the number of reviews increases. In a comparative study on the effects of pragmatic value of on-line transactional advertising on purchase intention, Kimelfeld and Watt (2001) found a strong impact for pragmatic value of advertising in predicting purchase intention. Consumers are more likely to have a stronger intention to

purchase a product when they develop positive behavior towards an advertised product.

Seung-Chul and Jorge (2011) found that purchase intention is part of the variables for the evaluation of advertisement effectiveness. Hume and Mills (2013) further reiterated that intention of an audience to purchase an advertised brand after the audience was persuaded by the messages of the advertisement, which are the final steps of the influence of an advertisement. In the same manner, Cushing and Douglas-Tate, (1985) indicated that advertisements are aimed at purchase creation which is very significant to the strength of advertising. In all advertising activities, the ultimate is to exploit the number of people who see the advertisement to create the optimal situation of advertisement display by repeating it (Hanafizadeh & Behboudi, 2008).

Product involvement means how the product is placed in people's lives (Cushing & Douglas-Tate, 1985). When product involvement is low, consumers do not process advert claims of the brand (like description of product features). The reason is that brand advert claims of the brand require more cognitive efforts compared to image based stimuli (Chattopadhyay, 1998) and consumers are not well motivated to devote more cognitive efforts for low involvement products (Warrington & Shim, 2000). When product involvement is high, consumers process an advertisement more actively and devote more time and effort to it. Ayanwale, Alimi and Ayanbimipe (2005) investigated the role played by advertising in influencing consumers' preference for Bournvita in Nigeria and found that advertising has a major influence on consumers' preference for Bournvita.

23

Ashaduzzaman and Asif-Ur-Rahman (2011) also found 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 customers to make better choice during shopping. Rajagopal (2011) also found that radio advertisement propagating promotional messages on sales of products have quick response to the supermarkets and department stores. Similarly, Malik, Ghafoor and Iqbal, (2014) posited that that advertisement and consumer perception both have positive relationship with consumer buying behavior. Further, the study revealed that the impact of advertisement on consumer buying behavior is greater than the impact of consumer perception.

Empirical Review

A study was conducted by Diaa (2017) to ascertain the impact of emotional advertisement on consumer buying intention in the presence of consumer emotion management at Pakistan. The population used for the study was the female students from different universities in Islamabad. Using convenience sampling technique, a sample of 307 students was drawn. The data was collected using structured closed-ended questionnaire. Regression analysis was conducted to determine the moderating results of consumer emotion management. Through correlation analysis, it was found that emotional advertisement, consumer emotion management and consumer buying intentions have a positive and strong relationship with respective values of (0.633, 0.785, and 0.579). It was also found that emotional advertisement significantly impact consumer buying intentions.

A study was conducted by Owusu and Nyarku (2015) to assess the influence of TV and radio adverts on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis. Through stratified sampling technique, a sample of 402 and 352 students were selected in from a respective population of 20,000 and 1400 in both University of Cape Coast and Cape Coast Polytechnic. Data collection was done through the administration of structured questionnaire. Data analysis was done through both descriptive statistical technique and inferential statistical technique. It was found 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. It was also found that Television adverts have significant influence on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis.

Another study was conducted by Khuong and Nguyen at Ho Chi in Vietnam in 2015 on the effects of television commercials on customers purchase intention. Questionnaires were mainly distributed for the data collection. The study applied the convenience sampling method and had a sample size of 299. Regressions were used to determine the effects of the independent variables on the dependent variables of customer's positive moods and purchase intention. Also, it was discovered that the higher the rate of trust, suitable repetition and meaningful advertising message of Television Commercials, and necessarily built positive moods for customers, marketers could increase customer's purchase intention. Also, the study found out that Television Commercials which formed high trust in customers, had well penetrate customers' interest, and appropriate length would lead to high rate of

purchase intention. In addition, effective length of Television Commercials not only save money for advertisers but also create a chance for customers have more understanding about the product and help customer retain the advertising longer.

A study was conducted by Mandan, Hossein and Furuzandeh (2013) at Tehran with the view to investigating the impact of advertising on customers' behavioral intentions, by targeting Agriculture Bank. The population of the research included all customers of Agriculture Bank in Tehran estimated to be about 100,000. From the study, a strong relationship was found between relevant news and satisfaction, indicating that relevant news is a strong factor in influencing positive satisfaction. The results of data analysis revealed that the entertainment factor should be included in a bank's advertising in order to maximize its effectiveness. Again, it was discovered that when a consumer empathizes with a person, object, or activity depicted in advertising, he or she imagines being a character in the advertising and feels an emotional involvement with what is being showed in the advertisement. Also, when customers experience familiarity when exposed to advertising, they tend to have positive satisfaction towards the advertising, thus enhancing its effectiveness.

A study was conducted by Bashiru and Bunyaminu (2013) that focused on critically analyzing the effect of advertising on patronage of banking product in Ghana. The study targeted top executives banking institutions in Ghana. The study adopted the quantitative sampling approach through surveyed research design. A sample of 70 bank executives were surveyed. The sample/respondents were selected through a combination of non-probability

26

sampling techniques: purposive, convenience and snowball techniques. Questionnaire was the main instrument used for the primary data collection exercise. Both standard multiple regression and Pearson product-moment correlation statistical technique (both parametric and inferential statistics) were used for the analysis of the research objectives of the study.

It was discovered that on majority of the respondents agreed that banking advertisements influence their banking product/service patronage decisions and that advertisement influence their choice of banks to operate with. It was also found that there was a positive moderate correlation between advertising and product/service patronage-r=0.404; *Sig*=108. However, this positive association was not statistically significant. The standard multiple regression results showed that the independent variable (advertising) predicts positive variance in the dependent variable (product/service patronage), represented by: *R Square*=0.493/49.3%; *Sig*= 0.136. However, this positive prediction was not statistically significant.

Another study was conducted by Ayimey, Awunyo-Vitor and Gadawusu (2013) to uncover the influence of radio advertisement on sale of herbal products in Ghana. The study was conducted in Ho municipality in the Volta Region of Ghana. The study targeted ten (10) retail shops which deals in sale of herbal products and forty (40) final consumers of herbal products. Primary data was collected through self-administration of structured questionnaire and interview. The interviews were conducted among management of the herbal retail shops whilst questionnaire administration was done with the customers of herbal products. The participants were conveniently selected by the researcher.

Data analysis was done with the use of Statistical Package of Social Sciences (SPSS). The data collected was analysed using correlation and regression analyses to establish the relationship between radio advertising expenditure and sales concerning the herbal products of the case under study. The study revealed that radio was the most preferred medium of advertisement among management of herbal retail shop. It was found that 60.7% variance in sales is attributable to advertisement (television and radio alike). Again, it was discovered radio was the preferred medium of advertisement among customers of herbal products in Ho municipal. Similarly, the study showed that advertising influence them in the buying behavior.

Although studies have been conducted to assess the effect of advertising on customers' purchase intentions, however, it can be seen that these studies targeted students as customers (Diaa, 2017; Owusu & Nyarku, 2015), top banking executives (Bashiru & Bunyaminu, 2013), customers of traditional herbal products (Ayimey, Awunyo-Vitor & Gadawusu, 2013). Those studies that targeted customers in the banking where not conducted in the Ghanaian banking context but in Pakistan (Diaa, 2017), Vietnam (Khuong & Nguyen, 2015 and Tehran (Mandan, Hossein & Furuzandeh, (2013). This gap can be filled by the conduct of this study in the banking industry in Ghana with emphasis on Societe Generale Ghana Limited.

It can also be seen that some of the studies employed non-probability sampling techniques specially convenience sampling technique (Diaa, 2017; Khuong & Nguyen, 2015; Ayimey, Awunyo-Vitor & Gadawusu, 2013) combination of both non-probability sampling techniques such as purposive sampling, convenience sampling and snowball sampling technique (Bashiru &

Bunyaminu, 2013. However, Mandan, Hossein and Furuzandeh, (2013) did not provide any sampling technique employed regarding the selection of the target respondents in their study. Based on these gaps, this study will employ the systematic sampling technique which a typical example of probability sampling technique. This choice is supported by Owusu and Nyarku, (2015). Probability sampling techniques are required in studies of causal nature (Malhotra & Birk, 2007; Zikmund, 2000).

Again, a typical trend identified in the empirical studies is the use of questionnaire for the primary data collection exercise (Diaa, 2017; Owusu & Nyarku, 2015; Khuong & Nguyen, 2015; Bashiru & Bunyamminu, 2013) and combination of questionnaire and interview (Ayimey, Awunyo-Vitor & Gadawusu, 2013). This study therefore used structured questionnaire for the primary data collection since it supports the quantitative approach to the data measurement and analysis nature of the study. The use of regression in studies that selected its respondents through non-probability sampling techniques (Diaa, 2017; Khuong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Amyimey, Awunyo-Vitor, 2013) were not scientifically justified (Tashakkori & Teddlie, 2003; Creswell, 1994; Leedy & Ormrod, 2010) although regression is used in predictive or causal studies (Owusu & Nyaku, 2015).

Again, it can be seen than none of the studies controlled the effect of advertising dimensions and customer satisfaction with adverts as mediating variables (Diaa, 2017; Khuong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Amyimey, Awunyo-Vitor, 2013; Owusu & Nyaku, 2015). This study therefore envisages that the effect of these factors would better explain the effect of advertising on customers' purchase intentions for advertised brand.

29

Again it was discovered that all the studies failed to provide information about how sample size for their studies were determined. This creates doubts about the generalizability of results to the target population based on the respondents surveyed.

The quantitative approach to this study also informed by some of the empirical studies revealed (Diaa, 2017; Owusu & Nyarku, 2015; Bashiru & Bunyaminu, 2013; Ayimey, Awunyo-Vitor & Gadawusu, 2013). The findings of the studies also showed that adverts predicted customers' purchase intention (Diaa, 2017; Owusu & Nyarku, 2015; Bashiru & Bunyaminu, 2013). It must however be recognized that these studies targeted different populations, used different sampling techniques were conducted in different locations and in different industrial contexts. This motivated the conduct of similar study in the banking industry of Ghana. Again, these studies provided enough information that informed the use of Statistical Package for Social Sciences (SPSS) for the primary data processing in the study (Ayimey, Awunyo-Vitor & Gadawusu, 2013; Owusu & Nyarku, 2015).

Conceptual Framework

Based on the overall logic behind the central theme of this study as well as the outcome of the literature review, the researcher conceptualizes that there is a direct predictive positive relation between advertising and purchase intentions. However, this predictive relation is mediated by degree of customer satisfaction with advertising and advertising dimensions. Advertising emphasizes on the key roles play by advertising in influencing consumer buying decisions. Composite variable would be created for each of the key

constructs of the study as these constructs have multiple indicators. The relationship existing among the key variables are presented on Figure 1.
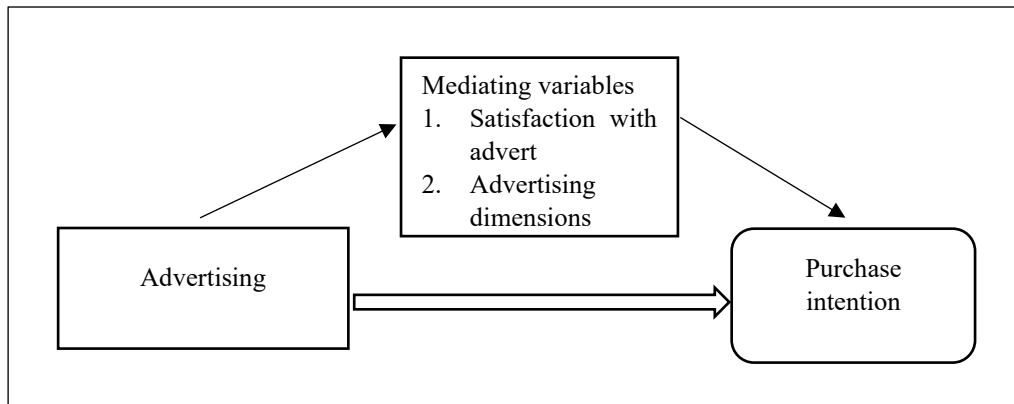
Source: Field survey, Asante-Brobea (2018)

Chapter Summary

This chapter provided information regarding related literature. Specifically, the section provided information about the supporting theories, explained the key concepts, reviewed some empirical studies and then provided conceptual framework that establishes the purported interrelations existing among the constructs of the study.

31

CHAPTER THREE

RESEARCH METHODS

Introduction

This section deals with the methodological approach to the primary data collection, analysis and presentation. Williams, (2011) explained that research methodology is the general approach the researcher takes in carrying out the research project. The Chapter specifically covers key thematic areas such as the research design, population, sample and sampling techniques, research approach, research area, instrument, data collection procedure, validity and reliability and data analysis.

Research Approach

Scholars argue that human behavior, like physical phenomenon, in the natural social sciences can be quantified in attributes. Leedy and Ormrod, (2010) postulated that, the epistemological underpinning of a quantitative motif holds that there exist definable and quantifiable social facts. The study therefore employed the quantitative research approach based on the nature of the study under consideration, specific objectives, hypotheses and the nature of the primary data to be collected and analyzed. Creswell (1994) asserted that quantitative approach deals with explaining phenomena by collecting numerical data that are analyzed using mathematically based methods.

This approach typically begins with data collection based on a hypothesis or theory and it is followed with application of descriptive or inferential statistics (Teddli & Tashakkori, 2003). Quantitative methods are frequently described as deductive in nature, in the sense that inferences from

tests of statistical hypotheses lead to general inferences about characteristics of a population. Quantitative methods are also frequently characterized as assuming that there is a single "truth" that exists, independent of human perception (Lincoln & Guba, 1985). It was also found that the findings from quantitative research can be predictive, explanatory, and confirming (Williams, 2011).

Research Design

Research design is a set of guidelines and instructions to be followed in addressing the research problem (Leedy & Ormrod, 2010). Zikmund (2000) also offers that research design is a blue print which specifies the exact data procedure or strategy that the researcher will go through to achieve the objectives of the study. Research design is the overall plan for connecting the conceptual research problems to the pertinent (and achievable) empirical research. The study employed the explanatory research design owing to the nature of the scientific enquiry underpinning this study. Thus, being driven by the logic of cause-effect relationship among the variables of interest-advertising (independent variable), customer satisfaction and advertising dimension (mediating variables) and purchase intention (dependent variable).

According to Zikmund, Babin, Carr and Griffin (2013), explanatory design research is conducted in order to identify the extent and nature of cause-and-effect relationships. This study by nature is a causal study. Causal studies focus on an analysis of a situation or a specific problem to explain the patterns of relationships between variables (Creswell, 2014). The primary purpose of explanatory research is to explain why phenomena occur and to

33

predict future occurrences (Maxwell, 2012). Explanatory studies are characterized by research hypotheses that specify the nature and direction of the relationships between or among variables being studied (Spirtes, Glymour & Scheines, 2000). Also informing the decision to approach the study quantitatively is the assertion that the data are quantitative and almost always require the use of a statistical test to establish the validity of the relationships.

Study Area

The study focuses on assessing the impact of advertising on customers purchase intentions in the banking industry of Ghana, by specifically targeting customers of Societe Generale's Head Office in Accra, in capital city of Ghana. Societe General invest huge sums of money yearly on both Radio, Television and print advertisements. However, studies have to been conducted to assess if these adverts truly make impact as expected. Also, marketers mostly use indicators such as sales growth to quantify the impacts of such ads without periodically assessing this impact from the perspective of customers. According to the Human Resource Report of the bank (2017), the Head Office of Societe Generale has 246760 customers. On daily basis, the average customers served by the bank in estimated to be 2740.

Population

According to Leedy and Ormrod, (2010) population is the target group about which the researcher is interested in gaining information and drawing conclusion. The study population consist of all account holders of Societe Generale Head Office in Accra. This exclude other customers in other

34

branches of Societe Generale in Greater Accra or other regions in Ghana. According to the Human Resource Report of the bank (November, 2017), the Head Office of Societe Generale has 246760 customers. On daily basis, the average customers served by the bank in estimated to be 2740.

Sampling Procedure

According to Malhotra and Birks (2007), sampling is the process of selecting a representative few or unit from a larger group or population, which is used as a basis of estimating certain characteristics or elements about the group or population. Sampling has also been referred to as the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population (Bassey, (1995). A sample size of 399 was considered and respondents were subsequently made to participate in the study. The sample size was selected based on the sample determination formula by Slovin, (1973). Slovin's (1973) sampling technique was used.

The formula is given as; $n = \dfrac{N}{[1+N\,(e)^2]}$

Where n = sample size; N = sample frame; and e = margin of error. A margin of error of 5% as suggested by Slovin was applied.

Systematic sampling was used to select respondents from the sampling frame to participate in the study. This is typical probability sampling technique. Probability sampling is normally a requirement in explanatory research because the goal is often to generalize the results to the population from which the sample is selected (Zikmund, 2000). With the systematic

sampling technique, after the first respondent was randomly selected, all the remaining respondents were selected based on the subsequent 618th count (Malhotra & Birk, 2007). According to Malhotra, (2015) the use of systematic sampling technique is appropriate when the ordering of the elements is related to the characteristic of interest and provides the ease of increasing the representativeness of the sample.

Research Instrument

The questionnaire contains close-ended questions which were used for collecting data from the respondents. Causal studies are very structured by nature (Maxwell, 2012) thereby demanding structured means of primary data collection. Young and Javalgi, (2007) provided that surveys using questionnaires are perhaps the most widely-used data-gathering technique in research and can be used to measure issues that are crucial to the management and development of businesses (Malhotra & Birks, 2007). The research instrument that was used for data collection was questionnaires. Questionnaire is a formalized set of questions for obtaining information from respondents (Malhotra & Birks, 2007). The questionnaire was designed based on the specific research objectives and the hypotheses of the study.

The questionnaire was by design structured questionnaire. The closed-ended questions require respondents to choose from among a given set of responses and require the respondents to examine each possible response independent of the other choice. The close-ended items employed checklist – a list of behavior, characteristics or other entities that the researcher is investigating – and Likert scale – which is more useful when behaviour,

36

attitude or other phenomenon of interest needs to be evaluated in a continuum (Leedy & Ormrod, 2010). The opinions of the respondents were measured on a 5-point Likert scale. Generally, McColl (2005) posits that there are distinct advantages in using questionnaires rather than interview methodology. One of such advantage is that questionnaires are less expensive and easier to administer than personal interview. It is also more appropriate when there is larger sample size.

The questionnaire was made up of six subdivisions. These subdivisions were in line with the specific objectives of this study. Section "A" covered the demographic data of the respondents with 3 items in all. Section "B" also measured the state of customer awareness of advertisement of Societe Generale, with 13 items. Section "C" also measured the state of customers' evaluation of advertising dimensions (had 6 items). Section "D" covered the perception about the advertisement used by Societe Generale (had 3 items, with 1 item having 11 items). On the other hand, section "E" measured the extent of customer satisfaction with the advertising strategy of Societe General. This section had 12 items. Section "F" was dedicated to measuring customer purchase intention and had 9 items in all.

Reliability and validity are two key components to be considered when evaluating a particular instrument. Reliability, according to Bless and Higson-Smith (2000) is concerned with consistency of the instrument, and an instrument is said to have high reliability if it can be trusted to give an accurate and consistent measurement of an unchanging value. Saunders, Lewis and Thornhill, (2009) explained that internal consistency involves correlating the responses to each question in the questionnaire with those to other

37

questions in the questionnaire. The reliability of the scale and various constructs that made up the scale were measured and the Cronbach's alpha and the number of items involved are presented in Table 1.

NO.	Construct/scale	Cronbach's Alpha	No. of items
1	Overall scale	0.916	59
2	Advertising dimensions	0.915	6
3	Advertising role variables	0.949	14
4	Advertising variables	0.961	12
5	Purchase Intentions	0.901	7

Table 1-*Reliability Results*

Source: Field survey, Asante-Krobea (2018)

The overall scale was reliable with a Cronbach's alpha of 0.916 (constituting 59 items) which was above the minimum cut off point (Pallant 2005). The advertising dimension construct which was made of 6 items was reliable with a Cronbach's alpha of 0.915. Similarly, the advertising roles construct was reliable with a Cronbach's alpha of 0.949 (14 items) which met the minimum standard postulated by Pallant (2005). The advertising construct used for the study was reliable since the construct had a Cronbach's alpha of 0.961(12 items). Again, the purchase intention construct was reliable (Cronbach's Alpha= 0.901, with 7 items).

The validity of an instrument, on the other hand, refers to how well and instrument measures the particular concept it supposed to measure (Saunders et al., 2009). They further argue that an instrument must be reliable before it can be valid, implying that an instrument must be consistently reproducible; and that once this has been achieved, the instrument can then be scrutinized to

assess whether it is what it purports to be. To ensure validity of questionnaires, the researcher reviewed other relevant literature and that literature supported the construct of the instrument. Some of the items in the scales were scientifically validated items. Further, the designed questionnaire was submitted to the project supervisor for vetting, correction and approval before distributing it to the respondents.

Data Collection Procedures

A letter from the Department of Marketing and Supply Chain Management of University of Cape Coast seeking the permission of the management of Societe Generale to allow the study to be conducted at their outfit was sent by mail to the organization. A meeting was subsequently scheduled and after that, a formal approval was given. Before the questionnaires were administered, all the qualified respondents were called on mobile phone to which formal schedules were made with each participant for the issuance of the questionnaires. Consent of the respondents were sought. The purpose of the study was explained to all participants. This also gave the chance for rapport to be established with each respondent. The survey was administered on 1st March, 2018 and collected on 30th April, 2018. Each participant was provided with a questionnaire and a brief background to the study. In all 399 questionnaires were issued to the respondents. All the respondents fully provided the information needed accurately, thereby leading to the recording of 100 per cent return rate and response rate respectively.

Data Processing and Analysis

Analysis of data is a process of editing, cleaning, transforming, and modelling data with the goal of highlighting useful information, suggestion, conclusions, and supporting decision making (Adèr, 2008). The responses from the questionnaires were edited, coded and entered into Statistical Package for Social Science (SPSS version 22.0) for the analysis. This statistical software is recommended for us in studies in social sciences (Zikmund, 2000). Both descriptive statistical techniques (such as mean, standard deviation, frequency, and percentages) and inferential statistical technique (such as standard multiple regress, hierarchical multiple regression, Pearson-product moment correlation and independent sample t-test) were used to obtain the needed findings of the processed data with respective to the specific objectives of the study.

Specifically, mean and standard deviation were used for analyzing objective 1, 2, and 3. Frequency and percentage were used to describe some key indicators of the study. The standard multiple regression was used to assess the impact of advertising on purchase intentions whilst hierarchical multiple regression was used to assess the mediating effects of the mediating variable in the predictive relation between the independent variable and the dependent variable [H1, H2 and H4]. The findings were presented on Tables and Figures, and were chronologically presented in Chapter 4.

Chapter Summary

This chapter has provided information as to how the primary data for the study was collected, organized, analyzed and presented for easy

comprehension. This chapter also presents information on the design of the study and scientific approach it took in terms of approach to data needs, statistical techniques and systematic enquiry into the investigation under consideration.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The study sought to assess the effect of advertising on customers' purchase intention among customers of Societe Generale Ghana Limited. The findings regarding the specific research objectives and hypotheses are presented in this section. The section begins with the demographic information of the participants that were surveyed and then chronologically presents the findings relating to the specific objectives and hypotheses of the study.

Demographic Information of Respondents

This section provides information about the demographic characteristics of the respondents surveyed this study. These demographic features are relevant for the identification of the sample as well as provides avenue for other comparative analysis.

Table 2-*Demographics*

Variable	Options	Frequency	Percentage
Sex	Male	238	59.6%
	Female	161	40.4%
Account type	Savings	245	61.4%
	Current	154	38.6%

Source: Field survey, Asante-Krobea

The sex component of the respondents surveyed in this study was measured as depicted in Table 2. It was revealed that, majority of the respondents constituting 238 were males representing 59.6% and 161 of the respondents representing 40.4% were females. Although there se distribution

42

of the participants suggests most the respondents were male customers, there was relatively smaller difference compared to the number of female customers surveyed in this study. This provides the opportunity for comparative analysis to be conducted on the basis of gender on some key continuous constructs considered in the study so as to help in identifying differences in means score for gender.

Similarly, it was also discovered that, most of the respondents (245) representing 61.4% had savings account with Societe Generale Ghana and 154 of the respondents constituting 38.6% had current account with Societe Generale Ghana. This means more products can be developed based on account type customers have with the bank. Again, this finding provides the platform for comparative analysis to be conducted on some continuous constructs such as differences in purchase intentions, satisfaction with advertising strategy of Societe Generale and so forth.

Customer Awareness of Advertising of Societe Generale

The study sought to assess the state of customers' awareness about the advertisement of Societe Generale. Certain close-ended questions were posed to that effect. The findings were descriptively measured and presented in Table 3. The study sought to determine whether the respondents are exposed to advertisement of Societe Generale or not and it was found that majority of the respondents (358) representing 89.7% are exposed to adverts of Societe Generale whilst only 41 representing 10.3% said they have not been exposed to Societe Generale's adverts. The implication is that Societe Generale can has

43

reached majority of its customers through its advertising strategy and has indeed done that.

With this in mind, it set the platform where the researcher can illicit reliable information concerning respondents' opinion and attitude about the advertising strategy of Societe Generale. Again, it must be recognized that not all of the respondents surveyed are exposed to advertisement of Societe Generale and therefore there is the need for the communication strategies of the bank to be intensified so as to reach the intended audience at the right time so that customers can reliable of information gained through such adverts to make purchasing decisions.

Regarding the frequency of exposure to advertising strategy in a day, it was found that majority of the respondents (43.9%) stated that they hear of Societe Generale's adverts once in a day whilst 29.1% said they are exposed to such adverts twice a day. Furthermore, it was found that 27% of the respondents are exposed to adverts of Societe thrice in a day whilst the remaining 14.3% said they actually don't know how many times they are exposed to adverts of Societe Gnerale. The implication is that, overall, majority of the customers of Societe Generale are exposed to its adverts on daily basis and this can help customers to make reliably informed purchasing decisions concerning the marketing offerings of the bank.

Table 3-*Customer Awareness of Advertising*

Variable	Options	Frequency	Percentage
Exposure to advertising of Societe Generale	Yes	358	89.7%
	No	41	10.3%
Exposure to advertising of Societe Generale in a day	Don't know	57	14.3%
	Once	175	43.9%
	Two times	116	29.1%
	Three times	49	27%
Respondent who rely on advertising for making buying decisions in banking	Yes	189	47.4%
	No	210	52.6%
Respondent has been influenced by the advertising of Societe Generale to buy banking products from the bank	Yes	201	50.4%
	No	198	49.6%
Frequency of purchases based on the advertising of Societe Generale	Not at all	86	21.6%
	Sometimes	254	63.7%
	Mostly	38	9.5%
	All the times	21	5.3%

Source: Field survey, Asante-Krobea (2018)

Furthermore, the study sought to assess whether respondents rely on advertisement of Societe Generale in making buying decisions when buying banking products. It was found that majority of the respondents (210) representing 52.6% said they do not rely on advertisement when making buying decisions when buying banking products whist, the remaining 189, representing 47.4% said they rely on advertisement when making buying decisions regarding banking products. The implication therefore shows that

45

majority of the respondents do not rely on adverts in making purchasing decision although a relatively sizeable number of the respondents said otherwise.

The study further sought to determine the number of respondents who have been influenced by Societe Generale's adverts in making buying decisions regarding banking products. It was discovered that majority of the respondents (201) representing 50.4% said they have been influenced to that effect whilst the remaining 198 representing 49.6% said they have not been influenced by adverts of Societe Generale. The implication is that most of the respondents that are exposed to adverts of Societe Generale have been influenced to buy the advertised brands. On the other hand, it was discovered that a relatively sizeable portion of the respondents claimed they have not been influenced by the adverts of Societe Generale to patronize their products which signifies that there are other factors that play active role in influencing customers purchasing decisions of customers. Further studies must be conducted by Bank to identify these other factors that influence the buying decisions of its customers so that pragmatic strategic decisions can be taken to that effect to promote the growth in sales of its products. The conclusion therefore is that marketers must ensure that their marketing offerings are advertised and this can influence customers to patronize such advertised brands.

The study further sought to uncover the frequency of purchase based on the exposure to advertising strategy of Societe Generale. It was found that majority of the respondents (254), representing 63.7% said they sometimes buy banking products based on advertising strategy. It was also found that

21.6% of the respondents however held that they have not bought banking products based on advertised brands. Furthermore, it was discovered that 9.5% of the respondents said they mostly purchase banking products because of reliance on advertising strategy. Others however disclosed that they all the time purchase advertised brands of Societe Generale.

Degree of Satisfaction with Advertising Strategy of Societe Generale

The study sought to assess the extent to which the respondents were satisfied with the advertising strategy of Societe Generale. The opinion of the respondents was measured on a 5-point Likert scale. The opinions of the respondents were rated as*: 1-Not at all satisfied; 2-Slightly satisfied; 3-satisfied; 4-Moderately satisfied 5-Very satisfied.* Descriptive statistical techniques such as mean and standard deviation were used to measure this objective. The findings are presented on Table 4.

Table 4-*Satisfaction with Advertising*

Advertising variables	Mean	Std. Deviation
Advertising media type	3.3400	1.25706
Advertising media coverage	3.4000	.99494
Frequency of advertising	3.4500	1.20080
Informational role of advertising	3.4800	1.23485
Timing of advertising	3.5100	1.01000
Language for advertising	3.5700	1.06605
Content of advertisement/brand information	3.6000	1.03475
Persuasiveness of advertising	3.6100	1.10914
Advertising source credibility	3.6300	1.16909
Consistency of message themes	3.6500	1.04809
Advertising purpose	3.6800	1.02376
Product risks	3.7700	1.09041

Source: Field survey, Asante-Krobea (2018)

The findings revealed that the respondents were satisfied with all the dimensions used to measure the degree of satisfaction with advertising. This was justified by the mean of means recorded in that regard (M=3.5275). On the individual level, it was discovered that the respondents were satisfied with all the individual variables as well. This claim is supported by the mean and standard deviation scores obtained by the individual variables: Product risks (M=3.7700; SD=1.09041), advertising purpose (M=3.6800; SD=1.02376), consistency of message themes (M=3.6500; SD=1.04809), advertising source credibility (M=3.6300; SD=1.16909), persuasiveness of advertising (M=3.6100; SD=1.10914), content of advertisement or brand information (M=3.6000; SD=1.03475), language for advertising (M=3.5700; SD=1.06605), timing of advertising (M=3.5100; SD=1.01000), information role of advertising (M=3.4800; SD=1.23485), frequency of advertising (M=3.4500; SD=1.20080), advertising media coverage (M=3.4000; SD=0.99494) and advertising media type (M=3.3400; SD=1.25706).

These indications show that the advertising strategy of Societe Generale actually works by way of providing adequate information about product risks, detailing its advertising purpose, ensuring consistency in central message themes of advertising, providing credible source of advertising information, provision of brand information in adverts, transmitting the advertising in preferable language, consistently advertising products on timely basis, ensuring consistency in frequency in advertising, ensuring wider coverage of advertising and selecting good advertising type. By satisfaction with the advertising strategy of Societe Generale, it can be concluded that the message being championed in adverts of the Bank actually manifests when

48

customers approach the bank to do business with it. Thus, after service experience, customers do post-purchase evaluation (Hoffman, Czinkota, Dickson, Dunne & Griffin, 2005) which helps to determine the level of satisfaction of customers. Thus, expectations created by the advertising strategy meets the bank's performance in line with those expectations created through such adverts (Gilbert & Horsnell, 1998; Hoffman, et al., 2005; Giese & Cote, 2000; Boshoff & Gray, 2004).

Advertising Dimensions at Societe Generale

The study further sought to assess the extent to which the respondents agreed that advertising strategy of Societe Genrale meets the key dimensions of advertising. The opinion of the respondents was measured on a 5-point Likert scale. The scale was rated as follows: *1-Strongly disagree; 2-disagree; 3-Agree; 4-Moderately agree; 5-Strongly agree.* Descriptive statistical techniques such as mean and standard deviation were used to measure this objective. The findings are presented on Table 5.

Table 5-*Satisfaction with Advertising Dimension*

Advertising dimension	Mean	Std. Deviation
There is no confusion regarding the content of advertisement by Societe Generale	3.6900	1.10732
Are easy to be familiar with	3.6400	1.08730
Put the interest of customers at hand not only business interest	3.5500	1.01876
Entertains customers	3.5300	1.14992
Relevant news	3.5200	1.26715
Reinforces preferences for advertised brand	3.3600	.92682

Source: Field survey, Asante-Krobea (2018)

The findings indicated that the average mean recorded for the satisfaction with the advertising dimension signified that the respondents agreed that they are satisfied with the advertising dimension (M=3.5483). On the individual scores for the individual variables, it was found the respondents agreed that there is no confusion regarding the content of advertisement by Societe General (M=3.6900; SD=1.10732), that they were familiar with advertising of Societe Generale (M=3.6400; SD=1.08730), that Societe Generale put the interest of customers at hand not only business interest in their advertising strategy (M=3.5500; SD=1.01876), that Societe Gnerale's adverts entertains customers (M=3.5300; SD=1.14992), that Societe Generale's adverts contain relevant news (M=3.5200; SD=1.26715) and that Societe Generale's adverts reinforces preferences for their advertised brands (M=3.3600; SD=0.92682).

Given the level of satisfaction for the assessment of the advertising dimension for Societe Generale's advertising strategy, it can be inferred that the advertising strategy of the bank performs credibly well because such adverts are not tainted with confusion because their message are clear-cut and communicated in unambiguous language, that the banks seeks to promote the interest of customers as well as its own interest in advertising, that the adverts contain relevant news, entertains customers and that such adverts reinforces customers' brand preferences for the advertised brands. These dimensions are good indicators of well-crafted advertising strategy and gives more predictive power to the advertising strategy (Owusu & Nyarku, 2015). Businesses, especially those in the banking industry must use radio and television as part

of the marketing communication tools and this will cause customers to patronize their endorsed brands.

Effect of Advertising on Purchase Intention

The study further sought to assess the impact of advertising on purchase intention of the respondents. Composite variable was created for purchase intention. Standard multiple regression analysis was conducted to that effect. 95% confidence interval and a 5% margin of error were set for the test of the hypothesis. The findings are presented on Tables 6, 7 and 8.

Table 6 – *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.778a	.605	.590	4.08416	.605	41.927	14	384	.000

a. Predictors: (Constant), Persuading customers to buy products, Creating awareness about brands , Recalling advertised brands , Creating prestige for advertised brands than that of unadvertised competing brands, Buinding preferences for advertised products, Influencing customers buying decisonns to buy advertised products, Signaling quality brands , Educating customers about brands , Informing customers about brands , Evaluating brands' performance, Catching customers' attention , Reminding customers to buy brands from Societe Generale, Branding Societe Generale as professional than other banks, Buying adertised brands than unadvertised brands

b. Dependent Variable: Purchase intention

Source: Field survey, Asante-Krobea (2018)

The study sought to assess the effect of advertising on purchase intentions among the respondents. The findings in the model summary provide

the information to that effect. In the first instance, it was revealed that there was a strong positive correlation between the predictors and purchase intentions (R=0.778), with higher levels of the predictors being associated with higher levels of purchase intentions. Regarding the predictive capacity of the model, it was also found that the predictors accounted for 59.0% (Adjusted r-square = 0.59.0) positive variance in customers' purchase intentions.

This a very useful information as it can be concluded that 59.0% customers' intention to buy advertised banking products is explained by variations in advertising. The remaining 41% change in purchase intention is attributed to other factors not captured in the model. This finding supports the proposition enshrined in that cognitive response theory supporting the conduct of this study which asserted that assumes that advertising has the ability to influence the relative importance that individuals attach to various attributes of the product, purchase decision being purely rational (Thorson & Moore, 1996). The theory also proposed that customer responses to patronize products are evoked by the advertising strategy (Petty, Wells & Brock, 1976; Petty, 1977).

The implication of this finding is that Societe Generale's advertising has a strong predictive capacity to influencing customers' purchase intentions (Kimelfeld & Watt, 2001; Wu & Wu, 2006; Ayanwale, Alimi & Ayanbimipe, 2005; Ashaduzzaman & Asif-Ur-Rahman, 2011; Petty, Wells & Brock, 1976; Petty, 1977; Vakratsas & Ambler, 1999; Owusu & Nyarku, 2015; Khong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Ayimey, Awunyo-Vitor & Gadawusu, 2013) which would ultimately influence actual buying behavior (Brown, Pope, & Voges, 2003; Paul & Rana, 2012) because marketers

believe purchase intention measurement is a good proxy for what customers will do in the marketplace (Hosein, 2012). The bank must intensify its marketing advertising strategy and this would improve sales for the advertised brands which would lead to higher profitability, sustainability and business growth.

Table 7 - *ANOVA*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9791.003	14	699.357	41.927	.000[b]
	Residual	6405.273	384	16.680		
	Total	16196.276	398			

Source: Field survey, Asante-Korbea, (2018)

The findings pertaining to the justification of the reliability on the results in the model summary (Table 6) are presented in Table 7. Observation of the significance level of the model shows that the 59.0% variance in purchase intention caused by changes in the predictors was statistically significant (p=0.000: p<0.05). It can be concluded therefore that the 59.0% change in purchase intention was not due to chance by the scientific interaction among the predictors actually caused that positive change in purchase intention.

53

Table 8 – *Coefficient*

Model		Standardized Coefficients Beta	T	Sig.
1	(Constant)		5.098	.000
	Building preferences for advertised products	.060	1.014	.311
	Influencing customers buying decisions to buy advertised products	.140	3.174	.002
	Reminding customers to buy brands from Societe Generale	-.081	-1.445	.149
	Catching customers' attention	.325	6.021	.000
	Informing customers about brands	.172	3.458	.001
	Creating awareness about brands	-.023	-.694	.488
	Educating customers about brands	-.057	-1.151	.251
	Recalling advertised brands	.053	1.546	.123
	Signaling quality brands	.119	2.619	.009
	Evaluating brands' performance	.048	.879	.380
	Creating prestige for advertised brands than that of unadvertised competing brands	.036	1.084	.279
	Branding Societe Generale as professional than other banks	.035	.556	.579
	Buying advertised brands than unadvertised brands	.049	.772	.440
	Persuading customers to buy products	.127	1.995	.047

Source: Field survey, Asante-Krobea (2018)

54

The study further sought to uncover the contributions of the predictors to the 59.0% positive variance in purchase intentions. The findings are presented on Table 8. The findings regarding the contribution of the individual predictors to the 60.5% variance in purchase intentions showed that influencing role of advertising (Beta=3.174; P=0.002: p<0.05), advertising role of catching customers' attention (Beta=0.325; p=0.000: p<0.05), advertising role of informing customers about brands being offered by Societe Generale (Beta=0.172; p=0.001: p<0.05), advertising role of signaling service quality, (Beta=0.119; p=0.009: p<0.05) and advertising role of persuading customers to buy advertised brand (Beat=0.127; p=0.047: p<0.05) all made statistically significant but positive contribution to predicting the 60.5% positive variance in purchase intention among the customers of Societe Generale, when the effect of other variables in the model were held constant for each of the variables when the contribution of each of the variables to the 60.5% change in purchase intention was considered.

The marketing implication is that, the advertisement by Societe Gnerale has the capacity to influence customers purchasing decisions of customers because advertising persuades customers (Babu & Latha, 2014), signals service quality (Kaur & Garg, 2016), influence customers to patronize endorsed brands (Khatri, 2006) catches customers attention (Hsu & McDonald, 2002; Nwaizugbo, 2004; Ohanian, 1991). These roles all made statistically significant positive contribution to the positive change in customers' purchase intentions in that their contributions to predicting the positive change in purchase intention in the model were not by change but true scientific interaction in the model.

On the other hand, it was discovered that some of the individual variables in the model made some contribution to predicting the positive change in customers' intention to buy advertised brands of Societe Generale but such contributions were not statistically significant when the effect of other variables in the model were held constant for each of the variables when the contribution of each of the variables to the 60.5% change in purchase intention was considered. This implies that although these variables made some contribution to predicting the positive variance in purchase intentions, their contributions could be attributed to chance but not their genuine interaction in the model considered in this study.

The variables included the following: advertising role of reminding customers to buy brands from Societe Generale (Beta=-0.081; p=0.149: p>0.05), advertising role of creating awareness about brands (Beta=-0.023; p=488: p>0.05), advertising role of educating customers about brands (Beta=-0.057; p=0.251: p>0.05), advertising role of helping customer to recall advertised brands (Beta=0.053; p=0.123: p>0.05), advertising role helping customers to evaluate brand performance (Beta=0.048; p=0.380: p>0.05), advertising role of creating prestige for advertised brands than that of unadvertised brands (Beta=0.036; p=0.279: p>0.05), advertising role of branding Societe Generale as professional bank than unadvertised banks (Beta=0.035; p=0.579: p>0.05), and adverting role of influencing customers to buy advertised brands than unadvertised brands (Beta=0.049; p=0.440: p>0.05). Societe Generale must therefore design its advertising strategy in such a way that these roles of advertising can be integrated into such adverts so as to improve the impact of such advertisement on customers purchase

56

intentions. These findings contradict some previous empirical studies (Kumar, 2010; Nwaizugbo, 2004).

Effect of Advertising Dimension on Purchase Intentions

The study further sought to assess the effect of advertising dimension on purchase intentions of the respondents. Composite variable was created for purchase intention. Standard multiple regression analysis was conducted to that effect. 95% confidence interval and a 5% margin of error were set for the test of the hypothesis. The findings are presented on Tables 9, 10 and 11.

Table 9 – *Model Summary*

				Std. Error	Change Statistics				
Model	R	R Square	Adjusted R Square	of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.660ᵃ	.436	.400	4.90117	.436	11.995	6	93	.000

a. Predictors: (Constant), there is no confusion regarding the content of advertisement by Societe Generale, reinforces preferences for advertised brand, entertains customers, are easy to be familiar with, puts the interest of customers at hand not only business interest, relevant news
b. Dependent Variable: Purchase intentions

Source: Field survey, Asante-Krobea (2018)

The study further sought to assess the effect of advertising dimension on purchase intention of the participants surveyed. In the first instance, the model summary provided information about the nature and strength of relationship between the predictors and purchase intention. It was found that there was a strong positive correlation between the predictors and purchase intention (R=.660), with high levels of the predictors being associated with

57

higher levels of purchase intention. On the predictive capacity of the model, the study revealed that the predictors accounted for 40.0% positive change in purchase intention (R^2=0.400). This signifies that advertising dimension is a strong predictor of purchase intentions. The study confirms that claims of Vaibhay and Vashisth, (2017).

Table 10 - *ANOVA*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1728.763	6	288.127	11.995	.000[b]
	Residual	2233.997	93	24.021		
	Total	3962.760	99			

a. Dependent Variable: Purchase intentions

b. Predictors: (Constant), there is no confusion regarding the content of advertisement by Societe Generale, reinforces preferences for advertised brand, entertains customers, are easy to be familiar with, puts the interest of customers at hand not only business interest, relevant news

Source: Field survey, Asante-Krobea (2018)

The findings from the ANOVA table illustrate that the model summary was statistically significant (p=0.000; p<0.05). This justifies that the claim 40.0% positive variance in purchase intention was actually attributable to the scientific interactions among the predictors. This means that marketers of Societe Genrale can rely on the predictors to cause a positive change in purchase intention among its customer base.

Table 11 - *Co-efficient*

Model		Standardized Coefficients Beta	T	Sig.
1	(Constant)		4.518	.000
	Relevant news	.000	.003	.998
	Reinforces preferences for advertised brand	.244	1.858	.066
	Entertains customers	.111	.945	.347
	Puts the interest of customers at hand not only business interest	.137	.969	.335
	Adverts are easy to be familiar with	.329	2.577	.012
	No confusion regarding the content of advertisement	-.103	-.999	.320

Source: Field survey, Asante-Krobea (2018)

The study further sought to examine the contribution of the predictors to causing the 40% positive change in purchase intentions. The findings are presented on Table 11. It was discovered that only one predictor (advertising dimension) made a statistically significant positive contribution to predicting the variance in the dependent variable. Thus, the respondents' assertion that Societe Generale's adverts are easy to be familiar with made such contribution (Beta=0.329; p=0.012: p>0.05). The implication is that by creating advertising strategy that is easy for customers to be familiarized with, Societe Generale can influence customers to buy its advertised brands. Advertising firms must also take this issue as a very strategic tool so as to create value for firms that contract them to advertise their brands for them.

On the other hand, it was discovered that although the remaining predictors made some contribution to predicting the change in purchase intention, their contributions were however not statistically significant. This claim is substantiated by these facts: relevant news (Beta=0.000; p=0.998:

59

p>0.05), reinforces preference for advertised brands (Beta=0.244; p=0.066: p>0.05), entertains customers (Beta=0.111; p=0.945; p>0.05), puts the interest of customers at hand (Beta=0.137; p=0.335: p>0.05), and no confusion regarding content of advertisement (Beta=-0.103; p=0.32: p>0.05).

The implication therefore is that Societe Generale must improve its advertising dimensions such as providing relevant news, reinforcing preferences for advertised brands, entertain customers as well as not create confusion in the minds of customers because its advertising strategy does not meet these evaluative dimensional criteria and hence these dimensions were unable to positively predict variance in purchase intention among the respondents that were surveyed in the study. Special managerial attention must be given to these evaluative dimensions of Societe Generale's advertising strategy.

Mediating Effect of Customer Satisfaction with Adverts on Predictive Relation between Advertising and Purchase Intentions

The study further sought to assess whether customer satisfaction with advertising mediates the predictive relationship between advertising and purchasing intention. Composite variables were created for advertising, customer satisfaction with advertising and purchase intentions. The mediation analysis was conducted through the SPSS Process Macro produced by Hayes (2013) meant for path analysis. The results of the mediation analysis are presented in the subsequent sections.

Outcome: Purchase Intention

Table 12 - *Model Summary*

R	R-sq	MSE	F	df1	df2	p
.7314	.5349	19.0008	55.7786	2.0000	97.0000	.0000

Source: Field survey, Asante-Krobea (2018)

The result of the mediation analysis is presented on Table 12. It can be seen from the findings that there was a strong positive correlation between the predictors (satisfaction with advertising and advertising) the purchase intention (R=0.7314). Regarding the predictive capacity of the model, it was found that the predictors accounted for 53.49% positive variance in purchase intentions when the effect of other factors that can influence purchase intentions but not captured in the model were statistically controlled for (R^2=0.53.49). This prediction by the model summary was statistically significant (p=0.000: p>0.05). It can also be held to the contrary that 46.51% change in purchase intention was attributable to factors not captured in this predictive model.

Table 13 - *Model*

	coeff	se	t	p	LLCI	ULCI
constant	4.9373	2.0026	2.4654	.0154	.9627	8.9120
Adsatis	.2701	.0530	5.0912	.0000	.1648	.3753
Adv	.1631	.0469	3.4751	.0008	.0700	.2563

Source: Field survey, Asante-Krobea (2018)

The contributions of the predictors to the 53.49% was also produced alongside the predictive capacity of the model. The findings are presented on Table 13. It was discovered that satisfaction with advertising made the strongest unique statistically significant positive contribution to predicting the positive variance in purchase intentions (Beta=0.2701; p=0.000: p<0.05; zero

61

[0] does not lie between the LLCI [0.1648] and the ULCI [0.3753]. Similarly, the results indicated that advertising also made a statistically significant positive contribution to predicting the 53.49% variance in purchase intention (Beta=0.1631; p=0.0008: p<0.05; zero [0] does not lie between the LLCI [0.0700] and the ULCI [0.2563]. The regression function can therefore be written as follows:

Purchase intention = 4.9373 + 0.2701 (satisfaction with adverts) + 0.1631 (advertising)

The interpretation of this function is that a unit increase in customers' satisfaction with Societe Generale's adverts would cause 0.2701 increment in purchase intention when the prevailing circumstances relating the interaction among the variables are same. Similarly, it can be said that a unit increase in advertising would cause 0.1631 positive variance in purchase intentions. These predictive capacity of the predictors supports some previous empirical studies (Nyarko, Oduro-Kwarteng & Owusu-Antwi, 2011; Babu & Latha, 2014; Kaur & Garg, 2016; Khatri, 2006).

Outcome: Purchase Intentions

Table 14 - *Model Summary*

R	R-sq	MSE	F	df1	df2	p
.6408	.4106	23.8326	68.2749	1.0000	98.0000	.0000

Source: Field survey, Asante-Krobea (2018)

The findings in Table 14 provides information about the impact of advertising on customers' purchase intention without the inclusion of the mediating factor (Satisfaction with advertisement). The model showed that there was a strong positive correlation between advertising and purchase intentions (R=0.6408), with high levels of advertising being associated with

high levels of purchase intention. However, it can be deduced from the findings that compared to the earlier correlation (where both satisfactions with advertisement and advertising were included in the model), the strength of the relationship fell (R=0.7314-0.6408) by 0.0906, representing 12.39%. It can therefore be concluded that satisfaction with adverts positively enhances the positive relationship between advertising and purchase intention.

Regarding the predictive capacity of advertising (predictor) on purchase intention, it was found that advertising accounted for 41.06% change in customers' intention to patronized advertised brands of Societe Generale, when the effects of other factors that affect purchase intentions not captured in this model were statistically controlled for (R^2=0.4106). The model was statistically significant (p=0.000: p>0.05). This also implies that 58.94% change in purchase intention is accounted for by other factors not captured in the model. This finding of advertising predicting positive variance in purchase intention of customers support some previous empirical studies (Mirabi, Akbariyeh & Tahmasebifard, 2015; Chang, 2016; Rajagopal, 2011).

Table 15 - *Model*

	coeff	se	t	p	LLCI	ULCI
constant	7.9284	2.1442	3.6977	.0004	3.6734	12.1834
Adv	.3230	.0391	8.2629	.0000	.2454	.4006

Source: Field survey, Asante-Krobea (2018)

The findings in Table 15 shows the contributions of the predictor to the change in purchase intention. It was found that advertising made a statistically significant positive contribution to predicting the 41.06% positive variance in purchase intentions (Beta=0.3230; p=0.000: p<0.05; zero [0] does not lie between the LLCI [0.2454] and the ULCI [0.4006]). These findings simply

support the assertion that improvement in advertising would impact positively on customers' intention to buy products from Societe Generale. This claim supports some previous empirical studies (Ayanwale, et al., 2005; Rajagopal, 2011; Malik, Ghafoor & Iqbal, 2014; Warrington & Shim, 2000).

Table 16 - *Indirect Effect of X on Y*

	Effect	Boot SE	BootLLCI	BootULCI
Adsatis	.1599	.0519	.0725	.2778

Source: Field survey, Asante-Krobea (2018)

The indirect effect was tested using a bootstrap estimation approach with 5000 samples (Shrout & Bolger, 2002). These results indicated the indirect coefficient was significant, b = 0.1599, SE = 0.0519, 95% CI = 0.0725, 0.2778), hence mediation supported.

Table 17 - *Normal Theory Tests for Indirect Effect*

Effect	se	Z	p
.1599	.0363	4.3990	.0000

Source: Field survey, Asante-Krobea (2018)

A Sobel test was conducted and found partial mediation in the model (z=4.3990, p=0.000). It can therefore be concluded that customer satisfaction with Societe Generale's adverts partially mediated the predictive relationship between advertising and purchase intention. The implication is that although advertising influences customers' intentions positively for the advertised brands (Kimelfeld & Watt 2001; Wu & Wu, 2006; Petty, Wells & Brock, 1976; Petty, 1977; Vakratsas & Ambler, 1999; Owusu & Nyarku, 2015; Khong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Ayimey, Awunyo-Vitor & Gadawusu, 2013), such influence is greatly enhanced if customers are satisfied with the overall advertising strategy of Societe Generale.

Mediating Effect of Advertising Dimension on Predictive Relation between Advertising and Purchase Intentions

The study further sought to assess whether customer satisfaction with advertising dimensions mediates the predictive relationship between advertising and purchasing intention. Composite variables were created for advertising, customer satisfaction with advertising and purchase intentions. The mediation analysis was conducted through the SPSS Process Macro produced by Hayes (2013) meant for path analysis. The results of the mediation analysis are presented in the subsequent sections.

Outcome: Purchase Intention

Table 18 - *Model Summary*

R	R-sq	MSE	F	df1	df2	p
.6995	.4893	20.8620	46.4758	2.0000	97.0000	.0000

Source: Field survey, Asante-Krobea (2018)

The result of the mediation analysis is presented on Table 18. It can be seen from the findings that there was a strong positive correlation between the predictors (advertising dimensions and advertising) the purchase intention (R=0.6995). Regarding the predictive capacity of the model, it was found that the predictors accounted for 48.93% positive variance in purchase intentions when the effect of other factors that can influence purchase intentions but not captured in the model were statistically controlled for (R^2=0.4893). This prediction by the model summary was statistically significant (p=0.000: p<0.05).

It can also be held to the contrary that 51.07% change in purchase intention was attributable to factors not captured in this predictive model.

65

Collectively, it is now evidentially clear that both advertising role and advertising dimensions, predictive positive variance in customers' purchase intentions for endorsed brands as was held in some previous empirical studies (Nyarko et al., 2011; Hameed & Awan, 2017; Khong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Ayimey, Awunyo-Vitor & Gadawusu, 2013).

Table 19 - *Model*

	coeff	se	t	p	LLCI	ULCI
constant	5.2696	2.1206	2.4849	.0147	1.0607	9.4785
Advdim	.4144	.1071	3.8671	.0002	.2017	.6270
Adv	.2076	.0472	4.3986	.0000	.1139	.3013

Source: Field survey, Asante-Krobea (2018)

The contributions of the predictors to the 48.93% was also produced alongside the predictive capacity of the model. The findings are presented on Table 19. It was discovered that advertising dimension made the strongest unique statistically significant positive contribution to predicting the positive variance in purchase intentions (Beta=0.4144; p=0.002: p<0.05; zero [0] does not lie between the LLCI [0.2017] and the ULCI [0.6270]. Similarly, the results indicated that advertising also made a statistically significant positive contribution to predicting the 48.93% variance in purchase intention (Beta=0.2076; p=0.0000: p<0.05; zero [0] does not lie between the LLCI [0.1139] and the ULCI [0.3013]. The regression function can therefore be written as follows:

Purchase intention = 5.2696 + 0.4144 (advertising dimension) + 0.20761 (advertising)

The interpretation of this function is that a unit increase in customers' satisfaction with advertising dimension of Societe Generale's adverts would cause 0.4144 increment in purchase intention when the prevailing

66

circumstances relating the interaction among the variables are same. Similarly, it can be said that a unit increase in advertising would cause 0.2076 positive variance in purchase intentions. The findings support some previous empirically tested findings (Owusu & Nyarku, 2015; Khong & Nguyen, 2015; Bashiru & Bunyaminu, 2013).

Outcome: Purchase Intention

Table 20 - *Model Summary*

R	R-sq	MSE	F	df1	df2	p
.6408	.4106	23.8326	68.2749	1.0000	98.0000	.0000

Source: Field survey, Asante-Krobea (2018)

The findings in Table 20 provides information about the impact of advertising on customers' purchase intention without the inclusion of the mediating factor (advertising dimension). The model showed that there was a strong positive correlation between advertising and purchase intentions (R=0.6408), with high levels of advertising being associated with high levels of purchase intention. However, it can be deduced from the findings that compared to the earlier correlation (where both advertising dimension and advertising were included in the model), the strength of the relationship fell (R=0.6995-0.6408) by 0.0587, representing 9.16%. It can therefore be concluded that advertising dimension positively enhances the positive relationship between advertising and purchase intention.

Regarding the predictive capacity of advertising (predictor) on purchase intention, it was found that advertising accounted for 41.06% change in customers' intention to patronized advertised brands of Societe Generale, when the effects of other factors that affect purchase intentions not captured in this model were statistically controlled for (R^2=0.4106). The model was

statistically significant (p=0.000: p>0.05). This also implies that 58.94% change in purchase intention is accounted for by other factors not captured in the model.

The findings regarding the relationship between the predictors and purchase intention support some previous empirical studies (Mehmood & Masood, 2016; Venkatesh & Senthilkumar, 2015; Nikhashemi, Paim and Fard, 2013). Similarly, the results relating to the positive effect of advertising on customers purchase intention supports some previous empirical studies (Kimelfeld & Watt, 2001; Wu & Wu, 2006; Petty, Wells & Brock, 1976; Petty, 1977; Vakratsas & Ambler, 1999; Owusu & Nyarku, 2015; Khong & Nguyen, 2015; Bashiru & Bunyaminu, 2013; Ayimey, Awunyo-Vitor & Gadawusu, 2013). It therefore confirms that firms that engage in advertising their marketing offerings are more likely to experience increase in demand for the brands advertised than marketers that do not advertise their products or brands.

It must be recognized that these findings supports the cognitive response theory that consumer decisions are rational in most purchasing situations (Bharadwaj et al., 1993) product quality can be judged by the advertising claim with relevant objective information (e.g., price),consumer behavior is formed and modified as consumers gain information about the advertised product or service, advertising provides information or utility in helping consumer decisions because the average consumer cannot afford to experience and evaluate all the brands in a certain product category, advertising reduces the costs for consumer's purchasing decisions (Vakratsas

& Ambler, 1999),an advertisement can save the consumer a considerable amount of time and effort in finding or evaluating a product or service.

Table 21 - *Model*

	coeff	se	t	p	LLCI	ULCI
constant	7.9284	2.1442	3.6977	.0004	3.6734	12.1834
Adv	.3230	.0391	8.2629	.0000	.2454	.4006

Source: Field survey, Asante-Krobea (2018)

The findings in Table 21 shows the contributions of the predictor to the change in purchase intention. It was found that advertising made a statistically significant positive contribution to predicting the 41.06% positive variance in purchase intentions (Beta=0.3230; p=0.000: $p<0.05$; zero [0] does not lie between the LLCI [0.2454] and the ULCI [0.4006]). These findings simply support the assertion that improvement in advertising would impact positively on customers' intention to buy products from Societe Generale. Marketers must therefore intensify their advertising efforts and this would cause customers to patronize their advertised brands. This finding supports some previous empirical claim that advertising predicts purchase intentions (Hameed & Awan, 2017; Orwig, 2014; Martins, Costa, Oliveira, Gonclaves & Branco, 2018; Bues, Steiner, Stafflage & Krafft, 2017; Khandelwal & Bajpai, 2013).

Table 22 - *Indirect Effect of X on Y*

	Effect	Boot SE	BootLLCI	BootULCI
Advdim	.1154	.0355	.0541	.1964

Source: Field survey, Asante-Krobea (2018)

The indirect effect was tested using a bootstrap estimation approach with 5000 samples (Shrout & Bolger, 2002). These results indicated the

indirect coefficient was significant, b = 0.1154, SE = 0.0355, 95% CI = 0.0541, 0.1964), hence mediation supported.

Table 23 - *Normal Theory Tests for Indirect Effect*

Effect	se	Z	p
.1154	.0333	3.4663	.0005

Source: Field survey, Asante-Krobea (2018)

A Sobel test was conducted and found partial mediation in the model (z=3.4663, p=0.0005). It can therefore be concluded that advertising dimension of Societe Generale's adverts partially mediated the predictive relationship between advertising and purchase intention. The implication is that although advertising positively impacts on customers' intention to buy brands being offered for sales of Societe Generale, such impact or relationship is enhanced when such adverts meet the criteria of the accepted advertising dimensions considered in the model.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATION

Introduction

The study was conducted to assess the effect of advertising on customers' purchase intentions. The study targeted customers of Societe Generale in Greater Accra Metropolis, the Capital city of Ghana. This chapter presents information about the summary of the key findings, draws conclusions about the findings based on the specific research objectives and hypotheses and then offers recommendations to various stakeholders based on the findings of this study

Summary

This section provides summary of the key findings of the study. The findings are presented to reflect the order in which the specific objectives or hypotheses were tackled. The summary findings are presented in the subsequent section. The study revealed that most of the respondents surveyed were exposed to adverts of Societe Generale. Only fewer number of the respondents were not exposed to advertising strategy of Societe Generale. It was further found that most of the respondents were exposed to adverts of Societe Generale on daily basis. This was followed by 27% of the same respondents who disclosed that they are exposed to adverts of the bank twice a day. Only 14.3% of the respondents disclosed that they don't know the frequency of exposure to adverts of the bank. Although most of the respondents were exposed to adverts of Societe Generale, majority of the respondents however had the view that they do not rely on information in

71

adverts when making buying decisions regarding the purchasing of banking products.

However, it was found that majority of the respondents had been influenced by adverts of Societe Generale to patronize banking products of the bank although a relatively sizeable number of the respondents (49.6%) disclosed they have not been influenced by adverts of Societe Generale to buy banking products. Regarding frequency of purchasing of banking products based on information championed through adverts of Societe Generale, it was found that majority of the respondent stated they sometimes buy banking products based on advertisement. Only 9.5% of the respondents disclosed that they mostly buy banking products from Societe Generale based on adverts.

Overall, it was discovered that the respondents were satisfied with the advertising strategy of Societe Generale. Regarding statisfaction with the individual variables measuring satisfaction with advertsing strategy of Societe Generale, it was found that the respondents were satisfied with the information on product risks, statement of advertising purpose, consistency of message themes, advertising sources credibility, persuasiveness of advertising message, content of advertisement or brand information, language for advertising, frequency of advertising, advertising media coverage and advertising media type.

The study also found that the respondents were satisfied with the adverting dimensions considered in this study. Regarding the individual measures of advertising dimensions, it was discovered that the respondents agreed there were no confusion in the advertising strategy of Societe Generale, that advertising strategy of Societe Generale were easy for one to familiarize

72

with, that Societe Generale put the interest of customers at hand not only business interest in their advertising strategy, that Societe Gnerale's adverts entertains customers, that Societe Generale's adverts contain relevant news and that Societe Generale's adverts reinforces preferences for their advertised brands.

Regarding the finding relating to the effect of advertising on customers' purchase intention, it was discovered that there was a strong positive correlation between the predictors and purchase intentions (R=0.778), with higher levels of the predictors being associated with higher levels of purchase intentions. Regarding the predictive capacity of the model, it was also found that the predictors accounted for 59.0% positive variance in customers' purchase intentions. The findings contained in the model was statistically significant. It must also be noted that influencing role of advertising, advertising role of catching customers' attention, advertising role of informing customers about brands being offered by Societe Generale, advertising role of signaling service quality and advertising role of persuading customers to buy advertised brand all made statistically significant positive contributions to predicting the positive variance in customers' purchase intention.

Regarding the finding relating to the impact of advertising dimension on customers' purchase intention, it was found that there was a strong positive correlation between the predictors and purchase intention (R=.660), with high levels of the predictors being associated with higher levels of purchase intention. On the predictive capacity of the model, the study revealed that the predictors accounted for 40.0% positive change in purchase intention

(R^2=0.400). This model was statistically significant. On the contributions of the individual predictors to the variance in purchase intention, it was discovered that only familiarity with advertising strategy of Societe Generale made a statistically significant positive contribution to predicting the positive variance in purchase intentions.

The findings relating to the mediating effect of customer satisfaction with adverts on predictive relation between advertising and purchase intentions showed that there was a strong positive correlation between the predictors (satisfaction with advertising and advertising) the purchase intention (R=0.7314). Regarding the predictive capacity of the model, it was found that the predictors accounted for 53.49% positive variance in purchase intentions when the effect of other factors that can influence purchase intentions but not captured in the model were statistically controlled for (R^2=0.53.49). This model was statistically significant. It was found that both satisfaction with advertising and advertising made statistically significant positive contributions to predicting the positive variance in purchase intentions. A Sobel test was conducted and found partial mediation in the model (z=4.3990, p=0.000) justifying the conclusion that customer satisfaction with Societe Generale's adverts partially mediated the predictive relationship between advertising and purchase intention.

The findings relating to the mediating effect of advertising dimension on predictive relation between advertising and purchase intentions showed that there was a strong positive correlation between the predictors (advertising dimensions and advertising) the purchase intention (R=0.6995). Regarding the predictive capacity of the model, it was found that the predictors accounted for

48.93% positive variance in purchase intentions when the effect of other factors that can influence purchase intentions but not captured in the model were statistically controlled for (R^2=0.4893). This prediction by the model summary was statistically significant (p=0.000: p<0.05). It was further found that both advertising dimension and advertising made statistically significant positive contributions to predicting the positive variance in customers' purchase intentions. A Sobel test was conducted and found partial mediation in the model (z=3.4663, p=0.0005). It can therefore be concluded that advertising dimension of Societe Generale's adverts partially mediated the predictive relationship between advertising and purchase intention.

Conclusions

Conclusively, it is evidentially clear that, customers of Societe Generale are exposed to adverts of Societe Generale Ghana Limited. Also it can be concluded that customers of Societe Generale Ghana Limited are generally satisfied with advertising dimensions regarding the advertisement of the bank. Similarly, it is now evidentially clear that customers are satisfied with the advertising strategy of Societe Generale Ghana Limited. Furthermore, it can be concluded that advertising strategy of Societe Generale positively influences customers purchase intentions for banking products of Societe Generale Ghana Limited.

More so, it is now clear that advertising dimension predicts a statistically significant positive variance in customers' purchase intention for advertised banking product at Societe Generale Ghana Limited. Both satisfaction with advertising strategy and dimension of advertising mediate the

predictive relation between advertising and purchase intentions for advertised banking products at Societe Generale Ghana Limited.

Recommendations

Based on the findings of the study, some practical recommendations are being offered to the various stakeholders so that they can rely on these recommendations to make well-informed managerial decisions and take practical actions to make the impact of adverts on customers' intention more potent.

Societe Generale must continue to advertise its products in the banking industry because it was discovered that the bank's adverts have strong effect on positively influencing customers' purchase intention for advertised brand. Radio adverts, television adverts and online adverts are preferable media that must be relied on as these advertising media have the capacity to reach large number of target audience. Such adverts must be designed in such a way that they would strategically capture collectively all the dimensions of well-crafted and executed advertising strategy.

Intensification of the advertising campaign of Societe Generale would go a long way to inform customers and the general public about the marketing offering of the bank which would go a long way to influence them to patronize the bank's offerings which will ultimately improve the competitive positive of the bank in the banking industry. Frequent airing of such adverts would make it possible to reach this audience on consistent basis so as to have such influence. Other businesses in Ghana must adopt radio and television adverts

so as to improve their visibility in the business environment and subsequently improve customers' intention to patronize their advertised products.

Societe Gnerale must conduct periodic marketing survey so as to determine, at some earmarked periods, the level of customers' satisfaction with their marketing activities especially its advertising strategy as the level of satisfaction with advertising as well as satisfaction with advertising dimensions partially mediated the predictive relations between advertising and purchase intentions. The implication therefore is that although adverts have the capacity to positively influence customers purchase intentions, however, this predictive capacity is enhanced when customers are satisfied with the advertising strategy as well as with the dimensions of the adverts advanced in marketing literature.

Moreover, Societe Generale must design baking products based on sexual orientation by targeting female customers with its advertising strategy and this would obviously influence female customer segment of the bank's market to patronize such products. Societe Generale's advertising strategy has more influence on female customers than male customers. Advertising appeals of Societe Generale must be built around sexual orientation and this could trigger more demand for the advertised brands by Societe Generale.

Furthermore, it is advised that management of Societe Generale must design customer loyalty programmes that can attract, maintain and grow the market share of Societe Generale. In a highly competitive banking environment, where customers can easily slip away to a rival with a more attractive proposal, a lack of attention to a bank's loyalty program can cause customer churn. Having a loyalty program is only a precondition for making

customer retention possible. One of the essential steps towards top-notch loyalty programs is to make the best use of a banking CRM system. It helps banks manage their customer database from one single place, segment customers not only according to their income level or demographic criteria, but also according to their lifestyles and purchasing behavior. Combining CRM with advanced analytical tools can help banks to launch smart reward programs with personalization goals at the first place. With a full view of customers, a bank CRM will help to identify and target the most profitable ones as well as eliminate those programs that do not deliver significant value. Specific customer loyalty programmes that could be adopted include issuance of gift card/certificate, pre-purchase/buy forward, customer-driven CSR programmes, discount overtime and membership cards.

Suggestions for Further Studies

Further studies must be conducted to assess how advertising affect key performance indicators such as sales growth and competitive position of Societe Generale Ghana Limited so as to justify investments in such communication strategy. Again, further studies must be conducted to assess whether customer satisfaction can moderate the predictive relationship between advertising and purchase intentions of Societe Generale.

REFERENCE

Aaker, D. A., Stayman, D. M., & Hagerty, M. R. (1986). Warmth in advertising: Measurement, impact and sequence effects. *Journal of Consumer Research*, *12*(4), 365-381.

Abrams, M. H. (1988). *A glossary of literary terms*. New York: Holt, Rinehart and Winston. Inc.

Adèr, H. J. (2008). *Advising on research methods: A consultant's companion*. New York: Johannes van Kessel Publishing.

Adjei-Frimpong, K., Gan, C., & Hu, B. (2016). Competition in the banking industry: Empirical evidence from Ghana. *Journal of Banking Regulation*, *17*(3), 159-175.

Adjoa, S. R., Adebayo, S., Oppong, M. A., Amo Mensah, E., & Annor, L. (2012). *The effect of quality service on customer satisfaction, loyalty and retention in the Ghanaian banking industry* (Doctoral dissertation).

Agrawal, J., & Kamakura, W. A. (1995). The economic worth of celebrity endorsers: An event study analysis. *The Journal of Marketing*, 56-62.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211.

Anderson, E. W. (1996). Customer satisfaction and price tolerance. *Marketing Letters*, *7*(3), 265-274.

Anderson, S. P., & Renault, R. (2006). Advertising content. *American Economic Review*, *96*(1), 93-113.

Anyacho, R. C. (2007). Advertising: Principles and practice: The Nigerian perspective. *Journal of Basic Applied Sciences Research*, *4*(3), 224-231.

Arens, W. F. (1996). *Contemporary advertising USA*. New Jersey: Times Mirror Higher Education Group Inc.

Arshad, H. M., Noor, M., Noor, N., Ahmad, W., & Javed, S. (2015). Impact of effective advertising on consumer buying behaviour: a study of mobile phone purchases in Pakistan. *Journal of Basic Applied Sciences Research*, *4*(3), 224-231.

Ashaduzzaman, M., & Asif-Ur-Rahman, S. M. (2011). Impact of television advertisements on buying pattern of women in Dhaka City. *European Journal of Business and Management*, *3*(3), 16-22.

Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The influence of advertising on consumer brand preference. *Journal of Social Sciences*, *10*(1), 9-16.

Ayimey, E. K., Awunyo-Vitor, D., & Gadawusu, J. K. (2013). Does radio advertisement influence sale of herbal products in Ghana? Evidence from Ho Municipality. *International Journal of Marketing Studies*, *5*(3), 117.

Babu, M. N., & Latha, K. L. (2014). The impact of celebrity endorsement on purchase decision of telecom users-a case of engineering students. *Global J Adv Res*, *1*(2), 289-305.

Bashiru, S., & Bunyaminu, A. (2013). A critical analysis on advertising banks products and services in Ghana. *International Journal of Marketing Studies*, *5*(3), 117.

Bassey, M. (1995). *Creating education through research: A global perspective of educational research for the 21st century.* NY: Kirklington Moor Press.

Belch, G. E., & Belch, M. A. (2001). *Advertising and promotions.* New York: Pearson Education Inc.

Bharadwaj, S. G., Varadarajan, P. R., & Fahy, J. (1993). Sustainable competitive advantage in service industries: A conceptual model and research propositions. *The Journal of Marketing*, 83-99.

Bless, C., & Higson-Smith, C. (2000). *Fundamentals of social methods.* London: Juta.

Bolatito, O. (2012). Linkage between persuasion principles and advertising. *New Media and Mass Communication*, *8*, 7-12.

Boshoff, C., & Gray, B. (2004). The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry. *South African Journal of Business Management*, *35*(4), 27-37.

Bowman, J. (2002). Facing advertising reality. *Media Asia*, *7*(26), 14-15.

Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European   Journal of Marketing*, *37*(11/12), 1666-1684.

Bues, M., Steiner, M., Stafflage, M., & Krafft, M. (2017). How mobile in-store   advertising influences purchase intention: Value drivers and mediating effects from a consumer perspective. *Psychology & Marketing*, *34*(2), 157-174.

Busen, S. M. S., Mustaffa, C. S., & Bahtiar, M. (2016). Impacts of online banner advertisement on consumers 'purchase intention: A theoretical framework. *International Management Review*, *9*(1), 78.

Callen-Marchione, K. S., & Ownbey, S. F. (2008). Associations of unethical consumer behavior and social attitudes. *Journal of Fashion Marketing and Management: An International Journal*, *12*(3), 365-383.

Chang, C. (2006). The influence of masculinity and femininity in different advertising processing contexts: An accessibility perspective. *Sex Roles*, *55*(5-6), 345-356.

Chang, H. (2016). *Autoethnography as method*. New York: Routledge.

Chattopadhyay, A. (1998). When does comparative advertising influence brand attitude? The role of delay and market position. *Psychology & Marketing*, *15*(5), 461-475.

Chiang, Y. S., & Niu, H. J. (2013). Advertising expenditure and price as joint indicators of product quality perceptions: A perspective from Game Theory. *International Management Review*, *9*(1), 78.

Corstjens, M., & Lal, R. (2000). Building store loyalty through store brands. *Journal of Marketing Research*, *37*(3), 281-291.

Creswell, J. W. (1994). *Research design: Qualitative & quantitative approaches*. New York: Sage Publications, Inc.

Creswell, J. W. (2014). *A concise introduction to mixed methods research*. New York: Sage Publications.

Cushing, P., & Douglas-Tate, M. (1985). The effect of people/product relationships on advertising processing. *Psychological Processes and Advertising Effects*, 241-259.

Diaa, N. M. (2017). Shedding the light on guerrilla marketing and purchase intention. *Global Journal of Management and Business Research*. 3(24), 28-41.

Domfeh, H. A., Kusi, L. Y., Nyarku, K. M., & Ofori, H. (2018). The mediating effect of customer satisfaction in the predictive relation between celebrity advertising and purchase intentions in telecom industry in Ghana: University students' perspective. *International Journal of Business and Management Invention, 7*(3), 40-54.

Duncan, C. P., & Nelson, J. E. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, *14*(2), 33-64.

Eisenberg, N., & Strayer, J. (1987). *Critical issues in the study of empathy.* New York: Pearson Education Inc.

Ellsworth, P. C. (2003). Confusion, concentration, and other emotions of interest: Commentary on Rozin and Cohen (2003). *Journal of Advertising*, *31*(2), 63-77.

Esfahani, F., Sardar, M. A., & Kashani, B. H. (2012). Relationship between media advertisements and purchase of losing weight sport products in Iran. *World Applied Sciences Journal*, *17*(7), 821-825.

Esfahani, H. S., Mohaddes, K., & Pesaran, M. H. (2014). An empirical growth model for major oil exporters. *Journal of Applied Econometrics*, *29*(1), 1-21.

Fandos, C., & Flavián, C. (2006). Intrinsic and extrinsic quality attributes, loyalty and buying intention: An analysis for a PDO product. *British Food Journal*, *108*(8), 646-662.

Faseur, T., & Geuens, M. (2006). Different positive feelings leading to different   ad evaluations: The case of coziness, excitement, and romance. *Journal   of Advertising*, *35*(4), 129-142.

Fatima, S., & Lodhi, S. (2015). Impact of advertisement on buying behaviours of the consumers: Study of cosmetic industry in Karachi City. *International Management Review*, *9*(1), 78.

Fill, C. (2005). *Marketing communications: Engagements, strategies and practice*. New Jersey: Pearson Education.

FLosi, S., Fulgoni, G., & Vollman, A. (2013). If an advertisement runs online and no one sees it, is it still an ad?: Empirical generalizations in digital advertising. *Journal of Advertising Research*, *53*(2), 192-199.

Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1.

Gilbert, D., & Horsnell, S. (1998). Customer satisfaction measurement practice   in United Kingdom hotels. *Journal of Hospitality & Tourism Research*, *22*(4), 450-464.

Goh, S. K., Jiang, N., Hak, M. F. A., & Tee, P. L. (2016). Determinants of smartphone repeat purchase intention among Malaysians: A moderation   role of social influence and a mediating effect of consumer satisfaction. *International Review of Management and Marketing*, *6*(4).

Goldsmith, P. B. (2002). On the equivalence of causal LTI iterative learning control and feedback control. *Automatica*, *38*(4), 703-708.

Hameed, F., & Awan, Y. (2017). Effect of dimensions of advertising on behavioral intentions of customers. *Pakistan Business Review*, *19*(1), 138-156.

Hanafizadeh, P., & Behboudi, M. (2008). *Internet advertising: New opportunity for promotion.* Tehran, Iran: Termeh Publication.

Harshini, C. S. (2015). Influence of social media ads on consumer's purchase intention. *International Journal of Current Engineering and Scientific Research*, *2*(10), 110-115.

Hayes, J. R. (2013). *The complete problem solver*. New York: Routledge.

Hoffman, D. K., & Czinkota, M. R., Dickson P. R, Dunne P., & Griffin A. (2005). *Marketing principles & best practices*. New York: Sage Publication.

Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, *14*(3), 404-420.

Holbrook, M. B., & O'Shaughnessy, J. (1984). The role of emotion in advertising. *Psychology & Marketing*, *1*(2), 45-64.

Horowitz, M. J., & Reidbord, S. P. (1992). Memory, emotion, and response to trauma. *The handbook of emotion and memory: Research and Theory*, 343-357.

Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of Management & Marketing Research*, *9*, 1-17.

Hsu, C. K., & McDonald, D. (2002). An examination on multiple celebrity endorsers in advertising. *Journal of Product and Brand Management*, *11*(1), 19-29.

Hume, M., & Mills, M. (2013). Uncovering Victoria's secret: Exploring women's luxury perceptions of intimate apparel and purchasing

behaviour. *Journal of Fashion Marketing and Management: An International Journal*, *17*(4), 460-485.

Hussain, S. K., Riaz, K., Kazi, A. K., & Herani, G. M. (2008). *Advertising styles' impact on attention in Pakistan. Journal of Services Marketing*, *14*(2), 147-159.

Ilieska, K. (2013). Customer satisfaction index–as a base for strategic marketing management. *TEM Journal*, *2*(4), 327.

Jones, J. J. (1991). Earnings management during import relief investigations. *Journal of Accounting Research*, 193-228.

Katke, K. (2007). The Impact of television advertising on child health and family spending-A case study. *Journal of Marketing Communications*, *7*(3), 137-157.

Kaur, S., & Garg, A. (2016). Celebrity endorsement and buying behavior: a study of Panjab university students. *Indian Media Studies Journal*, *1*(1), 25-37.

Keller, K. L. (1999). Managing brands for the long run: Brand reinforcement and revitalization strategies. *California Management Review*, *41*(3), 102-124.

Khandelwal, U., & Bajpai, N. (2013). Consumer conformity matter to consumer attitude: A comparative study between metro and non-metro city. *Amity Journal of Management*, *1*(1), 2-10.

Khatri, P. (2006). Celebrity endorsement: A strategic promotion perspective. *Indian Media Studies Journal*, *1*(1), 25-37.

Khuong, M. N., & Nguyen, T. D. (2015). The effects of television commercials on customers purchase intention–a study of milk industry in Ho

Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, *3*(9), 851-857.

Kimelfeld, Y. M., & Watt, J. H. (2001). The pragmatic value of on-line transactional advertising: A predictor of purchase intention. *Journal of Marketing Communications*, *7*(3), 137-157.

Kumar, S. (2010). *Gandhi meets primetime: Globalization and nationalism in Indian television*. United States of America: University of Illinois Press.

Kusi, L. Y., Domfeh, H. A., & Kim, P. (2018). Impact of celebrity advertising on purchase intention of University Students: The moderating role of celebrity advertising risk. *WSEAS Transactions on Business and Economics, 15*, 128-142.

Langfeld, S. H. (1967). *The aesthetic attitude.* NY: Kennikat: Port Washington.

Lazarus, R. S. (1982). Thoughts on the relations between emotion and cognition. *American Psychologist*, *37*(9), 1019.

Leedy, P. D., & Ormrod, J. E. (2010). *Practical research: Planning and design*. New Jersey: Sage Publication.

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. New Delhi: Sage Publication.

Lipstein, B., & Neelankavil, J. P. (1982). Television advertising copy research practices among major advertisers and advertising agencies: An advertising research foundation survey. *Journal of Marketing Communications*, *7*(3), 137-157.

MacInnis, D. J., & Park, C. W. (1991). The differential role of characteristics of music on high-and low-involvement consumers' processing of ads. *Journal of Consumer Research*, *18*(2), 161-173.

MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing*, 48-65.

Madden, T. J., & Weinberger, M. G. (1982). The effects of humor on attention in magazine advertising. *Journal of Advertising*, *11*(3), 8-14.

Malhotra, N. K. (2015). *Essentials of marketing research: A hands-on orientation*. Essex: Pearson Education Inc.

Malhotra, N. K., & Birks, D. F. (2007). *Marketing research*. Harlow: Dentice Hall. Pearson Education.

Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2014). The impact of advertisement and consumer perception on consumer buying behavior. *International Review of Social Sciences and Humanities*, *6*(2), 55-64.

Mandan, M., Hossein, S., & Furuzandeh, A. (2013). Investigating the impact of advertising on customers' behavioral intentions: A case of Agriculture Bank. *Business and Economic Research*, *3*(1), 1-20.

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2018). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*. *2*(2), 373-381.

Mathisen, M. J., & Buchs, T. D. (2005). *Competition and efficiency in banking: Behavioral evidence from Ghana*. International Monetary Fund.

Maxwell, J. A. (2012). *Qualitative research design: An interactive approach*. New Delhi: Sage publications.

McColl, E. (2005). Developing questionnaires. *Assessing Quality of Life in Clinical Trials*, *2*, 9-23.

Mehmood, H., & Masood, S. (2016). Impact of humor in advertising on consumer purchase intention: A Study on Ufone network from telecommunication sector in Pakistan. *International Review of Management and Business Research*, *5*(3), 1232-1240.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, *2*(1).

Mohammadian, M., & Ghanbar, M. (2014). A study of factors influencing online brand trust in online service retailing. *Switzerland Research Park Journal*, *103*(2), 956-976.

Moore, J., & Thorson, E. (1996). Strategic planning for integrated marketing communications programs: an approach to moving from chaotic toward systematic. *Integrated communications: Synergy of Persuasive Voices*, 135-152.

Mullet, G. M., & Karson, M. J. (1985). Analysis of purchase intent scales weighted by probability of actual purchase. *Journal of Marketing Research*, 93-96.

Murry Jr, J. P., & Dacin, P. A. (1996). Cognitive moderators of negative-emotion effects: Implications for understanding media context. *Journal of Consumer Research*, *22*(4), 439-447.

Nelson, P. (1974). Advertising as information. *Journal of Political Economy*, *82*(4), 729-754.

Nichifor, B. (2014). Theoretical framework of advertising-some insights. *Studies and Scientific Researches. Economics Edition*, (19).

Niessen, J., & Hamm, U. (2008). Identifying the gap between stated and actual buying behaviour on organic products based on consumer panel data. *Journal of Marketing Communications*, *7*(3), 137-157.

Nikhashemi, S. R., Paim, L., & Fard, S. S. (2013). The effectiveness of E-advertisement towards customer purchase intention: Malaysian perspective. *IOSR Journal of Business and Management*, *10*(3), 93-104.

Nwaizugbo, C. (2004). *Principles of marketing.* Enugu, Nigeria: New Generation Ventures.

Nyarko, I. K., Asimah, V., Agbemava, E., & Tsetse, E. K. (2015). The influence of celebrity endorsement on the buying behaviour of the Ghanaian youth: A study of Fan Milk Ghana ads. *International Journal of Business and Management Review*, *3*(11).

Nyarko, K. B., Oduro-Kwarteng, S., & Owusu-Antwi, P. (2011). Local authorities, community and private operators partnerships in small towns water service delivery in Ghana. *Physics and Chemistry of the Earth, Parts A/B/C*, *36*(14-15), 1078-1084.

Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, *7*(3), 157-165.

Okoe, A. F., Adjei, J. S., & Osarenkhoe, A. (2013). Service quality in the banking sector in Ghana. *International Journal of Marketing Studies*, *5*(2), 81.

Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, *30*(3), 240-249.

Orwig, K. (2014). Rational appeals verses emotional appeals in advertising and marketing communication. *Journal of Marketing Communications*, *7*(3), 137-157.

Owusu, D., & Nyarku, K. M. (2015). Influence of TV and radio adverts on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis. *Quarterly Journal of Business Studies*, *2*(1), 55-65.

Pallant, J. (2005). *SPSS survival guide.* Crow's Nest, NSW: Allen & Unwin.

Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, *29*(6), 412-422.

Petty, R. E. (1977). The importance of cognitive responses in persuasion. *ACR North American Advances, 3*(5), 403-413.

Petty, R. E., Wells, G. L., & Brock, T. C. (1976). Distraction can enhance or reduce yielding to propaganda: Thought disruption versus effort justification. *Journal of Personality and Social Psychology*, *34*(5), 874.

Pickering, J. F., & Isherwood, B. C. (1974). Purchase probabilities and consumer durable buying behaviour. *Journal of the Market Research Society*, *16*(3), 203-226.

Pool, J. K., & Najafabadi, A. H. J. (2015). Developing a model to analyse the effects of brand constructs on word-of-mouth and purchase intention

for   Halal brands. *Journal for Global Business Advancement*, *8*(3), 342-353.

Rajagopal. (2011). Impact of radio advertisements on buying behaviour of urban commuters. *International Journal of Retail & Distribution Management*, *39*(7), 480-503.

Richards, J. I., & Curran, C. M. (2002). Oracles on advertising: Searching for a definition. *Journal of Advertising*, *31*(2), 63-77.

Rouner, D., Slater, M. D., & Domenech-Rodriguez, M. (2003). Adolescent evaluation of gender role and sexual imagery in television advertisements. *Journal of Broadcasting & Electronic Media*, *47*(3), 435-454.

Saunders, M. L., & Lewis, P. & Thornhill, A. (2009). *Research methods   for business students*. New York: Sage Publication.

Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer behavior.* (7th ed.). NY: Prentice Hall.

Schlinger, M. J. (1979). A profile of responses to commercials. *Journal of Advertising Research*, *4*(3), 117-125.

Seung-Chul, Y. & Jorge, P. (2011). Do violent video games impair the effectiveness of In-Game advertisement? The impact on gaming environment on brand recall, brand attitude and purchase intention. *Cyber Psychology, Behavior and Social Networking, 14*(7-8), 439-446.

Shahid, M., Bilal, A., & Majid, F. (2016). Get your advertisement noticed; impact of emotional advertisement on consumer buying intention in

the   presence of consumer emotion management. *Research Journal of Recent   Sciences, 5*(1), 43-47.

Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*, 4, 245-273.

Shimp, T. A., & Stuart, E. W. (2004). The role of disgust as an emotional mediator of advertising effects. *Journal of Advertising*, *33*(1), 43-53.

Shrout, P. E., & Bolger, N. (2002). Mediation in experimental and nonexperimental   studies: new   procedures   and recommendations. *Psychological Methods*, *7*(4), 422.

Slovin, M. B. (1973). Slovin's formula for sampling technique. *The Journal of Finance*, *28*(5), 1380-1381.

Societe Generale Ghana Limited (2017). *Human resource report*. Accra, Ghana.

Spirtes, P., Glymour, C., & Scheines, R. (2000). Causation, prediction, and search. *Adaptive Computation and Machine Learning*, *7*(3), 137-157.

Spotts, H. E., Weinberger, M. G., & Parsons, A. L. (1997). Assessing the use and impact of humor on advertising effectiveness: A contingency approach. *Journal of Advertising*, *26*(3), 17-32.

Stafford, M. R. (1996). Tangibility in services advertising: an investigation of verbal versus visual cues. *Journal of Advertising*, *25*(3), 13-28.

Stern, B. B. (1990). Other-speak: Classical allegory and contemporary advertising. *Journal of Advertising*, *19*(3), 14-26.

Stern, H. H. (1992). *Issues and options in language teaching*. United Kingdom: Oxford University Press.

Sternthal, B., & Craig, C. S. (1973). Humor in advertising. *The Journal of Marketing*, 12-18.

Stout, P. A., & Leckenby, J. D. (1986). Measuring emotional response to advertising. *Journal of Advertising*, *15*(4), 35-42.

Stout, P. A., & Rust, R. T. (1993). Emotional feelings and evaluative dimensions of advertising: are they related?. *Journal of Advertising*, *22*(1), 61-71.

Strasheim, A., Pitt, L., & Caruana, A. (2007). Psychometric properties of the viewer response profile (VRP). *Journal of Advertising, 36*(4), 101–114.

Tariq, M. I., Nawaz, M. R., Nawaz, M. M., & Butt, H. A. (2013). Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market. *Journal of Basic and Applied Scientific Research*, *3*(2), 340-347.

Teddlie, C., & Tashakkori, A. (2003). Major issues and controversies in the use of mixed methods in the social and behvioral sciences. *Handbook of Mixed Methods in Social & Behavioral Research*, 3-50.

Tellis, G. (2004). Effective advertising. Understanding when, how and why advertising. *Journal of Advertising*, *33*(1), 43-53.

Till, B. D., & Shimp, T. A. (1998). Endorsers in advertising: The case of negative celebrity information. *Journal of Advertising*, *27*(1), 67-82.

Tirtiroglu, E., & Elbeck, M. (2008). Qualifying purchase intentions using queueing theory. *Journal of Applied Quantitative Methods*, *3*(2), 167-178.

Vaibhav M., & Anubha Vashisth (2017). Is advertising medium an important constraint in consumer purchase intention: The theoretical foundation. *Journal of General Management Research, 4*(1), 38-45.

Vakratsas, D., & Ambler, T. (1999). How advertising works: What do we really know?. *The Journal of Marketing*, 26-43.

Venkatesh, M. S., & Senthilkumar, N. (2015). Effectiveness of humor advertising on advertising success. *International Journal of Management and Social Science Research Review*, *1*(9), 171-179.

Verkaik, R. (2016). *Jihadi John: The making of a terrorist*. New York: One world Publications.

Wahab, N. A., Hassan, L. F. A., Shahid, S. A. M., & Maon, S. N. (2016). The relationship between marketing mix and customer loyalty in hijab industry: the mediating effect of customer satisfaction. *Procedia Economics and Finance*, *37*, 366-371.

Warrington, P., & Shim, S. (2000). An empirical investigation of the relationship between product involvement and brand commitment. *Psychology and Marketing*, *17*(9), 761-782.

Williams, C. (2011). Research methods. *Journal of Business and Economics Research*, *5*(3), 142-152.

Wirtz, J., Mattila, A. S., & Tan, R. L. (2000). The moderating role of target-arousal on the impact of affect on satisfaction—an examination in the context of service experiences. *Journal of Retailing*, *76*(3), 347-365.

Wu, G., & Wu, G. (2006). Conceptualizing and measuring the perceived interactivity of websites. *Journal of Current Issues and Research in Advertising*, *28*(1), 87-104.

Yang, H. L., & Wang, C. S. (2008). Product placement of computer games in cyberspace. *CyberPsychology and Behavior*, *11*(4), 399-404.

Young, R. B., & Javalgi, R. G. (2007). International marketing research: A global project management perspective. *Business Horizons*, *50*(2), 113-122.

Zajonc, R. B., Markus, H., & Wilson, W. R. (1974). Exposure effects and associative learning. *Journal of Experimental Social Psychology*, *10*(3), 248-263.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *The Journal of Marketing*, 31-46.

Zikmund, W. G. (2000). *Business research methods*. United Kingdom: Sage Publication.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. New York: Cengage Learning.

Zipporah, M. M., & Mberia, H. K. (2014). The effects of celebrity endorsement in advertisements. *International Journal of Academic Research in Economics and Management Sciences*, *3*(5), 178.

APPENDIX

QUESTIONNAIRE

This study is being conducted to assess the impact of advertisement on customers' buying intentions in Societe Generale Ghana. Permission has been granted by management of this bank and therefore feel free and provide me with the right information to make this project a success. Your privacy, unanimity and confidentiality are keen protected. The study is for academic purpose only.

Instruction

Kindly write or tick [√] where appropriate

Section A: Demographic Information of Respondents

1. Sex   a. Male [ ] b. Female [ ]

2. Account type status a. Saving account [ ] b. Current account [ ]

3. How many years have you been a customer of Societe Genrale? [   ]

Section B: State Customer Awareness of Advertising of Societe Genrale?

4. Are you exposed to advertising of Societe Genrale? a. Yes [ ] b. No [ ]

5. How often are you exposed to advertising of Societe Genrale in a day?

   a. Not at all   [ ]

   b. Once   [ ]

   c. Two times   [ ]

   d. Three times   [ ]

97

6. Which of these media advertising of Societe Genrale are you exposed to?

   a. Radio advertisement   [ ]

   b. Television advertisement   [ ]

   c. Social media advertisement   [ ]

   d. Billboard advertisement   [ ]

   e. Print/Graphic advertising   [ ]

   f. Magazines   [ ]

7. Do you rely on advertising for making buying decisions in banking?

   a. Yes   [ ]

   b. No   [ ]

8. Have you been influenced by advertising of Societe Genrale to buy products from the bank?   a. Yes [ ] b. No [ ]

9. How often are you influenced by advertising of Societe Generale to buy banking products?

   a. Not at all   [ ]

   b. Sometimes   [ ]

   c. Most times   [ ]

   d. All the time   [ ]

10. Which of these products did you buy based on advertising at Societe Genrale?

Account products

   a. Current Account [ ] b. Kit Account   [ ] c. Special Student Current Account [ ] d. Savings Account [ ] e. Money Remittance [

] f. Privilege Safe Deposit Box [　] g. Student Account [　] h. My

First Account [　] i. Sikanet [　] j. Sikatext [　] k. Sikatel [　]

Card Products

a. Express cards [　] b. Gold card [　] c. E-Zwich [　]

Credit Products

a. Loans and overdraft [　] b. Auto loan [　] c. Relief credit [　] d.
   Institutional loan [　] e. School fees loan [　] f. Special students
   educational loan [　] g. Finance lease [　] h. Overdraft [　]

Money remittance

a. Moneygram [　] b. Western union [　] c. Banassurance [　] d. Sound
   drive [　] e. Sound cash [　] f. Sound educational plan [　] g. Sound
   funeral [　] h. Sound home [　]
   Services

a. Privilege banking [　] b. Cards [　] c. Non residence services [　] d.
   Sikatext [　] e. Transfers [　] f. Easy deposit [　]

Corporate

 a. Bonds and guarantees [　] b. Working capital finance [　] c. Capital
   expenditure financing [　] d. Finance lease [　] e. Export trade
   services [　] f. Import trade services [　] g. Inward and outward
   services [　] h. Clearing international cheques [　] i. Structured
   finance [　] j. Treasury services [　]

11. Which advertising media influences you most in your banking product
    buying?

a. Radio advertisement   [ ]

b. Television advertisement   [ ]

c. Social media advertisement   [ ]

d. Billboard advertisement   [ ]

e. Print/Graphic advertising   [ ]

f. Magazines   [ ]

12. To what extent do you agree that Societe Generale's advertising contain credible product information?

a. Strongly disagree [ ]

b. Disagree   [ ]

c. Indifferent   [ ]

d. Agree   [ ]

e. Strongly agree   [ ]

13. To what extent do you agree that advertising identifies Societe Generale as the originator of such advert?

a. Strongly disagree [ ]

b. Disagree   [ ]

c. Indifferent   [ ]

d. Agree   [ ]

e. Strongly agree   [ ]

14. To what extent do you agree that advertising by Societe Generale's features famous persons in Ghana?

a. Strongly disagree [ ]

b. Disagree   [ ]

c. Indifferent   [ ]

d. Agree   [ ]

e. Strongly agree   [ ]

15. To what extent do you agree that stories told behind advertising by Societe Generale perfectly depicts exactly what customers get from Societe Generale?

a. Strongly disagree [ ]

b. Disagree   [ ]

c. Indifferent   [ ]

d. Agree   [ ]

e. Strongly agree   [ ]

16. To what extent do you agree that advertising by Societe Generale's grabs your attention?

a. Strongly disagree [ ]

b. Disagree   [ ]

c. Indifferent   [ ]

d. Agree   [ ]

e. Strongly agree   [ ]

17. How often are you exposed to Societe Generale's advertising?

Where: 1-Once a day; 2-Twice a day; 3-Thrice a day; 4-Four times a day

No	Advertising type	1	2	3	4
1	Radio advertisement				
2	Television advertisement				
3	Social media advertisement				
4	Billboard advertisement				

5	Print/Graphic advertising				
6	Magazines				

Section C: Dimensions of Advertising

18. To what extent do you agree with the following statement?

Where: 1-Strongly disagree; 2-disagree; 3-Agree; 4-Moderately agree; 5-Strongly agree

No	Advertising dimension variables	1	2	3	4	5
1	Societe Generale's advertisement contains relevant news					
2	Societe Generale's advertisement reinforces preferences for advertised brand					
3	Societe Generale's advertisement entertains customers					
4	Societe Generale's advertisement puts the interest of customers at hand not only business interest					
5	Advertisement by Societe Generale are easy to be familiar with					
6	There is no confusion regarding the content of advertisement by Societe General					

Section D: Advertising Role in Influencing Customer Purchase Decision Making

19. Which of these advertising do you like most?

    a. Radio advertising   [ ]

    b. Television advertising   [ ]

c. Social media advertisement [ ]

d. Billboard advertisement [ ]

e. Print/Graphic advertising [ ]

f. Magazines [ ]

20. Which of these media of advertising reaches you mostly and conveniently?

a. Radio advertising [ ]

b. Television advertising [ ]

c. Social media advertisement [ ]

d. Billboard advertisement [ ]

e. Print/Graphic advertising [ ]

f. Magazines [ ]

21. To what extent do you agree to the following statements?

Where: 1-Strongly disagree; 2-disagree; 3-Agree; 4-Moderately agree; 5-Strongly agree

No	Advertising role variables	1	2	3	4	5
1	I prefer advertised products of Societe Generale than unadvertised products					
2	Advertising influences me to buy advertised products					
3	Advertising reminds me of brands to buy from Societe Generale					
4	Advertising catches my attention to advertised brands of Societe Generale than to unadvertised brand					
5	Advertising informs me about the existence of brands of Societe Generale					

6	I am made aware of products of Societe Gnerale through advertising campaign of the firm					
7	I am educated about brands of Societe Generale's through advertising campaigns					
8	Advertising of Societe Generale makes it easy for me to recall advertised brands when searching for brands to patronize					
9	Societe Gnerale's adverts signal about the quality of their advertised brands					
10	I evaluate brands' performance of Societe Societe Generale through the adverts the firm makes					
11	Advertised brands of Societe Generale are prestigious than that of unadvertised competing brands					
12	Societe Generale is professional than other banks because its advertises it brands continuously					
13	I buying advertised products of Societe Generale than unadvertised brands					
14	Advertisement of Societe Generale persuades me to buy its products					

Section E: State of Satisfaction with Advertising

22. To what extent do you agree that you are satisfied with the following aspect of advertising by Societe General?

Where: 1-Not at all satisfied; 2-Slightly satisfied; 3-satisfied; 4-Moderately satisfied 5-Very satisfied

No	Advertising variables	1	2	3	4	5
1	Advertising media type					
2	Advertising media coverage					
3	Frequency of advertising					
4	Content of advertisement/brand information					
5	Advertising source credibility					
6	Informational role of advertising					
7	Timing of advertising					
8	Persuasiveness of advertising					
9	Language for advertising					
10	Consistency of message themes					
11	Advertising purpose					
12	Product risks					

Section F: Purchase Intentions

23. To what extent do you agree with the following statements?

Where: 1-Strongly disagree; 2-disagree; 3-Agree; 4-Moderately agree; 5-Strongly agree

No	Advertising variables	1	2	3	4	5
1	Advertising influences my decision to purchase banking products					
2	I prefer advertised banking products to non-advertised banking products					
3	I get to know new products of Societe					

	General through advertising						
4	Advertising provides me with enough information to decide on banker to choose						
5	I consider advertising of banking products in my purchasing decisions						
6	I am more likely to buy advertised products of Societe Generale						
7	I will buy only advertised banking products						