

SOURCES OF ADVERTISEMENT MESSAGES AND THEIR IMPACTS ON
PURCHASING BEHAVIOUR: A CASE STUDY OF WALTER SISULU UNIVERSITY
STUDENTS

OLADIMEJI, OLAWUMI KATE

NOVEMBER 2013

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STUDENTS

BY

OLADIMEJI, OLAWUMI KATE

STUDENT NUMBER: 201207855

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NOVEMBER 2013

DECLARATION

I, Olawumi Kate Oladimeji hereby declare that the work contained in this dissertation is entirely my own work, except where it is attributed to other authors or sources. This work has not been submitted for a degree in any other university.

.....

Signature

.....

Date

DEDICATION

This work is dedicated to my husband, Adeyinka Abiodun Alabi, for his unrelenting support and encouragement.

This work is also dedicated to my parents Professor and Mrs. Oladimeji for being role models to me and helping me to create a vision for my future.

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ABSTRACT

The purpose of this research was to investigate the sources of advertisement messages and the impacts they have on the buying behaviour of students of Walter Sisulu University (WSU), and examine whether traditional mass media advertising still influences the students' decision to buy and whether advancement in communication technology affects how the students receive information. This study also investigated the impact of traditional mass media advertising in comparison to new media advertising.

Questionnaires were administered to students of WSU, Mthatha campus. The survey was conducted within the period of February 2013 – March 2013. The desired sample size was 270 students. A final sample of 220 valid responses was analysed, representing 81% of the desired sample. The study revealed that majority are aware of television while billboards and direct mails have the least awareness. The results also revealed that 78% of the respondents felt that traditional mass media still influences their buying behaviour, (90%) of the respondents prefer the traditional mass media advertising. This study demonstrated that the students of WSU are aware and exposed to the various sources of advertisement messages. In addition, existing literature and this research report have shown that the various mediums have distinctive characteristics which make them unique. In spite of the advent of modern technology, the traditional mass media still influences buying behaviour with television being the most influential media.

ACRONYMS

Ad - Advertisement

Advert – Advertisement

TV - Television

WSU -Walter Sisulu University

KEYWORDS

**Traditional mass media advertising, new media advertising (internet advertising),
Advertisements, Communication, buying behaviour**

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CHAPTER ONE – INTRODUCTION

1.1 Introduction

The proliferation of the media through modern technology and other factors have profoundly changed the way consumers source for information and process information. Consumers now have variety of media choices to receive commercial contents (Kotler and Keller, 2009). Rapid changes in technology are also rapidly changing mass communication. Media are merging and converging as newspapers, magazines, broadcasting, books and advertising now also appear in cyberspace (Gamble and Gamble 2005). According to Gamble et al (2005), presently in the United States more computers are sold than television sets and people tend to spend more time using personal computers than they spend viewing television or other media.

Against this background, traditional media has received increased criticism. Critics maintain that it has lost its effectiveness as a source of advertisement messages and also lost its ability to make a strong impression on the younger audience and that the future of advertising lies with the new media (Kotler et al 2009). A study has revealed that the demands for advertised products are heavily influenced by the people's attitude towards advertisements and today's younger generation also influence buying decisions (Priya, Baisya, Sharma, 2010). People's attitudes are largely dependent on their cognitive ability while trying to interpret the advertisements they are exposed to and hence form different attitudes towards them (Priya et al., 2010).

Furthermore, another study has also revealed that because of the speed of technological innovation, the new media advertising tends to threaten the traditional mass media advertising and is likely to attain prominence faster than the traditional mass media advertising (Dickey and Lewis, 2010).

This shift in paradigm in technological advancement has affected the advertising world. As a result of these changes, this study intends to find out the sources of advertisement messages and their varying impacts on the purchasing behaviour of Walter Sisulu University (WSU) students.

1.2 Problem Statement

Advertising entails communicating of advertisement messages or commercials through historically established media such as television, radio, outdoor (billboards), print, direct mail and the most recent addition to the media; the new media, which is known for its interactivity, immediateness, user control, flexibility and freedom (Lesame, 2005). With this rapid change in technology which is also rapidly changing mass communication (Gamble et al., 2005), traditional mass media which has been an effective source of advertisement messages has received increased criticism to have lost its ability to make a strong impression on the younger audience. Critics maintain that it has eroded its effectiveness as an effective source of advertising and the future of advertising lies with the new media. However, supporters of traditional media disagree, contending that the impact of the traditional mass media is unsurpassed (Kotler et al., 2009).

In recent times youths are embracing the new technologies more rapidly than adults and as a result of their increased spending power, they have become a valuable target market for advertisers (Montgomery, 2000; Priya, Baisya, Sharma 2010:). This study therefore intends to gain more insight into the various sources of advertisement messages and their varying impacts on the purchasing behaviour of the younger audience using WSU students as a case study.

1.3 Research Questions

The research questions that this study seeks to answer are:

1. What are the sources of advertisement messages and how do these impact on the purchasing behaviour of WSU students?
2. To what extent are traditional mass media advertisements effective in influencing WSU students' purchasing behaviour?
3. To what extent has advancement in information and communication technologies affected WSU students' sources of receiving advertisement messages?
4. How much impact do the new media advertisements have on WSU students' purchasing behaviour in comparison to those from the traditional mass media?

1.4 Research aims and Objectives

This study aims at investigating the sources of advertisement messages and the impact they have on the purchasing behaviour of Walter Sisulu University (WSU) Students. Therefore the following objectives are relevant to this study:

1. To determine the sources of advertisement messages and their varying impacts on the purchasing behaviour of WSU students.
2. To establish the extent to which traditional mass media advertisements are effective in influencing WSU students' purchasing behaviour?
3. To ascertain the extent to which advancement in information and communication technologies has affected WSU students' sources of receiving advertisement messages.
4. To find out if the new media advertisements impact more on WSU students' purchasing behaviour than those from the traditional mass media.

1.5 Research Settings

Walter Sisulu University is situated in the Eastern Cape Province of South Africa. This University has four campuses located in different districts within the province. These campuses are in Buffalo City, Butherworth, Queenstown and Mthatha. For the purpose of this study, students from Mthatha Campus have been selected. Mthatha Campus is located in Mthatha district of the Eastern Cape Province. The Campus has two sites i.e one at Nelson Mandela drive and the other at Zamukulungisa Heights. This campus hosts over 6 000 students who represent a fraction of today's youths that are involved in making buying decisions.

1.6 Significance of the study

The researcher envisages that the findings of this study will serve as a guide for advertising agencies and companies in the improvement of campaign/marketing strategies. The researcher also envisages that the findings of this study will help to contribute to the existing knowledge in the area of technological advancement and the mass media. The results of this study shall be useful for further research undertakings on the impact of advertisements on consumer behaviour.

1.7 Outline of the study

Chapter one (Introduction): This chapter gives a brief introduction to the study, the purpose, objectives, significance of the study as well as the outline of the study.

Chapters two (Literature Review): This chapter gives an overview of issues that give a better insight to understanding the research problem and identify the knowledge gap this study seeks to investigate. The literature review looks at the traditional mass media and new media as sources of advertisement messages and how these media impact on purchasing behaviour. This chapter also discusses the consumers' buying behaviour process, factors influencing the consumers' responses and the theoretical framework that drives this study.

Chapter Three (Methodology): The methodology to be applied is discussed in this chapter. Justification of the selected methods is also provided and linking them to the

goals of this research. It also discusses how data was analyzed in order to bring out results.

Chapters four (data presentation, analysis, interpretation and discussion): This chapter presents the findings and interpretation of data collected for this research. This chapter also provides most details that respond to the research questions outlined in chapter 1.

Chapter five (conclusion and recommendations): This chapter provides the conclusion, recommendations and limitations to the research based on the data presented in chapter 4. It also provides an in-depth insight to the sources of advertisement messages and their varying impacts on WSU students.

CHAPTER TWO – LITERATURE REVIEW

2.1 Introduction

The trends in advertising in recent times seem to be taking a whole new direction. The history of advertising can be traced back to the ancient times when the Egyptians made use of papyrus and wall posters for their sales messages (Sangers, 2013). Advertising then grew to the use of street callers to announce the presence of goods for sale; this was in form of word of mouth advertising. However during the 17th century when the society became more advanced and learned, advertisements (ads) began to develop. Advertisements began to appear in newspapers and handbills. As advertising progressed, it ventured into other forms. It appeared in other media besides the newspaper although print became a popular method for advertising. Then radio also started introducing ads and as a result, other ads stemmed and today we have several different forms of advertising (Sangers, 2013).

Today, advertising sources range from the traditional media comprising of television, print, radio, billboards and direct mails to the new media (internet advertising). According to Wang, Zhang, Choi and D'Eredita (2002), the development of the internet is resulting in great growth of online advertising thus increasing the competition among other advertising sources. Malthouse, Friege, Gensler, Lobschat, Rengaswamy and Skiera (2010) also state that with new media channels such as Facebook, YouTube, Google, and Twitter, customers are now able to take a more active role as market players that can be reached by almost everyone anywhere and anytime. This is likely to threaten traditional media advertising. Rust and Oliver (1994) point out that the new

media is likely to bring about the death of traditional media advertising. However, Kotler et al., (2009) argue that the impact of the traditional media is unsurpassed especially the multisensory impact of television and that no other media option offers the same potential impact. This study will review relevant literatures on advertising, the various sources of advertising and their impacts on the young consumers.

2.2 Advertising: An Overview

Advertising has been defined by various authors, yet they share a lot of similarities. Taflinger (1996) defined advertising as a non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. In a similar definition, advertising can be seen as any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertisements can be a cost effective way to disseminate messages either to build a brand preference or to educate people (Kotler et al., 2009). According to Waldt, Loggerenberg and Wehmeyer (2009), advertising can be defined as a message that is paid for, controlled and directed to the masses in an impersonal manner.

Advertising also creates a personality for the product being advertised. Blackwell, Miniard and Engel in Waldt et al.,(2009) state that a brand image is communicated through advertising and it creates a personality for the product being sold in order to make the product stand out amongst its competitors.

Advertising provides a direct line of communication to existing and prospective customers about products or services. The purpose of advertising is to make customers aware of one's products or services. It is also to convince customers that a company's product or service is right for their needs. With advertisement, a desire is created for the product or service, the image of the company is enhanced, new products or services are announced and sales people's messages are reinforced. As a result, it makes customers to take the next step by asking for more information, requesting sample, placing an order, and so on (Taflinger, 1996).

Advertising follows four major steps; AIDA: Awareness, Interest, Desire, and Action. This means that marketers need to make prospective customers aware that their product or service exists, build their interest in what their products or services can offer them, create a desire to make them want to try their products or services, and then take action, by asking for more information or actually buying the products. According to Bishnot and Sharma (2009), even in today's challenging media environment, good advertisements can still pay off. However, a good advertisement to a large extent depends on the advertising message as well as the medium used to convey the message. An advertisement's impact depends not only on what it says, but more importantly how it says it. Advertising messages can be conveyed through various sources or media. The following sections examine traditional media (television, print, radio, billboards and direct mails) and the new media (internet advertising) as sources of advertisements.

2.2.1 The traditional media as sources of advertisements

The traditional mass media are generally defined as those channels of communication which are capable of reaching heterogeneous audiences simultaneously with uniform messages (Taflinger, 2006). These include radio, television, print, outdoor and direct mail. Television and radio are generally acknowledged as very powerful advertising media based on their ability to reach a broad spectrum of consumers. Television advertising has the strength of vividly demonstrating product attributes and persuasively explaining its benefits to the consumers with its audio and visual features (Kotler et al., 2009). Radio by contrast lacks visual features and its relatively passive message can affect how the consumers process the message (Kotler et al., 2009). However, both television and radio advertising have had a positive impact on both the viewers and the advertisers. In terms of viewership, previous studies have revealed increased viewership of television advertisements and companies have asserted that television adverts can improve brand equity and, affect sales and profits (Saksena, 1990). However, Kotler et al.,(2009) revealed a decline in television viewers. This probably could be as a result of the advent of the new media.

Contrarily, print advertisements which comprises mainly of newspaper and magazine advertisements are different to broadcast media because readers are exposed to them at their own pace. They have the advantage of being timely, pervasive, in addition with the ability to provide detailed product information, usage and imagery. However, the static nature of the visuals makes it difficult for dramatic demonstrations (Bishnot and Sharma, 2009). They are also disadvantaged in terms of poor reproduction quality and short shelf life which can diminish the advertisements impact (Kotler et al., 2009).

Outdoor advertising is also a creative form of grabbing the consumers' attention in places where they work, play and shop and the billboard is one of the available options to reach out to consumers (Kotler et al., 2009). Billboard advertising is known for its high exposure, low cost and low competition. However, it has some limitations in terms of its audience selectivity and creative restrictions. Direct mail is the most heavily used direct marketing medium. The mail is the third largest advertising medium after newspaper and television because it can be directed to a specific target audience and is known to communicate a lot of information about a product or service at a relatively low cost (Kotler et al., 2009). These sources of advertisement messages are discussed extensively in the sub- sections below:

2.2.2 Television

The word television was derived from the Greek prefix 'Tele'- meaning far or far off - combined with the word 'vision'(Gabriel, 2006). This describes one of the greatest medium in the field of mass communication. TV can be said to be a persuasive medium of communication due to its combination of colour, sound and action. Gabriel (2006) state that television attracts more viewers than any other medium of mass communication. TV as an advertising medium originally stemmed from radio advertising. Initially, radio campaigns were simply used as a means of selling commonly used products. However, as advertisers began to realize that this could be an effective means of communicating with the audience, they began to look for new and more innovative ways to draw public attention and aim it towards the product in question (Goberman, 2011).

A radio broadcast by the station WEAJ in New York City on August 28, 1922 is a referral point for radio advertising broadcasting. Part of its programming was a 10-minute advertisement for apartment housing. However this paved the way for the growth in marketing and towards the end of the 1920s, radio advertising was beginning to dominate the airwaves. However, 1948 was the year for television advertising. This was as a result of the end of world war II and the affordability of more television sets by more people. After a lot of research and surveys of what the public wanted to see in their television sets, marketers moved in. The first advertising angle entailed making the titles of given shows feature the name or certain products or product lines. Some of the shows then included: Colgate Comedy Hour and Coke Time (Goberman, 2011).

As the popularity of television increased, companies began to realize that there should be a more profitable alternative to the one-product-per-show advertising which they were using. The public first began to experience television advertising when NBC executive L. Weaver came into power. Weaver introduced a new concept to television advertising in which sponsors would purchase blocks of time during a show so as to allow multiple sponsors for any given show. This relieved agencies of all production costs and it served as an avenue for stations to generate multiple streams of revenues from different products (Goberman, 2011). By 1960, this was an adapted way of doing things in the television advertising industry and it has remained unchanged.

Television is an effective medium of advertising and it has proven to be effective as it appeals to both the eye and the ear. It generates an audio-visual impact when a product is shown and this in turn has the potential to win over potential buyers. Television

advertising is useful not only for the advertiser but also for the consumer. Due to the combination of colour, sound and action, TV offers advantages of showing and demonstrating the product (Mathur, 2012). It provides the advertiser the opportunity to interact commercially, economically and conveniently with the target audience. It also provides the consumer the knowledge about products and the launch of new products (Gabriel, 2006). According to Kotwal, Gupta and Arjee, (2008), television is an important tool for advertising due to its wide coverage and its audio and visual features. Every advertiser intends to spread his ideas, products and services to prospective customers and therefore chooses from the variety of medium available to advertise the product. The choice of mass media however is dependent on the target audience. Most often, television is usually chosen over other medium due to the combination of its audio and visual features which gives the television an advantage over every other medium (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman and Ahmad, 2013). These features provide the product with instant validity and prominence and offer creative advertising. Television also has the power of repetition; the advertisement can be repeated so that a sufficient number of viewers can view it. This ensures impact and helps audiences recall (Mathur, 2012).

Television advertising has its limitations as it tends to reach mass audiences, and where a selective audience is concerned, the print media becomes a better option because of its voluntary exposure. More so, if the advert requires a lot of details then the newspaper or magazine has an advantage. Due to the high production cost, a lot of advertisers with low budgets and who intend to appeal to a smaller market will opt for

other media options (Mathur, 2012). The television is an accessible medium which appeals to both the old and young generation and can be found in most rural or urban households and its reaction seems to be more than the print or radio. Advertisers are aware of how effective this medium can be and as such capitalize on this knowledge (Kotwal et al., 2008).

2.2.3 Radio

Radio is also described as the most pervasive medium of all, reaching more individuals than any other single medium. The main advantage of radio over other media is its accessibility. There are large numbers of radio stations around the world aimed at specific audiences ranging from geography to taste (Goberman, 2011). Another advantage of radio as a medium of advertising is its low cost in terms of production. According to Prospero Digital Agency (2012), it is relatively inexpensive to produce voice commercials for radio. Therefore, advertisers with a low budget are likely to opt for this medium as long as it reaches the expected target audience. Mathur (2012), also asserts that radio is often the most cost effective medium available to an advertiser, the production cost for preparing radio ads are quite low, and preparation for an ad often costs nothing if the spot is read live during a local broadcast. Other benefits of radio as a medium of advertising include:

Selectivity: Radio stations broadcast in different formats. This however provides the advertisers with a large degree of selectivity in media planning.

Flexibility: Radio most likely has the shortest lead time for material, thereby enabling advertisers to change their messages at the last minute before going on air. In some instances, where disk jockeys read the advertising messages, the message may even be changed to studio (Goberman, 2011).

Potential for mental imagery: Radio also enables the listener to be able to use his or her imagination when listening to a radio commercial (Prospero digital agency 2012). Mathur (2012) also states that the listener has to create visual images and successfully get involved in the process.

The creativity and imaginative power of the listener can also be enhanced with the use of sound effects. The use of sound, whether vocal or musical, also makes it a live medium compared with passive and static media such as the newspaper, outdoor, print, direct mail and point of sales displays (Rajagopal, 2010:4). .

Integrated marketing opportunities: Advertisers make use of numerous radio personalities and radio stations in their involvement in local markets and as part of their overall marketing and advertising campaigns.

The ability to reach segmented audiences: Radio has the potential of successfully reaching specific audience due to the fact that it comes in so many formats and it sometimes specifically focuses on regional or lifestyle audiences. Radio has wide reach and does not have any geographical barriers (Prospero digital agency, 2012). It reaches listeners in their homes, cars and offices. Due to the low cost of radio time, advertisers have the opportunity to frequently repeat messages at an affordable cost (Mathur, 2012).

An intrusive medium: Radio is an intrusive medium. A listener does not have to be actively involved in getting the message to hear it.

According to Mathur (2012), the objective of every advertiser is to have widest reach in order to attract customers. As mentioned earlier, radio helps advertisers due to its low cost but there are certain guidelines to achieve this. Mathur (2012) states that the advertising message should excite the listener's imagination and concentrate on one main persuasive thrust while keeping the target consumer in mind. The message should also be clear and the right sound effects should be used.

As mentioned earlier, radio as a medium of advertising has the potential to reach a very wide audience due to the fact that there are various radio stations around all geographical locations. Radio is affordable as well as accessible. Mathur (2012) states that radio as a medium of the spoken word can easily be understood even by illiterates as it uses conversational, simple and direct language. Depending on the product being advertised and the target audience, the advertised message can even be communicated in the native language.

However, Beattie and Shovelton, (2005) in Rajagopal (2010) state that the design of effective communications depends on an adequate model of the communication process. In traditional model, speech conveys semantic information and gesture conveys information about emotion and interpersonal attitudes. Radio advertisements which have more than one voice induce higher emotions as message is split between

voice and language which drives significant differences in communicative effectiveness. However, in as much as the use of sounds seems to be an advantage of radio advertising, Mathur (2012) points out that its lack of visuals is a disadvantage of this medium due to the fact that it may be difficult to talk about a product that a listener knows nothing about. Another disadvantage of radio advertising is that the ad suffers from "air clutter"; a situation whereby so many ad messages come up simultaneously thereby affecting the attention level of the listener. Furthermore, station produced adverts use station talents as a result there is a tendency for the ads to sound similar and this can distract the listener's attention level. Radio is still regarded as an important medium in marketing and advertising as it holds a marginal share among the main media categories, for example newspaper and television (Rajagopal, 2010).

2.2.4 Print (Newspapers and Magazines)

Timothy (2012) emphasizes the importance of both the newspaper and magazine as marketing tools stating that as the digital age advances and as hard as it may seem, the print media is still a worthwhile endeavour. With the advent of corporate blogs and social media strategies, it may be argued that online advertising alone is sufficient to appeal to the younger generation. However as effective as online marketing campaigns can be, no business should dismiss print media as part of their overall marketing strategy (Timothy, 2012). Print media is still an important piece of the marketing puzzle. Timothy (2012) further states that even as the new media continues to gain popularity, traditional print media is still a powerful marketing tool to reach out to consumers.

Even with laptops and smart phones, print media still retains the ultimate portability. It's available everywhere and to everyone, whether there's service or power. A study has revealed that many consumers still prefer traditional print material, such as magazines and newspapers, over electronic versions (Gabriel, 2006). Although messages can be sent and shared via the electronic media easier and faster, printed publications are often more visible to the average consumer. No specific keyword, special account or access is required, therefore being computer literate or not is not an obstacle.

Newspaper

Mathur (2012), states that there are certain advantages of the newspaper as an advertising medium. The newspaper is one of the cheapest means of reaching a large number of unknown or unidentified prospective readers who are prospective buyers. Newspaper advertisements can be inserted quickly, it could be done overnight by using telephone, fax and internet. Response to these advertisements can be achieved by means of coupons or by interacting through telephone, fax, email and website addresses. Mathur (2012), further states that newspaper advertising can be targeted at certain segment of people by using the newspaper these individuals read. Also it has more space for advertisements while this is not the case in other media like radio and television. Advertisements for particular products or services are often grouped together in order to make it economical for each advertiser to buy only a small space. Newspaper advertisements can be re-read and retained as newspapers can be carried about and read almost anywhere.

Mathur (2012) also points out some of the disadvantages of the newspaper as an advertising medium: Print materials are concerned with literacy. Therefore, newspaper has its limitations in those countries where literacy rate is poor. For instance in India, the average literacy rate is not more than 55 percent. This implies that about 45 percent are not newspaper audience. According to Timothy (2012), other disadvantages include:

Short Life: Newspaper life is short and cannot service more than a day. More so, today's readers don't find a lot of time to read the newspapers and they are quick to get exhausted and bored.

Passive Medium: It is often seen that the interest of readers to read the press advertisement is very low, while film, radio and T.V. have captive audience. It has become necessary to change the presentation of newspaper advertisements to catch and hold the attention of readers.

Static Medium: The newspaper is a static medium. The newspaper advertisements lack realism of sound, movement and colour in comparison to the T.V. and cinema, and the sound of radio advertisements.

Cluster: Due to the wide range of advertisements in the newspaper, readers have to make efforts to reach the particular advert which appeals to them. With most other media, each advertisement is presented individually and can be absorbed once at a time.

Magazine

The magazine as a medium of communication is traditionally a medium of light entertainment. It includes articles of stories and it is published at regular intervals. Most

magazines include illustrations as well as advertisements, which are the chief resources of revenue. According to Mathur (2012), magazines more than any other media option provide advertisers with a choice of highly selective alternatives that offers a wide variety of formats and contexts. The magazine is highly fragmented and is categorized according to target audience (Timothy, 2012). Advertisers acknowledge the magazine as a relevant medium of advertising due to the following reasons:

Audience Selectivity: Magazine has the ability to direct consumers, which makes its consumers highly selective. This selectivity can be based on demographics, lifestyle or special interests.

Audience Interests: Magazine contents have the capacity to attract the audience comparatively more than other print media (Mathur 2012). Mathur (2012) states that though television programming attracts audience but magazines have the advantages of giving the audience voluntary exposure to the advertisement.

Creative Opportunities: Magazine advertisements provide the opportunity for a wide range of creativity. The variations in the size of the advertisements, colour and the use of white spaces bring about a flexible and favourable creative environment.

Long Life: Most often magazines come with special issues which are kept and re-read by readers. These special editions also increase the sales drastically. This is one advantage the magazine has over the newspaper because it can be examined and data referred for over a week or a month. Some magazines are saved for a long period for future reference.

Magazine as an advertising medium also has its disadvantages and according to Mathur (2012), these include:

Limited Reach and Frequency: Magazine readers are selected and chosen few. Therefore its circulation is limited and publication is usually weekly, fortnightly or monthly. This however affects the continuity and flow of news especially when follow up stories are involved.

Clutter: According to Mathur (2012), the average magazine content is made up of half editorial entertainment content and half advertisement material. However, some highly specialized ones contain as much as 80 percent advertising. This advertising, given the narrowly defined audiences, tends to increase competition among advertisers.

Long Lead Times: Advertisers are required to submit their ads as much as 10 days in advance before the date of publication. If the submission date is missed, there can be as much as a full month's delay in placing the next advert.

2.2.5 Billboards

Billboard advertising entails the use of big and splashy messages on the board to attract attention (Taylor, Franke and Bang, 2006). This implies that the message must be short and straight to the point. Due to modern technology, this medium of advertising is impactful because technology allows for more and more innovations like talking, moving, smoking, changing and twinkling billboards. This form of advertising also has a wide reach as long as it is placed along the target audience's routes. However, Mathur

(2012) argues that with the billboard, it is hard to reach a specific audience stating that neighborhoods would have to be targeted. Other cons of utilizing the billboard as an advertising medium include: inhibited creativity as a result of space limitation, difficulty in measuring effectiveness, vandalization of the advertisement. Furthermore, placing of a billboard especially one with innovative adaptations can be quite expensive except it is placed in a particular place for a sustained amount of time. In time past, outdoor advertisements used to remain in position for weeks, months or even years. However, the innovation of science and technology has also affected it.

Billboard advertising has been criticized for its long and complex messages. Some experts suggest that billboard copy should be limited to not more than six words in order to make it impactful (Taylor et al., 2006). The impact of billboards however can vary dramatically depending on their locations, and assessing locations could be tedious, money and time consuming.

2.2.6 Direct Mails

Direct mail advertising entails sending advertising messages to target consumers through the mail. The mail is either addressed to pre-selected individuals or unaddressed and delivered to pre-selected areas. This advertising medium like print advertising or broadcast is one advertising medium that direct marketers employ to reach out to consumers (Timothy 2012). According to All Advertising Agencies (2009), the mail is the third largest advertising medium after newspapers and television because it can be directed to a specific target audience and carried out at a relatively low cost. It can be argued that direct mail advertising is a relatively expensive medium.

However, focusing on only high probability purchasers can make it cost effective (Mathur 2012). An advantage of this advertising medium is that it can be personalized to add reader appeal. Furthermore, its effectiveness can be evaluated by comparing the number of responses to the number of pieces mailed and then calculating the response rate. Therefore, advertisers are certain of the impact their ads have on prospective consumers. Where direct mail is concerned, mail readers are actively involved. People read their mail at their own time which implies that for at least a second or two, the message will have their undivided attention while they open and scan it. This medium also has its limitations; people are skeptical of the validity of the mail. Some people view the direct mail as “Junk Mail” and as a result they ignore them.

This method of advertising requires maintenance of mailing lists, of which many advertisers do not like to bother with updating mail lists (All Advertising Agencies, 2009). This however implies that some mails will go to undeliverable addresses which leads to wasting of resources.

2.3 The new media as sources of advertisements

New technologies are posing a lot of challenges in the media industry in South Africa and around the world. This is evident in the fact that the opportunity to advertise products have expanded from television, newspaper, radio to include internet sites like, youtube, facebook, twitter, my space and even electronic television stations and print. New media has created avenues for advertisers to connect more intimately with their target audience. The result is that people are becoming more user active (Gamble et al., 2005). New media possesses the characteristics of interactivity, immediateness and

flexibility. Based on these characteristics, it has been argued that that the new media advertising has more advantages over the traditional media advertising. In a study carried out to find out how consumers perceived internet advertising in comparison to traditional advertising, results revealed that the sample considered internet advertising to be more similar with direct mail based on its ability to convey information and details (Calisir, 2003). Furthermore the internet was perceived as being most distinctive from television, telemarketing and radio.

E-advertising as a new medium of advertising is discussed extensively in the sub section below.

2.3.1 E-advertising

Information and communication technologies (ICTs) allow interconnectivity i.e. communication and networking, both externally and internally. The communication revolution is creating a new economic and democratic landscape. Mobile telephone networks already carry more data in the form of text message and images than conversations (Gamble et al., 2005) and this is why mobile phones are being used as a fast and cheap way to advertise. Companies generally now use the service providers to send messages about their new product and services. This is a smart way to advertise, as messages can be personalized and carefully designed to the taste of the prospective customers.

The new media which involves the use of the internet to disseminate information possesses the characteristics of interactivity, immediateness, user control and flexibility

(Lesame, 2005). As mentioned earlier, it uses internet sites like youtube, facebook, twitter and my space. Even electronic television stations and print have their own sites which they use to convey messages to their target audiences. Critics maintain that its contents are specifically designed for different age groups, especially the younger generation resulting to the fragmentation of the media and markets (Dickey and Lewis, 2010). Mathur (2012) states that advertising on the internet can be done through registering the website on major search engines thereby making it easy for visitors to find what they are looking for or placing an “ad banner” for your site on another web site that has a lot of traffic (viewers). Ad banners allow viewers to link to a particular site by clicking on the banner.

Internet advertising can be relatively cost effective when compared to other medium of advertising with visual features like the T.V. The cost is often independent of the size of the audience. For example, a web presence will cost the same irrespective of how many viewers the site has. Another advantage of internet advertising is that advertisers can target specific types of viewers by positioning an ad banner on related web sites. According to Dickey et al., (2010), other advantages of internet advertising include timeliness of the messages because editing the content is often easy and instantaneous. Ads on the Internet can also be interactive as viewer’s feedback can be sought if required. Advertisement banners can run with as much frequency as required because the Internet is constantly available. Internet advertisers can potentially reach a global audience. Apart from language barriers, anyone at any location in the world can access information about products or services. Moreover, most websites can now be accessed in various languages.

Some disadvantages of internet advertising include difficulty to gauge the impact of advertising on the Internet in spite of its rising popularity. Furthermore, the range of cost to advertise on the Internet can vary greatly. Therefore, it is best to compare a number of highly frequented sites to determine the most cost effective site to place an advert. The distinctive features of these media have to be taken into consideration before making a choice of the appropriate advertising medium. However, understanding the consumer behaviour is also essential in ensuring that the desired response is achieved.

2.4 Consumer buying behaviour

Consumer behaviour concerns all the activities and influences that occur before, during and after the purchase process. Hawkins, Best and Coney (1998), defines consumer behaviour as the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumers. Cant et al., (2005) state that understanding consumer behaviour is relevant and important as it helps businesses and organizations to gain better understanding of why customers buy what they buy and why they respond to marketing stimuli. According to Cant et al (2005), the consumer behaviour is determined by external and internal influences which affect their decision making process. This is also the same for consumers in South Africa, just as anywhere in the world.

External influences include social factors and cultural factors while internal influences include personal factors, psychological factors, consumer motivation, perception,

learning, attitude and belief. These factors are explored in details in the sections that follow.

2.4.1 Social factors

Most marketers and advertisers constantly deal with social changes that consumers go through and this perhaps is one of the most difficult external influences marketing managers or advertisers have to forecast (Cant et al., 2005). These factors influence the product and service that consumers buy, use, as well as the price they are prepared to pay for these products and services. These factors also influence when and where consumers choose to make their purchases. Studies have revealed that society shapes the beliefs, values and norms that define an individual's taste and preference and this in turn directs the consumers' purchasing power (Priya et al., 2010). Cant et al., (2005) further state that consciously and unconsciously, people absorb a worldview that defines their relationships with themselves, others, with organizations, with the society as a whole and with nature and that this is also the case in South Africa.

Another classification of social factors affecting consumer behavior is social grouping, which is made up of small groups, social roles and status. Some of these groups have a direct influence on a person, i.e. Membership groups, groups that a person can belong to (Armstrong and Kotler, 2005), and reference groups which "serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or beliefs" (Armstrong and Kotler, 2005). Some people are however affected by groups in which they do not belong to. These reference groups include groups that a person desires to belong to. A wife, husband or a child can also have strong influences as a

consumer and thus the family is the most vital consumer buying organisation in the society (Tamboli, 2008).

Groups

Membership groups are group of people that directly affect a person's behavior. Reference groups are groups that have a direct or indirect influence on a person's attitude and behavior. Aspirational groups are groups that a person wishes to belong to. It is therefore important for the marketer/advertiser to try and identify the different reference groups of their target market since they affect the consumer in different ways (Cant et al., 2005).

Family

The family is one of the most important consumer buying segments of society and it has been reached extensively. Different family members have varying involvement on purchasing decisions from product to product, foods, household products and clothes (Tamboli, 2008).

Role and status

Every person plays multiple roles in their daily life, professional role, family or social role, and each of these roles have a certain effect on consumers buying behavior. For instance, someone can be a student in an institution and at the same time he or she has a particular role in the family. Each role has a particular status in society, and consumer

behaviour is considerably dependent on this status factor. This implies that the consumer will choose products which can be part of their status (Tamboli, 2008).

2.4.2 Cultural factors

Culture is the complex of values, ideas, attitudes and other meaningful symbols that allow human to communicate, interpret and evaluate as members of society (Blackwell, Miniard and Engel, 2001) and this influences the consumer's wants and behaviour. Although, different societal groups have their own culture that affects consumers buying behavior, the extent to which it influences the behavior tends to vary from country to country. People come together to form a cultural group and each cultural group can be divided into groups consisting of people with common life experiences and situations, also known as subcultures (Armstrong and Kotler, 2005), such as nationality, racial groups, religion, and geographical areas.

Another cultural factor to consider is the social class, which is constituted of other variables such as occupation, income, education, and wealth (Blackwell et al., 2001). These factors also tend to influence an individual's behaviour. Furthermore people's knowledge and belief are important parts of culture which to an extent determine their buying behaviour.

2.4.3 Personal factors

A buyer's decision is also influenced by personal characteristics such as age, occupation, economic situation, lifestyle, personality and self concept (Kotler, 2001). A person's demand for products shifts depends on occupation and financial situation, as well as one's stage in life. A person's lifestyle affects his/her activities, interests, and opinions and also affects the choice of products (Armstrong and Kotler, 2005). Consumers change goods and services they buy over their lifetime. Products like food, clothes and furniture are age related and consumers' choice varies over the time (Tamboli, 2008).

Lifestyle

Lifestyle is a pattern of living as expressed in an individual's activities, interests, and opinions and it varies from individual to individual (Cant et al., 2005). People coming from the same subculture may have different lifestyles. It is a mixture of habits, conventional ways of doing things, and reasoned actions and reflect an individual's attitude, values, or worldview. It profiles a person's whole pattern of acting and interacting and it also has a major impact on daily activities. For example, a student's buying behaviour is influenced by his /her lifestyle. In terms of buying clothes, a male student is likely to go for clothes which are comfortable and takes less time in selecting or makes a positive impression on the female students. According to Tamboli (2008), it is important to study the target group's lifestyle as it influences product development and advertising.

2.4.4 Psychological factors

Four objects constitute this group of factors, namely motivation, perception, learning, beliefs and attitudes. When a person is motivated, s/he acts accordingly and the actions taken are affected by the person's perception of the situation. Perception is an individual selection, organization and interpretation of the information which flows through a person's senses. When a person experiences new things, changes take place in the behaviour. As a result, new beliefs and attitudes are acquired and this tends to affect the buying behaviour (Armstrong and Kotler, 2005).

2.4.4.1 Consumer motivation

Understanding consumer motivation entails gaining more insight into why consumers do what they do. People are usually not completely aware of the forces that attract them towards some products or services and away from others. Some of these choices are influenced by the consumer's values, their priorities and their beliefs. Motivation occurs when a customer wants to satisfy a need. It can therefore be said that motivation is that driving force for all human behaviours. Every individual has needs, which the body requires to function and develop. Needs are either acquired or innate. Innate needs are physiological and help to sustain biological life such as the need for food, water, air and shelter. Acquired needs on the other hand are those needs that are learnt in response to culture and environment (Tamboli, 2008). It is important to note that for any need, there are appropriate goals to be achieved. These goals depend on the individual's personal experiences, physical capacities, cultural norms and values. as well as the

accessibility of these goals in the physical and social environment. The individual's perception of their own self also influences the specific goals they choose.

Cant et al., (2005) state that needs could be aroused and this begins with the stimulus that causes the recognition of a need. The arousal of specific needs may be caused by internal stimuli found in the individuals' physiological condition, or emotional or cognitive process or by external stimuli in the environment. This implies that there are various types of need arousal and they include; physiological, emotional, cognitive and environmental arousals.

Physiological arousal arises when the stimulus that causes the recognition of a need may come from inside of the consumer. These arousals are related to the need to satisfy involuntary basic needs like; hunger and thirst. Emotional arousal occurs as a result of latent (unconscious) needs which are most times a result of thinking or day dreaming (Tamboli, 2008). Cognitive arousal is when the cognitive awareness of a need may be triggered by a stimulus in the environment. For example, an advert by Checkers stores reporting the cut in the prices of stationeries can arouse a cognitive need in a student to go shopping for stationeries. While environmental arousal needs are activated at a specific time and are often determined by specific cues in the environment. To understand consumer's needs, researchers and psychologists have suggested various groupings of needs (Cant et al., 2005). There are various approaches to understanding and classifying consumer motivation.

2.4.4.1.1 Classification of motives (needs)

Cant et al., (2005) emphasizes Maslow's motive hierarchy as one of the approaches and this is an overall theory used to account for most human behaviour in general.

2.4.4.1.1.1 Maslow's hierarchy of needs

Maslow's hierarchy of needs is based on three premises:

- All humans adopt a set of motives through genetic endowment and social interaction
- Some motives are more basic than others.
- The most basic motives need to be satisfied to a certain level before other motives come into play.

Based on this, Maslow formulated a hierarchy of needs in which levels of motives are specified and must be attained before moving to the next level. This is depicted in figure 2.1 in the next page.

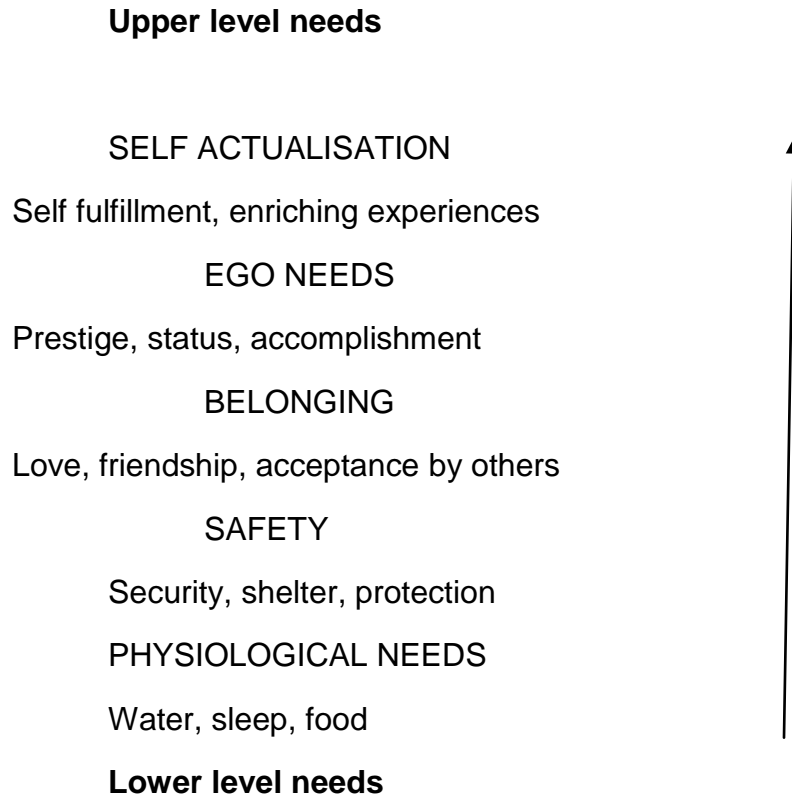


Figure 2.1: Maslow's hierarchy of needs

- Physiological needs – These needs include the consumer's basic ingredients for survival and biological functioning. They include food, drink, sex and air (Du Toit, Erasmus and Strydom, 2007). When individuals have met the physiological needs, they aspire for safety needs.
- Safety needs–This is the next level in the hierarchy and includes the consumer's need for protection from physical and emotional harm.
- The need to belong – Affiliation needs include the need for friendships, love and affection and the need to be accepted by peers.

- Self esteem needs (ego needs) – These needs include the consumer’s need for a positive self image and self respect as well as the recognition from others.
- The need for self actualization – This is the peak of the hierarchy and involves the consumers realizing their potential through growth and development (Du Toit et al., 2007)

Cant et al., (2005) also suggested McGuire’s psychological motives as another approach in understanding consumer motivation.

2.4.4.1.1.2 *McGuire’s psychological motives*

McGuire’s classification consists of two categories: internal and external motives. Internal motives are as follows (Hawkins et al., 2001):

The need for consistency: This is the need for internal equilibrium or balance. Consumers have a basic desire to have all parts of themselves consistent with each other. These parts include attitudes, behaviours, opinions and self images. For marketers or advertisers, this emphasizes the need for a consistent marketing mix. For example, marketers should not price a product that is positioned as a luxury product with an elegant design, expensive packaging, limited distribution and an exclusive advert – the same as or below the price of an average product. This inconsistency could confuse the consumers. Other internal motives include:

- The need to attribute causation: This set of motives deals with our need to determine who or what causes the things that happen to us.

- The need to categorize: This involves the need to establish categories or mental partitions that provide frame of reference.
- The need for cues: These motives reflect the need for observable cues or symbols that enable us to infer what we feel and know.
- The need for independence: This refers to the need for a feeling of self governance or self control.
- The need for novelty: Individuals often seek variety and differences out of a need to try something new.

External motives include; self expression, assertion and reinforcement motives – these are all similar motives which refer to achievement, gaining esteem, receiving admiration and expressing self identity (Cant et al., 2005).

2.4.4.2 Perception

Perception is the process by which people select, organize and interpret stimuli to the five senses of sight, sound, smell, touch and taste or it could be defined as the way in which buyers interpret or give meaning to the world around them (Solomon and Stuart, 1997) Therefore, it can be said that the process of perception involves being exposed to a stimulus, paying attention to it and then interpreting its meaning in order to respond to it. The way people process information can be likened to the computer, whereby the processing of information is in stages in which stimuli are inputted and stored. However, unlike computers people do not passively process whatever happens to be present. This implies that perception is selective; we choose a small number of the stimuli in our environment. Furthermore, various individuals will interpret this stimuli based on their

unique personalities, biases and needs. This is to say that perception is selective. Thirdly perception is based on each individual's personal experiences. This experience has built up a relatively stable cognitive organization in the individual that determines the meaning of a particular perception (Solomon and Stuart, 1997). Cant et al., (2005) state that individuals go through a perceptual process which influences the marketer's ability to reach customers in a crowded marketplace as well as enables individuals respond to advertising messages or other marketing information. The perceptual process consists of four stages, namely, exposure, attention, interpretation and memory (recall). This is depicted in figure 2.2 below.

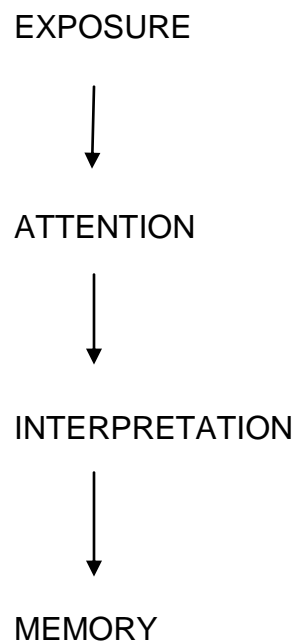


Figure 2.2: Stages in information processing

2.4.4.2.1 *Exposure*

This is the extent to which individuals or consumers notice a stimulus that is within the range of their sensory receptor. For instance, a TV commercial might have been aired in a room where a particular student was but the student did not notice as a result of being engrossed in a conversation with a roommate. This implies that the individual did not receive the stimuli for exposure to have occurred. Exposure to a message only means that it has been seen or heard and this does not mean that the individual will pay attention to it. Evidently, consumers do not all watch the same TV programme or read the same magazine. It is therefore the responsibility of the advertisers to place ad messages where targeted consumers will be exposed to them (Botha, Brink, Machad and Rudansky, 1997).

2.4.4.2.2 *Attention*

Attention refers to the extent to which the processing activity is devoted to a particular stimulus. Attention is determined by the individual, the stimulus and the situation (Botha et al., 1997).

The individual: Consumers are more likely to be aware of stimuli that relate to their current needs because interest or needs are primary characteristics that influence attention. This therefore means that a person is likely to pay more attention to adverts that relate to his or her needs.

The stimulus: The stimulus plays a major role in how an advert message gets noticed or not. Advertisers need to be aware of these characteristics and incorporate them into the

ad messages. These characteristics of stimulus include: size and intensity, colour, position and isolation.

The situation: How an individual perceives a stimulus is influenced by the context of the stimulus

2.4.4.2.3 Interpretation

As soon as a consumer is exposed to an ad message, there is a need to interpret it in a way that is intended by the marketer. Individuals tend to interpret information based on their existing beliefs, attitude, general disposition and experience (Botha et al., 1997). Consumers tend to forget what they have seen, heard and read even after attending to it. Therefore, advertisers have to come up with different advert strategies to ensure that consumers are reminded of their products and services.

2.4.4.3 Learning

Every part of an individual with regards to perception, needs, motives and attitudes are directly or indirectly determined and influenced by the ability of the consumer to learn. Furthermore, the consumers behaviour is also influenced by external determinants or group factors – the family, culture, social class and reference groups. These entire factors sum up to influence the individuals' behaviour and he or she learns and experiences in these contexts (Botha et al., 1997). As human beings, we learn and this helps us to respond better to our environment. All individuals learn but not every individual learns the same thing and at the same pace. Cant et al., (2005) state that

there are basic elements of learning and they include stimulus, response and reinforcement.

Stimulus is something that stimulates the learner's interest. This is the first essential factor for learning. Marketers can stimulate consumers using physical things such as products, brands and size or services, quality and satisfaction. As soon as a consumer perceives a stimulus, then there becomes a motivation to learn more about the stimuli.

Response: Motives stimulate learning. An advertisement is usually that which suggests a specific way to satisfy a particular motive. This may result into a responsive action from the consumer, however this action has to occur several times before it can be confirmed that learning has taken place.

Reinforcement: This increases the chances that a particular response will occur in the future as a result of stimuli. Reinforcement is a behaviour that will occur as a result of the satisfaction a consumer has derived from a response. There are two important aspects of reinforcement: Repetition and participation (Solomon et al., 1997).

Repetition: To increase reinforcement, the same action has to be performed several times. For instance, a television commercial will be placed in between a regularly shown soap opera. Therefore, consumers get used to viewing this particular commercial any time the soap is aired.

Participation: Participation enhances reinforcement. Activities such as distribution of free samples and demonstration of product usage are strategies to use in guiding consumers to a product. Once they can see it, feel it, they will see a need to know more about the product.

According to Cant et al., (2005) there are some well known theories of learning. These relevant behavioural theories are: Classical conditioning, Instrumental conditioning and cognitive theory

Classical conditioning: In this situation, a person learns an association between two stimuli because they constantly appear as a pair. Based on this pairing consumers tend to view both stimuli in the same way provided there is something to connect them in the mind of the individual. Marketers often rely on conditioned responses to reach consumers. This is usually done in an advert when they pair their brand with a likeable celebrity. This implies that the celebrity's personality rubs off onto the product itself.

Instrumental conditioning: This type of conditioning occurs when an individual learns to perform behaviour that results to a positive outcome and avoid the ones that yield negative outcomes. In comparison to classical conditioning, responses in instrumental can be more complex with the aim of achieving a goal while responses in classical conditioning are involuntarily and fairly simple. While classical conditioning involves the pairing of two stimuli, instrumental entails learning as a result of a reward received. This conditioning is usually used by marketers in form of producing quality products that satisfy the client's needs, giving discounts, making a follow up telephone call or a simple "thank you" after someone buys a product (Cant et al., 2005).

Cognitive theory: This theory emphasizes the importance of internal mental processes. Not all learning takes place due to repeated trials. This theory believes that learning

takes place as a result of thinking and problem solving. In contrast to instrumental and classical conditioning, this theory holds that problem solving involves mental processing and it stresses the role of motivation and mental manipulation to achieve a desired response. Based on this theory, there is no need for the existence of a conditioning associating two pairs before a consumer learns more about a product (Cant et al., 2005).

2.4.4.4 Attitude and belief

An attitude describes a person's consistent evaluations, feelings and tendencies towards an object or an idea. Attitude can be defined as a learned pre disposition to behave in a consistently favourable or unfavourable way toward market related objects, events or situations (Solomon et al., 1997; Cant et al., 2005). Attitudes are learned. People form attitude relevant to buying behaviour based on their experience with the product and information gotten from the mass media, such as advertisement in the newspaper, on television etc.(Cant et al., (2005) also add that attitudes are consistent however they are not necessarily permanent as they can change. Marketers/advertisers are aware of this yet it is expected that the consumers' actions will be consistent with their actions towards a particular product.

2.4.4.4.1 The ABC model of attitude

The ABC model of attitude explains the fact that there are certain factors responsible for an individual's attitude or behavioural change from one medium of advertising to another as a source of information (Cant et al., 2005). This

model is constantly used by market researchers to understand the consumers' behaviour or attitude towards an object or a product they are exposed to.

According to this model of attitude, the individual's attitude has three components: affect (feelings), behaviour (actions) and cognition (beliefs) and one or more of these components will be the dominant influence in creating a persons attitude towards the commercial environment such as a product, advertisement messages or a retail store. (Cant et al., 2005).

The cognitive component: This cognitive component consists of a customer's beliefs about a product or an object (Cant et al 2005). The cognitive theory believes that people actively use information around them to master their environment. Priya, Baisya and Sharma (2010) state that the cognitive component is also concerned with how individuals think and learn what makes up their knowledge and beliefs about a product or an object and influences their attitude towards the brand.

The affective Component: According to Cant et al., (2005) this component involves the individual's feelings and emotions towards an object. This feeling might be vague and even developed without cognitive information or feelings about the object or product. For example, an individual may feel that people acquire more information about a particular object or product from the internet search rather than from magazines or newspapers and as a result generates a negative affective reaction towards magazines and newspapers.

The behavioural component: This component represents the outcome of the cognitive and affective components and It entails the decision making process of whether to buy or not to buy. (Cant et al., 2005). What a customer does about their knowledge of and feeling towards a product is of uttermost importance to every marketer, which is why choosing the right advertising medium/media to reach the audience should not be undermined.

2.5 Consumer decision making process

Cant et al., (2005) states that consumers make buying decisions because they have needs and desires to satisfy and most often, more than one choice or alternative will satisfy their needs. This is also the case in South Africa, just like other countries of the world as consumer behaviour and the impact of advertising is usually the same. Various studies have described the decision making process as a five stage process (problem recognition stage, search for information stage, evaluation of alternatives stage, purchase stage and post purchase evaluation stage) (Cant et al., 2005; Marshal, 2012). These stages are depicted in the diagram below:

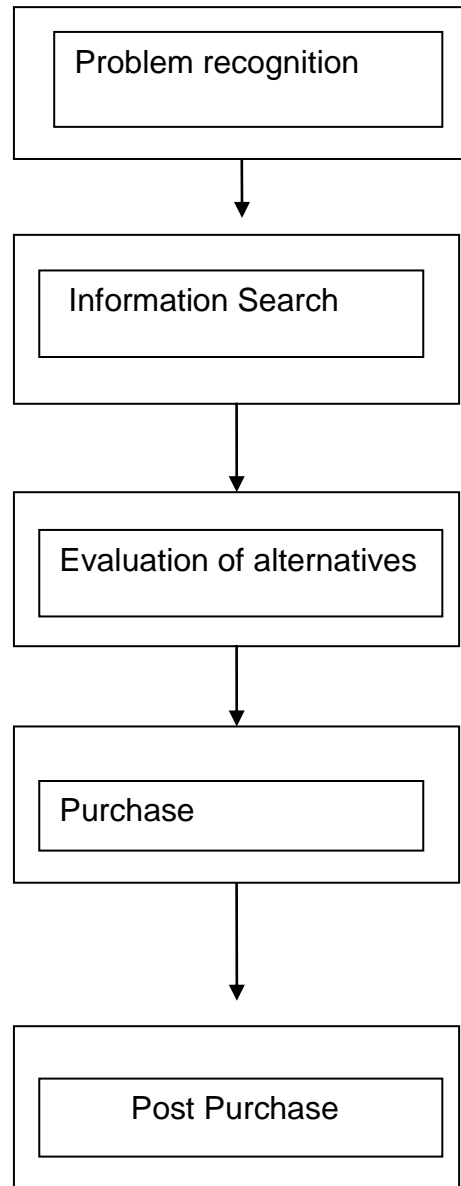


Fig 2.3: The decision making process (Cant et al., 2005)

The first stage entails the recognition of a problem. Problem recognition is an awareness of the need to change the existing state to conform to the desired state (Evans and Berman, 1997). This is a state where a consumer realizes that something is not as it should be. For example, a consumer's car is getting more difficult to start and is

not accelerating well. The difference between both state leads to a motivated behaviour which results to the second step of the decision making process.

The second stage is the information search stage. This means that once the consumer has recognized the problem, the consumer begins to look for some alternative ways of solving the problem (Cant et al., 2005). The consumer search involves both mental and physical activities carried out to obtain information on identified problems. It entails a learning process by which consumers become aware of alternative products, brands, place and price of purchase of products (Tamboli, 2008). This process gives the consumer enough information to evaluate alternatives in order to make a decision. The consumer search could be internal or external. The internal search entails information in the consumers' memory which is as a result of information acquired from a learning process. While the external search involves the information the consumer gets from outside their experience to enhance their decision making (Tamboli, 2008).

This search is usually affected by individual differences and environmental influences. Cant et al., (2005) note that consumers in South Africa also go through this stage. For example, the consumer would be making every effort to gather information on whether to buy a new car, buy a used car, take the car in for repair, ride the bus or ride a taxi. The third step involves evaluation of alternatives. A used car might be inexpensive, but may be ill-suited for emergency long distance trips. This stage is the act of identifying alternative solutions to a problem. In this stage, the consumer compares the product features and assesses them based on their choices. Consumers use various evaluating criteria which are the limits consumer use to decide what an acceptable solution to their

problem is. The criteria for evaluation are the standards, characteristics or specifications the consumers use to compare. The fourth step is the purchase stage whereby the consumer makes a decision based on the outcome of the evaluation. This is a mental process of selecting the most desirable choice based on the available option.

Finally, a post-purchase stage (a situation whereby a product is returned to the store because it was not satisfactory). In reality, people may go back and forth between the stages. For example, a person may resume alternative identification while evaluating already known alternatives (Marshal, 2012).

2.6 Impacts of advertisements on consumer behaviour

Advertisements have varying impacts on the consumers depending on the source as well as the content of the message. Both traditional media advertising and the new media have varying impacts on consumers. It has been argued that due to the technological changes in the communication environment, the traditional media is not as effective as the new media (Kotler, 2009). For Instance, Kotler (2009) argued that in the past, companies could reach 80% of their target audience with one thirty-second commercial aired simultaneously on only three TV networks. However, today the same advert would have to run on 100 channels and various media to achieve the same marketing feat.

Previous researches have revealed that for a very long time, television and radio have been acknowledged to be the most powerful sources of advertisement information to the consumers (Saksena, 1990; Kotler et al., 2009). Furthermore, in terms of viewership, previous studies have revealed increased viewership of television

advertisements and companies have confirmed that television adverts can improve brand equity and also affect sales and profits (Kotler et al., 2009; Saksena, 1990). The figures of radio listeners on the other hand also seem to be steady. Gamble et al., (2005) revealed that in the United States, 94% of all the citizens age 12 and above listen to the radio daily and on the average 20hours a week.

According to Kotwal et al., (2008), studies undertaken have revealed that advertisements have a contributing effect on consumer behaviour. In a study undertaken on the impact of TV advertisements on the buying pattern of adolescent girls in India, it was discovered that among the media, the TV adverts have had the greatest impact on individuals' social behaviour, including purchasing behaviour. Furthermore, a similar study investigating the sources of information responsible for consumers' purchasing of consumable goods revealed that a small percentage of those interviewed confirmed that advertisements in radio, magazines and posters were sources of information while a large percentage of the population attributed the sources of information to television (Kotwal et al., 2008). Another study exploring fashion awareness among rural and urban adolescents revealed that television was the most important source of information while information from friends was the next most important source. (Kotwal et al., 2008). In a similar study undertaken to investigate the impact of media use on children and youths, it revealed that the print and broadcast advertisements had a positive effect on their purchasing behaviour (Anderson, Angus, Gordon and Bruijn, 2009).

However, a study has revealed a decline in television viewers and the traditional mass media in general. Gamble et al., (2005) attributed the demise of the traditional mass

media to the fragmentation of audiences and the advent of the new media such as e-advertising which is now used to reach these audiences. Kotler (2009) also states that prime time ratings and circulations of the traditional mass media have been on a downslide since the 1970's. Kotler (2009) blames these changes on the proliferation of media and entertainment options ranging from hundreds of TV and radio stations and thousands of magazines to uncountable web sites, blogs and cell phone screens. Consumers not only have more choices of media to use, they also have a choice about whether they want to receive commercial content and how they want to receive it.

According to Kotler (2009), with the advent of the new media, traditional mass media advertising will be one third as effective as it was in 1990. Lesame (2005) states that the new media which involves the use of the internet to disseminate information possesses the characteristics of interactivity, immediateness, user control and flexibility. As a result of the aforementioned characteristics, a previous study conducted to explore the digital media and advertising revealed that the new media tends to threaten the traditional mass media and is likely to attain prominence faster than the traditional mass media (Dickey et al., 2010). However, in another study, critics maintain that the new media contents are specifically designed for different age groups, especially the younger generation resulting to the fragmentation of the media and markets (Dickey et al 2010). This implies that the new media tends to focus more on the younger generation, leaving out the older generation to focus on the traditional mass media as sources of information. The new media has therefore become an integral part of modern society and its advent has indeed created a revolution in the advertising world. It has been recognized by most reputable marketing experts as one of the main online advertising

trends of this present day. However, this form of advertising will require extra effort to attract and retain a long-term customer base (Robin, 2010).

2.6.1 Advertising and its impact in South Africa

Mass media are playing a growing role in the lives of people around the world. This role is played by disseminating information either through the television, radio, print media, billboard, direct mail and internet. For a very long time, people have relied on one or more of these mediums to provide them with the necessary information needed for their daily living. For instance, in South Africa more than 90 percent of youths (in a 2001 survey) watch TV or listen to the radio, even in rural areas. Some of the platforms through which the media reaches out to the public are by informing them of current happenings or placing advertisements in the various mediums (James, Hoff and Graham, 2005).

Advertisement has had a great impact in South Africa to the extent that the South African government is proposing a ban on alcohol advertisement. This is coming twenty-three years after a South African Medical Journal article called for a ban on tobacco advertising (Parry, Burnhams, and London, 2012). The separate proposal for bans on both tobacco and alcohol advertisement is an indication that advertisement has its effect on individuals. According to the Department of health, there are no calculations on how much a reduction in advertising will reduce harm especially on young consumers, however, 10 to 20 international studies have shown that alcohol advertising does have an impact on young people and a reduction in advertising does indeed lead to a reduction in consumption (Parry, Burnhams, and London, 2012).

Although previous studies have shown that advertising affects only brand choices on young consumers, further studies refute the claim. It has however become pertinent that the issue be looked into as ample evidence from burden of disease and economic costing studies indicate that the public health burden from hazardous and harmful use of alcohol in South Africa requires drastic action. World Health Organisation's (WHO) strategy documents on non-communicable diseases and harmful use of alcohol has revealed that banning alcohol advertising is likely to be an effective intervention (Parry, Burnhams, and London, 2012).

Advertising is effective in South Africa as another study by Bisschoff (2002) reveals the role being played by the various South African press media in ensuring the message reaches the right audience.

2.7 New media advertising versus traditional media advertising

The advent of information and communication technology has changed the ways of advertising. In recent times, the internet has surfaced to be one of the best platforms for advertising by marketers due to the flexibility and control of advertising materials (Calisir, 2003). With the rapid growth and increasing accessibility some advertisers have inculcated the internet into their advertising mix. Statistics has shown that in the United States, in the year 2000, online advertising reached 7.1 billion US dollars from 4billion US dollars in 1999. Joseph (2001) and Calisir (2003) state that the internet is growing faster than any other preceding technologies. For instance, radio took 38years to have 50million listeners, television took 13 years to acquire the same feat; however the

internet took just 4years to surpass the same volume. Rosner (1996) states that students are very frequent users of the internet and represent an important market segment in understanding the future of advertising.

Various studies have been undertaken, exploring the internet as a source of advertising. In comparing the internet to other sources of advertising, Calisir (2003) highlights that point of sale purchase has close similarity based on its ability to provide a two way communication platform. Gallagher et al., (2001) and Calisir (2003) agree to these findings stating that advertising on the internet provides a variety of opportunities for direct impersonal communication between the advertiser and the audience. The study also sees the direct mail as another similar medium to the internet based on its ability to provide detailed information. According to Calisir (2003), young consumers and web managers also perceive the direct mail as proximate to the internet while the outdoor advertising (billboards) are the farthest to the internet. The younger consumers are of the opinion that the billboard as a source of advertising is not an efficient media to communicate brand image.

Calisir (2003) undertook a study comparing the new media and the traditional media as sources of advertising based on the opinions of young consumers and the findings revealed the following: The internet is the most reliable source of information while traditional media like television, magazine are less reliable source of information. The young consumers also acknowledged the internet based on its two way communication. However, they stated that it is a less effective source of advertising in terms of communicating corporate and brand Image. Young consumers perceived the magazines and the newspapers as more effective sources for communicating brand

image. Radio on the other hand was perceived by young consumers to be deceiving and irritating.

The implication for this study is that the internet poses a threat to point of purchase, sale and direct mail as advertisers might use the internet to carry out some functions that were originally done via direct mail or point of purchase. Furthermore, the internet has been perceived as a distinctive medium from the traditional media. This implies that it has the ability to complement the other media and therefore, advertisers should include it in their marketing mix.

2.8 Theoretical Framework

While it is difficult to single out one theory that accounts for the impact of the media on consumer buying behaviour, some concepts provide explanations. This chapter looks at some theories that explain why the various sources of advertisements would have an impact on the students' buying behaviour. The Media dependency theory (MSD) which postulates that the society depends on the media for information, the communication process model which believes that advertised messages go through a communication process before it gets to the target audience who is expected to make a meaning out of it and in turn take action.

2.8.1 Media dependency theory (MSD)

This theory postulates that users of media actively choose venues of entertainment and information to meet their needs and goals which implies that users tend to become dependent on a particular medium (McKeague, 2011). MSD theory deals with relationships between media, their audiences and the social system within which they

both exist. According to Ball-Rokeach & DeFleur (1976) and McKeague (2011), the media is a system in control of information as a resource that is not only scarce, but also highly attractive and beneficial to an audience interested in learning about happenings in their social system. This theory believes that the society is a structured system encompassing of various individuals, groups and organization with varying norms and preferences. These differences to some extent determine the type of media they choose to be exposed to.

Media, in turn, have a great deal of power according to this model because they control information that can also affect the larger social system. Information gathering, creation, processing, and dissemination are all controlled by a media system that promotes dependency upon it (DeFleur & Ball-Rokeach, 1985; DeFleur & Ball-Rokeach, 1989 in McKeague, 2011). This research explores this theory on the bases that various groups in the society depend on the media for information. However, their choice of media will vary from one individual to another due to their degree of dependency.

2.8.2 The communication process model

According to Kotler (2009), this model of communication can be divided into two; the macro model of the communication process and the micromodel of consumer responses.

2.8.2.1 *Macromodel of communication process* – Based on this model, the communication process is made up of nine elements: sender, receiver, message, media, decoding, encoding, response, feedback and noise. Among the aforementioned nine elements, two represent the major parties in a communication- sender and

receiver. Another two represent the major communication tools-message and media, while four represent the major communication functions-encoding, decoding, response and feedback. The last element in this system is noise (random and competing message that may interfere with the intended communication). This model emphasizes the key factors in ensuring that effective communication takes place in order to bring about the desired action. It means that senders must know what message they want to send and to what target audience they want to reach and what response they want to get. They must encode their message so that the target audience can decode them. The message must be transmitted through the media that can reach the audience and develop feedback channels to monitor the responses (Kotler, 2009).

This theory sheds more light on understanding the process the advertisement message has to go through before it gets to the consumer who makes the decision of whether to buy or not. In relation to this study, this model emphasizes that advertisers advertise their products using various media; television, radio, billboards, direct mails, newspapers, magazines and/or the internet. However to ensure that this message gets to their target audience; students of WSU, it would be of uttermost importance to know the appropriate channel that these students are exposed to as well the communication process.

2.8.2.2 *Micromodel of consumer response*

This model of marketing communication focuses on consumers' specific responses to communications. Figure 2.4 summarizes four classic response hierarchy models. These models assume that the buyer goes through the cognitive, affective and behavioural

stages in that order before making a decision. This study explores that for any of the advertised messages in the various media to have an impact on the students of WSU, they would have to go through these stages and these stages are determining factors responsible for the consumers' decision to buy or not to buy.

Stages	AIDA Models	Hierarchy-of-effects Model	Innovation-Adoption Model	Communication Model
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response
Affective Stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behaviour Stage	Action	Purchase	Trial ↓ Adoption	Behaviour

Figure 2.4 Response Hierarchy Models (Kotler, 2009)

According to Kotler (2009), these models of communication share similarities in the assumption that consumers go through these stages in a hierarchical order when exposed to a communication message before a decision is made.

Awareness: The target audience becomes aware of the product advertised because the task of the advertising message is to create awareness in the mind of the target audience.

Knowledge: As soon as the target audience becomes aware of the product, the next stage is to acquire knowledge about the product or brand.

Liking: After the target audiences know about the brand, they begin to like the brand.

Preference: This is the stage whereby the target audience may like a brand but not prefer it to others.

Conviction: A target audience may develop a preference for a brand but has not yet developed the conviction to buy it.

Purchase: Finally, a target audience is convinced to purchase the product and they carry out the action.

2.9 Conclusion

This chapter reviewed relevant literature to gain a better understanding of the impact the sources of advertisements have on the buying behaviour of consumers. It discussed the unique features of the various media, their limitations and advantages over other media. It also looked at the consumer behaviour as well as the decision making process with emphasis on certain factors responsible for the consumer behaviour. This chapter also explored the theoretical framework of this study by discussing various theories that serve as a guide in understanding this research.

CHAPTER THREE – RESEARCH METHODOLOGY

3.1 Introduction

Hussey and Hussey (1997) point out that methodology is the overall approach evident in the research process from the theoretical foundation to the strategies that are used in the collection and analysis of the data. This chapter discusses the general research methods selected for this study. The chapter will also discuss a justification of the relevance of the selected methods, taking into cognizance how the research methods would be used in answering the research questions as well as achieving the research objectives. Other issues to be discussed in this chapter include the research design, research instruments, data collection procedures, data presentation and analysis.

3.2 Quantitative versus qualitative

Research may be viewed as a scholarly or scientific investigation into a subject of interest (Huberman, 1994). There are two approaches to research namely quantitative and qualitative. Qualitative research methods are used to assist researchers in studying social and cultural phenomena in environments that are usually deemed artificial, due to their constant changes that they go through (Kvale, 1996). According to Tustin, Ligthelm, Martins and Van Wyk (2009), it generates data that are frequently difficult to quantify. Christensen et al., (2011) describe qualitative research study as a study that collects some type of non-numerical data to answer a research question. However, quantitative research study entails the collection of some numerical data to answer a given research question. It involves the collection of primary data from large numbers of

individuals with the intention of projecting the results to a wider population. It aims at generalizing about a specific population based on the results of a representative sample of that population (Tustin, 2009). This research method aims at evaluating and studying the natural environment and phenomena, usually statistical in nature (Sharma, 2006).

This study adopted the quantitative method of research which involves the collection of primary data from a large number of individuals with the intention of projecting the results to a wider population. Its aim is to generalize about a specific population based on the results of a representative sample of that population. In this study, WSU students would serve as the specific population which would be a representative sample of students in general.

3.3 Research Design

Christensen et al., (2011) refers to the term research design as the outline, plan or strategy that specifies the procedures to be used in seeking an answer to research question(s). It specifies how to collect and analyze data. The goal in research is using the strongest design that is possible, ethical and feasible for the research question(s) to be answered. In a similar view, Andrew (2012) also defines research design as the structure that holds the research together and enables the researcher address the research questions in ways that are appropriate, efficient and effective. Andrew (2012) further states that there are various research designs which include casual comparative research, correlation research, explanatory research, descriptive research and exploratory research.

However for this study, the descriptive research design was used. It is the design that describes the characteristics of an existing phenomenon. Descriptive research studies are constructed to answer “who, what, whom, where and how” questions relating to the research subject. The purpose of using descriptive design is to understand how the various sources of advertisements affect the buying behaviour of the students.

3.4 Research paradigm

Research paradigms incorporate the fundamental philosophical concepts and values about the nature of reality and the scientific pursuit of knowledge. The word paradigm is generally used in the academic world to describe the researcher’s beliefs about the world and the nature of reality. It also refers to the broad conceptual framework the researcher uses to carry out his scientific inquiry (Christensen, 2011).

There are two broadly recognized research paradigms- the positivists and interpretivism. The positivist paradigm is sometimes referred to as the quantitative and the phenomenological as qualitative or interpretivism. These schools of thoughts have different views about the research process and the research design. The positivist research involves the use of numerical measurement and statistical analyses of measurements to examine social phenomena. It views reality as consisting of phenomena that can be observed and measured. The advantages of this approach are that it places great premium on objectivity and reliability of findings. The phenomenological on the other hand argues in contrast that the world is socially constructed and that science is driven by human interests and that the researcher as a subjective entity is part of the world he/she is observing (Hussey and Hussey, 1997).

Since this study involves understanding the buying behaviour of WSU's students and measuring the impact of the media numerically and analyzing the data statistically, the positivist seems most viable for this research study.

3.5 Target population

According to Christensen et al., (2011), a population comprises the full set of elements or people from which the researcher is drawing a sample. The target population for this study is students of WSU, Mthatha campus. The university has a total population of about 24 000 students, while Mthatha Campus accommodates about 6 000 students. The sample for the study will be drawn from this population. The sample size consisted of 270 students and these students have in one way or the other been exposed to various advertisement messages as well as had a need to buy a product. The choice for the sample size was based on the desire for accuracy.

3.6 Sampling

Sampling refers to drawing elements from a population to obtain a sample. An important goal of sampling is to obtain a representative sample, which is a sample that is similar to the population on all characteristics (Christensen, 2011).

There are two broad categories of sampling designs- probability sampling and non probability sampling. Probability sampling refers to the concept of random selection- a procedure that ensures that each element of the population is given a known chance of selection. Some general concepts associated with probability sampling include ensuring that the sample obtained is a representative of the population from which it is drawn.

Furthermore, the sample must be selected randomly from the population and every element in the population has an equal and opposite chance of being selected. With probability sampling it is possible to generalize the findings from the sample to the population.

There are various types of probability sampling. They include- simple random, systematic, stratified and cluster probability sampling. The simple random probability sampling has been used in this study. The simple random sampling ensures that each element in the population has equal and independent chance of being selected as part of the sample and the selection process is void of bias or predetermination. The population of this study includes students of WSU while the sample size selected were 270 students of WSU, Mthatha campus. According to Stroker (1985), when a population has 1000 to 10 000 people, 4.5% of the total population will provide a sufficient representation of the population under-study and this approach has been applied.

3.7 Data collection

In research, data is collected via instruments. These research instruments are usually observation, questionnaires or interviews. Studies have revealed that the validity of the results depends on the quality of these instruments (Cummings et al., 2007).

3.7.1 Data collection instruments

There are various types of data collection instruments such as the questionnaire, interview and observation. The questionnaire and interview are the most widely used primary data collection methods. All research is mainly concerned with obtaining answers to questions. The questionnaire is a data collection instrument that enables the

researcher to pose questions to subjects in a bid to search for answers to the research questions. This study made use of the questionnaire to collect data.

3.7.1.1 Questionnaire

The questionnaire is most widely used in surveys with descriptive or exploratory process. The appropriateness of questionnaire as a research tool must however be carefully examined in the context of each study.

Saunders et al., (2003) states that in designing questionnaires, there are five main issues that require attention and the first one focuses on categories of questions, the questions included in the questionnaire should individually and collectively provide the data required to achieve the research objectives. A well- constructed questionnaire has a range of question categories, each consisting of related questions aimed at providing information relating to the research topic. In this study, the questionnaire questions were divided into categories with each category eliciting more information on the various research objectives. Secondly the number and content of questions must be considered. Items of the questionnaire should be relevant, concise and efficient and clear purpose. This will result in a better participant response rate. This study adhered to these guiding principles with the aid of a pilot study that was undertaken. Thirdly, the researcher was careful about the structure and layout of the questionnaire. Saunders et al., (2003) state that once the number of questions has been determined, it is important to decide on the actual structure of the questions. In this study, the questions started with the demographic profiles and then proceeded to familiar and similar orientation

questions such as the participant's knowledge, awareness and exposure to the various sources of advertisement messages.

It is also important to note that questionnaire questions can be open ended, closed ended or a combination of both. This study made use of close ended questions. These questions facilitated easy coding, quantitative analysis and graphical presentation in form of pie charts and tables. The questions in this study required various responses such as the single options ('yes' or 'no' answers), rating questions using likert scale as well as ranking questions. Rating questions elicited responses to be chosen from responses such as seldom, sometimes, often or never, while ranking questions required participants' ranking of their preferences on a scale of one to six.

Administration of questionnaires can be done via emails, postage, telephonically or face to face. This research study made use of the face to face method as it has the advantage of the researcher having a one- on- one contact with the participant as well as being able to explain the purpose of the study to the participants. The questionnaires were administered face to face. The researcher administered them in the library, student orientation centre, classrooms as well as outside the classrooms while students were waiting for lectures. The time frame for the collection of the questionnaires was within a period of two months. Collection was done on a face- to- face basis and the retrieved questionnaires were stored in a safe place in the researchers' office.

3.8 Data Analysis

3.8.1 Data collection procedure

The researcher obtained permission to conduct the research at the Research and Development Unit of WSU Mthatha campus by presenting a letter of introduction containing the aims and objectives of the research. The research director in turn issued a letter to the researcher granting permission to proceed with the survey. Questionnaires were administered and collected face to face within two months in strategic locations in the university campus. A total of 270 questionnaires were administered, out of which 220 were received thereby making it an 81% response rate. Respondents were assured of complete anonymity and were requested to avoid providing any written identification of names or reference numbers. Furthermore, in order to maintain anonymity of the respondents, no coding was used before the collection of data.

3.8.2 Data analysis process

Data analysis was handled by a statistician who made use of Microsoft excel and Statistical Package for Social Sciences (SPSS) computer programmes to process and analyse the data that was collected. In this study, data was analyzed using both descriptive and inferential statistical analysis. Descriptive analysis is used to describe variables numerically while inferential analysis enables the researcher reach conclusions about how the data collected can relate to the original research objectives and how these results might be generalizable to the research population (Saunders et

al., (2003). Descriptive statistics enables a concise description of the data in terms of statistics such as percentages, frequencies, means and standard deviations.

According to Tustin et al., (2009), there are various types of statistical techniques that can be used to undertake a descriptive analysis. These include frequency distributions, locations measures (mean mode and median), variability measures (index of diversity, range, variance, standard deviation) and skewness and kurtosis measure. Results in this study were presented in forms of percentages and frequencies. Tables, pie charts and bar charts were used to analyze and describe data and values of the various variables were expressed in percentages.

Furthermore, this study made use of inferential analysis to estimate the corresponding population parameter. Inferential statistical goes a step further by inferring something about the population from which the sample was drawn. This is usually based on the data analyzed in the descriptive techniques. According to Tustin (2009), a researcher often makes an effort to go beyond describing the sample data (sample means, standard deviations and proportions) to say something about the population from which the sample was drawn. This implies that a researcher often tends to make inferences about the population on the grounds of what has been in the sample and this can be achieved by the researcher making use of estimations to make inferences about the population.

3.9 Validity and reliability of the research instrument

3.9.1 Validity

Validity refers to whether the researcher is actually measuring what the study has set out to do (Saunders et al., (2003). There are four specific types of validity, each of which the researcher should establish for the research instrument prior to administering it for the actual study. Firstly, the face validity which requires the research instrument to be relevant to the study. Face validity can be established by asking friends, colleagues and individuals from the target population to comment on the relevance, balance and adequacy of the research instrument in relation to the research objectives. The researcher adhered to this by seeking the opinion of some students and colleagues within WSU.

Content validity is also similar to face validity, except that the researcher must seek the opinion of experts in the field on the adequacy of the research instrument. The researcher made sure that the opinions of relevant experts were sought before proceeding to administer the questionnaires. The third, which is criterion validity has two distinct forms of validity associated with it. Predictive validity refers to the capacity of a respondent's ratings and responses to the items on the instruments to predict the behaviour outside the immediate framework. For instance can positive response to the impact of the media on buying behaviour predict the market demand for a particular product?

Concurrent validity indicates whether the level of responses to items on the research instrument is parallel to other aspects of the respondent's overall behaviour. For

instance, are low responses on buying behaviour concurrent with the low impact of the various media of advertisement messages?

3.9.2 Reliability

Reliability of a research instrument refers to the consistency or repeatability of the measurement of some phenomena. There are three types of reliability. Firstly, parallel forms of reliability is a measure of equivalence and it involves administering two different forms of measurements to the same group of participants and obtaining a positive correlation between the two forms. The test-retest reliability which entails the administering of the same research instrument at two different points in time to the same research subjects and obtaining a correlation between the two sets of responses. This research study made use of the test-retest reliability by comparing the responses acquired during the pilot test and the responses of the actual study. Secondly, the Inter-rater reliability is the third type of reliability which is a measure of homogeneity. This type of reliability measures the amount of agreement between two people who rate a behaviour, object or phenomenon.

3.10 Pilot Study

A pilot study is a run through of the entire experiment with a small number of participants (Christensen et al., 2011). The pilot study provides a lot of information as well as indicates whether the independent variable manipulation will produce the desired result. With the aid of a pilot study the researcher's experience with the research procedure is enhanced. As a result of the aforementioned reasons, a pilot study was undertaken. It was tested on a small sample by administering the

questionnaire to 27 participants. The study revealed the flaws in some questions, thereby enabling the researcher to make amendments necessary to maximize returns and minimize the error rate on answers. The pilot study also helped the researcher evaluate the adequacy of the data for the research questions.

3.11 Ethical consideration

This research used the quantitative method of research and data were collected from participants via questionnaires. The researcher therefore had to exercise extreme caution and professionalism in the entire process of retrieving information. This research sought to ensure that it did not infringe on the rights and comfort of the participants by observing the following:

- Since all data collected were at WSU Mthatha campus, the researcher submitted a letter of permission to conduct a survey to the school's research unit and permission was granted to the researcher to go ahead.
- It was important to clearly explain to the participants the purpose of the exercise, and that information provided would be confidential for the purpose of the research only and not otherwise.
- This study did not in any way expose the participants to any physical, emotional or psychological harm.
- Participants were informed that they were under no obligation to participate in the study if they were not willing to. However if they were

willing to participate, they could fill the questionnaires at their own time ensuring that it did not interfere with their studies

-

3.12 Conclusion

This chapter discussed in details the justification for the methods used in conducting the research. Data analysis was also discussed based on how it was to be conducted in relation to the data that needed to be collected. Finally, the chapter looked at the ethical consideration relevant to the research outputs. In summary, this chapter discussed how this research was going to generate results through various methodologies.

CHAPTER FOUR – DATA PRESENTATION, ANALYSIS AND INTERPRETATION

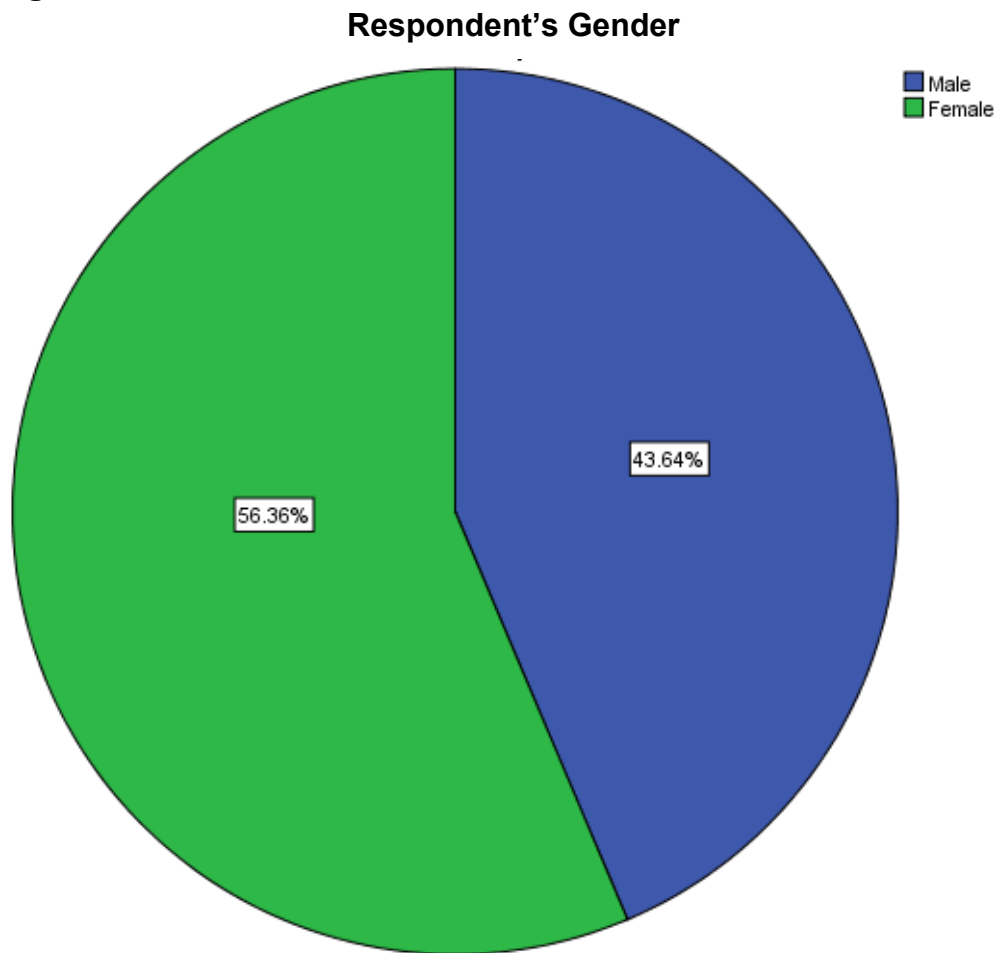
4.0 Introduction

This chapter focuses on the analysis of the data collected as well as the findings based on the collected data. It mainly analyzes the impact the various sources of advertisements have on the students of WSU. It also looks at how advancement in communication and information technology has affected how the students receive advertisement messages. A total of 270 questionnaires were administered for the generation of results for this research but 220 questionnaires were received and analyzed.

4.1 Respondent's demography

The respondents that participated in this research consists of first year students, second year students, third year students and fourth year students of WSU, Mthatha campus. According to the questionnaire administered, of the 220 analyzed questionnaires, 96 (44%) were males while 124 (56%) were females as shown in figure 4.1 below.

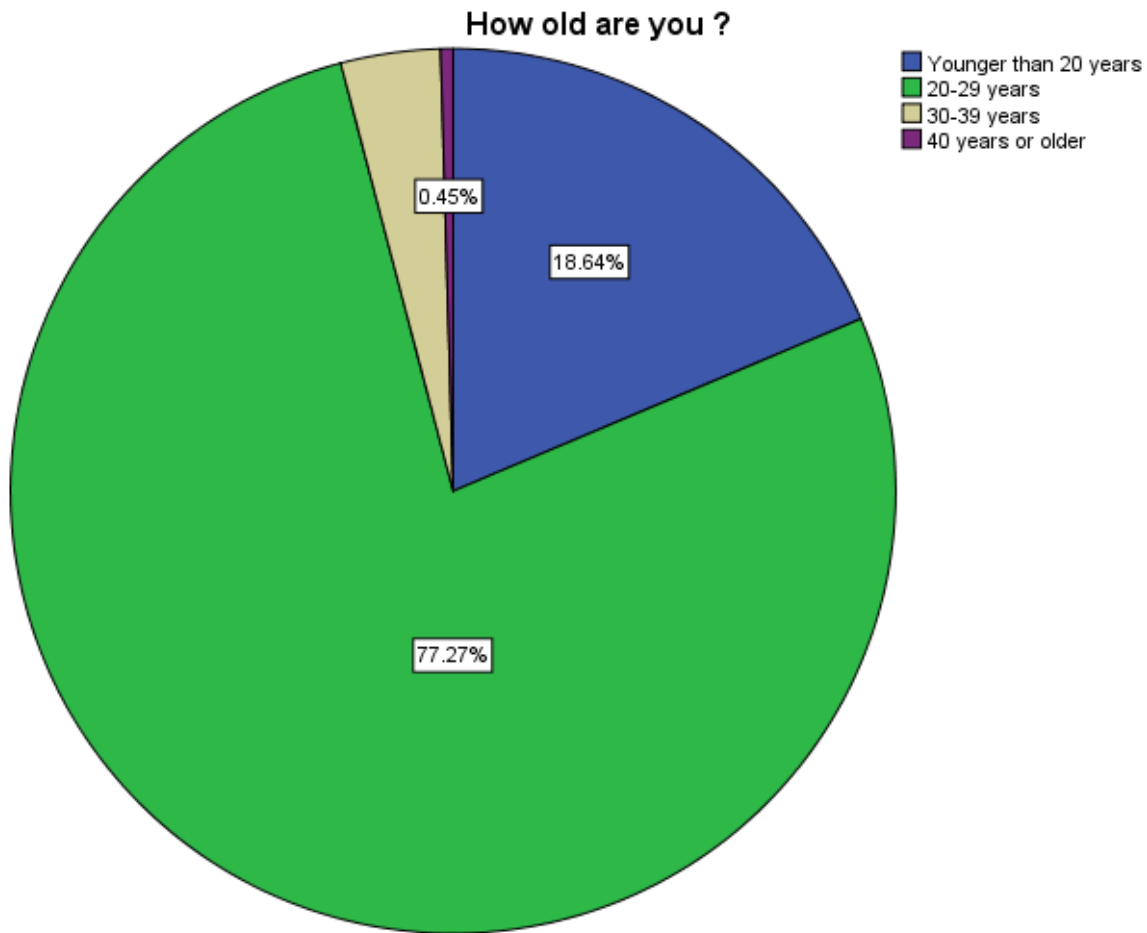
Figure 4.1



4.2 Age distribution of the respondents

Of the 220 respondents who participated in the questionnaire, 41(19%) were younger than 20 years of age. A total 170 respondents (77%) were aged between 20 and 29 years. This implies that a larger percent of the participants fall within this age range. While 8 respondents (4%) belong to the age group 30 to 39 years, 1% (0.5%) are 40 years old as depicted in figure 4.2 below.

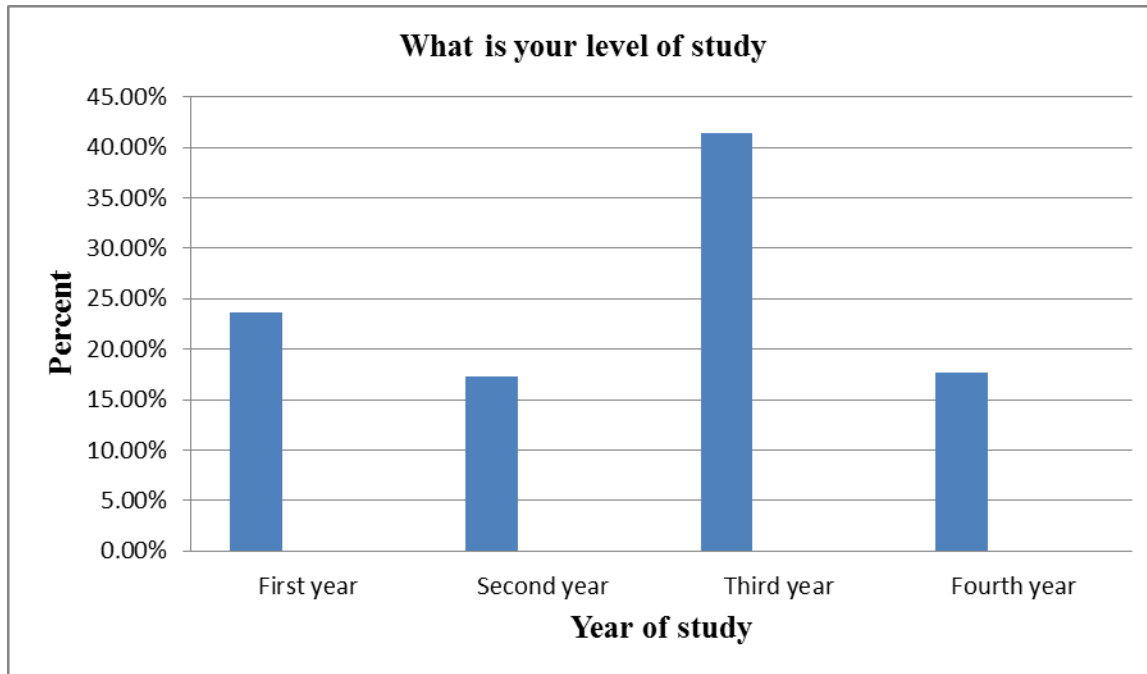
Figure 4.2



4.3 Respondent's distribution according to level of study

The level of study reflects the literacy level of the respondents. Among the respondents, 52 (24%) were first year students, 38 (17%) were second year students, 91 (41%) were third year students while 39 (18%) were fourth year students. Figure 4.3 below is a diagrammatical presentation of the respondent's distribution according to level of study.

Figure 4.3



4.4 Various sources of advertisement messages and their level of awareness

Table 4.4 below reflects that 75 (34%) of the respondents are aware of Television advertisement messages, 10 (5%) respondents are conscious of radio ad messages, 16 (7 %) are informed about newspaper and magazine advertisements, 2 (1%) are aware of direct mail advertisement messages while 2 (1%) respondents are knowledgeable about billboard advertisement messages. In addition, 11(5%) are aware of internet advertisement messages and 99 (45%) are conscious of all of the above mentioned sources of advertisement messages. However, 1(0.5%) respondents are aware of a combination of television, radio and newspaper advertisements while 4 (2%) did not give any response.

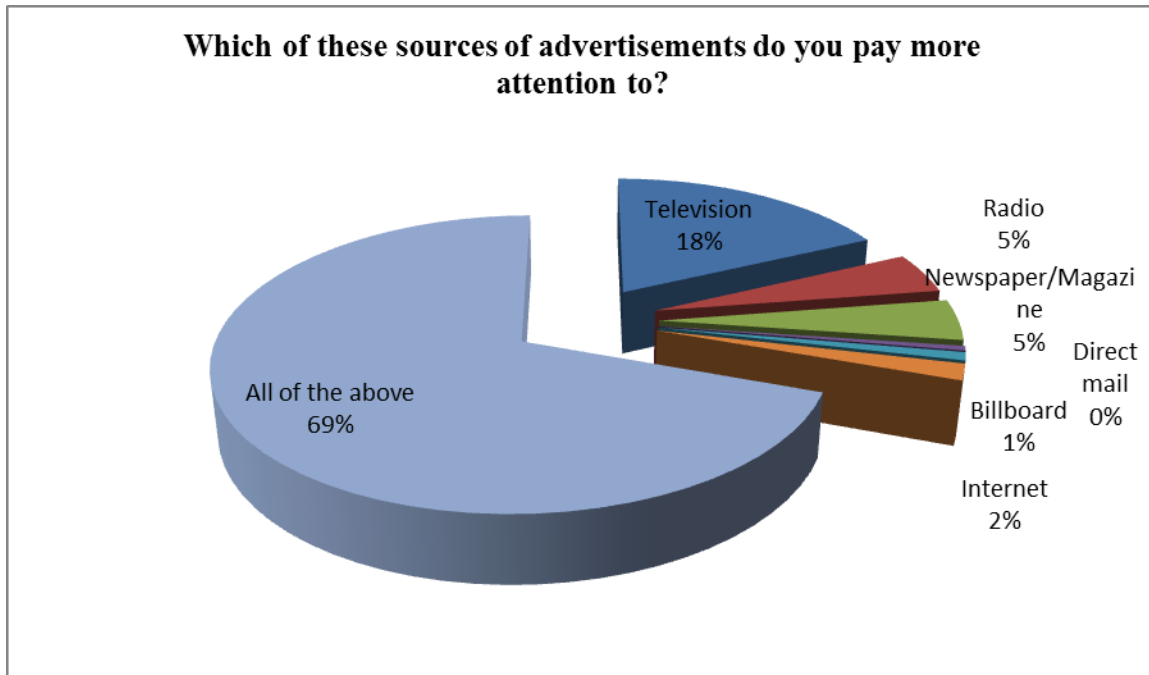
Table 4.4 Which of the various sources of advertisement messages are you aware of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	75	34.1	34.7	34.7
	Radio	10	4.5	4.6	39.4
	Newspaper and magazine	16	7.3	7.4	46.8
	Direct mail	2	.9	.9	47.7
	Billboard	2	.9	.9	48.6
	Internet	11	5.0	5.1	53.7
	All of the above	99	45.0	45.8	99.5
	Television,radio,newspaper	1	.5	.5	100.0
	Total	216	98.2	100.0	
Missing	System	4	1.8		
Total		220	100.0		

4.5 Sources of advertisements and the level of attention

Figure 4.5 below shows that while close to 70% of the respondents are exposed to all sources of media available to them, television is the most accessible and most popular. Radio and television are the closest to television in terms of popularity at just 7% less.

Figure 4.5

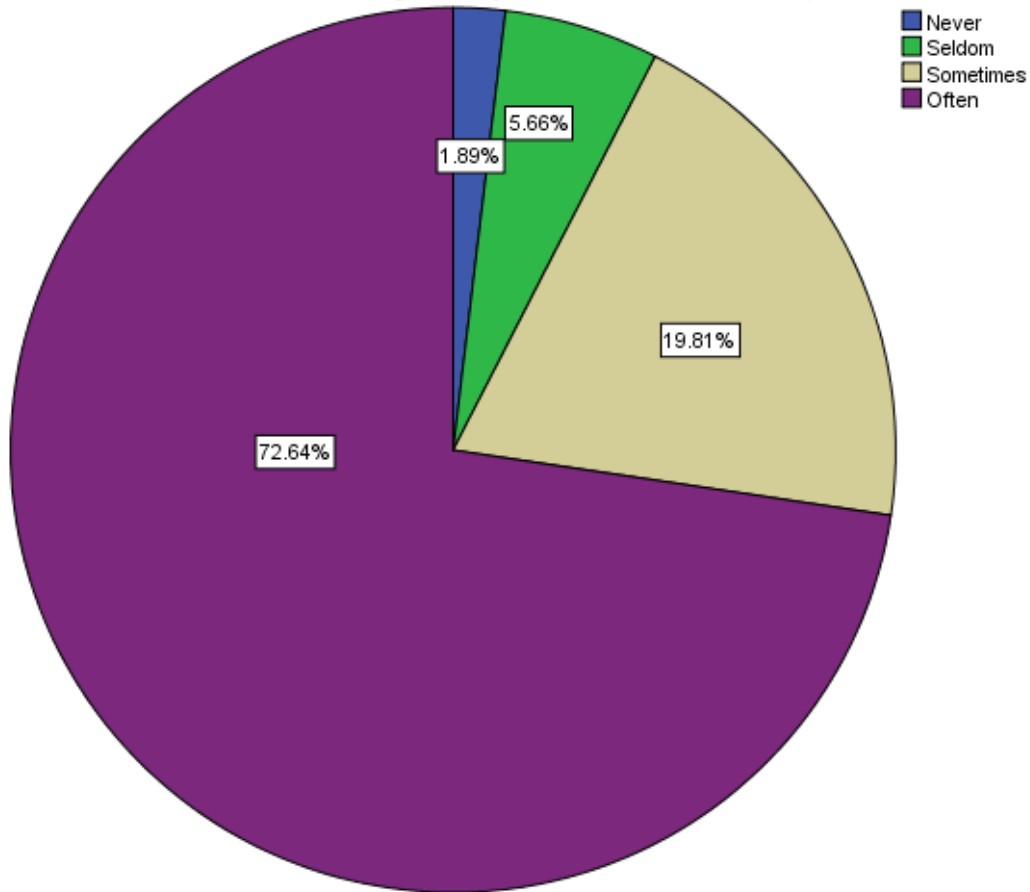


4.6 Television and the frequency of exposure

Figure 4.6 below indicates that 2 (9%) respondents are never exposed to television, 6(3%) respondents are seldom exposed to television, 21(10%) respondents are sometimes exposed to television. While 77(35%) respondents are often exposed to television, 114 (52%) respondents did not respond.

Figure 4.6

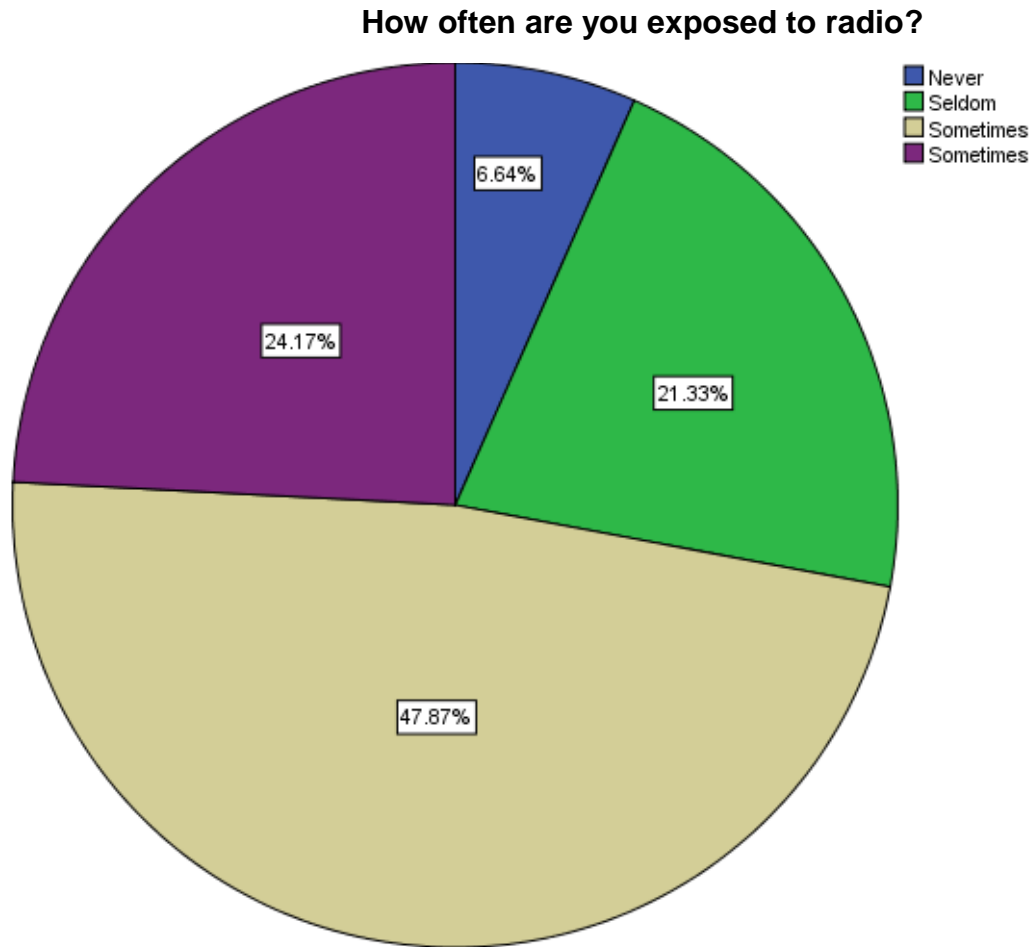
How often are you exposed to these media, television?



4.7 Radio and the frequency of exposure

Figure 4.7 below indicates that 14 (6%) respondents were never exposed to radio, 45(21%) were seldom exposed to radio, 101(46%) were sometimes exposed to radio. While 51(23%) were often exposed to radio, 9 (4%) did not respond.

Figure 4.7



4.8 Print (newspaper and magazine) and their frequency of exposure

Table 4.8 below indicates that 12 (6%) respondents were never exposed to newspaper and magazine, 43(20%) were seldom exposed to newspaper and magazine, 107 (49%) were sometimes exposed to newspaper and magazine. While 44(20%) respondents were often exposed to newspaper and magazine, 14 (6%) did not respond.

Table 4.8 How often are you exposed to the newspaper and magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	12	5.5	5.8
	Seldom	43	19.5	20.9
	Sometimes	107	48.6	51.9
	Often	44	20.0	21.4
	Total	206	93.6	100.0
Missing	System	14	6.4	
Total		220	100.0	

4.9 Direct mail and the frequency of exposure

Table 4.9 below indicates that 78 (36%) respondents were never exposed to direct mail, 50(33%) were seldom exposed to direct mail, 49(22%) were sometimes exposed to direct mail. While 15(7%) respondents were often exposed to direct mail, 28 (13%) did not respond.

Table 4.9 How often are you exposed to the direct mail?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Never	78	35.5	40.6	40.6
	Seldom	50	22.7	26.0	66.7
Valid	Sometimes	49	22.3	25.5	92.2
	Often	15	6.8	7.8	100.0
	Total	192	87.3	100.0	
Missing	System	28	12.7		
Total		220	100.0		

4.10 Billboard and its frequency of exposure

Table 4.10 below indicates that 50 (23%) respondents were never exposed to billboards, 55(25%) were seldom exposed, 55(25%) were sometimes exposed to billboard. While 32(15%) were often exposed to billboards, 28(13%) respondents did not respond.

Table 4.10 How often are you exposed to the billboard?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	50	22.7	26.0
	Seldom	55	25.0	54.7
	Sometimes	55	25.0	83.3
	Often	32	14.5	100.0
	Total	192	87.3	100.0
Missing	System	28	12.7	
Total		220	100.0	

4.11 Internet and its frequency of exposure

Table 4.11 below indicates that 14 (6%) respondents were never exposed to internet, 25(11%) were seldom exposed and 70(32%) were sometimes exposed to the internet. While 99 (45%) respondents were often exposed to the internet, 12 (6%) did not respond.

Table 4.11 How often are you exposed to the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	14	6.4	6.7
	Seldom	25	11.4	18.8
	Sometimes	70	31.8	52.4
	Often	99	45.0	100.0
	Total	208	94.5	100.0
Missing	System	12	5.5	
Total		220	100.0	

4.12 Various sources of advertisements and how appealing they are.

Table 4.12 below reflects that 114 (52%) respondents found television more appealing, 16 (7%) respondents found radio more appealing, 27 (12%) respondents found newspaper and magazine more appealing, 5(3%) respondents found direct mail more appealing, 3(1%)respondents found the billboard more appealing while 29(13%) found the internet more appealing. Furthermore, 21 (10%) indicated that all of the above sources of advertisement messages were appealing while 5(2%) did not respond.

Table 4.12 Which of these sources of advertisements do you find more appealing?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Television	114	51.8	53.0	53.0
Radio	16	7.3	7.4	60.5
Newspaper and magazine	27	12.3	12.6	73.0
Direct mail	5	2.3	2.3	75.3
Billboard	3	1.4	1.4	76.7
Internet	29	13.2	13.5	90.2
All of the above	21	9.5	9.8	100.0
Total	215	97.7	100.0	
Missing System	5	2.3		
Total	220	100.0		

4.13 Television advertisement makes me want to buy the product

Table 4.13 below reveals that 175 (78%) respondents gave positive responses that television advertisement make them want to buy the product while 36 (16%) respondents responded negatively and 9(4%) respondents did not respond.

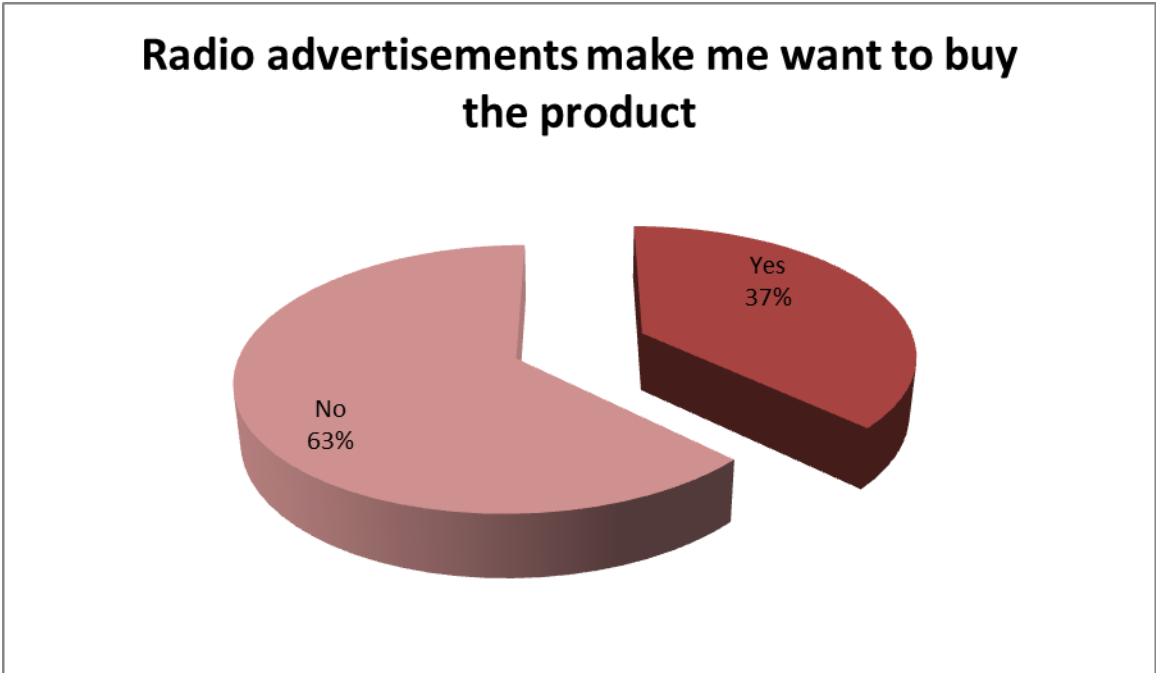
Table 4.13 Television advertisements make me want to buy the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	175	79.5	82.9	82.9
	No	36	16.4	17.1	100.0
	Total	211	95.9	100.0	
Missing	System	9	4.1		
Total		220	100.0		

4.14. Radio advertisements make me want to buy the product

The diagrammatical representation in figure 4.14 below reveals that 66(30%) respondents gave positive responses that radio advertisements make them want to buy the products, while 112 (50.9%) respondents responded negatively and 42(19%) respondents did not respond.

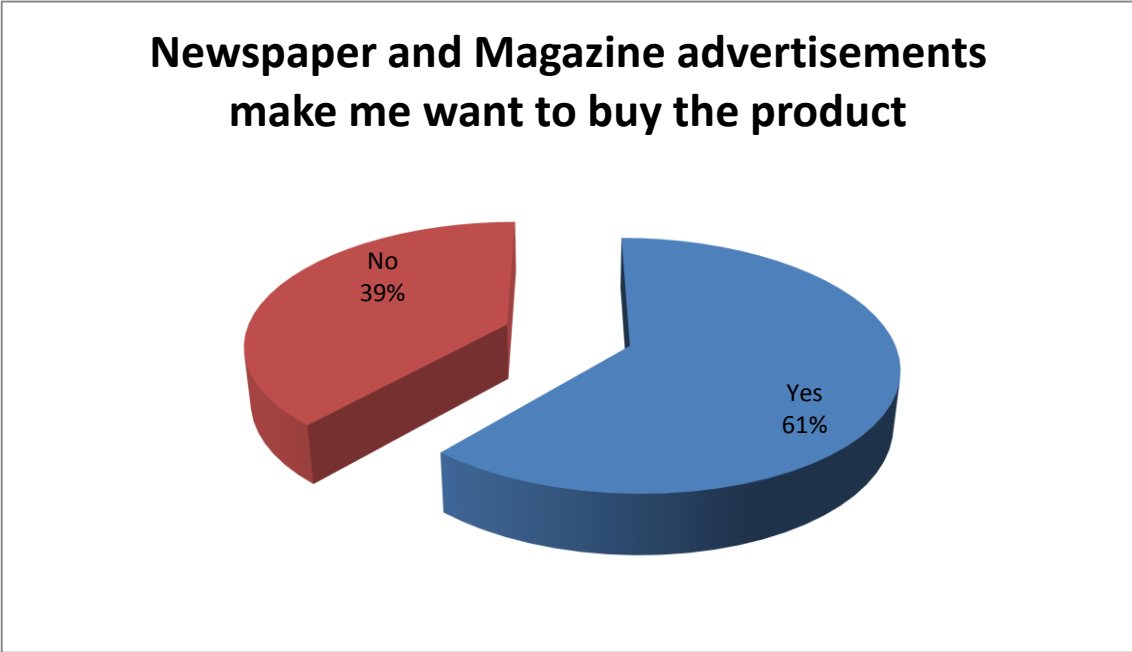
Figure 4.14



4.15 Newspaper and magazine advertisements make me want to buy the product

The diagrammatical representation in figure 4.15 below reveal that 116(53%) respondents gave positive responses that newspaper and magazine advertisements make then want to buy the product, while 73 (33%) respondents gave negative responses and 31(14%) respondents did not respond.

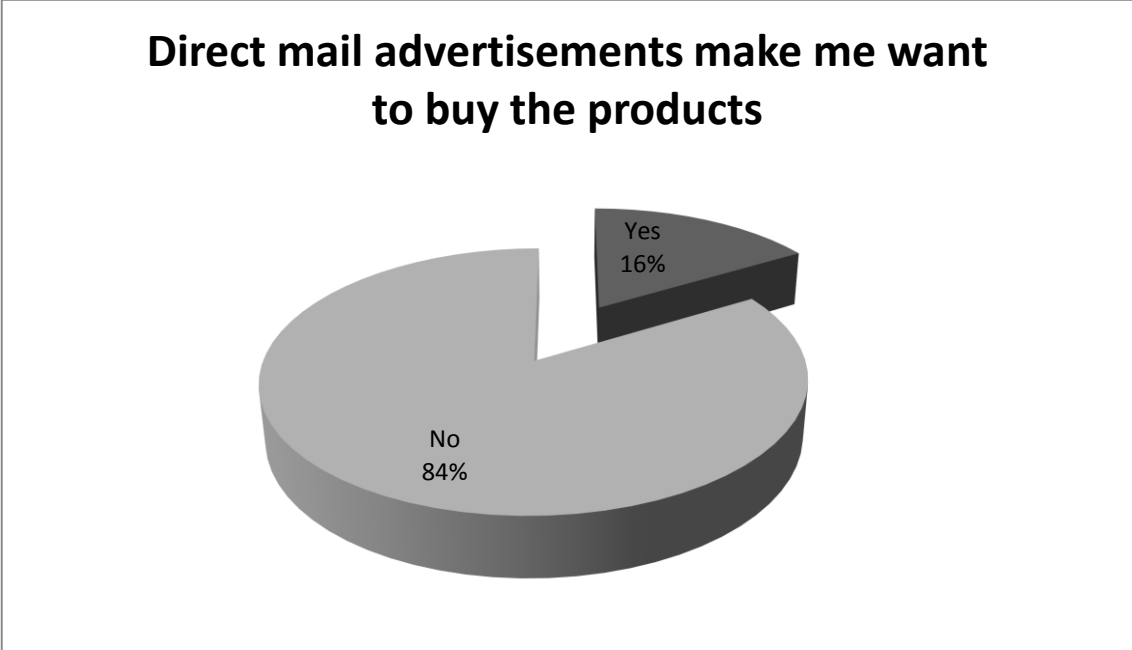
Figure 4.15



4.16 Direct mail advertisements make me want to buy the product

The diagrammatical representation in figure 4.16 below reveals that 26(12%) of the respondents gave positive responses that direct mail advertisements make them want to buy the product, while 133 (61%) of them responded negatively and 61(28%) did not respond.

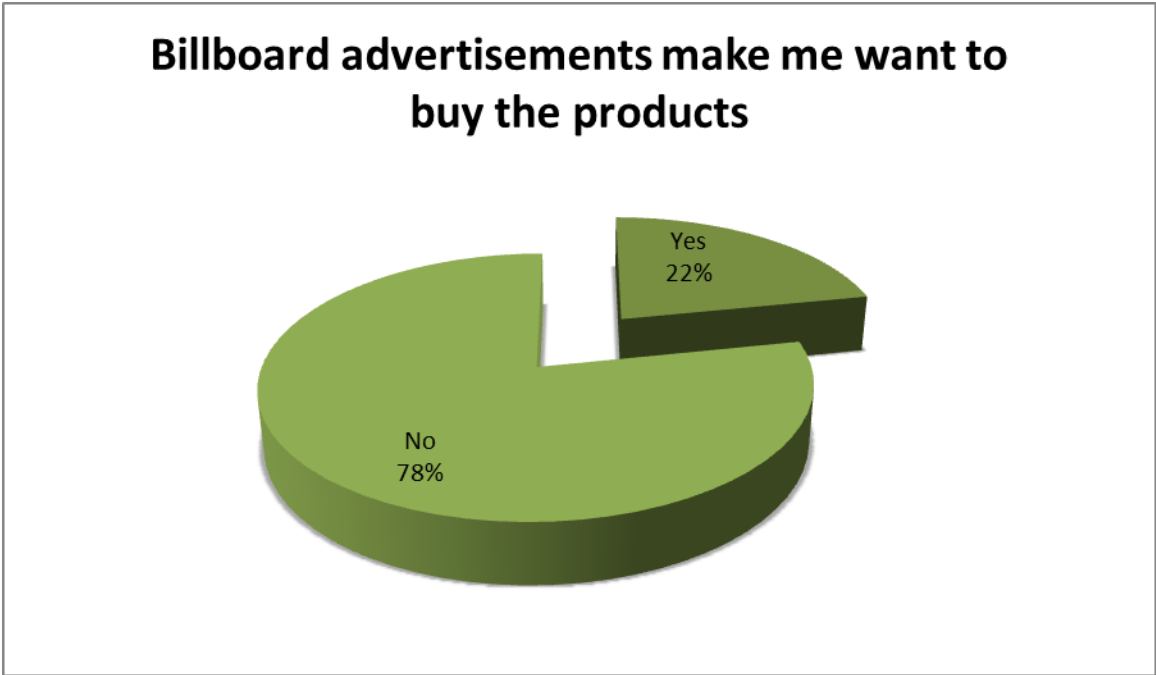
Figure 4.16



4.17 Billboard advertisements make me want to buy the products

Figure 4.17 below reveals that 36(17%) of the respondents gave positive responses that billboard advertisements make them want to buy the product while 136(62%) responded negatively and 46(21%) did not respond.

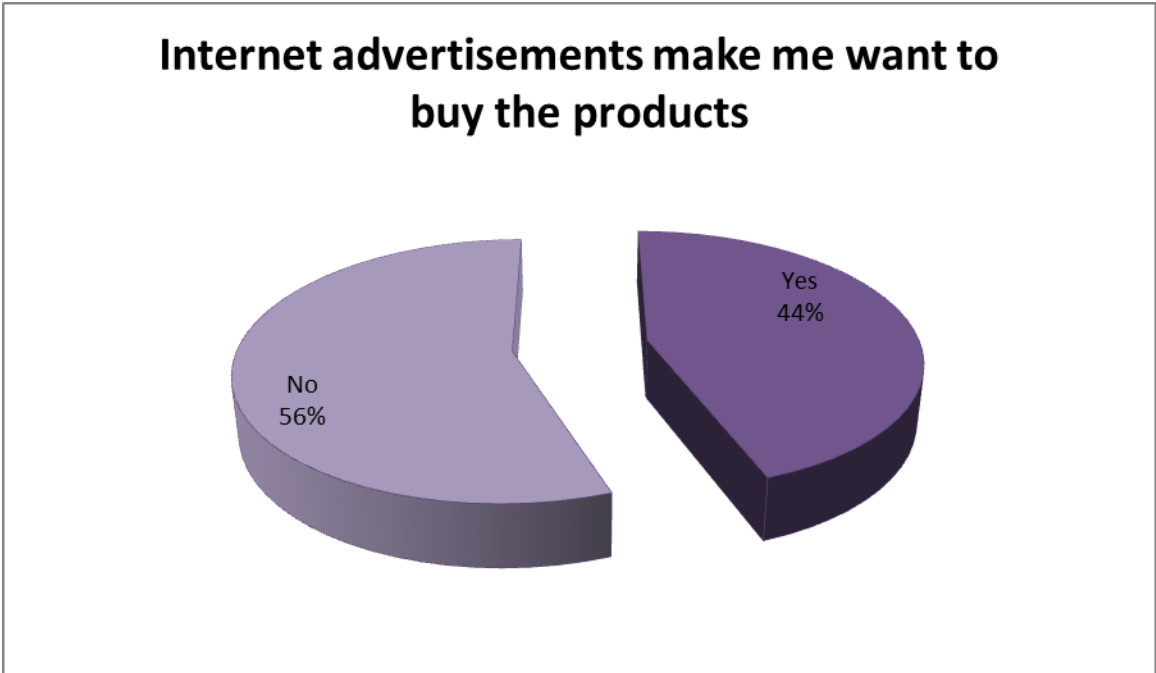
Figure 4.17



4.18 Internet advertisements make me want to buy the product

Figure 4.18 below shows that 80(36%) of the respondents responded positively, that internet advertisements make them want to buy the product, while 100 (46%) of them responded negatively and 40 (18%) did not respond.

Figure 4.18



4.19 Access to traditional mass media

Table 4.19 shows that 93(42%) respondents had access to television, 47(21%) respondents had access to radio, 24 (11%) respondents had access to newspaper and magazine, 5(2%) respondents had access to direct mail while 3 (1%) respondents had access to the billboard. Furthermore 45(21%) respondents had access to all of the above mentioned mass media. However, 3 (1%) did not respond.

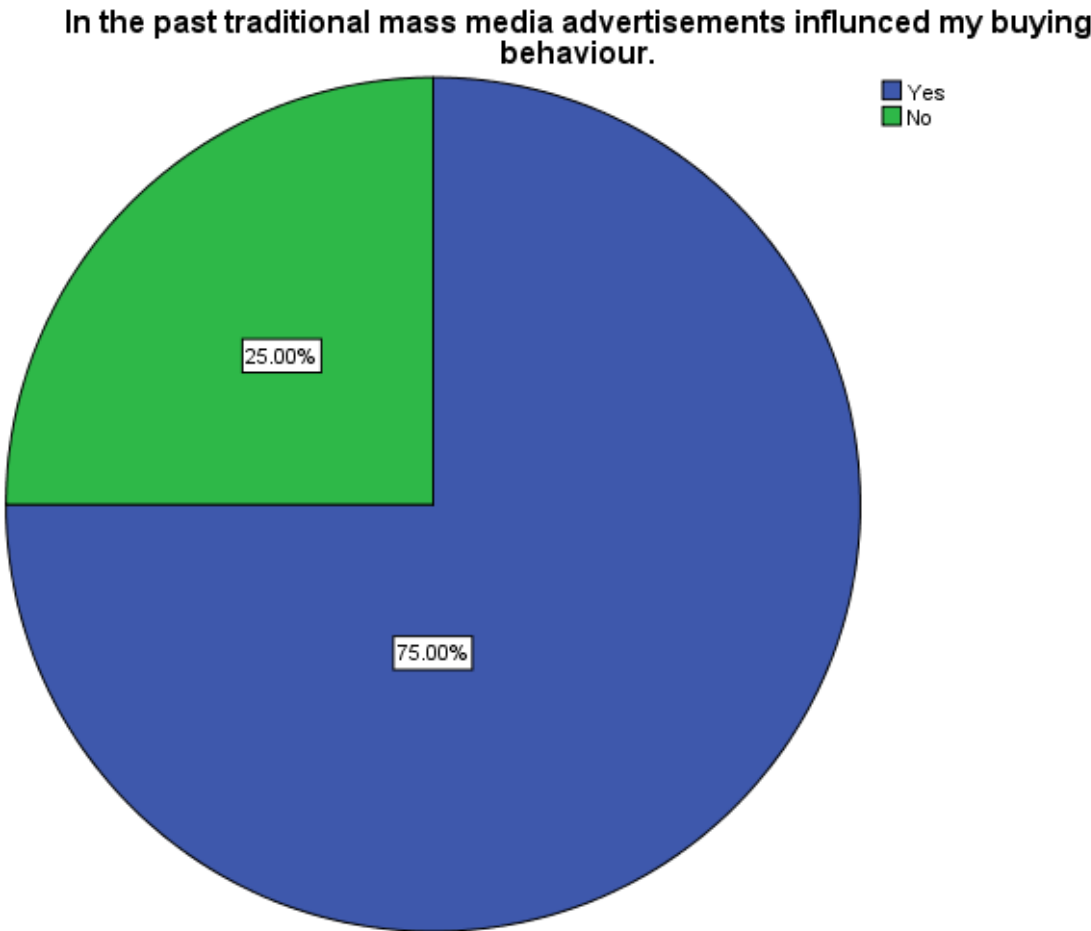
Table 4.19 Which of the traditional mass media do you have access to?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Television	93	42.3	42.9	42.9
Radio	47	21.4	21.7	64.5
Newspaper	24	10.9	11.1	75.6
Direct mail	5	2.3	2.3	77.9
Billboard	3	1.4	1.4	79.3
All of the above	45	20.5	20.7	100.0
Total	217	98.6	100.0	
Missing System	3	1.4		
Total	220	100.0		

4.20 In the past, traditional mass media advertisements influenced my buying behaviour

Figure 4.20 below indicates that 162(74%) respondents responded positively to the past influence of traditional mass media advertisement on their buying behaviour, 54(25%) responded negatively while 4(2%) did not respond.

Figure 4.20



4.21 Present influence of traditional mass media advertisement on buying behaviour

Table 4.21 shows that 167(76%) affirmed that traditional mass media advertisement still influences their buying behaviour, 48(22%) did not agree while 5(3%) did not respond.

Table 4.21 At present, traditional mass media advertisement still influences my buying behaviour.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	167	75.9	77.7	77.7
	No	48	21.8	22.3	100.0
	Total	215	97.7	100.0	
Missing	System	5	2.3		
Total		220	100.0		

4.22 Do you have access to the internet?

Table 4.22 below indicates that 183(83%) respondents had access to the internet, 34(16%) of them did not have access to the internet while 3(1%) did not respond.

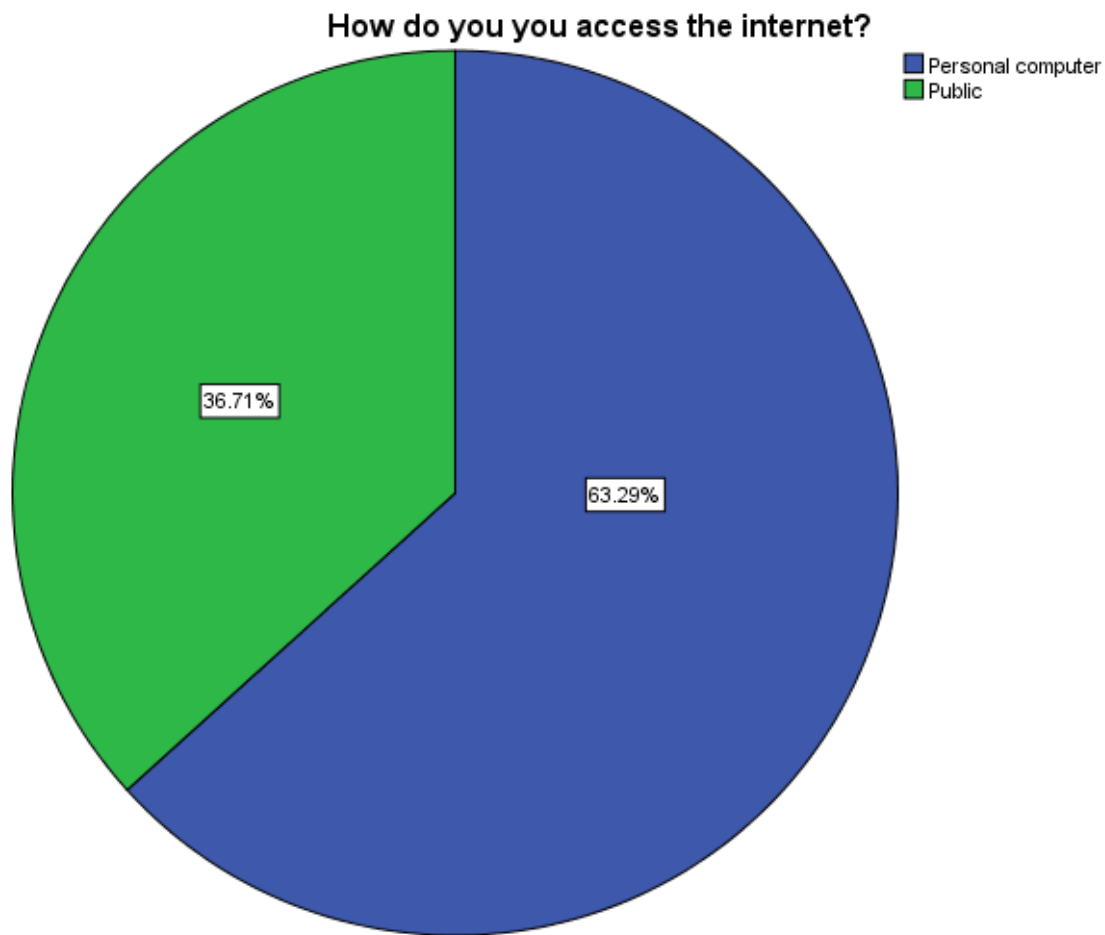
Table 4.22 Do you have access to the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	183	83.2	84.3	84.3
Valid No	34	15.5	15.7	100.0
Total	217	98.6	100.0	
Missing System	3	1.4		
Total	220	100.0		

4.23 Access to the internet

Figure 4.23 reveals that 131(60%) respondents accessed the internet through their personal computers while 76(35%) respondents accessed the internet through public computers and 13(6%) respondents did not respond.

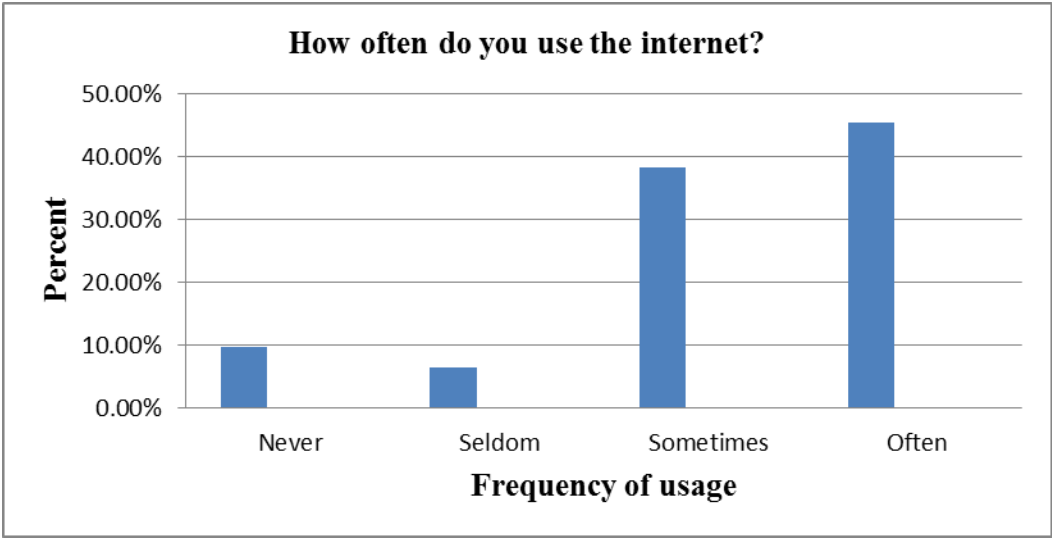
Figure 4.23



4.24 Frequency of internet usage

Figure 4.24 reveals how often the students use the internet and 21(10%) of the respondents said 'never', 14(6%) of the respondents said 'seldom', 83(38%) of the respondents said 'sometimes while 98(45%) said they used the internet often and 4(2%) respondents did not respond.

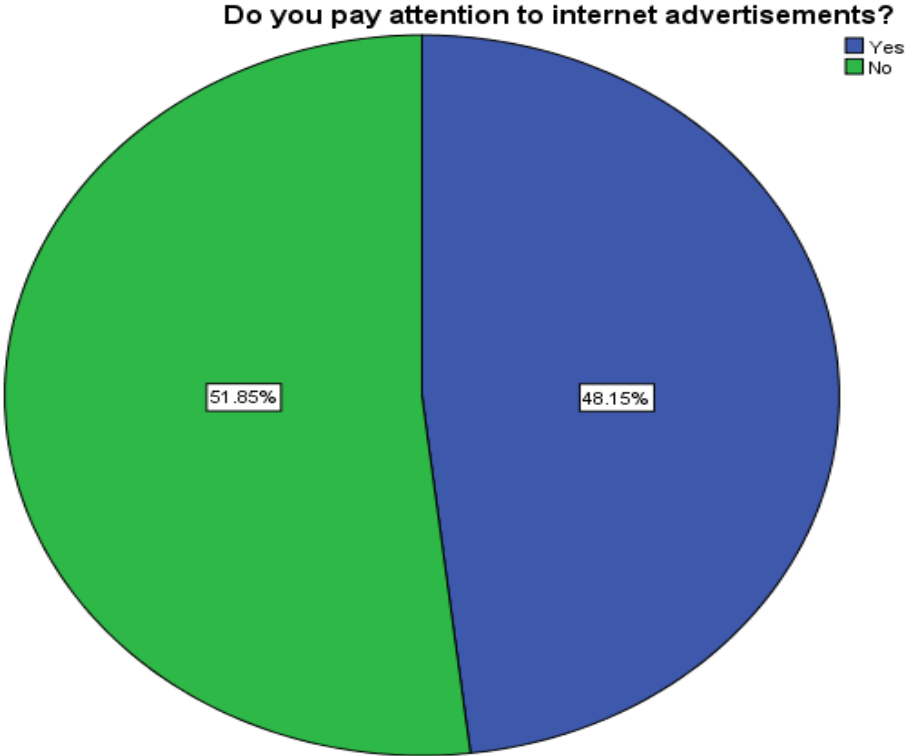
Figure 4.24



4.25 Attention to internet advertisements

Figure 4.25 reveals that among the 220 respondents, 104 (47%) respondents paid attention to the internet, 112 (51%) did not pay attention to internet advertisements while 4(2%) did not respond.

Figure 4.25



4.26 Internet advertisements are appealing

Table 4.26 reveals that 26(12%) respondents strongly agree that the internet advertisements are appealing, 83(38%) respondents agree that internet advertisements are appealing, 72(33%) respondents were undecided about internet advertisement being appealing. In addition 23(11%) respondents disagree that internet advertisements are appealing, 12(6%) respondents strongly disagree that internet advertisements are appealing, while 4(2%) did not respond.

Table 4.26 I think internet advertisements are appealing?

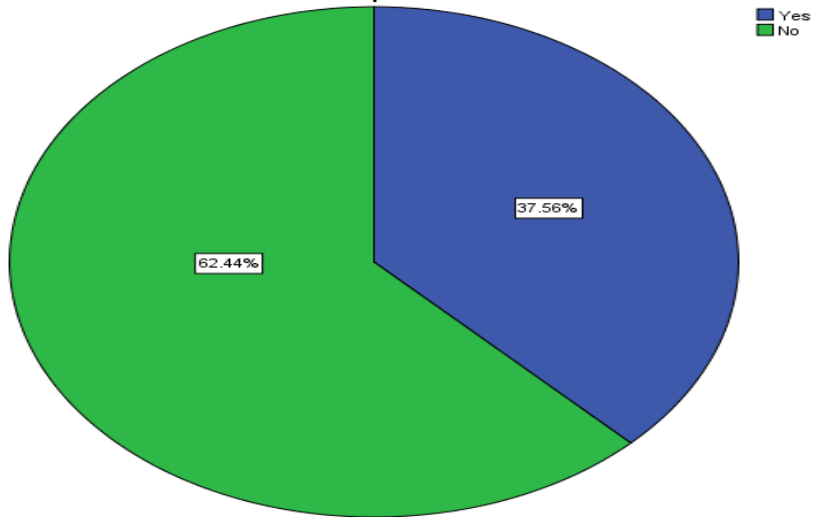
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	11.8	12.0	12.0
	Agree	83	37.7	38.4	50.5
	Undecided	72	32.7	33.3	83.8
	Disagree	23	10.5	10.6	94.4
	Strongly disagree	12	5.5	5.6	100.0
	Total	216	98.2	100.0	
Missing	System	4	1.8		
Total		220	100.0		

4.27 Are internet advertisements persuasive enough to make you want to buy a product advertised?

Figure 4.27 reveals that 80(36%) of the respondents agree that internet advertisements are persuasive enough to want to make them buy an advertised product, 133(61%) respondents did not agree and 7(3%) did not respond.

Figure 4.27

Are internet advertisements persuasive enough to make you want to buy a product advertised?



4.28 How often do products advertised on the internet influence buying behavior?

Table 4.28 shows that among the 220 respondents 61(28%) respondents were never influenced by product advertised through the internet, 55 (25%) respondents were seldom influenced by products advertised through the internet, 82(37%) respondents were sometimes influenced by product advertised by through the internet, 18 (8%) respondents were often influenced by product advertised through the internet and 4(2%) respondents did not respond.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	61	27.7	28.2
	Seldom	55	25.0	53.7
	Sometimes	82	37.3	91.7
	Often	18	8.2	100.0
	Total	216	98.2	100.0
Missing	System	4	1.8	
Total		220	100.0	

Table 4.28 How often does the internet advertisement make you want to buy the product advertised?

4.29 Influence of advancement in information and communication technology on how people receive advertised messages

Table 4.29 shows that 65(30%) of the respondents strongly agree that advancement in information and communication technology has an influence over how they receive advertised messages, 94(43%) respondents agree that advancement in information and communication technology has an influence over how they receive advertised messages, 41(19%) respondents were undecided whether advancement in information and communication technology has an influence over how they receive advertised messages. Furthermore, 11(5%) respondents strongly disagree that advancement in information and communication technology has an influence over how they receive advertised messages, 3(1%) respondents disagreed that advancement in information

and communication technology has an influence over how they receive advertised messages while 6(3%) did not respond.

Table 4.29 Do you think advancement in information and communication technologies has influenced how you receive advertised messages?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	65	29.5	30.4	30.4
Agree	94	42.7	43.9	74.3
Undecided	41	18.6	19.2	93.5
Strongly disagree	11	5.0	5.1	98.6
Strongly disagree	3	1.4	1.4	100.0
Total	214	97.3	100.0	
Missing System	6	2.7		
Total	220	100.0		

4.30 Is internet advertising a threat to traditional mass media advertising?

Table 4.30 reflects the respondents' thoughts on whether internet advertising is a threat to traditional mass media advertising. Among the 220 respondents, 45 (21%) of the respondents strongly agree, 71 (32%) of them agree that the internet advertising is a threat to traditional mass media advertising, 56 (26%) respondents were undecided whether the internet advertising is a threat to traditional mass media advertising, 29 (13%) respondents disagree that the internet advertising is a threat to traditional mass media advertising, 14(6%) strongly disagree that the internet advertising is a threat to traditional mass media advertising, while 5 (2%) respondents did not respond.

Table 4.30 Do you think internet advertising is a threat to the traditional mass media advertising?

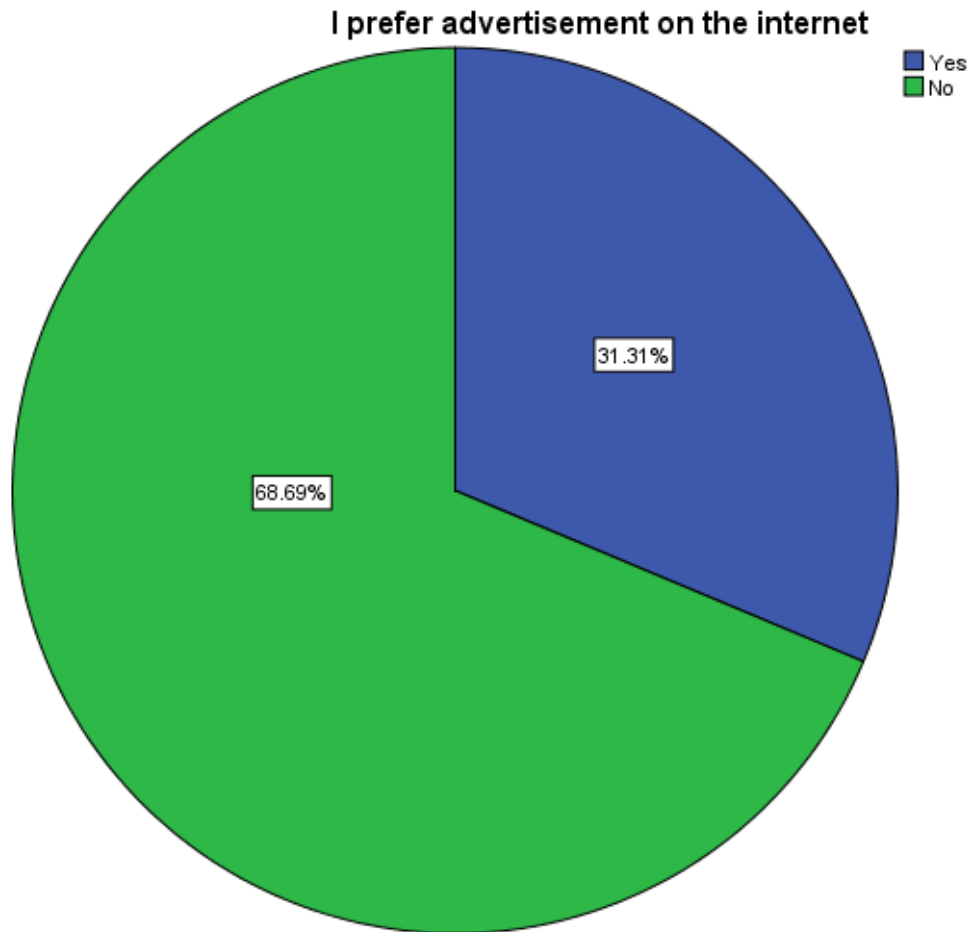
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	45	20.5	20.9	20.9
	Agree	71	32.3	33.0	54.0
	Undecided	56	25.5	26.0	80.0
	Disagree	29	13.2	13.5	93.5
	Strongly disagree	14	6.4	6.5	100.0
	Total	215	97.7	100.0	
Missing	System	5	2.3		
Total		220	100.0		

4.31 Internet advertisement preference

The information in figure 4.31 below reflects that 67 (31%) respondents preferred advertisements on the internet, 147 (67%) did not prefer advertisement on the internet and 6(3%) did not give any response.

Figure

4.31

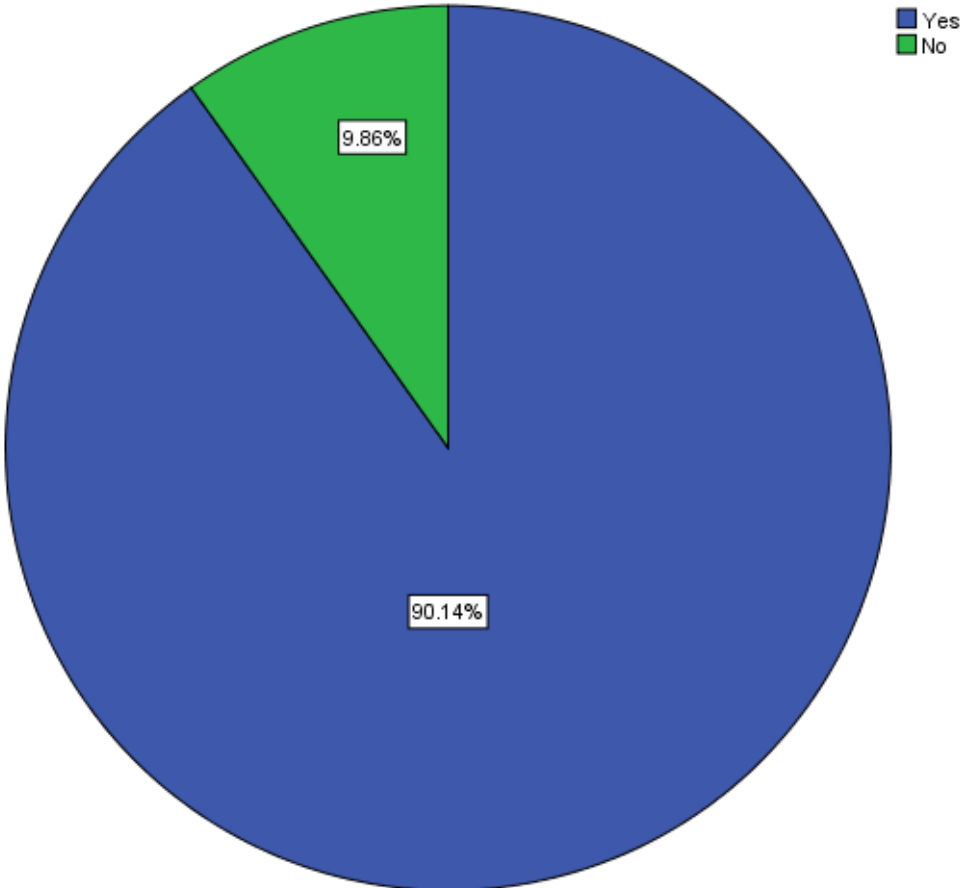


4.32 Television, radio, newspaper, magazine, billboards and direct mail advertisement preference

Figure 4.32 shows that 192 (87%) of the respondents preferred advertisements on television, radio, newspaper, billboards and magazines while 21 (10%) of the respondents did not prefer television. radio, newspaper, magazine, direct mail and billboard advertisements However 7 (3%) did not respond.

Figure 4.32

I prefer advertisements on televisuion,radio,newspaper,billboards and direct mail



4.33 Conclusion

This chapter comprised of the presentation and interpretation of analyzed data and findings. Data were presented in form of tables, bar charts and pie charts. Tables were used to reveal the frequency and percentage of the participants' response while the pie charts and bar charts displayed the responses in colours and percentages.

Data were presented based on the respondents' demography, awareness of the various advertisement sources, and respondents' access to the various sources of advertisement as well as respondents' perception of the new media versus the traditional mass media.

CHAPTER FIVE – CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter will focus on the conclusion and recommendations based on the findings of the study. The conclusion encapsulates the major findings of the study while the recommendations are made based on the gap discovered.

5.2 Discussion of findings from the study

The discussion is based on the major findings of the study in relation to the research questions and objectives. This section will critically look at the various sources of advertisement messages as well as the effectiveness of the traditional mass media as sources of advertisement messages based on the opinion of WSU students. It will also discuss the impact of advancement in communication technology on the buying behaviour of the students as well as the new media versus the traditional mass media.

The findings with regards to the research objectives and primary study revealed that:-

Research objective one was achieved. This objective was to determine the sources of advertisement messages and their varying impacts on the purchasing behaviour of WSU students. The findings of this study showed that the various sources of advertisement messages include television, radio, print (newspaper and magazine), billboard, direct mail and the internet. It also revealed that television has more impact on the purchasing behaviour of the students, newspaper and magazine comes next to TV. The impact of the internet is the next on the list, while radio, billboard and direct mail follow.

Research objective two was to establish the extent to which traditional mass media advertisements are effective in influencing WSU students' purchasing behaviour. The findings revealed that 74% of the respondents claimed that in the past, traditional mass media influenced their purchasing behaviour and the percentage increased by two percent, with 76% of them confirming that presently traditional mass media still influences their purchasing behaviour.

Furthermore, research objective three sought to ascertain the extent to which advancement in information and communication technologies has affected WSU students' sources of receiving advertisement messages. The results of this study revealed that 65(30%) of the respondents strongly agreed that advancement in information and communication technology has affected their sources of receiving advertisement messages, 94(43%) respondents agreed that advancement in information and communication technology has affected their sources of receiving advertisement messages, 41(19%) respondents were undecided whether advancement in information and communication technology has affected their sources of receiving advertisement messages, 11(5%) respondents strongly disagreed that advancement in information and communication technology has affected their sources of receiving advertisement messages, 3(1%) respondents disagreed while 6(3%) respondents did not respond. This implies that majority of the population are of the opinion that advancement in communication has affected how the students receive messages.

Finally, research objective four focused on finding out if the new media advertisements impact more on WSU students' purchasing behaviour than those from the traditional mass media. The findings revealed that majority preferred the traditional mass media,

nevertheless, they were still of the opinion that new media advertising is a threat to traditional mass media advertising.

Various literature reviewed, revealed that there are various sources of advertisement messages ranging from the traditional mass media comprising television, radio, print (newspaper and magazine), billboard, direct mail and the new media (which is also referred to as the internet or e-advertising). The traditional mass media, like the name depicts, has been in existence for a very long time and has become a part of many of households and individuals. The television is a medium known to communicate via pictures and sounds. When used to communicate commercial contents, it brings a form of reality into the minds of the audience and as a result it can be described as an effective source of communicating advertisement messages. Gabriel (2006) states that television attracts more viewers than any other medium of mass communication.

Radio is another medium that has a wide reach. Advertisement message contents reach the target audience by sound. Its lack of visuals may serve as a disadvantage yet it has its strength in its ability to reach people anywhere and anytime. The print (newspaper and magazine) communicate information with the aid of static pictures and text. However, its audience is limited to literates. Direct mail on the other hand is the third largest advertising medium after newspapers and television because it can be directed to a specific target audience and carried out at a relatively low cost. The billboard can be described as a complex form of advertising. In the past, billboards entailed the placement of pictures on a static board. However, with modern technology, billboards have become electronic with varying changes in the pictures. The new media

is known as a two way communication media for it has an audiovisual ability as well as a feedback and immediateness mechanism.

The distinctive features of these media have varying impact on consumers when a product is advertised and a decision is made. The media is not the only factor responsible for a consumer's decision to buy or not to buy. The consumer behaviour is determined by external and internal influences which affect their decision making process. These external influences include; social factors and cultural factors, while internal influences include personal factors, psychological factors; consumer motivation, perception, learning, attitude and belief. While these factors influence a consumer's decision, s/he would still go through stages of making a decision. These stages include; problem recognition stage, search for information stage, evaluation of alternatives stage, purchase stage and post purchase evaluation stage (Lee, 2013).

5.3 Conclusions from the study

5.3.1 Sources of advertisement messages

As discussed in the literature review, in support of Kotler's (2009) statement, television is a powerful medium of communication and its ability to communicate both in pictures and in words gives it an edge over other media. The findings of this study reveal that 34% of the respondents are aware of television advertisement messages, 5% of the respondents are aware of radio advertisements, 7% of the respondents are aware of newspaper and magazine advertisements, 1% of the respondents are aware of direct mail advertisements and another 1% of the respondents are aware of internet

advertisements The findings also revealed that 46% of the respondents are aware of all of the above mentioned sources of advertisement messages, 1% of the respondents are aware of a combination of television, radio and newspaper advertisements. These findings confirm Malik et al., (2013) and Gabriels' (2006) argument that television as a source of advertisement provides the advertiser the opportunity to interact commercially, economically and conveniently with the target audience. It also provides the consumer the knowledge about products and the launch of new products through dramatical illustrations. In terms of attention and frequency of exposure, the result of this findings revealed that television takes the lead. The closest to television was radio, newspaper and magazine respectively. Billboards, direct mail and the internet were the least on the list.

These findings can be comprehended because according to Goberman (2011), the main advantage of radio over other media is its accessibility. There are large numbers of radio stations around the world aimed at specific audiences ranging from geographic to taste and this therefore gives it a wider reach. Another advantage of radio as a medium of advertising is its low cost in terms of production. The print media according to Timothy (2012), is still an important piece of the marketing puzzle and should not be dismissed as a marketing strategy just as the findings of this study confirmed the fact that print media still appeals to the average consumer. The findings of the study revealed that 1% of the respondents are aware of the billboard as a source of advertisement message. This explains Amechi and Long's (2013) argument that the impact of the billboard depends to a large extent on the location and finding a location is a tedious and money consuming task for an advertiser. Timothy (2012) suggests that to

make the billboard advertisements more effective, it is important to keep the messages as short as possible, yet making the pictorial representation eye catching. Mathur (2012) supports this argument adding that placing the billboard in the right location is also an added advantage in ensuring it has a wider reach.

Furthermore, the findings of this study also revealed that 1% of the target population are aware of direct mail. This therefore raises the question of the popularity of this medium among students. All Advertising Agencies (2009) states that it is difficult to measure the impact of direct mail as sometimes one is not sure if it reached the target audience. The result of this study also shows that the direct mail does not get to the target audience. Dickey et al., (2010) has argued that the advent of new media advertising is likely to lead to the demise of the traditional mass media advertising and this perhaps explains why the direct mail is not a popular medium among students.

The internet as a platform of advertisement message seems to be penetrating the advertising industry as the findings in this study revealed that 5% of the respondents are aware of the internet. A study shows that the internet seems to appeal to a lot of people in recent times (Vinerean, Cetina and Tichindelean, 2013). The internet seems to have attained prominence so fast and this according to Kotler (2009) threatens traditional mass media. Kotwal et al., (2008) undertook a study on the impact of TV advertisements on the buying pattern of adolescent girls in India and discovered that among the media, the TV adverts have had the greatest impact on individuals' social behaviour, including purchasing behaviour. Similarly, in a study investigating the sources of advertisements responsible for consumers' purchasing of consumable goods revealed that a small percentage of those interviewed confirmed that advertisements in

radio, magazines and posters were sources of information. However, a large percentage of the population attributed the sources of advertisement to television (Kotwal et al., 2008). In another study exploring fashion awareness among rural and urban adolescents, the findings of the study revealed that television was the most important source of information while information from friends was the next most important source (Kotwal et al., 2008). In a similar study undertaken to investigate the impact of media use on children and youths, it revealed that the print and broadcast advertisements had a positive effect on their purchasing behaviour (Anderson et al., 2009).

This study has revealed that every source of advertisement messages has its own peculiarity and capability which advertisers can use to their advantage while selecting their marketing mix.

5.3.2 Effectiveness of traditional mass media

The traditional mass media is still an effective source of advertisement messages and - as stated earlier, various studies undertaken has revealed the effectiveness of the television, radio, print (newspaper and magazine) the billboard and direct mail (Kotwal et al., 2008; Anderson et al., 2009). This study focused on sources of advertisement messages and their impact on purchasing behaviour. The study also investigated amongst other things the effectiveness of the traditional mass media as a source of advertisement among students. Questions asked focused on their access to the traditional mass media as well as its past and present influence on their buying behaviour. The findings of this study also revealed that close to 43% of respondents

had access to television, with radio and newspaper claiming 21% and 11% respectively. Billboards and direct mail claimed 2.3% and 1.4% respectively to prove that they were the least advert source the respondents have access to. The traditional mass media as advertisement source has been in existence for a very long time and its effectiveness cannot be over emphasized. Mathur (2012) states that television has proven to be effective as it appeals to both the eye and the ear. It also has the power of repetition; the advertisement can be repeated so that a sufficient number of viewers can view it. This ensures impact and helps audiences recall (Mathur, 2012).

Radio on the other hand, is often the most cost effective medium available to an advertiser, Its production cost for preparing advertisement are quite low, yet it can still reach a wide range of target audience, which explains the result of this study. Rajagopal (2010) states that radio is still regarded as an important and effective medium in marketing and advertising as it holds a marginal share among the main media categories, for example newspaper and television.

As regards the billboard and direct mail, Taylor (2006) and Amechi et al., (2013) argues that it is quite difficult to measure the effectiveness of billboards and direct mails, attributing the reason to the accessibility of the billboard. This implies that it is quite difficult to measure how many target audience the billboard has reached. Similarly, with regards to the direct mail, even after the target audience has received it, the question of opening the mail or not becomes an issue to contend with.

The findings of this study revealed that in the past 74% of respondents made buying decisions as a result of traditional media advertisements. However, it also shows that presently, traditional mass media still influences buying decisions according to 76% of the respondents.

5.3.3 Advancement in communication technology

Questions to elicit information on advancement in communication technology focused on the student's access to the internet and their ownership of an internet facility. Results of the study revealed that 60% of the respondents have access to the internet through their personal computers. This shows that the advancement in communication technology is moving at a fast pace to the extent that more than half of the participants had access to the internet.

Majority of the respondents agreed that advancement in communication technology has greatly influenced how they receive advertisement messages. Other questions asked focused on the usage of the internet, attention to internet ads, how appealing and persuasive these adverts are. Findings further revealed that majority of the respondents use the internet often, pay attention to the internet and strongly agreed that the internet ads are appealing. However, this same majority feel that the internet adverts are not persuasive enough to influence them to buy.

New technologies are promoting a lot of challenges in the media industry as advertisement sources have expanded from television, newspaper, radio to include internet sites like, youtube, facebook, twitter, my space and even electronic television stations and print. Presently, almost every newspaper and magazine have an online

representation. The new media have provided more opportunities for advertisers to connect more intimately with their target audience. Gamble (2005) states that people are becoming more user active and the internet seems to be the right medium.

The new media possess the characteristics of interactivity, immediateness and flexibility (Vinerean et al., 2013). Based on these characteristics, it has been argued by Kim, Penyayya and Eik (2013) that the new media advertising has more advantages over the traditional media advertising. In a study carried out to find out how consumers perceived internet advertising in comparison to traditional advertising, results revealed that the sample considered internet advertising to be more similar with direct mail based on its ability to convey information and details (Bakshi and Gupta, 2013). Furthermore, the internet was perceived as being most distinctive from television, telemarketing and radio (Calisir, 2003). This supports the argument of Dickey and Lewis (2010), that the advent of new media poses a threat to the traditional mass media.

5.3.4 New media versus traditional mass media

Some questions in this study sought to compare new media and traditional mass media and the results revealed that majority think that internet advertisement is a threat to traditional mass media advertisement. However, in terms of preference, the majority do not prefer internet advertisement. Traditional mass media advertisements seem to take more preference than internet advertisement. This supports the argument of Rosner (1996) when they note that students are very frequent users of the internet therefore they represent an important market segment in understanding the future of advertising. Contrarily, in terms of preference, Kim et al., (2013), state that presently in the United

States, more computers are sold than television sets and people tend to spend more time using personal computers than they spend viewing television or other media. According to Bakshi and Gupta (2013) in a study that compared internet advertising to traditional mass media advertising, the new media shares some similarity with direct mail based on its ability to convey information and details. Furthermore the internet was perceived as being most distinctive from television, telemarketing and radio.

According to findings of this study, majority of the respondents do not prefer internet advertisement in comparison to traditional mass media advertising. This is contrary to Bakshi and Gupta's (2013) findings which revealed that the internet is the most reliable source of information while traditional media like television, magazine are less reliable source of information. The young consumers also acknowledged a positive aspect of the internet - its two way communication, however stating that it is a less effective source of advertising in terms of communicating corporate and brand Image. Young consumers perceive the magazines and the newspapers as more effective sources for communicating brand image. In view of this comparison, Wang (2002) states that traditional mass media advertising or new media advertising would be more effective if they complement each other in a marketing strategy rather than stand alone.

In conclusion, this study discussed findings based on the data analyzed in the preceding chapter. Findings were discussed in relation to the research objectives and relevant literature review. Based on the results, it can be concluded that students are aware of both the traditional mass media and new media as sources of advertisement with television being the top on the list, then radio, print, internet in that order. The direct mail and billboard share the same number of respondents as they represent the least

sources of advertisements that are paid attention to. Furthermore, in spite of the advancement in information communication technology which has changed the way people receive information, the traditional mass media is most preferred to new media. Furthermore, the traditional mass media advertisements influence the buying behaviour of these students. Nevertheless, majority of the students feel that new media advertising is a threat to traditional mass media advertising.

5.4 Recommendations

This study has revealed that young consumers view the internet as a less effective source for communicating brand image, it is therefore essential to improve the mode of communicating via the internet as branding is an important aspect of marketing. The internet as a medium of advertising has unique characteristics and capabilities in which advertisers can focus on in order to make internet advertisements more persuasive enough to trigger a buying decision.

Secondly, findings of the study also revealed that consumers go through various stages before making a buying decision, therefore it is imperative for marketers/advertisers to understand the consumers and their media choices before deciding on the best way to reach them. It is also recommended that advertisers consider the combination of traditional mass media and new media as part of their marketing mix when making a marketing decision.

This study recommends that It has become necessary to change the presentation of newspaper advertisements to catch and hold the attention of readers as It is often seen that the interest of readers to read the press advertisement is very low.

This study also revealed that the direct mail amongst other sources was the least paid attention to, this implies that researchers could build on this study and extend it to exploring the use of direct mail as a source of advertisement message to young consumers. Furthermore, consumers often tend to forget what they have seen, heard and read even after attending to it. Therefore, it is recommended that advertisers have to come up with different advert strategies to ensure that consumers are reminded of their products and services.

Finally, this study has also revealed that advancement in communication has affected how students receive messages. It has therefore become pertinent that advertisers are aware of the constant changes that occur as a result of technology.

5.5 Limitation of the study

The study is a case study of Walter Sisulu University and as a result, these findings cannot be generalized to other settings. Time and financial constraints also served as a limitation to this study, therefore the study setting was only limited to Walter Sisulu University students of Mthatha campus. Furthermore, this study entailed getting responses from different individuals with different personalities, this implies that the various responses would be based on personality differences which also served as a

limitation to this study. In this study, students are viewed as a homogenous segment of the market and the research is not focused on the nationality of the students.

5.6 Conclusion

This chapter summarized the findings of this study, made recommendations and discussed the limitations of the study. It is worthy of note to say that the various sources of media be it traditional or the new media have varying impact on the purchasing behaviour. However, for any marketer/advertiser to achieve any desired result, an integration of the media would be appropriate depending on the target audience.

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ANNEXURE A – QUESTIONNAIRE

SOURCES OF ADVERTISEMENT MESSAGES AND THEIR IMPACT ON PURCHASING BEHAVIOUR

2013

QUESTIONNAIRE

Please mark with an (X) or (√) in the box with the appropriate response

Section 1

A. Biographical data

What is your gender?

Male	1
Female	2

How old are you?

Younger than 20 years	1
20 – 29 years	2
30 – 39 years	3
40 years or older	4

What is your level of study?

First year	1
Second year	2
Third year	3
Fourth year and above	4

Section 2

B. Sources of advertisement messages

Which of the various sources of advertisement messages are you aware of?

Television	1
Radio	2
Newspaper and magazine	3
Direct mail	4
Billboard	5
Internet	6

Which of these sources of advertisements do you pay more attention to?

(Rate each of the listed sources on a scale of 1 – 6, 1 being the one you pay more attention to and 6 being the one you pay the least attention to)

Television	1
Radio	2
Newspaper and magazine	3
Direct mail	4
Billboard	5
Internet	6

How often are you exposed to these media?

Television	Never	Seldom	Sometimes	Often
Radio	1	2	3	4
Newspaper and magazine	1	2	3	4
Direct mail	1	2	3	4
Billboard	1	2	3	4
Internet	1	2	3	4

Which of these advertisements do you find more appealing?

Television	1
Radio	2
Newspaper and magazine	3
Direct mail	4
Billboard	5
Internet	6

Which of these sources of advertisement messages make you want to buy a product?

	Yes	No
Television advertisements make me want to buy the product	1	2
Radio advertisements make me want to buy the product	1	2
Newspaper and magazine advertisements	1	2

make me want to buy the product		
Direct mail advertisements make me want to buy the product	1	2
Billboard advertisements make me want to buy the product	1	2
Internet advertisements make me want to buy the product	1	2

Section 3

C. Effectiveness of the traditional mass media

Which of the following traditional mass media do you have access to?

Television	1
Radio	2
Newspaper and magazine	3
Direct mail	4
Billboard	5

In the past, traditional mass media advertisements influenced my buying behaviour.

Yes	1
No	2

At present, traditional mass media advertisements still influence my buying behaviour.

Yes	1
No	2

Section 4

D. Advancement in communication technology

Do you have access to the internet?

Yes	1
No	2

How do you access the internet?

Personal computer	1
Public	2

How often do you use the internet?

Never	1
Seldom	2
Sometimes	3
Often	4

Do you pay attention to internet advertisements?

Yes	1
No	2

I think internet advertisements are appealing?

Strongly agree	1
Agree	2
Undecided	3
Disagree	4
Strongly disagree	5

Are internet advertisements persuasive enough to make you want to buy a product advertised?

Yes	1
No	2

How often does the internet advertisement make you want to buy the product advertised?

Never	1
Seldom	2
Sometimes	3
Often	4

Do you think advancement in information and communication technologies has influenced how you receive advertised messages?

Strongly agree	1
Agree	2
Undecided	3
Disagree	4
Strongly disagree	5

Section 5

E. New media versus traditional mass media

Do you think internet advertising is a threat to the traditional mass media advertising?

Strongly agree	1
Agree	2
Undecided	3
Disagree	4
Strongly disagree	5

I prefer advertisements on the internet

Yes	1
No	2

I prefer advertisements on Television, radio, newspaper, billboards and direct mail

Yes	1
No	2

Thank you for taking part in this study

Annexure B: Permission Letter to Conduct Research

University of Fort Hare

Alice Campus – South Africa

26th November 2012

The Research Director.

Research Development

Walter Sisulu University

Mthatha , Eastern Cape

South Africa

Dear Sir,

Permission to distribute questionnaire

I am a student at the University of Fort Hare, South Africa where I am studying for a degree of Masters in Communication. As part of my study, I am conducting a survey on Sources of advertisement messages and their impacts on purchasing behaviour : A case study of Walter Sisulu University students.

The survey investigates the various sources of advertisement messages and their impacts on the students' purchasing behaviour. The questionnaire will be distributed for collection of their opinion and their responses will be treated with confidentiality.

My proposal has been approved by my faculty and application for ethical clearance has been submitted to the ethical committee awaiting approval. Please find attached a copy of my proposal, identity card and questionnaire.

I work as a voluntary tutor with the Department of Business Management in your institution, which is what informed my decision to choose Walter Sisulu University students as my respondents.

I hope my application would be given due consideration.

Thank you in anticipation for your cooperation.

Yours sincerely,

.....

Olawumi .K. Oladimeji

(Student)

**Annexure C: Permission from Walter Sisulu University to distribute
Questionnaires**



***DIVISION OF ACADEMIC AFFAIRS AND RESEARCH
DIRECTORATE OF RESEARCH DEVELOPMENT***

*Nelson Mandela Drive
Mthatha Campus
Private Bag X1
MTHATHA 5117
Tel: + 27 47 502 2947/2647
Fax: +27 47 502 2185*

*Web Fax: 0866 541 093
E-mail: ecishe@wsu.ac.za
bandlac@gmail.com*

*Buffalo City
Potsdam Campus
EAST LONDON
Tel: + 43 708 5444
Fax: + 43 708 5458*

Ms Olawumi Oladimeji
University of Fort Hare
Alice Campus
South Africa

Dear Ms Oladimeji,

Re: Request to Conduct a Research Study among Students at WSU

Permission is hereby granted provided an ethical clearance from the University of Hare is submitted to the Directorate of Research Development, WSU, prior to the commencement of the administration of the questionnaire.

Regards

**Dr EN Cishe
Acting Director: Research Development**

Walter Sisulu University

Annexure D: Ethical Clearance Issued for the study by the Research Office



University of Fort Hare
Together in Excellence

ETHICAL CLEARANCE CERTIFICATE

Certificate Reference Number: SAL01 1SOLA01

Project title: **Sources of advertisement messages and their impact on purchasing behavior: A case study of Walter Sisulu University students**

Nature of Project: Masters

Principal Researcher: Olawumi Oladimeji

Supervisor: Prof A Salawu

Co-supervisor:

On behalf of the University of Fort Hare's Research Ethics Committee (UREC) I hereby give ethical approval in respect of the undertakings contained in the above-mentioned project and research instrument(s). Should any other instruments be used, these require separate authorization. The Researcher may therefore commence with the research as from the date of this certificate, using the reference number indicated above.

Please note that the UREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the document
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research

The Principal Research must report to the UREC in the prescribed format, where applicable, annually, and at the end of the project, in respect of ethical compliance.

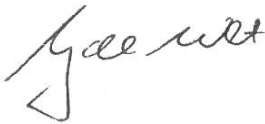
The UREC retains the right to

- Withdraw or amend this Ethical Clearance Certificate if
 - Any unethical principal or practices are revealed or suspected
 - Relevant information has been withheld or misrepresented
 - Regulatory changes of whatsoever nature so require
 - The conditions contained in the Certificate have not been adhered to

- Request access to any information or data at any time during the course or after completion of the project.

The Ethics Committee wished you well in your research.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Gideon de Wet', written in a cursive style.

Professor Gideon de Wet
Dean of Research

12 December 2012