

INFLUENCE OF TELEVISION ADVERTISEMENTS ON TELECOMMUNICATION COMPANIES CONSUMERS' PSYCHOLOGICAL BUYING BEHAVIOR IN KENYA

Mercy Kangai Micheni

Jomo Kenyatta University of Agriculture and Technology, Kenya

Dr. Agnes W. Njeru

Jomo Kenyatta University of Agriculture and Technology, Kenya

Beatrice Wanjiru

Rift Valley Institute of Science and Technology (RVIST), Kenya

CITATION: Micheni, M. K., Njeru, A. W. & Wanjiru, B. (2013). Influence of television advertisements on telecommunication companies consumers' psychological buying behavior in Kenya. *International Journal of Social Sciences and Entrepreneurship*, 1 (5), 728-741.

ABSTRACT

Television advertising is a very effective tool of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements an important medium to make people aware of any products. This study set out to investigate the influence of television advertisements on telecommunication company's consumers' psychological buying behavior in Kenya. This study establishes the effects of celebrity endorsement on consumers buying behavior. The study assesses the influence of visual presentations of television advertisements on consumer psychological buying behavior. Using Kress and Van Leeuwen's Multimodal Discourse Analysis theory, the study examines the manipulation of modes of signification on the Kenyan television advertisements so as to project the desired images. This study was based on attitude toward the ad theoretical model, which was used to examine the relationship between variables. Descriptive survey research design was carried out amongst consumers of telecommunication products in Kenya. The target population was over 10,000 consumers comprising of the four telecommunications companies in Nairobi, Kenya. Purposive sampling was used to select the consumers amongst the four telecommunication companies. The sample size was made up of 324 respondents who were representatives of the target population. Data collection was done using a combination of open ended and closed ended questionnaires and interview schedule to establish the. Piloting was conducted to establish the validity and reliability of the instruments. Descriptive statistics

involving frequencies and percentages were used to analyze quantitative and qualitative data. 57.4% of the respondents indicated that celebrity endorsements in the advertisements influence the consumers' psychological buying behavior while 69.1% indicated that visual presentation influences the consumers' psychological buying behavior. The current study revealed that several visual presentations used on television advertisements that is; lighting, color, music, animation and slogans have a great impact on consumers' psychological buying behavior. 32.5% rated Animations as the most influential visual presentation used in the television advertisements to influence consumers' buying behavior.

Key Words: *advertisements, celebrity, visual presentation, television, telecommunication, animations*

Introduction

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale et al., 2005 and Bovee, et al. 1995). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007). Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influences audiences, but television is one of the strongest medium of advertising and due to its mass outreach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

Television advertisements employ verbal and visual modes of signification and offer specific strategies for viewers to infer meanings. One such strategy is to craft visually intense and highly persuasive discourses in the television advertisements, which can be manipulated to lead viewers into making interpretations that are in the advertisers' favor. The advertisements are crafted using modes of signification such as speech, writings, participants, face-work, soundtracks, lighting and color. The overall goal of adverts is to sell or at least, to make the public aware of their product and all the elements they are made up of are designed to contribute to the achievement of this goal.

Literature Review

Celebrity Endorsement

A celebrity figure is a participant who has qualities which the viewer wishes to emulate because of the perceived benefits that accrue from the association with the celebrity or out of aspiring to become another celebrity in their own rights (*Osho Times* 6th May 2001). Advertisements present a world of glamour and viewers are conditioned into believing that it is possible for them to live like the participants when they use the advertised products. A key aspect that advertisers especially in the fashion arena use to impact and attract the consumers' attention is celebrities. Langmeyer and Shank (1994), define this assemble not only comprise objective beauty, but also non-physical beauty, such as sportsmanship, charm, grace, intelligence and credibility. A good-looking celebrity is more likely to be a more powerful foundation of a brand's image due to the advantage of their celebrity standing and their physical attractiveness (Kamins, 1990). In research that has investigated physical attractiveness showed that physically attractive celebrities have a positive effect on the products and brands with which they are linked to. Joseph (1982) states that physically attractive celebrities have a positive effect on the way the product is perceived and looked upon.

In another study Kahle and Homer (1985) discover that the celebrity's attractiveness can improve the way the brand is remembered, what the brand promises and the attractiveness of a brand. In an even more current study, Till and Busler (1998) bring to a close that the use of an attractive representative for the brand has positive effects, on the attitude of the consumers targeted, towards the brand. One of the findings from these observations is that the attractive sources tend to attract more attention than other less attractive sources. Therefore they are able to communicate the meaning with more effectiveness. Building on from these findings, we can say that the more attractive the celebrity, the more the image of the endorsed product will benefit.

An example of an advertising campaign where the attractiveness-image of a celebrity has been linked with the image of the brand and used as a psychologically impacting tool for the consumer is the Star Ambassador campaign by a renowned watchmaker Omega. This ad champagne features supermodel Cindy Crawford and Formula One racing driver Michael Schumacher. Crawford's who is renowned for her beauty and Schumacher's for his outstanding driving abilities makes them extremely eye-catching and very noticeable in their professions and beyond. These attributes make these celebrities ideal ambassadors for Omega's products (Omega, 2004). Considering this it is safe to say that celebrity attractiveness has a positive relationship with brand image (seno.d, et al 2007).

In a study carried out by Klaus et al. It suggested that, women in particular responded more positively and had a more favorable attitude towards, celebrities in the advertisements. (Klaus N et al, 2008). This research also showed that male and female consumers responded more favorably to adverts with female celebrities, with male participants providing a more favorable

response than female participants, but finds only limited interaction effects, in terms of differences between male and female participants' attitudes, evaluations, and responses, to adverts with male and female celebrities.(Klaus N et al, 2008) This research observed the impact of this manipulation approach in advertising on male and female consumers.

Goldsmith et al. (2000) define celebrity standing in the context of advertising as the extent to which a celebrity is “perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject”. This shows that the careful selection of a celebrity to represent a product is crucial, as the celebrity has to have some level of relation to the way the product is preceded by the consumer. It could be in terms of the trust that the consumers hold with the celebrity or the authenticity and the sincerity of the opinion of that particular celebrity on the subject of that product.

Expertise and trustworthiness are the most important aspects of celebrity credibility. When consumers evaluate these aspects of a particular celebrity, they echo on the soundness of the pronouncements made by that celebrity. There is a level of trust between the celebrity and the consumer. The trust being that the consumer believes in the credibility of what the celebrity is endorsing (e.g. Hovland et al., 1953). The more the consumer is in favor of these celebrity credibility constituents, the celebrity endorser in turn is seen to be a more convincing source for the representation of that information about the product and also as an authentic representation for that brand (e.g. Ohanian, 1990). After a careful study of the literature on this area, Goldsmith et al. (2000) conclude by saying that the assumed credibility of a particular celebrity has a positive impact, in respect to convincing consumers and influencing consumer attitudes, towards the products with which the celebrity is associated.

Celebrity endorsements have even been used to sell credit cards, as seen in the long series of American Express print ads which "have been featuring well known [American Express] card members in full-page color photos, with the only text the celebrity's name and how long he or she has been a card member" (Thorson188). As in the case of celebrity endorsements, the key to this type of manipulation is for the consumer to identify with the movie star when that star uses the product in the cause of the film.

Another way in which businesses have been able to induce the buying public to identify with their products has been through sponsoring entertainments such as sporting events and music concerts. In fact, it has been noted that "sexual titillation was an established attention-getter from the earliest days of national advertising" (Schudson 59). Thus, advertisers may manipulate consumer behavior through working with psychological and social fears which stem from the lack of self-confidence which many people have in modern society.

Visual Presentation

Visual presentation of advertising is the simplest way of pertaining information, as to perceive visual information the human uses least energy. At least one visual aspect in the ad has to affect the customer subconsciously. The presentation of advertising information and therefore a higher demand for merchandise will depend on the knowledge of the customer's psychology.

a) Lighting

Hutchison et al, 2011, lighting creates salience by focusing attention to certain episodes in the adverts and thus making them appeal to viewers. It is a mode of signification that reveals phases and scenes in the plot of an advertisement. It is used to signal the start and end of scenes. It depicts the setting of a scene in the advertisement. Lighting is also used in the advertisements to highlight density by concentrating and focusing on the items and episodes for emphasis. Daylight scenes are marked with bright natural sunlight while night scenes are marked with room and electric bulb lightings. A strong vertical gradient of luminance reflects natural daylight distribution while a minor vertical gradient of luminance reflects pictures taken inside rooms or at night.

b) Color

Among the environmental factors recognized to produce important emotional and behavioral reactions on the consumer, color seems to play a big role. One effective way to grab customer's attention is with a knowledgeable use of color. Color actually improves the business from boosting the effectiveness of promotions to polishing the halo over the brand and even generating new revenues". (Funk and Ndubisi, 2007, p.41) Moreover, color has been identified as "an essential characteristic of textiles products and it is a powerful marketing tool that can encourage consumers to buy products" (Cresswell, 2004, p.5).

Advertisements use different colors to achieve special effects with regard to the symbolic meanings and significations associated with the colors. (Berlin and Kay, 1996) Colors are culture-dependent in that different cultures associate certain colors with certain symbolic meanings. Copywriters use color to appeal to viewers' emotions and create the desire to purchase products. Colors in advertisements are seen in the product packaging, participants' dresses, wall paintings and the general setting of the advertisements. Berlin and Kay (Ibid.) further say that colors are associated with certain symbolic meanings. The blue, pink, red and yellow colors in the advertisement are generally pleasant, soothing, energizing and stimulate brain wave activity (Berlin and Kay, 1996). White color symbolically stands for cleanliness, innocence and purity while red stands for love and it is said to increase heart rate (Marsland, 2006).

c) Music (Songs)

Music is considered to be the most commonly studied stimulus variable (Turley & Milliman, 2000). Most retailers would agree that music is one of their most important considerations and expenses (Yalch & Spangenberg, 1993). Billions of dollars are spent worldwide on music in the retail environment (North & Hargreaves, 1998). Past reviews of experimental evidence in this area have included music as part of a larger review of atmospheric effects (Lam, 2001; Turley & Milliman, 2000), and more narrowly focused on just its effect on shopping behavior (Allan, in

press). Music is also considered to be the most used executional cue in commercials (Yalch, 1991). Dunbar (1990, p. 200) argued that “music makes you watch or listen [to advertising] in a different way” than commercials without music and adds an emotional dimension to the consumer response to the brand.

Television advertisements use songs and soundtracks as accompaniments to the actions and speech in the advertisements. Alpert and Alpert (1989), a major component influencing audience responses is background music accompanying commercials. Music audience moods and purchase intentions without necessarily affecting the intervening cognitions. It is used for entertainment, information and to capture the viewers’ attention. Viewers reported that it is easy to follow and master as it is written on the television screen so they can sing along. It is interesting, entertaining and moving. The fact that it is written and scrolls at the bottom of the screen makes it a visual mode of signification as well. The viewer is manipulated into reading and singing along.

d) Animations

Herméren (1999), through these television animations, the impact of star power as proposed by who distinguishes various kinds of power through an advertisement may have a persuasive influence. He says that in the star power the product is associated with a celebrity figure in form of an animation or cartoon. According to Crystal (1997) the language of advertisements is generally laudatory, positive, unreserved and emphasizing the uniqueness of a product. It is also a perfect case of the use of weasel words as proposed by Shrank (1990) in which he says that advertisements often use misleading words. Advertisers use weasel words to say things that are not necessarily true. Respondents probably find the phrases striking because animations speak however they find it strange that they should be able to speak. It is fantasy and respondents described such advertisement as unrealistic, exaggerated and inappropriate.

e) Slogans

Television advertisements use words, phrases and sentences both written and spoken to illustrate the action in the discourses. Words generally construct the slogans, messages and songs and blend in with other modes of signification to construct the narrative processes that tell the story in advertisements. Striking phrases and sentences include slogans, advertisement claims and advertisement promises. They are an ideal site from which to observe the constructive function of linguistic labeling and categorization. Specifically, it has been stated that “positive and negative emotions, as well as, specific emotions like hope, fear, regret, guilt, embarrassment, and general moods can affect how consumers think, the choices they make, how they feel after making a decision, what they remember, and how much they enjoy an experience” (Hoyer and Macinnis, 2010, p.10).

Research Methodology

Research Design

The study employed a descriptive survey research design to investigate the influence of television advertisements on consumers' psychological buying behavior in telecommunication companies in Kenya. This design was considered appropriate for the study since as Good (1992) observes, it is useful in securing evidence concerning an existing situation or current condition. This design allowed the collection and analysis of information in a manner that is relevant to the research objectives and with a procedure that is economic. Mugenda & Mugenda, (1999) observes that descriptive survey design is probably the best method available to social scientists and other educators who are interested in collecting data for the purposes of describing a population which is too large to observe directly. Responses were gathered through interviews and questionnaires administered to consumers of the advertised products.

Population of the Study

Population refers to the entire group of individuals, events or objects having a common observable characteristic (Mugenda & Mugenda, 1999). Target population refers to all the members of a real or hypothetical set of people, events or objects to which a researcher wishes to generalize the results of the research study (Borg & Gall, 1989). The study was carried out among all the consumers of telecommunication products in Nairobi. The target population was over 10,000 consumers who made up of the four telecommunications companies in Nairobi.

Sampling Frame

The telecommunication companies in Nairobi, Kenya includes: Safaricom, Airtel, Telkom Kenya, and Yu.

Sample and Sampling Techniques

In this study, purposive and random sampling techniques were used to get the sample size. Sampling means selecting a given number of subjects from a defined population as representative of that population. Any statement made about the sample should also be true of the target population (Orodho, 2002). It is however agreed that the larger the sample the smaller the sampling error. (Gay, 1981) suggests that for descriptive studies 10% of the accessible population is enough for the sample size. Mugenda & Mugenda (1999) recommends between 10% and 30% of accessible population for descriptive research design. The target population was over 10,000 consumers comprising of the four telecommunications companies in Nairobi. Purposive sampling was used to select the consumers amongst the four telecommunication companies. The sample size was made up of 324 respondents who were the representative of the target population.

Instruments

The researcher used questionnaires and interview schedule.

Questionnaires

This study adapted a questionnaire as a tool for data collection from consumers of telecom industries. The questionnaire was preferred because as Kombo and tromp (2006) point out, questionnaires are less expensive, do not consume a lot of time in their administration and allow respondents freedom to bring out their views and feelings independently and hence there was no opportunity for interviewer bias. Questionnaires were therefore appropriate for this study based on the above strengths.

The questionnaire had both closed ended and open ended questions. The closed ended questions enabled collection of quantitative data for statistical analysis while open ended questions elicited qualitative responses about the respondents' views on the issue under study. The questionnaire consisted of section A and B. Section A captured background information such as; age, gender, marital status. Section B was designed to seek information on the influence of T.V adverts on consumers' psychological buying behavior.

Interview schedule

Interview schedule was used to collect information from the consumers of telecommunication products. Peil (1995) maintains that interviews can provide reliable, valid and theoretically satisfactory results than a questionnaire from unknown source, especially in societies where interaction is highly personalized and that interviews get better cooperation and fuller answers than questionnaires. Kothari (2004) observes the language of the interview can be adapted to the ability or educational level of the person interviewed and as such misinterpretations concerning questions can be avoided. A list of issues to be discussed was prepared and an in-depth interview was held concerning the influence of television advertisements on consumers' psychological buying behavior. Tape rehearsal interviews was also used to discuss how respondents responded in difficult situations and also attain accurate information since most respondents are uncomfortable when they know their remarks were recorded word by word.

Data Collection Procedure

Since interviews were conducted, interview guide questions were drafted on a note book using a pen to assist the interviewer on the questions to ask the respondents. Notebooks were used to take notes on the responses of the interviewees. Another device, a portable recorder was also used to record every word the respondents say. The information written down on paper was later analyzed. The researcher drew a program to visit sampled companies and first seek appointments before administering the research instruments to them in person, and wait for them to fill to maximize on the return rate. The researcher collected the filled questionnaires on the same day.

Pilot Study

A pilot study was carried out to ascertain reliability and validity of the research instruments. Mugenda & Mugenda says that between 1% of the population is good. Therefore 10 interviews/questionnaires were conducted. This was necessary to enable the researcher to make the necessary corrections on the instrument before administering and familiarize himself with administration of the questionnaire.

Data Processing and Analysis

Data analysis is the process of systematically searching and arranging field notes, data and other materials obtained from the field with an aim of increasing understanding and enable one to present them to others (Orodho, 2009). This research yield data that requires both qualitative and quantitative data analysis. Raw data was gathered from the respondents. Quantitative analysis entails analyzing numbers about a situation by choosing specific aspects of that situation. Descriptive statistics was used to analyze the quantitative data obtained. The statistics used include frequency counts, means and percentages. Quantitative data analysis will require the use of a computer spreadsheet and for this reason the Statistical Package for Social Sciences (SPSS) version 17.0 was used. As Martin and Acuna (2002) observe, SPSS is able to handle large amount of data, and given its wide spectrum of statistical procedures purposefully designed for social sciences, it is also quite efficient. On the other hand, Qualitative data analysis entails analyzing in words or pictures by collecting data, recording people's experiences not selecting any pre-chosen aspect. Peil (1995) maintains that when making the results of each research known to a variety of readers, percentages have a considerable advantage over more complex statistics. The qualitative data obtained in this study was analyzed by organizing them into similar themes and tallying the number of similar responses. From this the researcher closely evaluated the usefulness of the information in answering the research questions. The results of data were presented using frequency distribution tables, bar graphs and pie charts.

Results and Discussions

Preliminary Information

The study established that majority of the consumers (31.5%) described television advertisements as convincing. 16.4% of the respondents described these adverts as appealing, 19.4% described them as honest while 8.6% of the respondents described them as credible. 14.8% described television adverts as attractive, 3.7% of the respondents described them as memorable. This shows that a few of the respondents (2.8%) described advertisements as distasteful and silly.

Majority of the consumers (59.0%) agreed that most of the television advertisements catch their attention. 30.6% of the consumers strongly agreed that these advertisements catch their attention very well while 4.9% of the respondents were undecided. 4.6% of the respondents disagreed that these advertisements catch their attention while 0.9% strongly disagreed that the advertisements

catch their attention at all. This show that most of the respondents rated that television advertisement catches their attention.

Majority of the consumers (46.9%) agreed that most of the television advertisements are appealing to them. 41.7% of the consumers strongly agreed that these advertisements are very appealing to them while 3.7% of the respondents were undecided. 6.8% of the respondents disagreed that these advertisements are very appealing to them while 0.9% strongly disagreed that they find advertisements appealing to them at all. This show that most of the respondents rated that they find these advertisements more appealing to them.

56.2% of the respondents agreed that most of the television advertisements are very memorable to them. 25.0% of the consumers strongly agreed that these advertisements are very memorable to them while 3.1% of the respondents were undecided. 10.2% of the respondents disagreed that these advertisements are very memorable to them while 5.6% strongly disagreed that they find advertisements memorable to them at all. This shows that majority of the respondents (56.2%) rated that they find these advertisements more memorable to them.

Majority of the consumers (60.6%) agreed that most of the television advertisements are very convincing. 32.0% of the consumers strongly agreed that these advertisements are very convincing while 3.4% of the respondents were undecided. 3.5% of the respondents disagreed that these advertisements were convincing while 0.5% strongly disagreed that the advertisements convince them at all. This show that most of the respondents rated that television advertisement is very convincing.

52.9% majority of the respondents agreed that most of the television advertisements are very attractive. 29.5% of the consumers strongly agreed that these advertisements are very attractive while 4.5% of the respondents were undecided. 6.5% of the respondents disagreed that these advertisements were attractive while 6.6% strongly disagreed that the advertisements are attractive to them at all. This show that most of the respondents rated that television advertisement is very attractive.

Majority of the consumers (48.0%) strongly agreed that most of the television advertisements are honest. 40.5% of the consumers agreed that these advertisements are very honest while 3.0% of the respondents were undecided. 5.5% of the respondents disagreed that these advertisements are honest while 3.0% strongly disagreed that the advertisements are honest at all. This show that most of the respondents rated that they find television advertisement being honest.

Majority of the consumers (54.8%) agreed that most of the television advertisements are credible. 30.5% of the consumers strongly agreed that these advertisements are very credible while 4.2% of the respondents were undecided. 10.5% of the respondents disagreed that they find these advertisements credible to them at all. This show that most of the respondents rated that television advertisement is credible.

53.3% majority of the respondents agreed that most of the television advertisements are silly and distasteful. 40.0% of the consumers strongly agreed that some of the advertisements are silly while 2.7% of the respondents were undecided. 4.0% of the respondents disagreed that they find some of these advertisements silly. This show that most of the respondents rated that some of the television advertisements is silly and distasteful.

Objectives Information

Majority of the respondents (57.4%) indicated that celebrity endorsements in the advertisements moderately influences the consumers' psychological buying behavior. 24.4% of the respondents indicated that they strongly believed that celebrity appeals in the adverts highly influences their buying behavior while 10.5% of the respondents were undecided. 7.7% of the respondents indicated that they did not find the actors/ celebrities' enough to make them buy the products they promoted hence less influential. This show that majority of the respondents rated that celebrity endorsements in the adverts has a great impact on their psychological buying behavior.

The study established that majority of the respondents (65.9%) agreed that celebrity endorsements on the adverts influences the choices they make when they want to buy a product while 34.1% disagreed that celebrities influences their decision making. 62.6% of the respondents agreed that celebrity endorsements on the adverts are very common while 37.4% disagreed. 58.1% indicated that they agree adverts with celebrities catch their attention while 41.9% disagreed. Most of the respondents (73.5%) rated that celebrity endorsed adverts are very expensive and companies spend a lot of money to create them while 26.5% didn't see it as expensive. 60.3% of the respondent agreed that most telecommunication companies use celebrities to advertise their products while 39.7% disagreed. 54.5% disagreed that companies should be allowed to use celebrities to advertise while 45.5% agreed that companies are allowed to use celebrities.

Majority of the respondents (69.1%) agreed that visual presentations used in the adverts moderately influences the consumers' psychological buying behavior. 20.7% of the respondents strongly agreed and indicated that visual presentations highly influences their buying behavior while 6.5% were undecided. 1.9% of the respondents rated that visual presentations had little influence in their buying behavior. 2.8% indicated that they are not influenced by visual presentations to buy certain products. This show that majority of the respondents rated that the use of visual presentations in the advertisements, influences their psychological buying behavior.

Majority of the consumers' (32.5%) rated Animations as the most influential visual presentation used in the television advertisements to influence consumers' buying behavior. 18.0% of the respondents indicated lighting as a visual presentation used to influence consumers buying behavior. 21.9% of the respondents rated color as an influential means while 13.8% of the respondents indicated Music as a visual presentation used to influence consumers' buying behavior. 13.8% of the respondents indicated Slogans as a means of visual presentation used to influence the consumers' psychological buying behavior.

Majority of the respondents (61.3%) agreed that visual presentations on the adverts influences the choices they make when they want to buy a product while 38.7% disagreed that visual presentation influences their decision making. 69.9% of the respondents agreed that visual presentation on the adverts are very common while 30.1% disagreed. 78.5% indicated that they agree adverts with visual presentations catch their attention while 21.5% disagreed. Most of the respondents (65.5%) rated that visual presented adverts are very expensive and companies spend a lot of money to create them while 34.5% didn't see it as expensive. 72.5% of the respondent agreed that most telecommunication companies use visual presentations to advertise their products while 27.5% disagreed. 73.3% agreed that companies should be allowed to use visual presentations to advertise while 26.7% disagreed that companies should be allowed to use visual presentations.

Conclusions

The study established that television advertisements have a positive influence the consumers' psychological buying behavior. This is achieved by the use of:

- a) Celebrity endorsements that the consumers' identified them as personalities in the adverts who influence them to buy certain product. They present a world of glamour and viewers are conditioned into believing that it is possible for them to live like the participants when they use the advertised products.
- b) Visual presentations which includes; lighting, color, music, animations and slogans. Lighting creates salience by focusing attention to certain episodes in the adverts and thus making them appeal to viewers. Advertisements use different colors to achieve special effects with regard to the symbolic meanings and significations associated with the colors. Television advertisements use songs and soundtracks as accompaniments to the actions and speech in the advertisements. Viewers reported that it is easy to follow and master as it is written on the television screen so they can sing along. Respondents identified slogans as phrases or sentences that are striking and memorable.

The study also established that celebrity endorsements and visual presentations on the adverts influences the choices consumers make when they want to buy a product. Such adverts catch their attention and are very expensive and companies spend a lot of money to create them and most telecommunication companies use such adverts to advertise their products.

This research provides the insight to the companies on how they can make better their marketing and promotional tools to capture their customers. With the help of this study companies can understand the importance of advertisements in boosting businesses. This is a real picture that shows adverts plays a crucial role in changing the people's buying behavior.

Ethics in advertisements are being violated leaving consumers astray. The organizations quite daringly overlook the ethical standards taking advantage to increase their profits hence sacrificing the

free will of the consumers and their rights. Not much is left for the consumer to think and decide rather they are unduly directed to opt any option due to false and unrealistic situations created by the organizations.

Recommendations

The following recommendations are necessary in light of the responses from the respondents and in view of the research findings.

- a) With regards to the advertising media, this study revealed that television is currently the most potent of all media used in advertising a product. Therefore more consideration should be given to television as a medium of advertising since it combines motion, picture, sound and special visual effects. A product can be demonstrated and described on television, hence wide geographic coverage and flexibility. More budgets could be devoted to television adverts in view of the consumers' preference on it.
- b) Consumers are perceived to have very little knowledge about the products and at times fail to distinguish between the usefulness of the product they intend for. Hence the Government should create a legal framework which provides a clear consumer protection rule that discloses information that is complete, accurate and in a format they can understand.
- c) Government should create strict policies that uphold the ethics in advertisements. Therefore there is need for organizations/ companies to maintain ethics in their advertisements.

References

- Abideen, Zain Ul., Farooq, Wagas and Latif, Abdul. How urban children process advertising message: Special reference to television advertising in Pakistan. *African Journal of Business Management*, Vol. 5 (10). 18th May 2011
- Ayanwale, A. B, Alimi, T & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Social Science*, 10(1), 9-16.
- Alpert J.I. and Alpert M.I. (1989). Background music as an influence on consumer mood and Advertising responses in *Advances in Consumer Research Vol 16 Eds.* Associated Consumer Research; 485-491.
- Bovee, L. C., Thill, V.J., Dovel, G. P., & Wood, M. B. (1995). *Advertising Excellence*. McGraw Hill
- Crystal, D. (1997) *The Cambridge encyclopedia of language Vol. 1*. New York: Cambridge

- Goldsmith, R.E., Lafferty, B.A., Newell, S.J, 2000, "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands", Journal of Advertising, Vol. 29 No.3, pp.43-54.
- Hovland, C.I., Janis, I.K., Kelley, H.H. (1953), Communication and Persuasion, Yale University Press, New Haven, CT
- Joseph, W.B. (1982), "The credibility of physically attractive communicators: a review", Journal of Advertising, Vol. 11 No.3, pp.15-24.
- Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. International Marketing Conference on Marketing & Society. Retrieved on Dated: 10-04-2009 from <http://www.itu.int/ITUD/ict/newslog/content/binary/20-2008jpg>.
- Kamins, M.A. (1990), "An investigation into the “match-up” hypothesis in celebrity advertising: when beauty may only be skin deep", Journal of Advertising, Vol. 19 No.1, pp.4-13.
- Klaus N, Bailey A A, 2008, Celebrity endorsements: an examination of gender and consumers' attitudes, American Journal of Business, Vol. 23 no. 2, page 53
- Kombo, D. K. & Tromp, E. A. (2006). Proposal and Thesis writing: An Introduction. Nairobi: Pauline's Publication Africa.
- Kothari, C. R. (2004). *Research Methodology: methods and techniques*. New Delhi: New Age International (P) Limited Publishers.
- Latif, Abdul and Abideen, Zain Ul. (2011). Effects of Television Advertising on Children. A Pakistani Perspective. European Journal of Economics, Finance and Administrative Sciences, Issue 30, pg 38-49
- Latif, Abdul, Saleem, Salman and Abideen, Zain Ul. (2011). Influence of Role Model on Pakistani Urban Teenager's Purchase Behavior. European Journal of Economics, Finance and Administrative Sciences, Issue 31, pp 07-16
- Mugenda, O. M. & Mugenda, A. G. (1999). Research Methods: Quantitative and Qualitative Approaches. Nairobi: Act press

- Orodho, J.A. (2009) *Elements of Education and Social Sciences Research Methods*. Maseno, Kenya: Kanezja publishers.
- Ohanian, R. (1990), "Construction and validation of a scale to measure celebrity credibility", *Journal of Advertising*, Vol. 19 No.3, pp.39-52.
- Peil, M. (1995). *Social Science Research Methods Handbook for Africa; East Africa*. Nairobi: Educational Publishers.
- Seno.D, Lukas.b.a, 2007, The equity effect of product endorsement by celebrities, *European Journal of Marketing*, Volume 41 Number 1/2 2007 pp. 121-134
- Shrank, J. (1990). The Language of ad claims, In Dieterich, D. (Ed.). (1976). *Teaching about Doublespeak*. Urbana IL: National Council of Teachers of English.
- Till, B.D., Busler, M. (1998), "Matching products with endorsers: attractiveness versus expertise", *Journal of Consumer Marketing*, Vol. 15 No.6, pp.576-9.