

Assessing the Level of Recall and Recognition of Service Brands in Newspaper Advertisements (The Case of Vodafone Ghana)

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Abstract: *Brand recognition is extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging or advertising campaign. Brand recognition requires the consumer to recall prior knowledge. In order to build brand recognition, an organization must repeatedly provide consumers with a consistent visual or auditory learning experience. Brand recognition can be contrasted with brand awareness, which simply means the consumer knows that a particular brand exists. The purpose of this paper is to evaluate how much newspaper advertisements can contribute to the recognition of a service brand such as Vodafone Ghana Limited. Related literature was reviewed for an in-depth understanding of the key issues related to the topic. Data was collected using questionnaires administered on 500 respondents on Ho Polytechnic campus and its environs. Frequency tables and charts were used to communicate information churned from data gathered. The study principally revealed that newspaper ads are very effective in increasing the recognition of service brands.*

Keywords: *Branding, Newspaper, Advertising, Awareness, Recognition, Vodafone.*

1. INTRODUCTION

Organizations do not spend a great amount of money advertising for beauty sake. The knowledge that a successful brand remains successful only by protecting itself from the road of competitors is the essence of advertising [1]. Advertising is an anti impotence mechanism- it can be used effectively to build on existing brand strength to protect against declining strength in the market place [1]. The Advertisers Association of Ghana defines advertising as “a form of communication through the media about products, services or ideas paid for by an identifiable sponsor. Advertising, according to the Advertising Association of America is any paid form of non personal presentation of ideas, goods and services by an identifiable sponsor. [2] Also defined advertising as “paid, mass mediated attempt to persuade.” The above definitions have four main elements:

- Paid for: Advertising is not free. Advertisers pay the medium that carries the message.
- Promotion of ideas, goods and services: Advertising messages may be used to inform consumers about products/services, to persuade them to purchase these products/services and remind them to buy specific product, brands or to purchase specific services
- Non personal presentation: Non personal communication channels include media, events and atmosphere. Media includes print, broadcast, and electronic and display media (billboards, signs, and posters). Events are occurrences designed to communicate particular messages to target audiences [3]. Atmospheres are “packaged environment” that create or reinforce the buyer’s leanings towards product purchase.
- An identified sponsor: Is an individual, a firm, or a nonprofit organization that assumes responsibility for payment. Every advertisement must necessarily contain or announce the name of its sponsor.

Organizations spend money on advertisements to achieve specific rewards. Many authors have come out with the functions of advertising and its usefulness. Some of these functions according to some selected authors are as follows:

- Creating and stimulating demand: This is achieved when an advertiser is successful in appealing to those who are not yet users and also when it succeeds in encouraging consumers to increase the quantity used. Demand is created through discount, coupons and presenting unique selling points.

- Selling advertised products or services: Advertisers hope that enough demand can be created for a product through well planned advertising [1].
- Educating consumers: Advertising can be used to reduce crime, encourage environmental protection, and educate consumers on the use of new product before purchasing it and to educate them about the exclusive features of the product [1].
- Positioning products and services: This is the consumer's perception of what the product does and for whom it is designed.
- Reminding: Advertising keeps a company brand fresh in consumers' memory. Advertising also reminds consumers of the continuous existence of a brand [1].
- Enhancing organizations image: Advertisement helps to create favorable image in the public's eye [3].

According to [1] and [4], many advertisers follow the work-flow of considering the five Ms of advertising: mission, money, message, media and measurement. This covers the five components of disseminating an ad to the public, and thus evaluates broad advertising decisions with ease.

- **Mission:** An advertiser must understand the underlying reason for the campaign, and its targets. There may be more than one mission: a single campaign can aim to increase sales, improve brand awareness, and develop brand loyalty. When considering the appropriate channels, and visual design, for your campaign, it will help the ad to be focused and successful if you select one of these as the core mission and make others the sub-goals.
- **Money:** advertising doesn't come cheap, especially if blended across printed and digital channels. But for an advertising campaign to give useful metrics on return-on-investment, it's important to establish an advertising budget ahead of time, and stick to it. If you're advertising a mass market product, then you can consider using the most expensive (high-exposure and high-frequency) media: national television and radio advertisements. Any expenses incurred should be calculated to pay for themselves in terms of increased sales, so understand the product and budget accordingly.
- **Message:** the message is the memorable part of your advertising campaign: ensure you create a tagline and tone which is geared to the target market. It must pitch both your product and your brand accurately and attractively. Hiring a creative agency to work in creating relevant, engaging messages that can be adapted across all media channels can be helpful.
- **Media:** media considerations are: the different channels to be used in advertising campaign, the percentage split between the usage of these media types, and the date and length of period the advertisements will be available across different platforms. Different media channels include internet (encompassing banner ads, videos, email marketing and more), television, print, and radio. Selecting the media should be based on reaching the target audience: where are they (geographically and also in terms of their preferred media), and the most high-impact way to grab their attention.
- **Measurement:** Measurement assesses the reach of the campaign's core mission, and analysing whether each section of media being used is contributing to this goal. Analytics should include: market research amongst target audience, engagement with different media channels (e.g. click-through from banner ads), and sales figures. This will enable the company to cut any channels not providing a positive return on investment, and perhaps prolong the campaign in those which are.

Through advertising, other marketing communications are enhanced. For example, consumers can identify product packages in the store and recognize the value of a product more easily after seeing it advertised on television or magazine. The medium for every advertisement must have magnificent effect on its success. The decision on the medium to choose should be mindful of the target audience, their interests as well as the budget available. The five major advertising media, according to [1] are television, radio, magazines, newspapers and out-of-home advertising on bill boards. Print media advertising precede all other forms of advertising. It consists of newspaper, magazines and direct mail.

1.1. Objectives of the Study

Competition in the marketplace over the years has made advertising inevitable. Many telecommunication companies have emerged in Ghana lately. Apart from Vodafone Ghana, others

such as MTN, Airtel, Expresso, Glo and Tigo (all telecommunications service providers in Ghana) are competing eagerly for subscribers' attention. It is in this regard that companies which are older in the market consistently advertise their products to remain on top of the competition and to prevent the extinction of their product and services and to make people recall and recognize them. Among the media used, newspaper has gained a reputation for remaining the preferred medium due to its flexibility, timeliness, reach and so on. In newspaper advertising lately, it is realized that, advertisers attach a lot of importance to the use of elements and repetition (campaign) which they hope would aid the recognition and recall of their brands when it comes to purchasing decision-making. Teenagers and adults use Vodafone but most of them do not pay much attention to newspaper advertising and other aspects of Vodafone such as the slogan and company. It is against this background that this study seeks to find out whether the use of newspaper as a brand recall advertising medium for Vodafone Ghana is effective; and also whether elements used as well as repetition of these ads contribute effectively to the recall and recognition of the brand. The study seeks to find out whether the strategies (elements and repetition) employed by newspaper advertisers are enough to help recall and recognize an advertised brand. This paper therefore seeks to achieve the following specific objectives:

- to determine whether the newspaper is an effective advertising medium;
- to find out whether the repetition of a newspaper ad aids brand recall;
- to determine whether the elements used in newspaper advertising aid consumers brand recognition and recall;
- to identify effective ways of increasing brand recall and recognition in newspaper advertising to generate the desired impact.

2. REVIEW OF RELATED LITERATURE

2.1. Brands, Branding and Brand Preference

[5] Defines brand preference as the consumer's inclination to select or choose a specific brand of product in preference to any other having a similar composition and cost or performance characteristics. The evaluation of a brand by a person who is a current user of that brand is likely to be different from non-users and even past users. This is because product modification occurs every now and then especially where a number of brands available in a product category are numerous [6]. According to [7], a brand is a name, term, sign, symbol or design or combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

A brand can also be defined as a name, term, sign, symbol, design or combination that a firm uses to identify its product and differentiate them from those of competitors. A brand name hence is the element of a brand that can be vocalized [8]. Brand name is a very important concept in today's marketing strategy formulation thus; it guides the recognition of new products. A company has four choices when it comes to brand strategies. These are line extensions, (existing brands extended to new forms, sizes and flavors of an existing product category), brand extensions (existing brands extended to new product categories), multi-brands (new brands introduced into same product category) or new brands (new brands in new product categories) [9]. There are brands that are purchased on a regular basis and others that are not. Those that are bought regularly are known as fast moving consumable brands and those that are not patronized regularly are known as consumer durables. Whatever it is, brand name is the shorthand device for all that the brand stands for. Not only does it serve to identify the brand, it should also trigger the brand proposition in the customer's mind [10].

Branding is thus defined elsewhere as the entire process involved in creating a unique name and image for a product (good or service) in consumers' mind, through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers [11]. In the early days of marketing, brands were used as a marker of ownership. Over the years however, through the application of sophisticated marketing techniques, branding has become much more than just a label. In modern day terms brands are arguably as important as the product itself, and in some cases more important. It could be said that we live in a brand culture, where the label is the determining factor for the consumer. This is why

organizations are allocating huge budgets on brand development. Mainly brands are aimed at encouraging consumer loyalty. With the advent of huge organizations spreading trade all across the world and the effects of the internet and global media, global branding has become a very important aspect of marketing. By looking at examples from the real world we can identify and evaluate the key reasons for a company to market under a global brand name.

2.2. Brand Elements

According to a write-up from [12], building a system for your brand allows you to meet the demands of different media, while still presenting a cohesive identity. For example, web site design only allows a limited number of font choices, but that doesn't mean you shouldn't have a corporate typeface for printed marketing materials. In fact the more elements you can establish as your basic look and feel will mean that variations from that scheme won't make your brand identity disintegrate.

- Logo or word mark. A logo is a graphic symbol, whereas a word-mark or logotype is just the words of your company or product name set in a specific, fixed way. These elements should be professionally designed and set.
- Different logo "lockups". While your logo should always be rendered consistently, you will need variations based on placement and usage. For example, you may need colored and black and white variations; you may need versions for horizontal and square applications. But they all should have the same essential qualities.
- Key colors. A corporate color palette is usually defined by the colors in a logo. Often these are one or two colors only, although some are more complex.
- Additional color palette options. These are colors that complement the key colors in a logo. This can be loosely defined such as: bright and bold, pastel, or cool colors. These additional colors are often what really brings together (or make a disconnect) from one point of contact to the next.
- Corporate typefaces. These are a handful of fonts to be used whenever there are printed materials. They must be standard typographic treatments. Typographic identity should include ways of handling key types of text, perhaps a consistent way of styling headlines or pull-out text.
- Consistent style for images. All imagery should have a consistent look and feel. Photos could be close-ups, soft focus, or crisply detailed. Whatever you choose, use a consistent style in all materials, whether printed or online. These are all the small details that really build a branding system. It could be a background texture, a line style treatment, a use of white space or color blocks.

2.3. Brand Recognition and Awareness

[13] Defines brand recognition as the extent to which a brand is recognized for stated brand attributes or communications. In some cases brand recognition is defined as aided recall - and as a subset of brand recall. In this case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name. A broader view of brand recognition is the extent to which a brand is recognized within a product class for certain attributes. Logo and tagline testing can be seen as a form of brand recognition testing. For example, if a product name can be associated with a certain tagline, logo or attribute (safety and Volvo; "Just do it" - Nike) a certain level of brand recognition is present. Brand recognition is usually used interchangeably with brand awareness.

Brand awareness means the ability of a consumer to recognize and recall a brand in different situations [14]. Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it. Moreover, [15] indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses infers when consumers purchase a product, a brand name will come to their minds at once. If a product owns brand depth and band width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness. Moreover, brand name is the most important element in brand awareness [16]. As a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities [17]. A brand name offers a

symbol that can assist consumers to identify service providers and to predict service results ([18]; [19]; [20]). Brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product ([17]; [21]). Brand awareness can help consumers to recognize a brand from a product category and make purchase decision [22]. Brand awareness has a great influence on selections and can be a prior consideration base in a product category [23]. Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation ([24]; [25]).

2.4. Enhancing Brand Recognition

In the words of [26], whether you're an internet marketer or a businesswoman promoting her business on the internet, you want your brand to stand out from the crowd. The ultimate marketing goal is to have your target market think of you, and your company, when they are ready to buy. Here are ways you can make sure your customers and target market think of you and your brand first when they are on the internet looking to purchase what you are offering.

- Provide great customer service. Today's customers are looking for guarantees, prompt turnaround time and exceptional service after the sale. When making an internet purchase, customer service can often become a major factor in the final buying decision.
- Develop a heart-felt story that speaks to why you are in business. Internet clients and customers, as with all clients and customers, want to know, like and trust you. Your target market needs to accept you as the person behind the brand before they will buy what you are offering.
- Work to keep your name in front of your market. If you are not consistently reminding your target market that you are actively doing business, they will forget about you and go elsewhere.
- Provide value – exceed customer expectations. Providing on-going value to the target market is vital to better brand recognition and becoming the well-respected “go-to” firm in your industry. You may offer webinars, teleconferences or classes to your market.
- Regularly send tips and how to's in either a newsletter or email. If you aren't regularly staying in touch with your customers and/or target market, you're going to lose business.

2.5. Importance of Brand Recognition

Branding plays an important role in corporate communications, public relations, and marketing which is why organizations work hard on building strong brands. Branding has been recognized to be a strong influence on customer buying decision and customer satisfaction that can be enhanced for long-term commitment [27]. Brand name also is very important for the competitive business environment. For the retailer today, it is one of the important marketing strategies to create brand loyalty, because consumers have been exposed to uncountable choices of alternatives. This means that the buyers are always faced with the problem of having to choose between similar products with the different brands. For instance, the numerous brands of clothes in the hypermarket, such as Crocodile, Playboy and Polo are building their own brand image in order to fight for increasing sales volume respectively [28].

According to [29], marketing experts discuss the importance of raising and measuring brand awareness all the time. Along with customer loyalty, this is one of the two most important brand variables in marketing. But if you're trying to make the case to your board, your boss, or your CFO to support investing in marketing activities to raise brand awareness, what are specific factors or metrics you can look at to support your argument? The following areas can help you make a strong case about the need for brand awareness activities and research.

Increased brand awareness lowers customer acquisition costs: The cost of acquiring new customers is a major cost for most businesses. Increased brand awareness helps draw customers to you through low or no cost methods. Understanding the cost of acquiring new customers and quantifying the benefits of lowering that through increased brand awareness can be a compelling financial argument [29].

Ongoing brand awareness ramps up customer loyalty: Since acquiring new customers is such a costly process, retaining customers and bringing them back again and again is critical to long-term business sustainability. Brand loyalty creates a certain level of security for businesses.

Again, [29] argues that brand awareness plays an important role in repeat customer activity. Once a customer has purchased from you, you should utilize tools such as newsletters, promotions, and satisfaction surveys to stay in touch. These simple actions can sustain brand awareness among your pool of existing customers.

Using brand awareness through retargeting captures lost leads: Retargeting is the process of reconnecting with customers who almost bought, and encouraging them to close the sale. Transactions can be abandoned for any number of reasons, from technology/technical issues to simple interruptions. Following up with customers who loaded items into an online shopping cart for example, and then failed to check out can help e-commerce companies capture significant revenue. The retargeted customer's existing familiarity with the brand can be leveraged, in partnership with an incentive such as an x% off coupon, to successfully complete a purchase [29].

One of the fundamental approaches to brand awareness research is to understand whether a customer has aided or unaided recall of your product. Aided recall research asks customers specifically what their thoughts, awareness, or associations are with a specific brand. Unaided recall research will ask a subject to share all the brands of a specific product, for example SUVs that they can think of unprompted. Depending on the data that this research yields, marketing departments can understand whether it's important to focus on getting their name in front of new customers or improving their image with people who already know about their brand. Focusing on specific priorities can reduce overall marketing expenditure.

Brand awareness can be a useful executive metric: Executives outside of marketing are consistently looking for metrics that they can report to the CEO, the board, shareholders, and other stakeholders as evidence of a company's success. While financial results and sales data trump most other inputs, increased brand awareness can signal the yield on efforts to break into new markets and provide tangible evidence of a company's potential for growth [29].

2.6. Newspaper Advertising

A newspaper is a regularly scheduled publication containing news, information, and advertising, usually printed on relatively inexpensive, low-grade paper such as newsprint. The first newspaper in Ghana to be published was the Gold Coast Gazette and the Commercial Intelligencer. It was published from 1822-25 by Sir Charles McCarthy, governor of the British Gold Coast settlement. As a semi-official organ of the colonial government; the central goal of this Cape Coast newspaper was to provide information to European merchants and civil servants in the colony. As the number of mission-educated Africans in the Gold Coast grew, they also aimed at promoting literacy and encouraging rural development.

The first printed forerunners of newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides, often highly sensationalized in content. In the English speaking world, the earliest predecessors of the newspapers were Conrantos, small news pamphlets produced when some events worthy of notice occurred. The first successively titled was the weekly news of 1662. It was followed in the 1640's and 1650's by a plethora of different titles in the similar new book format. The first true newspaper in English was the London Gazette of 1666. For a generation, it was the only officially sanctioned newspaper, though many periodical titles were in print by the century's end. Newspapers have historically being the leading advertising medium though television is now taking its first position. Buying advertising space has been made simpler by the adoption of the advertising unit by the advertising industry which has made it possible for advertisers to purchase any one of the 56 standard advertising sizes to fit the advertising parameters of all newspaper [30]. The advertisement could appear on any page of a newspaper. Since advertisements in the newspaper must be read, it has to use elements that will make it interesting, attractive and catchy for readers. Newspaper affords advertisers the opportunity to use element such as models, color, rhythm, pictures/animations, message and settings in order to generate the desired impact. Consequently, newspaper advertising has been preferred because as people read the newspaper for news, they are in the right mental frame to process advertisement that present news of new products, sales etc. It provides a relative inexpensive medium for reaching consumers. Newspapers are the most credible medium when readers are looking to make specific product purchase [31]. It is believed that newspapers attach some legitimacy to advertised products and therefore anything in the newspaper is assumed to be true and credible. Advertisers can adjust copy to match specific buying preferences and peculiarities. Changes can be made as and when necessary. Short space of time permits advertisers to

tie an advertising copy with local market developments or newsworthy events. Advertiser can develop copy or make change quickly and thereby take advantage of dynamic marketplace developments. [31], argues that newspaper readers tend to be better educated, better off financially, and have more disposable income than the audience of other media. This gives advertisers the hope that people who come into contact with the adverts are those who can 'buy' it. Detailed product information and extensive editorial passages are used in newspaper to an extent unparalleled by any other medium.

2.7. Importance of Newspaper Advertisement

According to a recent publication by [32] the manner in which consumers read a newspaper varies from print and online to tablets and smart-phones. The compelling newspaper advertising benefits and statistics below reveals that newspapers, in any format, are an important vehicle to reach an audience that is highly desirable to advertisers. According to [32],

- 111 million American adults read a newspaper, either in print or online, each weekday.
- 176 million unique visitors viewed newspaper websites in March 2015.
- 68 million adults access newspaper content on their smart-phones or tablets in a typical month.
- 82% of adults online in January 2015 engaged with newspaper content.

Newspapers offer one of the broadest reach of any mass medium: An average issue of a daily or Sunday newspaper reaches more adults than an average half-hour of prime-time television. Newspaper advertising costs less per thousand readers than TV, direct mail and radio advertising. Newspaper campaigns require no out-of-pocket costs for creative materials. Newspaper campaigns can be tailored to any budget. The medium offers a variety of ad sizes to fit your budget ad goals, from a one-column-inch ad to two full-page ads side by side called a double-truck. Because newspaper advertising is so affordable, it is an ideal medium to build "top of mind" awareness with frequency campaigns. [32], continues to explain that newspapers offer enormous flexibility in content, design, placement and frequency. Plus, newspapers are a "rapid response" medium – you can refine your message or change your whole campaign in just two days. Ads can be almost any size and shape, including L-shapes and wraparounds. With newspaper advertising, you can easily schedule a campaign around your key selling cycle. Short lead times make it possible to change your messages quickly to respond to real-world events and opportunities.

In conclusion, [32] indicates that newspaper advertising has proven its effectiveness over time. Readers look for and forward to ads in newspapers, whereas they often resent advertising in other media. Readers rely on newspapers for shopping information more than other media. Combining text and visuals, well-designed newspaper ads engage customers on many levels – emotional and intellectual. Newspaper ad design is versatile. Advertisers can use blockbuster spreads to command attention. Newspaper ads have the ability to communicate lengthy, complex or detailed information and descriptions. Regular weekly sections offer opportunities to target like-minded readers in an environment that supports the advertiser's message. Occasional special publications reach even more like-minded readers. Newspaper advertising is more trusted than many others forms of advertising.

3. MATERIALS AND METHODS

This is a descriptive research based on personal opinions of respondents emanating from their perceptions and perspectives of the subject matter. Qualitative data forms the basis of analysis to interpret the perceptions of respondents of the phenomenon. Sampled respondents for the study were drawn from Ho Polytechnic campus and its immediate environs. Ho Polytechnic is situated at the south-western end of Ho, the administrative capital of the Volta Region of Ghana. Ho occupies a semi-plateau area, midway between the northern and southern halves of south-eastern Ghana, very close to the Ghana – Togo border and about one hundred and sixty kilometers (166 km) from Accra. The research population included all customers/subscribers of Vodafone in and around Ho Polytechnic. A total of 500 subscribers of Vodafone Ghana were purposively sampled for the study. Accidental sampling was used in selecting respondents from among the customers of the telecommunications service provider. Data for the study was collected using self-administered questionnaires with closed ended questions. The data collected was analyzed using descriptive statistics including simple frequency distribution tables and pie charts.

4. RESULTS AND DISCUSSIONS

Out of the 500 questionnaires administered to customer respondents, 8 were not retrieved because it became difficult to get them back from respondents. Customer perception of advertising in newspaper by Vodafone Company Limited varies in different ways. Below are the analysis of their views relating to the objective of the study.

Table1. Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	284	57.7
Female	208	42.3
Total	492	100.0

This implies that the gender distribution and its relative implications is skewed toward male customers of Vodafone Ghana in the research area who expressed their views on the brand recall and recognition of the telecommunications service provider in newspaper advertisements.

Table2. Age Distribution of Respondents

Range	Frequency	Percentage
Below 20 years	9	1.8
20-30 years	148	30.1
31-40 years	256	52.0
41-50 years	50	10.2
Above 51 years	29	5.9
Total	492	100.0

Table 2 reveals that the greater percentage of subscribers of Vodafone Ghana is within the age bracket of 31 and 40 years. Respondents within this age limit in the research area are either students or young corporate players. This information might be a confirmation of a widely held assertion in Ghana that Vodafone is a network for the working class and the business world due to the quality of connectivity that the operator provides.

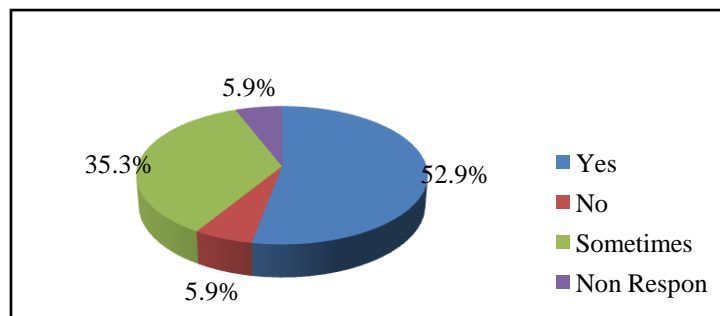


Fig1. Exposure to Newspaper Ads of Vodafone

Figure 1 is implicative of the fact that half of the customers who subscribe to Vodafone in the Ho Municipality of the Volta region of Ghana regularly come across newspaper ads of the operator.

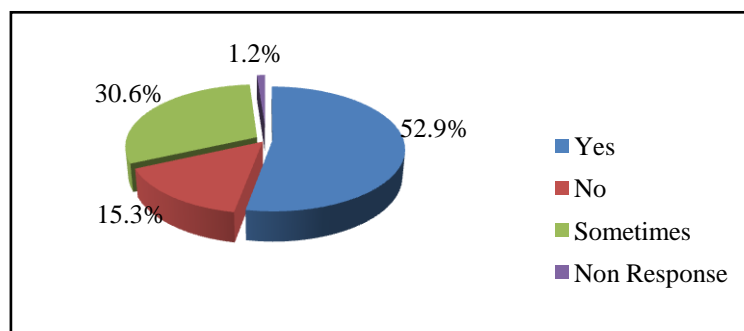


Fig3. Repeated Vodafone Newspaper Ads

More than half of the sampled population revealed that they have seen repeated ads of the network provider in newspapers. A cumulative percentage of 83.5 of respondents confirmed that the repeated ads of the telecommunications operator help in the recall of the products offered by the company.

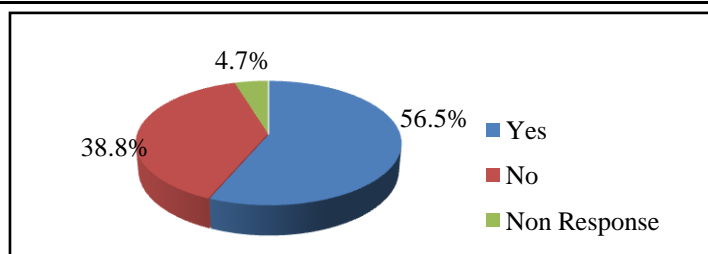


Fig4. Purchase of Vodafone Product due to Newspaper Ad

Response to this indicator appears to be highly rated as more than half the pie chart depicts 56.5% of the respondents indicating in the affirmative that newspaper advertising has had an impact on their patronage of Vodafone products/service. This implies that newspaper advertising has huge impact on customer’s patronage of the operator’s offerings.

Table3. Increasing Brand Recognition of Vodafone

FREQUENCY							PERCENTAGE					
VARIABLE	SA	A	M	D	SD	TOTAL	SA	A	M	D	SD	TOTAL
V1	197	156	52	40	46	492	40.0	31.7	10.6	8.1	9.6	100.0
V2	151	219	81	23	18	492	30.7	44.5	16.5	4.7	3.6	100.0
V3	236	167	49	15	25	492	48.0	34.0	10.0	3.0	5.0	100.0
V4	215	174	69	17	17	492	43.7	35.3	14.0	3.5	3.5	100.0
V5	122	139	139	69	23	492	24.8	28.2	28.2	14.0	4.7	100.0
V6	156	197	87	35	17	492	31.7	40.0	17.7	7.1	3.5	100.0
V7	180	168	122	11	11	492	36.6	34.1	24.8	2.2	2.2	100.0
V8	104	151	162	46	29	492	21.1	30.7	32.9	9.3	5.9	100.0

Key	
Indicator	Variable
V1	= Colors used for adverts
V2	= Personnel used for the advert
V3	= Promotion offered to customers
V4	= Social responsibilities to the communities
V5	= Availability of newspaper in research area
V6	= Language used for the adverts
V7	= Affordable call rates
V8	= Type of newspaper used for advertising

Table 3 reveals that respondents agreed to almost all the variables with high frequencies and percentages respectively. This implies that the colors used for advertising, personnel used for the adverts, promotion offered to customers, social responsibilities to the communities, availability of newspaper in the study area, language used for the adverts, affordable call rates and the type of newspaper used for the advertising increases brand recognition in newspaper advertising.

5. CONCLUSIONS AND SUGGESTIONS

An analysis of the data gathered points to the facts that respondents for the study read newspaper(s) at least weekly. Respondents related that their like for newspaper adverts was because they are entertaining and come with the relevant features. The analysis revealed that repetition of ads in newspapers contributes to brand recognition which has an impact on customer patronage. The informed churned from the data gathered also indicate that brand recognition of a company can be increased by enhancing the color-mix used for newspaper adverts, the availability of newspapers to target customers, and the type of newspaper used for the advertising. Results of the study show that newspapers are an effective advertising medium contributing greatly to brand recall, product patronage and revenue generation. Information from the study reveals that newspapers ads are an ideal for product launch; sales promotions; increasing sales; creating awareness; customer education; and the building of corporate image.

Conclusively, it can be said that organizations can adopt and increase their newspaper ads for enhanced brand exposure to targeted readers and customers. Organizations could therefore use the most patronized newspapers to achieve the purpose of creating brand awareness, brand recall and recognition.

6. CONTRIBUTION TO KNOWLEDGE

The study serves as a guide to advertisers who use newspaper as a medium for transmitting advertising messages to know the importance of the use of ad elements and how they can effectively and appropriately help to create recognition and recall of brands. First time advertisers would also be helped by this study in their choice of newspaper ads and how to combine the right elements to create the desired awareness of their brands. It would also help advertisers to know the ad elements they use have any recall and recognition impact on target audience.

ACKNOWLEDGEMENTS

The study was wholly organized and funded by the authors.

Competing Interests

Authors have declared that no competing interests exist.

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