

**ASSESSING THE EFFECTS OF BRANDING ON RADIO LISTENERSHIP IN
GHANA CASE STUDY OF SELECTED RADIO STATIONS IN KUMASI**

By

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DECLARATION

I hereby declare that this piece is my own work towards the Master of Business Administration and that, to the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree of the university except where due acknowledgement has been made in the text.

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DEDICATION

This work is dedicated to my beloved daughter Nana Afua Nyarkoa Ocran

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My profound gratitude goes to God Almighty for His grace throughout the MBA programme.

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LIST OF ABBREVIATIONS

FM	Frequency Modulation
SPSS	Statistical Package for Social Scientist

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ABSTRACT

The media landscape in Ghana has undergone tremendous change over the years as a result of competition among the players. Radio stations are constantly putting strategies in place through branding in order to satisfy listeners. The study focused on investigating into the effect of branding on radio listenership in Kumasi, Ghana. The survey was conducted on a total of 384 respondents comprising 380 listeners and 4 staff from Nhyira FM, Hello FM, Kessben FM and Ash FM all in Kumasi metropolis out of which 281 responses were received representing 73.18% response rate. The sampling methods used were purposive sampling method to select from management and convenience sampling technique to select listeners to these radio stations. Listeners are motivated by their desire to satisfy certain unique needs that are important to them. These needs are functional, symbolic, experiential, affection for station presenters, news coverage and station heritage. The results showed that majority of radio audience within the metropolis tune in to satisfy these needs that they value and seek to satisfy. Branding radio stations has to do with identifying the stations' activities with the listening public by developing catchy tag lines, intensifying outdoor programmes in the communities and engaging listeners in social, religious and traditional discussions which they value. Identification of a true measure of the brand's success and difficulty in the ability of management to fully protect the brands against potentially harmful impact of gossips and erroneous inferences from competitors are some of the challenges confronting branding of radio stations. The study recommended developing exciting programmes, widening out-door programmes, carving creative programme, staff motivation and training as ways of improving radio listenership in Ghana

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of Study

In the olden days, drums and other form of communication means were used to transfer messages to the people. Technological advancement has brought to bear radio transmission enabling free flow of information to the target audience and the landscape has seen an increase in the time people spend with entertainment during their leisure times (Zillmann and Vorderer, 2009). Communication is cardinal to the growth and prosperity of industries. It bonds the relationship of organizations and makes sure that organizations maintain their effectiveness. It gives people and organizations the opportunity to learn new things. Radio broadcasting has been in process of change as more and more innovations are being incorporated to make listeners satisfied. Broadcasters are employing divergent ways of rerun out of business and to be able to cope with the digital media competition and putting strategies in place to make their brand first choice among the brands. Radio stations that play music have differentiated themselves from each other due the kind of music's that are being played. This strategy gives each station a particular type of audience (Nyre, 2008).

Radio listeners have access to a lot of programmes to choose from. Some of this includes news, information and entertainment in different platforms and formats, competing with radio. However, a new form of audience has emerged. This includes, non-traditional, non-passive but participative and independent. Tabernero (2009) in fact sees the emergence of the internet as a major competitor to established media organizations which serve as ways to

get information and to even use the online radio. Most of these radio stations have tried every effort to brand their services differently from each other to as to attract niche audiences (Nyre, 2008). The extent of coverage a media house has, have influence on the kind of brand and content it enjoys. Content of programmes that are done on a radio station is the main determinant of a stations brand. The content of a radio stations programme also depends on the extent of coverage that the radio station enjoys. In other words, a country's regulation framework determines the extent of coverage of a media house. The regulation determines the spectrum distribution system and also due to the broadcasters ability to maintain a good transmission network.

By ensuring satisfaction, media houses are ensuring that the proper content reaches people so as the audience maintains contact with their brand. Thus, how comfortable people in listening to a radio station is a determinant of a successful radio station. Today, they are approaching brand-community logics, as the image of a radio station can be seen as a brand since there are many other attributes given to them aside the normal names that radio stations register as name (Mendes, 2000). In another vein, Ragas and Bueno (2001) evidence a rapid increase in cult brands. The understanding of this is that, branding of radio stations has ended up putting listeners into groups, making them assume as being part of a special society different from all other societies.

There are various factors that influence decision to choose a particular service provider. This decision may include social, cultural, psychological and personal factors among others (Munyoki and Odudoh, 2011; Ashaduzzaman et al, 2011; Abraham 2011). Consumers all

over the world are influenced by various factors during their purchase decision. It has been argued that factors such as cultural and economic, consumer's personality, attitudes, values and emotions have a significant effect on the consumer's decision making ability regarding the kind of products they select. Steenkamp (1996) also points out biological, and socio - demographical consumer's characteristics, marketing of the product, economic and cultural environment as some of the factors that affect consumers' purchasing decisions. The ability of organization to critically incorporate these characteristics in their branding efforts will influence customers who will then make the firms brand first choice among competing brands.

One key strategy that helps organizations to survive in the competitive business environment is the use of brands to communicate products to the customers. Brands are the order of the day as organizations battle over the same group of customers through positioning brands in the distinct mind of the customers. A brand is a name, term, sign, symbol, or design or a combination of them, intended to give good identification to the goods or services of a seller or group of sellers and to distinguish them from those of their competitors (Kotler, 1994). Brand equity is very important when it comes to how well brands perform in the mind of the customers as it tells much about the product in question (Aaker, 1991).

The communication industry in Ghana has witnessed strong competition of which the radio sub-sector is of no exception. This is normally done through the use of brand to make their radio station the preferred choice for listeners. There are about forty (40) radio stations in Kumasi some of which are Nhyira Frequency modulation (FM), Love FM, Capital radio

among others. Each player in the industry is devising one strategy and the other to make their radio station first among the radio station. This study will therefore look at the effect of brand on radio listenership in Ghana.

1.2 Statement of the Problem

Branding is an important marketing tool companies use to influence consumer choice decision. Consumers make the intention to use a specific brand based on careful evaluation of certain variables on which future decisions are made (Laroche and Sadokierski, 1994; Laroche and Zhou, 1996). However there are indications that not all brands do well in the market as they should. One such barrier to effective performance is that most organizations do not have clear set of values with which to identify their brands to in order to influence consumer decision when they assess the market. According to Teng et al. (2007), making a choice in favor of a particular radio station, an individual has to make a thorough assessment of all the brands available to his reach before making a decision.

Many customers also switch brands and prefer one radio station to the other even though they all provide the same needs. Switching between brands occurs when there is a reduction in loyalty whereby customers begin to choose other brands as alternative (Paurav, 2009). Many of these switching brands are due to the inability and failure of radio stations to communicate value to customers to influence their choice decision. These switching behaviors results in low profit, low market share, bad word of mouth, and inability of radio stations to get the contracts resulting in low revenue and popularity among the listening

population. It is therefore imperative the researcher carries out this study to suggest ways of sustaining the positive activities and also correcting the negative practices successfully.

1.3 Objective of the Study

The central purpose for which this research is being undertaken is to examine the effects of branding on radio listenership in Ghana with case study of selected radio stations in Kumasi metropolis. The specific research objectives for which this research work is being undertaken is to:

1. To ascertain what motivates listeners to tune a particular radio station within the Kumasi metropolis.
2. To investigate branding strategies that radio stations adopt in making their brand attractive to listeners within the Kumasi metropolis.
3. To assess challenges radio stations face in their branding efforts within the Kumasi metropolis
4. To determine how brand affects radio listenership within the Kumasi metropolis.

1.4 Research Questions

This study seeks to address the following questions:

1. What motivates listeners to tune a particular radio station within the Kumasi metropolis?
2. What branding strategies do radio stations adopt in making their brand attractive to listeners within the Kumasi metropolis?

3. What are the challenges radio stations face in their branding efforts within the Kumasi metropolis?
4. What are the various effects of brand on radio listenership among subscribers within the Kumasi metropolis?

1.5 Importance of the Study

This study is very important to organization in the communication sector in Ghana, especially radio stations that operates within Kumasi metropolis and its environs. The recommendations will be relied upon by management of radio stations to reposition their brand in the distinct mind of the customer to make their brands attractive to customers.

This research work will serve as a guiding tool for future entrepreneurs who will like to invest in the radio industry in Ghana.

It will afford them to know the value of brands and how it will impact on listener's choice. Also this research will be a reference point to future students who will like to conduct further studies into the subject area.

1.6 Scope of the study

The study explored the effect of brand on radio listenership in Ghana. The study will cover radio stations and listeners within Kumasi metropolis. In all, respondents would be selected from management of radio stations and listeners within the kumasi metropolis.

1.7 Overview of Methodology

The population of this research is made up of the radio listeners and management of radio stations in Ghana specifically listeners within Kumasi metropolis. The population of listeners is estimated to be Two (2) million out of which 384 will be selected. The study used both quantitative and qualitative methods by the use of both questionnaires and interview guide for listeners and management respectively. The primary sources from which data was collected for the purposes of this research work was through questionnaires and interviews selected audience, workers and management of radio stations . The study adopted purposive sampling method to select management and convenient sampling technique to select listeners to these radio stations. Quantitative analysis tools such as regression and reliability were used to analyze the data.

1.8 Limitation of the study

Firstly, some of the questionnaires could not be received thereby not amounting to the 100 % response level anticipated. However, 73.18% were received which was a good response rate. Secondly, most of the respondents experience and understanding of issues are difficult. The researcher convinces the respondents by explaining to them how important the study is to their organisation. Thirdly, because of the changing and sophisticated nature of customers, recommendations may have to be looked at as and when customer needs change. The researcher was confronted with logistical constraints limitation. These challenges were overcome by managing the limited logistical and financial resources judiciously. Also, the researcher engaged the services of three (3) junior staff members at work to collect data from the respondents.

1.9 Organization Of The Study

The entire study is grouped into five distinct chapters. Chapter One gives the background of the study, statement of the problem, objectives set for the study, research questions and research addressed, importance of the study, a brief summary of research methods, scope of the study, limitations the researcher encountered in the study and the structure of the study. Chapter Two explains existing literature on the study under discussion. Chapter Three discusses the research methodology adopted to accomplish the study. Chapter Four presents research findings, analysis and discussion. Chapter Five gives the summary of findings, conclusion and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter explores an extensive review of relevant literature with the aim to obtain knowledge of the researcher. Literature was reviewed based on themes developed from the objectives. It demonstrates the existing body of knowledge of the concept of branding, motivation for choice of brand, brand building strategies, challenges in brand building and the effects of brand on radio listenership.

2.1 Meaning of Branding

Branding is said to have started with the civilizations of Greek and Roman. Branding has been able to evolve over the years with each stage in civilization seeing an improved form of branding (Keller, 2003; Sarkar and Singh, 2005). The definition proposed by the American Association of Marketers of the subject matter branding has become the reference point when a definition of the subject matter is being given. In another vein, Simeon (2006) “defines a brand as a consistent group of characters, images, or emotions that consumers recall or experience when they think of a specific symbol, product, service, organization or location”. Branding must be able to draw the attention of customers, retain them and also promote prestige and value when invested in it (Rooney, 1995). Branding must have the capacity of communicating information, minimizing risk or increase trust (Knox, 2004), it must help in recalling key factors and be worth to be recommended (Palumbo and Herbig, 2000).

A brand thus enables the customer to identify where the product is coming from and also gives protection to the entity that produced the product and the consumer as well as ending up protecting the producer from his competitors in the market (Aaker, 1991). Brands generally serve as a bond between the consumer and the products or service (Weilbacher, 1995). From the perspective of the consumer, a brand can be defined as the total experiences that one have had with a product. It can also be located at all points in order to make easy access to the consumer (Kapferer, 2004). A brand that is successful must be easily identifiable by the user who is happy with the offering of the seller (Chernatony and McDonald, 1998).

According to Keller (2003a), a consumer's knowledge of a brand can only be defined as per the consumers personal knowledge and understanding and the extent to which a product has been stored in the mind of the consumer. that is, all descriptive and evaluative brand-related information. The brand in a larger sense serves as a guarantee to the product or service that is being provided. It gives the consumer the opportunity to be able to identify products that genuinely gives him or her much desired added value (Murphy, 1998). A robust brand is the one that has the capacity to give security, growth, profit and high level of asset value, higher level of sales among others to both the consumer and the producer (Temporal, 2000). The brand promise in a larger sense is the reward the consumers look forward to receive from using a product; this is what explains what the brand seeks to represent (Knapp, 2000).

A brand is said to be successful when that brand is able to adapt well into the society and is able to compete competitively with all other similar products on the market. The needs and wants of a consumer form the central factor that influences the choice of a brand.

2.2 Motivation for choice of Brand

Customers the world over aims at satisfying their needs and want through selecting brands that will meet their need. Brands are therefore important when customers are in the process of making decision on which brand to use which may take the form of experiential benefits of brands.

According to Park et al. (1986), a lot of brands in modern societies tend to give benefits in the form of symbolic, functional, and experiential. Functional needs are the needs that give motivation to individuals in order to search for a solution that resolve their consumption needs. A brand that has a functional need is the one that has been designed to resolve needs that are externally generated. Symbolic needs on the other hand are seen as those needs that provides desires to fulfill externally generated needs for an enhancement of the customers self, group membership and ego among others. Experiential needs are seen as those needs that come with sensory desires as the brand can give emotional benefit to the customer

Emotional benefits are said to be the positive satisfaction that a customer receives by using a product and this is particularly related to the experiences that an individual receives by using and owning a product. Brands evolve over time, thus the very first level has to do with being able to identify the producer of the good or service that the consumer is seeking to patronize.

The second level is what has come to be known and referred to as functional superiority. The third level is referred to as emotional touch, fourth level pertains to the power of self-expression and at the top of the pyramid, the highest level (fifth level) is known as cult.

2.3 Brand Building Strategies

The aim of every company is make profit hence the ability to put appropriate strategy in place to make ones brand first among other brands may help the company to compete favorably in the market place. Brand building strategies take various forms and a lot of resources are put in place to make this a reality. There are strategies such as establishing brand identity strategy and brand association strategy which are used by firms to position their brand in the distinct mind of the customer. The PDCL is a conceptualized model and this is responsible for building brands in markets that have strong competition. This model has four different components that is made up of positioning the brand, sending message about the brand across to the consumer, making sure that the brand ends up performing, and leveraging the brand equity as shown in Figure 2.1 are discussed below.

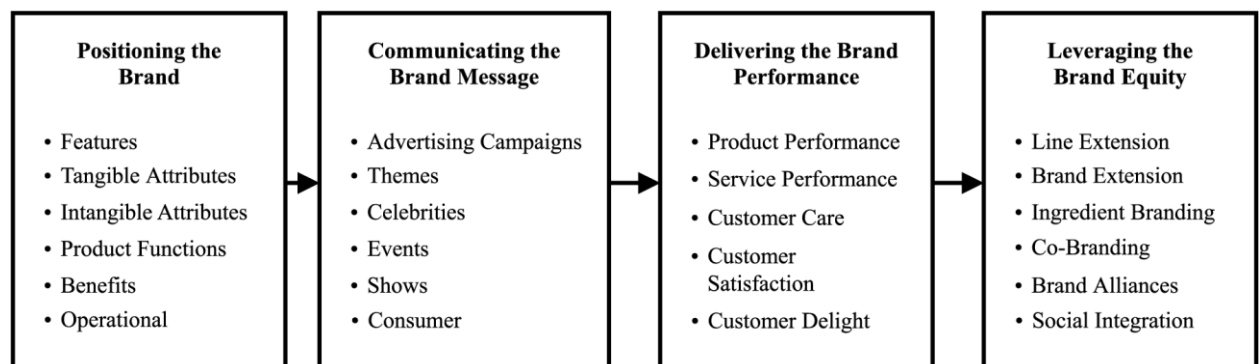


Figure 2.1 PCDL Model: A Conceptual Model for Building Brands

2.3.1 Brand Positioning Strategy

Positioning is the process of making sure that a brand takes a center stage in the minds of the consumer and making sure that the product achieves the purpose for which it is being branded by satisfying the needs of its target group and also being able to survive competition from its competitors. The main role of the brand marketer is to create in the minds of the customer a favorable perception towards the product.

A brand that has been well positioned in the mind of the target group has the capacity to be competitively attractive and is mostly accompanied by strong associations. These associations include attributes that a service that is friendly or the company making sure that the products are delivered at the door steps of the consumer (Aaker, 1991). In a market that has increased level of an economy that has been networked, being able to understand the behavior of the consumer has a significant effect on linking the brand to other people, a thing or place (Keller, 2003a). A good marketer must have the ability to understand how the various entities are brought together. According to Temporal (2000), the focus of every good branding is to add value psychologically to the product or service that is being branded, and for companies, it must be in the form of intangible benefits. When a company is able to position its products strategically in the target audience mind, the company in the end will stand a chance of building an identity that is very strong among the target group for the brand.

The value that is being promised the target group must be relevant to them and must be consistent with their needs and desire. If not so, the product is likely to fail on the market

(Ward et al., 1999). A brand that is successful takes into consideration the capacity to build a robust relationship where the target group has the conviction or seeing himself as an integral part of the product (Chernatony and McDonald, 1998). Preference of a brand is as a result of the emotional needs of the consumer. When brand is well positioned, it has the capacity to become a niche in the mind of the target group.

2.3.2 Communicating the Brand Message Strategy

A brand must develop for itself the way that it must be seen by the consumer. Positioning the brand helps to prioritize the focus of the brand identity a vision of how that brand should be perceived by its target audience. Properly positioned brand is likely to prioritize the issues that are involved in communicating the brand through the use of advertising.

Strong brands are normally a byproduct of a robust and quality goods produced for consumption. These intangible activities are normally made up of user imagery. The kind of name that a product makes for itself enhances the ability of the product or good to survive on a competitive market. It also determines the kind of relationship it makes with the other competitive products on the market as a strong can stand the test of time (Keller, 2000).

2.3.3 Brand Performance Strategy

Companies must at all times be in tune with their brands as against the competition on the market. They should track and be aware of the extent to which the brand is doing in the market, and as to how other market interventions will impact the brand equity. The brand can be strongly monitored as to the level at which consumers are doing purchases of the

brand. This helps the marketers of brands ascertain how marketing affects the brand and how the goods are purchased and appreciated by the target. This leads to access the strength of the brand (Balakrishnan and Mahanta, 2004). The analysis that are made as a result of the transaction enables the company to put in place a brand team to experience all the steps a customer might go through to see how the system makes the customer feel (Knapp, 2000). In product-driven companies, service is playing an important role in the brand experience as they view the brand in terms of its entire relationship with their customers. Progressive company cultivates its brand philosophy across functional lines throughout the organization, evaluates all contact points with customers and streamlines organizational processes to meet customer needs and deliver a consistent brand experience.

A manufacturer's brand that is already in operation is likely to be faced by threats from newly introduced brands into the market. It is to the advantage of the owner of the brand to continue to have a relative functional excellence with the brands that have already been introduced to prevent the brand being taken over by other competitors on the market. This is a way that keeps the brand in track against other equally good competitors (Jones, 2000). This process helps the firm to guard its existing brands against newly introduced brands by competitors and thereby gain brand loyalty.

Brand loyalty is seen as an attachment to a brand as a result of the performance of the brand which makes it cumbersome for customers to switch there stay with that particular brand for a very long time (Aaker, 1991). Brand loyalty is when a customer or target shows a sign of favor towards the brand which is seen in the frequency with which a customer purchase the

products and the target showing an attitude that a particular brand can satisfy his needs as against others (Assael, 2001). The loyalty to a brand shows the commitment on the part of the target to continue buying the products of the company always (Gaunaris and Stathakopoulos, 2004). Such loyal buyers can then become permanent positive word of mouth communicators for the brand.

2.3.4 Leveraging the brand equity

Leveraging process is defined by Keller (2003b) “as a link between a brand and other entities in order for it to create a new set of associations which can be derived from the brand and which has the capacity to affect the existing brands”. Many companies employ different forms of strategies in order for them to be able to leverage the products they intend to brand. This is normally done through what is called the extension of line, brand extensions, ingredient branding and co-branding, among others. In ingredient branding, key attributes of one brand are incorporated into another brand as ingredient is gaining increasing popularity in markets. The ingredient branding allows the opportunity to distinguish between a product branded and other competitive products on the market; this characterizes the host factor in product (Desai and Keller, 2002). This at the end of the day allows brand alliances among firms as they try to form a link through the products.

The parent brand does not have any effect on the targets continuing to purchase an extension over a number of cases in which the similarity that exist between the parent and the extension may vary considerably (Swaminathan et al., 2001). When the extension happens to fail on the market, it automatically affects the equity of the parent brand on the market in

a negative manner. It has also been stated that, the extension of a parent brand has the capacity to influence extension trial on the one hand. However, it does not have any influence on the customers desire to continue buying a product.

2.3.5 Establishing brand identity strategy

Building a robust brand that must become part of the culture of the people and which must stick in the mind set of the people, must be a long term commitment on the part of the organization. Good planning and perseverance on the part of the brand marketers has the capacity to produce outcomes that customer satisfaction, a reduction in the sensitivity as far as price is concern, prevention of customers to shift to using other goods that give the same or similar satisfaction. It also guarantees the possibility of customers recommending the products to others for use (Knapp, 2000). Customers value the relationship they have established with their branded possession and with people who sell for organizations as well as those establishments who own the brand or marketing agents and institutions that own and serve as managers of the brand or who manage the brand on behalf of the owners on behalf of owners (Alexander et al., 2002).

Identifying with a brand to a larger extent is a unique set of brand Associations. It normally serve as a as a promise given to customers which includes a core and extended identity. Core identity broadly focuses on product attributes, service, user profile, store ambience and product performance. To be effective, a brand identity needs to resonate with customers, ability to differentiate the brand from other equally competitive brands on the market and

must have a reflection of what an establishment has the capacity to do (Aaker and Joachimsthaler, 2000).

To be able to well, the image of the brand must be done with proper planning, supported and marketers must guard the product in a vigilant manner (Knapp, 2000). Superiority of a brand has to do with the ability to give the brand an identity. This enables the customer to know what the product stands for on the market (Aaker, 1996). A brand is a distinctive identity that differentiates a relevant, enduring, and credible promise of value associated with a product, service, or organization and indicates the source of that promise (Ward et al., 1999). When there is strong competition among brands on the market, a robust brand then relies on the capacity of its personality and reputation to distinguish it from other competing products on the market. The identity of the brand needs to rely on differentiating itself from others gives a level of competitive advantage over the other products. To create a robust identity for a brand, the producer and brand marketers must understand the needs of the end user of the product, other competing forces on the market and to a larger extent, the environment within which the product or service is being patronized.

The brand identity must at all cost outlay the strategies of the organization and show how willing the organization is in its ability to put investments into the product in order for it to live up to expectation (Aaker and Joachimsthaler, 2000). A good brand always enjoys loyalty from the customers that use the brand and has the capacity to charge price premium. Companies therefore need to have thorough understanding of customer beliefs, behaviors, product or service attributes, and competitors.

2.3.6 Brand Association

A set of brand associations helps the brand to establish a powerful and clear brand identity while customers attach strong importance to the benefits that they derive from a brand, the emotional values enables the brand to survive and stay above all other brands on the market. Building an association for a brand necessitates an organization to have an understanding of the competitors brand through the use of a consumer research. A brand that has an association and purpose stands out to be the ones that are very difficult to be imitated by others on the market. The image of a brand is the kind of ideas that exist in the mind of the customer towards the brand and its associations. Aside a brand image, it is the identity of the brand that inspires the purchase of a product and may if the image should be maintained or changed. The brand identity is fundamentally what the organization seeks the brand to be represented on the market (Aaker and Joachimsthaler, 2000).

The brand as personality period is a rather important stage in the life of a brand. This is because not all brands survive to this level and develops into an icon to the consumer, most especially when the consumer does not have any believe with respect the words in which the brand has been communicated or when the consumer sense any level of inconsistencies in the brand after it has been communicated (Wee and Ming, 2003). The personality of a brand gives it a very strong competitive advantage than any other functional feature in the life of the product can (Sherrington, 2003). Personality attributes help the brand to achieve sustainable differentiation as they are more difficult to copy than functional features of the product and service by the competition. Another advantage of the personality association is that it establishes direct relationship with the customers.

2.3.7 Positioning and Differentiation strategy

The identity that a brand is able to create for itself gives the brand a competitive advantage by giving the brand a distinctive outlook among the rest of the brands that compete with it to satisfy the same need. This is normally achieved through the crafting of a suitable positioning statement (Runyan and Huddleston, 2006). The positioning of a brand is very instrumental in the performance of a brand. Positioning is very important due to the following reasons: It helps rationalize the decision making process by letting the customer link key attributes (Ries and Trout, 1981); it is a simple and truthful message with limited association (Trueman et al., 2004); and preferably is based on visitor's experiences (Foley and Fahy, 2004). Positioning is normally attained through the components of the brand. It has both tangible and intangible attributes; it may and be functional and symbolic in nature (de Chernatony and Riley, 1998). Thus effective positioning moves customers up the brand value pyramid from attributes and functional benefits to emotional and self-expressive benefits (Davis, 2002).

2.3.8 Communication Strategy

Newspapers, televisions, magazines and radios are considered more trustworthy than on-line forms of advertising (Neilson Media, 2007). The Internet has become very important and instrumental it increases satisfaction the end user (Castan~eda et al., 2007). Sites Virtual sites must allow interaction to flow among people in a free and unrestricted manner at a product offer site to allow the target to have complete knowledge about the destination (Palmer and McCole, 2000). It is worth noting that, destinations do not own vertical or horizontal components of their product delivery which makes it difficult for them to be

different from other destinations and yet have a clear, consistent image and communication across media and products portfolios (Kay, 2006).

2.4 Challenges faced by companies in Building Brands

Brand building is faced with a key challenge of being noticed, remembered, change perceptions, reinforce attitudes and create deep customer relationships (Aaker and Joachimsthaler, 2000). A differentiated brand image has the capacity to build an emotional and rational bridge from customers to a company, a product, or a service (Knapp, 2000). The intangible factors used in building brand equity include user imagery, the type of personality the brand portrays, the feeling that the brand tries to elicit in customers and the type of relationship it seeks to build with its customers (Keller, 2000).

The major channels used in communications to widely position the brand in the consumers are advertising, direct marketing, sales promotion, sponsorships, endorsements, public relations, the Internet and integrated brand communications since successful brands are built through creative repetition of themes in various types of media which are quite herculean.

Attaching statements that are emotional appeals to the minds and hearts of the target audience and ends up developing emotional relationship with the audience which is mostly difficult to build since a brand is the combination of the physical product and the notional images that go with the brand (Parameswaran, 2001).

Also, brand awareness which is the ability of a potential buyer to know or remember that a brand is a member of a certain product category is usually a link between product class and brand that is involved (Aaker, 1991). Building image which is a product of people's perceptions, thus the way in which people think about or even imagine something to be are difficult to measure (Temporal, 2000). Old brands serve to create a bond between the consumers and their past and to the communities that shared those brands (Brown et al., 2003). Personal and communal nostalgia are closely intertwined, which evoke not only former eras but also former identities. Better and increased advertising which adds up to existing costs is born out of a total

Understanding determinants impacting on brand such as new consumer trends, new competition, or new technological breakthrough help to determine the influence of brand choice (Parameswaran, 2001).

Brand identity has to do with message that accompanies a brand is received by the consumer in many different ways. A successful brand is the one that has the capacity to withstand other competitors that satisfy the same needs. A successful brand is able to create parity with other competitors in those areas that the competitors seek to our way the brand (Keller, 2000). It is important that the producer is able to put in place long term communication strategies which will demonstrate the value of the brand to the target. The message should be consistent with the brand value, brand personality and other brand identity dimensions.

Managing the Response is also another challenge facing firms in their brand building effort. In the desire of firms to manage their brand, the gap in communication must be removed by

the use of market research to ensure that the needs and desires of the customer is being met by the use of the communicated brand (Rangan et al., 2006). According to Palumbo and Herbig (2000), “destinations must be sold with correct information and not lies that are told only with the intension of hyping the product to be bought by the consumer which is normally referred to as word of mouth (WOM.). On the other hand, it is observed that a very significant strategy in building an image for a brand is to harness the power of word of mouth (Wangenheim and Bayo’n, 2004). An important way of managing response is to use souvenirs which form the foundation of communicating with the consumer and the general public.

Over the past decade broadcasters have come to embrace branding and brand management. Initially, this was no more than a tactical focus on logo design and brand slogans, and few broadcasters saw branding as a strategic managerial activity with significance for programming decisions (Chan-Olmsted and Kim, 2001). Broadcasters now see branding as an important differentiating tool when communicating with viewers, listeners, and advertisers (Abelman et al., 1997). This is particularly evident among pay-TV stations, such as MTV and CNN. But, increasingly, free-to-air TV stations are placing more emphasis on identifying themselves in the minds of viewers, notably through use of their logos and slogans on program promotions, station fillers, news broadcasts and program guides.

Similarly, radio stations have created strong identities for themselves through the use of their brand name in program promotions and competitions, in listings, podcasting and on interactive websites. Broadcasters are also considering how they can exploit any distinct

image they might have, such as the opportunity to leverage and grow their brand by introducing brand extensions (Fattah, 2001). A consequence of increased branding by TV and radio stations is the attempt to strengthen associations between the broadcaster's brand image and that of the programs they schedule.

2.5 Consumer Perceptions of branding strategies

Being able to have a clear understanding of brand equity from customers' perspectives and the subsequent marketing programs used by firms is important in building brand equity. Keller (2003) proposed the customer-based brand equity model (CBBE) is used as a basis for structuring in order to examine customer perceptions of branding and the programs firms use to build equity. This model is ideal because it brings together theoretical advances and managerial practices in understanding and influencing consumer behavior (Keller, 2003). The model emphasizes the brands power based on what the customers see the brand to be in their minds, their knowledge of the brand and how they subsequently impact on the customer's response to marketing programmes over time. The model has also been used and modified for use by Rajagopal (2009) who proposes new models for studying brands by focusing on personality traits, image, technology and the potential impact of the image of firms associated with the brands.

Equity of a brand is normally derived from a number of considerations which include the awareness of the brand and the image the brand has been able to build for itself. Knowledge of the brand is seen as a key component of the CBBE model. This is due to the fact that it creates a differential effect in the minds of the consuming public. The components that are

fundamental with this model are the awareness of the brand and also the image the brand has created for itself.

2.5.1 Brand awareness

Brand awareness establishes the extent to which customers are able to identify the product under varied circumstances. However, this is not the only determinant for building brand equity (Rossiter and Percy, 1987). It establishes consumers' ability to confirm prior exposure to the brand when given the brand as a cue, which is referred to as brand recognition (Keller, 2003). The other dimensions of awareness cover consumers' ability to correctly remember the brand from memory when given a cue (Aaker, 1996).

Previous research in advance markets has come to the conclusion that low awareness of a brand exist when consumers begin to engage in repeat purchase of such as food and the purchase of toiletries and mostly when the decision to purchase is not a matter of life and death (Hoyer and Brown, 1990). Hoyer and Brown (1990) have stated that there is not enough knowledge on if or not the awareness of a brand in anyway having influence on the kind of choice consumers make regarding the choice of product they seek to purchase as traditional methods of communication remain the main sources of communicating the brand to consumers (Keller, 2003).

2.5.2 Brand image

Brand image is categorically explained as the perception that a customer has about a brand that has been introduced. This is normally showed in the associations that the brand has

(Herzog, 1963). From the angle of operations, the image that a brand develops for itself is critical in bringing about a sustained competitive advantage to the brand over other competing brands on the market. This competitive advantage is very difficult to imitate and which consumers will perceive as strong attributes for the brand (Thompson et al., 2006). Contrary to this view, there is no clear cut way in which brand marketers are able to measure the image of a brand (Dobni and Zinkhan, 1990). The programs that are put in place by marketers are the fundamental to the creation of positive image for the brand and firms attempt to create strong brand associations by way of providing different sources of information such as company-influenced sources, word-of-mouth and non-commercial sources.

Organizations also rely on the previous experiences that the consumer has with their previous products when new products are introduced (Aaker, 1996). Related to brand image is a key concept covered in previous studies in Western markets which is the evolution of brand communities where brands develop a wider meaning to a group of consumers in terms of sense of collective belonging (McAlexander et al., 2002). These studies cite examples of brand communities formed based on consumer affiliations with other consumers loyal to the brand. Examples include Apple, Harley-Davidson and Jeep. This is surprisingly given the strong collective approach to life and its potential influence on consumer perceptions about branding (Michailova and Worm, 2003).

2.5.3 Brand equity

In the area of brand equity, Keller (2003) has done serious research covering the issues regarding brand extensions in well developed markets. The macro environment then serves as a catalyst that helps in the implementation of the brand. However, the macro-environment has the capacity to influence a firm's implementation of marketing programs. A study by Ni and Wan (2008) deal with the various strategies that must be put in place to achieve brand equity in the context of new markets where they used the Chinese phone industry as a case in their study. The study conducted distinguished many different categories into which the new market fall and the capacity required for branding.

CHAPTER THREE

RESEARCH METHODOLOGY AND ORGANISATIONAL PROFILE

3.1 Introduction

The main purpose of this research is to assess the effect of branding on radio listenership in the Kumasi metropolis. This chapter therefore explained the research design, the population, the selected sample size and sampling technique,. It also explained the methods of data collection and the instruments used as well as data analysis.

3.2 Research Design

A research design includes turning a research question into testing project. It therefore outlines the various procedures the researcher adopted to answer the various research questions posed in the introductory chapter. The study was explanatory in nature since it sought to establish causal relationships between variables (Saunders et al., 2009). The emphasis here is to explain a situation or a problem in order to explain the relationships between variables. Explanatory research seeks to identify the dependent and independent variable so as to explain the causal relationship existing among them and to explain the impact of one variable on the other.

This study therefore employed descriptive research approach to gather information and define questions and portray accurate picture of listeners and management of the selected radio stations.

The study also used explanatory approach to establish the relationship between branding and radio listenership in the Kumasi metropolis.

This study was both quantitative and qualitative in nature and data was collected primarily with questionnaires and interview guide. Qualitative research is defined as a multi-method in focus, involving an interpretive, naturalistic approach to its subject matter (Denzin & Lincoln, 2005). Quantitative research can be explained as explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (Aliaga & Gunderson, 2000).

Secondary data in the form of literature from journals articles, conference papers and books were also reviewed. The data collected was analysed using SPSS version 16 and presented in graphical forms such as pie charts, bar charts, mean and standard deviation as well as a regression analysis.

3.3 Population of study

A population explains the number of elements from which a sample is taken to be a representative of the population (Saunders et. al, 2009), thus this refers to the target population which is the whole population concern in a particular list that helped the research to be generalized to represent the entire population. The total population for this study is the entire radio listener base of radio stations within the Kumasi metropolis which is estimated at Two (2) million people.

3.4 Sampling and Sampling Methods

Sampling looks at the process of selecting a part to represent the entire population of interest. The researcher opted of the sampling method rather than a census since the entire population is too large for the purposes of this research. A sample of 384 listeners were

chosen which is attributed to the confidence level that one may consider in selecting a sample thus 95% confidence level and 5% margin of error (Saunders et al, 2009). Stutely (2003) is of the opinion that, effective statistical study needs a minimum of 30 samples hence a sample of 384 is enough to be a representative of a listenership base. The researcher employed both quantitative and qualitative techniques in the study. The primary data was also collected by administering questionnaires and interview guide to listeners and management respectively.

In line with the use of interview guides, Martin (1996) is of the opinion that, if the information needed to answer the research question can be answered, the researcher can select by own judgment, the most productive sample to answer the research question hence an a top management member each was selected by the researcher. Also, the reason for using questionnaire was that it is the most effective instrument for data collection as when it comes to field survey (Wunsch, 1986). The sampling methods used were purposive sampling method to select from management and convenience sampling technique to select listeners of these radio stations.

3.5 Data Collection

Questionnaires and interview guides were used as the primary data collection tools to solicit responses from the respondents. A total of three hundred and eighty (380) listeners were selected and a total of 380 questionnaires were administered. Also, four (4) interview guides were issued to management of the selected radio stations. The questionnaires were dominated by closed-ended questions while interview guide is dominated by open-ended questions. The researcher engaged the services of two (2) sales team members from each of

the selected stations. The interview guide was administered by the researcher himself at the offices of Nhyira FM, Hello FM, Kessben FM and Ash FM.

3.6 Data Analysis

Data collected was subjected to critical analysis and examinations. The questionnaires were all coded into the Statistical Program for Social Solution (SPSS) software version 16 after which the analysis was performed. Descriptive results were presented in frequency distribution tables, pie and bar charts, mean and standard deviations. Regression analysis was also conducted to ascertain the effect of branding on radio listenership. A reliability test was run using the cronbach alpha. The data was analysed based on the responses received from the respondents.

3.7 Ethical Issues and Limitations

Ethics refer to system, morals, rules, and behaviours. Research ethics provide researchers with a code of moral guidelines on how to conduct research in a morally acceptable way (Struwing & Stead, 2001). Such guidelines seek to prevent researchers from engaging in scientific misconduct, such as: distorting and inventing data, plagiarizing the works of others, republishing their data as original contribution without proper acknowledgement, failing to maintain the confidentiality of research respondents and participants, forcing people against their will to be involved in research, not executing a study properly, deceiving people and falsely reporting results (Saunders et al, 2007).

This research has been accomplished against the background of all ethical considerations in terms of conveniently respecting respondent's rights and abiding by all important considerations through the conduct of the research. Respondents who declined participating were accorded the maximum respect and were not forced. The study is therefore reliable and devoid of unethical behaviours.

3.8 Profile of the selected Radio Stations

3.8.1 Profile of Nhyira FM

Nhyira FM is a privately owned radio station in Kumasi, the Ashanti Region of Ghana. The station is owned and run by the media group company Multimedia Group Limited. The word Nhyira is a Twi word meaning blessing.

3.8.2 Profile of Hello FM

Hello FM (106.4 MHz) is one of the private radio stations operating from different locations in Tamil Nadu. It is owned by Malar publications, Chennai.^[1] It is licensed to use the FM band frequency 106.4 MHz. It started in 2006 broadcasting from Chennai and Coimbatore. Later, in 2007 it expanded its broadcast to other cities in Tamil Nadu such as Madurai, Trichy, Tirunelveli, Tuticorin and to the union territory of Puducherry.

3.8.3 Profile of Kessben FM

Kessben FM is a radio station that broadcasts from Kumasi to the Ashanti Region of Ghana. It has been on air for more than 10 years featuring information, entertainment, music, sports and much more. The slogan of the station is "Aseda Nkoa."

3.8.4 Profile of Ash FM

Ash FM is a radio station that broadcasts from Kumasi. It is available both on 101.1 FM and online. This radio station is on air 24 hours a day, 7 days a week, featuring music of various, news, sports and much more. It is a subsidiary of Kessben Group of and located at Adum.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

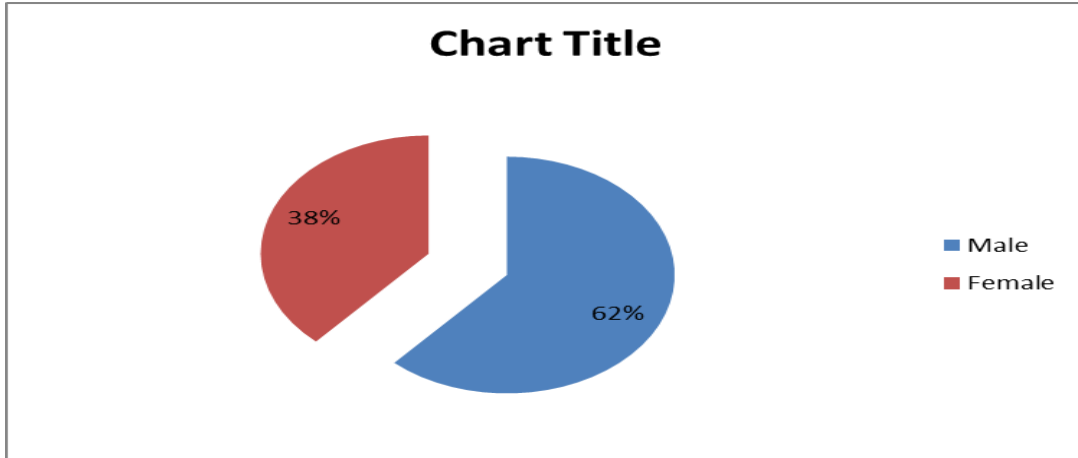
This chapter deals with the various information collected from the respondents on the effects of branding on radio listenership in Ghana case Nhyira fm, Hello fm, Kessben fm and Ash fm in Kumasi. The chapter presented the findings base on the various objectives set for the study. The study explored demography of the respondents, what motivates listeners to tune a particular radio station, branding strategies that radio stations adopt in making their brand attractive to listerners, challenges radio stations face in their branding efforts and effects of brand on radio listernership.

The data was presented in tables, and other statistical tools. The survey was conducted on a total of 384 respondents comprising 380 listeners and 1 management member each from Nhyira Fm, Hello Fm, Kessben Fm and Ash Fm in Kumasi. Out of the sample size of 384, 281 responses were received representing 73.18% response rate.

4.2 Demography of employees

The study asses the demography of respondents in terms of gender of respondents, age of respondents, educational background of respondents and number of years listening to radio stations

Figure 4.1 Gender



Source: Researchers Field Survey, 2015

The analysis in table 4.1 above shows the gender composition of the respondents from which information was collected. The results showed that 61.7% and 38.3% are males and females respectively. The data on gender was relevant because it shows the distribution of how the data collection instruments were answered as well as the ratio of male to females. Also the findings as depicted showed that the responses will be male dominated since the males out way the females.

Table 4.1 Age Distribution

Response	Frequency	Percentage
less than 20 years	24	8.7
20-29 years	140	50.5
30-39 years	26	9.4
40-49 years	42	15.2
50 years and above	45	16.2
Total	277	100.0

Source: Researchers Field Survey, 2015

Table 4.1 shows the age distribution of respondents from which information was accessed. As shown in the table above, 8.7% fall below 20 years, 50.5% are between the ages of 20 – 29 years, 9.4% are between the ages of 30-39 years, 15.2% fall between the ages of 40-49 years and finally 16.2% are above 50 years. The results showed that the listening audience of radio stations within the Kumasi metropolis is youthful. This is true because most of the programmes run on these stations are targeted at the youth. Some of these programmes are sports, entertainment and vacancy advertisements.

Table 4.2 Educational Level of Respondents

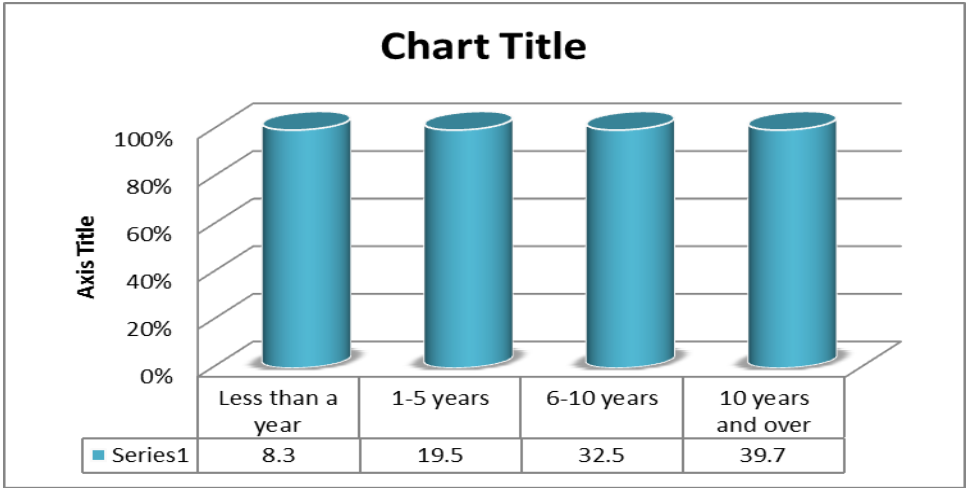
Response	Frequency	Percentage
No formal Education	23	8.3
Basic/J.S.S/MSLC	45	16.2
SSCE/WASSCE/'A'/'O' Level	41	14.8
HND/Diploma	56	20.2
First Degree	46	16.6
Masters' Degree	66	23.8
Total	277	100.0

Source: Researchers Field Survey, 2015

The table above shows the educational level of listeners of the radio stations used in the study. As shown above, 8.3% has no formal education, 16.2% are basic/J.H.S/MSLC school leavers, 14.8% are SSSCE/WASSCE/'A'/'O' Level certificate holders, 20.2% are HND/Diploma holders, 16.6% are First Degree holders and finally 23.8% are Masters' degree holders within the metropolis. This shows that majority of the respondents who listen

to these stations possess higher level of education. This is true because most of the advertisements and programmes are targeted at the youth and the working class since they are designed to offer them relevant information.

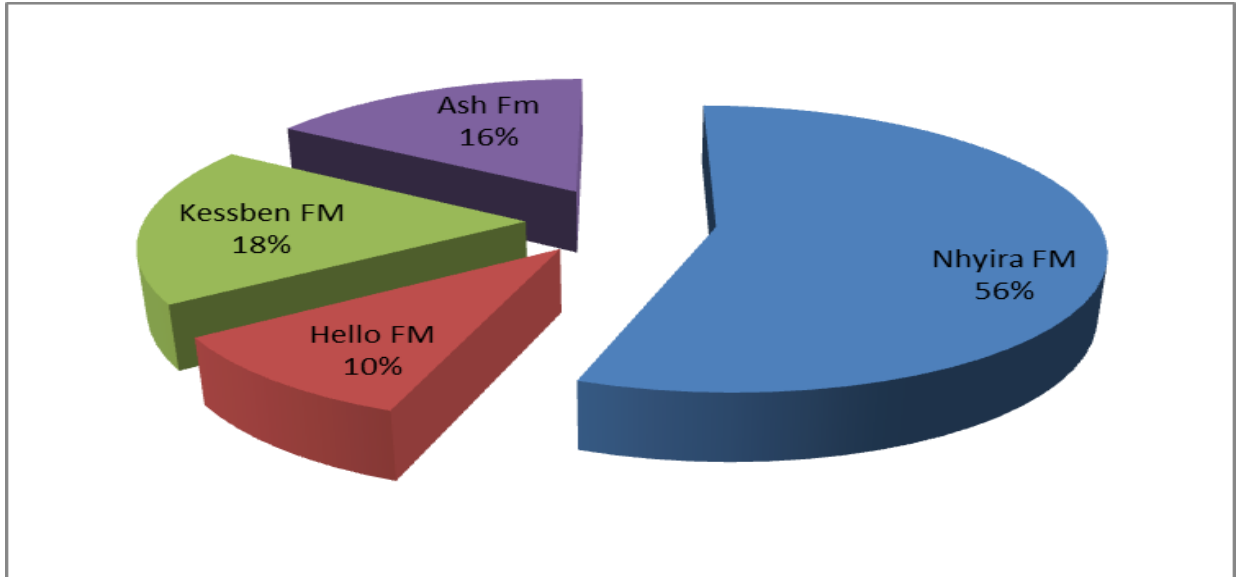
Figure 4.2 How long have you been listening to radio stations



Source: Researchers Field Survey, 2015

Figure 4.2 above shows the length of time respondents have been listening to radio stations in the Kumasi metropolis. As shown in the diagram, 8.3% have been audience of radio stations for less than a year, 19.5% have been listening to radio for between 1 to 5 years, 32.5% have been listening to radio programmes for between 6 to 10 years and finally a higher percentage of 39.7% have been audience of radio programmes for the past above 10 years and beyond. This result showed that majority of respondents has been listening to radio for many years and this is due to the fact that information spreads faster and its accessible to people compared to the other media forms (television, newspapers among others).

Figure 4.3 Preference for radio stations



Source: Researchers Field Survey, 2015

Figure 4.3 shows the various stations that respondents mostly listen too among the four (4) selected stations used for the study. As indicated, it is clear that the greater number of the respondents who form 56% of the total respondents listen to Nhyira FM, 18% enjoy listening to Kessben FM, Ash FM is mostly tuned into by 16% of the respondents and a minority of the respondents representing 10% listen to Hello FM.

4.3 Motivation of listeners to tune a particular radio station within the Kumasi metropolis

In analyzing the motivation behind the choice of station most preferred by respondents, a mean and standard deviation was used to analysis the various needs that listeners intend to satisfy and that becomes the basis for the choice of radio station.

Table 4.3 Motivation for choice of radio stations

Response	Mean	Std. Deviation	N
Functional needs	2.8274	.61489	277
Symbolic needs	2.8448	.59856	277
Experiential needs	2.7906	.45287	277
Station presenters	2.7762	1.23670	277
News coverage	2.8881	1.24751	277
Station heritage	2.8953	1.05974	277

Source: Researchers Field Survey, 2015

4.3.1 Functional needs

As indicated in the table above, satisfaction of functional needs scored a total mean of 2.8274 and a standard deviation of 0.61489 on scale of 1-5. These functional needs are normally those needs that motivate individuals to search for products that solve consumption related problems. The functional needs of listeners are therefore those needs that are designed to solve externally generated consumption needs of audiences. This shows that 56.5% of the respondents which represents majority of respondents attest to the fact that their functional needs are met by the programmes that are aired on these radio stations within the Kumasi metropolis. This corresponds with the assertion of Park et al. (1986) that building strong brand is important when a choice among available brands.

4.3.2 Symbolic needs

The study further revealed that a mean of 2.8448 and a standard deviation 0.59856 on a scale of 1 to 5 as how symbolic needs of radio audiences are satisfied by listening to radio station with strong brands associations. This means that majority of respondents

representing 56.9% of the respondents get their symbolic needs fulfilled such as desires for products that fulfill internally generated needs for self-enhancement, role position, group membership, or ego identification.

This finding corresponds with the study of Park et al. (1986) which stated that a brand with a symbolic concept is one designed to associate the individual with a desired group, role, or self-image. This is achieved by the fact that these stations runs programmes and shows that get the entire audience ship to be part of them. Some of these programmes are health walk, health screening and blood donation, sports and talk in segments. This has caused most listeners to feel a sense of belongingness with the stations.

4.3.3 Experiential needs

Also, the experiential needs that audiences of radio stations yearn to gain scored a mean of 2.7906 and standard deviation 0.45287 on a scale of 1-5 among respondents used in the study. This represents a 55.8% of the respondents who are of the opinion that their experiential needs which are referred to as desires for products that provide sensory pleasure, variety, and/or cognitive stimulation. This means that listening to these radio stations help radio audiences those desires that are designed to fulfill needs that are internally generated for stimulation and/or variety in their lifestyles. This fact as also been attested to by Park et al. (1986).

4.3.4 Station presenters, News coverage and Station heritage

Other ways of making the radio stations appeal to listeners within the Kumasi metropolis is the quality of performance of the stations' presenters, the wide coverage and the heritage of

the stations. Attributes scored means of 2.7762, 2.8881, 2.8953 and standard deviations of 1.23670, 1.24751, and 1.05974 respectively on a scale of 1 to 5. This means that 55.5%, 57.8%, 57.9% respectively subscribed to the fact these variables are key motivators that influence the kind of radio that people mostly listens to within the Kumasi Metropolis.

Table 4.4 Radio programmes that motivates listeners

Responses	Mean	Std. Deviation	N
Entertainment programmes example like music	2.05	1.120	277
Current affairs programme example News, political	2.48	1.334	277
Educational programmes example documentaries	2.73	1.331	277
Sports programme	2.79	1.274	277
Inspirational/religious programmes	2.38	1.187	277
Business related programmes	2.97	.981	277
Health programme	2.37	1.114	277
Relationship programme	2.47	1.446	277

Source: Researchers Field Survey, 2015

4.3.5 Entertainment programmes

There are various programmes that are aired on the selected radio stations and widely favoured by the listening public. As shown in the table above, entertainment programmes such as music and song dedication scored a mean of 2.05 and a standard deviation of 1.120 on a scale of 1 to 5. This shows that 41% which form a minority favor this programme. Also, current affairs programmes such as news and political discussions scored a mean of 2.48 and a standard deviation of 1.334 on a scale of 1 to 5. This means that 50% of the listening public which represent half of respondents are motivated to listen to these stations

in order to be enlightened on current occurrences within and outside the country. Furthermore, educational programmes such as documentaries scored a mean of 2.73 and standard deviation of 1.331 on a scale of 1 to 5 indicating that 54.6% which form a majority are motivated to tune in to these radio stations in order to listen to these documentaries.

4.3.6 Sport programmes

Sport programmes which include in-depth analysis of sports news by seasoned panelists score a mean of 2.79 and a standard deviation of 1.274 on a scale of 1 to 5. This showed that 55.8% of respondents representing a majority of radio listeners interviewed are motivated to listen to the any of the four selected radio stations because of the radio programmes run on air.

4.3.7 Inspirational or religious programmes

Inspirational or religious programmes which are mostly aired on weekends and at dawn scored a mean of 2.38 and a standard deviation of 1.187 on a scale of 1 to 5 indicating 47.6% of respondents representing a minority are motivated to listen to the selected radio stations in order to gain inspiration from seasoned public speakers as well as spiritual fulfillment from prominent religious leaders in the metropolis.

4.3.8 Business related programmes, Health and Relationship programme

Finally business related programmes, health programme and relationship programme scored means of 2.97, 2.37, 2.47 respectively and standard deviations of 0.981, 1.114, and 1.446 respectively. This shows that 59.4%, 47.4% and 49.4% representing a majority, minority

and minority respectively are motivated to tune in to Nhyira FM, Ash FM, Kessben FM or Metro FM to listen to expert discussions on business, health and relationship related programmes.

4.4 Branding strategies radio stations adopt in making their brand attractive to listeners within the Kumasi metropolis

In order for the radio stations to identify themselves with listeners, they have made conscious efforts have developed catchy and captivating tag lines, intensified their outdoor programmes such as community watch, blood donation, health walk and screening, etc. Also management have synchronised the brand names of the stations with the their mission statements and continuously drive towards a balance of social, religious and traditional values held by listeners.

In order to associate the stations' brand with listeners within the Kumasi metropolis, management of Nhyira FM, Hello FM, Kessben FM and Ash FM have over the years succeeded in mitigating cost of seeking social justice through instituting specific programmes that focus mostly on the vulnerable and less financially endowed in the metropolis. Also, the stations act as voice for the voiceless in the society by creating an Alternative Dispute Resolution (ADR) platform, thus alleviating pressure on local or traditional courts of arbitration.

As a way of building a stronger brand through positioning the stations' brand in the minds of listeners, the stations identify basic social, political, religious and economic desires and wishes of the citizenry and put together suitable programmes and synopsis that impact the lives of the listening public on daily basis.

To communicate the stations' brand message to the listening public, the tag lines and frequencies of the various stations are frequently mentioned in all programmes aired. Also, frequent outdoor events and promotions are organised in collaboration with credible corporate institutions. Finally the stations' branded souvenirs (such as T-Shirts and stickers) are given out to listeners who participate in call in sagements to answers simple questions on air.

In order for management to get listeners to also tune in to their radio stations, there is a pre-promotion of hot issues which are socially making for discussion and informing the listeners with the panelists before the start of the programme. Also, suspense is created on typically bizzare isses billed for deiscussion in order to keep listeners glued to the stations. Finally, during the course of the duscussion, time is allocated to listeners to phone in and express their diverse opinions on the topic under discussion.

4.5 Challenges radio stations face in their branding efforts within the Kumasi metropolis

The major challenge that confront the branding efforts of the selected radio stations in the Kumasi metropolis is the shameful culture of 'knocking copy' (that is producing almost same programme meticulously researched into for airing by just giving or ascribing a new name for airing). Also, advertising competitive costing and rate disparity sometimes plays negatively by taging some brands as too costly without evaluation.

One other challenge is the identification of a true measure of the brand's success. This is because there are various parameters by which brands' success can be measured in radio such as market share, customer loyalty and pricing differentials in relation to competitors.

These measures unfortunately does not critically examine the contribution of staff to building these brands.

Further, the difficulty in the ability of management to fully protect the brands against potentially harmful impact of gossips and erroneous inferences from competitors. These biased comments tend to spread wide and hurts the performance of the stations' brand.

Finally, getting the consented efforts of company-wide members, cross-functional relations where different functions each contribute to building the brand has been a challenge to the radio stations due to the divergent views and lack of interest by some staff members.

To overcome these challenges, conscious efforts have been made to position the stations' in order to make them the best brands through programme innovation, focuses and constant review of these programmes in order to always meet the aspiration of the listening public. Also, platforms have been created to idolise and physically acquaint listeners to radio personalities most admired who hitherto are not known personally except their voices. Also, management has ensured that a broader set of metrics are addressed when considering staff's contribution to building the stations' brand.

4.6 Effects of brand on radio listenership among subscribers within the Kumasi metropolis

Branding plays a very critical role in every business entity because of its impact on clients and the attractiveness of the business entity. In assessing the effect of branding on radio listenership in Ghana, the study adopted regression analysis to assess the impact of independent variables on the dependent variable. The independent variables used include, commercials run, News coverage, Clear reception, Station heritage, Station presenter, Kind

of programme and the dependent variable used was radio listenership. The table below shows the regression results:

Table 4.5 Regression Results

Variables	Unstandardized coefficients. B (S.E)	T	Sig.	Beta
(Constant)	1.540 (.152)	10.117	.000	
Station Presenter	-.075 (.033)	-2.298	0.022	.135
News coverage	.407 (.036)	11.300	.000	.740
Station Heritage	-.123 (.039)	-3.141	.002	.190
Kind of Programme	.115(.029)	3.943	.000	.261
Clear Reception	-.022 (.031)	-.722	.471	.038
Commercials Run	.008(.039)	.204	.839	.013
R	.600			
R Sq.	.360			
Adj. R. Sq.	.345			
F Statistic	25.282***			
Dependent variable	Listenership			

Source: Field Survey, 2015

4.6.1 Regression Equation

The output in the regression table above represents the multiple regressions to establish the effect of branding on radio listenership in Ghana. The regression equation was therefore $y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$. When the values from the table are computed, the equation becomes;

$$y = 1.540 + -.075(X_1) + .407(X_2) + -.123(X_3) + .115(X_4) + -.022(X_5) + .008(X_5).$$

The R value represents the correlation or relationship between the dependent and the independent variables. R^2 value represents how much of the dependent variable can be explained by the independent variables. The B value represents the coefficients of the independent variables. The Sig represents the statistical significance level of the model (the acceptable level of significance for this research was 0.05). The Beta compares the contribution of each independent variable to the dependent variable (ignoring any negative signs)

4.6.2 Interpretation of the R and R² from the Regression Results

From the regression output, it was realized that branding had a moderate relationship with on radio listenership having a correlation value was 0.600. The R^2 value indicates that 36% (.360) of on radio listenership could be explained using the branding strategies.

4.6.3 Coefficient and Significance of the independent variables

The coefficients and significance of the independent variables was derived by measuring the independent variables (station presenters, news coverage, station heritage kind of programme, clear reception and commercials run) against the dependent variable.

4.6.3.1 Station Presenters

The analysis revealed that, the coefficient value for branding in a form of using radio presenters was -0.075 showing an inverse relationship on radio listenership. This means that ceteris Paramus, when the other independent variables (commercials run, News coverage, Clear reception, Station heritage, Kind of programme) are held constant, radio listenership

would decrease by 7.5% if there is a 100% branding effort made in branding radio presenters to deliver quality service. This was statistically significant and station presenters are making unique contribution to the prediction of radio listenership because it has a significant value of 0.022 which is less than 0.05.

4.6.3.2 News coverage

The analysis revealed that, the coefficient value for news coverage as branding radio stations was 0.407 showing a positive relationship on radio listenership. All things being equal, when the other independent variables (commercials run, radio presenters, Clear reception, Station heritage, Kind of programme) are held constant, radio listenership would increase by 40% if there is a 100% branding effort made in effective news coverage to deliver quality service. This was statistically significant and news coverage is making substantial contribution to the prediction of radio listenership because it has a significant value of 0.000 which is less than 0.05

4.6.3.3 Station Heritage

The analysis revealed that, the coefficient value for branding in a form of using station heritage was -0.123 showing an inverse relationship on radio listenership. Ceteris Paramus, when the other independent variables (commercials run, News coverage, Clear reception, radio presenters and Kind of programme) are held constant, radio listenership would decrease by 12.3% if there is a 100% branding effort made in using stations heritage to deliver service. This was statistically significant and station heritage is making unique

contribution to the prediction of radio listenership because it has a significant value of 0.002 which is less than 0.05

4.6.3.4 Kind of programmes

The analysis revealed that, the coefficient value for programme as branding radio stations was 0.115 showing a positive relationship on radio listenership. All things being equal, when the other independent variables (commercials run, radio presenters, Clear reception, Station heritage, news coverage) are held constant, radio listenership would increase by 11.5% if there is a 100% branding effort made in relevant programmes that radio stations deliver . This was statistically significant and programme type is making unique contribution to the prediction of radio listenership because it has a significant value of 0.000 which is less than 0.05

4.6.3.5 Clear reception

The analysis revealed that, the coefficient value for clear reception as branding radio stations was -0.22 showing an inverse relationship on radio listenership. All things being equal, when the other independent variables (commercials run, radio presenters, kind of programmes, Station heritage, news coverage) are held constant, radio listenership would decrease crease by 22% if there is a 100% branding effort made in to have clear reception or coverage. This was statistically not significant and clear reception is making any unique contribution to the prediction of radio listenership because it has a significant value of 0.471 which is greater than 0.05.

4.6.3.6 Commercials run

The analysis shows that, the coefficient value for commercials run as branding radio stations was 0.008 showing a positive relationship on radio listenership. All things being equal, when the other independent variables (kind of programmes, radio presenters, Clear reception, Station heritage, news coverage) are held constant, radio listenership would increase by 0.8% if there is a 100% branding effort made in running commercials on radio stations. This was statistically not significant and commercials run is making any unique contribution to the prediction of radio listenership because it has a significant value of 0.839 which is less than 0.05

4.7 Contribution (Beta) of the independent variables

However, in comparing the contribution of each independent variable (commercials run, News coverage, Clear reception, Station heritage, Station presenter, Kind of programme) on radio listenership, the beta values are used ignoring the negative sign. Commercials run, news coverage, clear reception, station heritage, station presenter, kind of programme have beta values of .013, .740, .038, 0.190, 0.135 and 261 respectively. In this case, the largest beta value is .740, which is news coverage meaning that, this variable makes the strongest contribution to explaining radio listenership (dependent variable) in the media landscape when the variance explained all other variables in the model is controlled for.

CHAPTER FIVE

SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

5.1 Introduction

This chapter deals with the summary of the study that was undertaken; recommendations have been stated based on the study and conclusion of the study. The summary of findings is captured under the objectives which are stated below.

5.2.1 Motivation of listeners to tune a particular radio station within the Kumasi metropolis

Radio listeners within the Kumasi metropolis that tune in to Nhyira, Ash, Kessben and Metro FMs are motivated by their desire to satisfy certain unique needs that are important to them. These needs are functional, symbolic, experiential, affection for station presenters, news coverage and station heritage. The results showed that majority of radio audience within the metropolis tune in to satisfy these needs that they value and seek to satisfy.

5.2.2 Branding strategies radio stations adopt in making their brand attractive to listeners within the Kumasi metropolis

Adopting key strategies to make the four selected stations preferred choices to listeners was also analysed. This involve identifying the stations' activities with the listening public by developing catchy tag lines, intensifying outdoor programmes in the communities and engaging listeners in social, religious and traditional discussions which they value. Also, in order to associate the stations' brand with the listening audience, conscious efforts have

been made to mitigate social justice by using their media as a platform for Alternative dispute Resolution (ADR).

Furthermore, as a way of building a stronger brand through positioning the stations' brand in the minds of listeners, the stations identify and tries to resolve basic social, political, religious and economic desires that impact the lives of the listening public. In addition, for the radio stations to communicate the stations' brand message to the listening public, the tag lines and frequencies of the various stations are frequently mentioned in all programmes aired and also branded souvenirs such as T-shirts and stickers are given out to listeners during phone in segments.

Finally, in order for management to get listeners to also tune in to their radio stations, there is a pre-promotion of hot issues which are socially making for discussion and informing the listeners with the panelists before the start of the programme. Also, suspense is created on typically bizarre issues billed for discussion in order to keep listeners glued to the stations

5.2.3 Challenges radio stations face in their branding efforts within the Kumasi metropolis

The major challenge that confront the branding efforts of the selected radio stations in the Kumasi metropolis is the shameful culture of 'knocking copy' (that is producing almost same programme meticulously researched into for airing by just giving or ascribing a new name for airing). Also, advertising competitive costing and rate disparity sometimes plays negatively by tagging some brands as too costly without evaluation.

One other challenge is the identification of a true measure of the brand's success. This is because there are various parameters by which brands' success can be measured in radio

such as market share, customer loyalty and pricing differentials in relation to competitors. These measures unfortunately does not critically examine the contribution of staff to building these brands.

Further, the difficulty in the ability of management to fully protect the brands against potentially harmful impact of gossips and erroneous inferences from competitors. These biased comments tend to spread wide and hurts the performance of the stations' brand.

Finally, getting the consented efforts of company-wide members, cross-functional relations whereby many different functions that contribute to build the brand has been a challenge to the radio stations due to the divergent views and lack of interest by some staff members.

To overcome these challenges, conscious efforts have been made to position the stations' in order to make them the best brands through programme innovation, focuses and constant review of these programmes in order to always meet the aspiration of the listening public. Also, management has ensured that a broader set of metrics are addressed when considering staff's contribution to building the stations' brand.

5.2.4 Effects of brand on radio listenership among subscribers within the Kumasi metropolis

Branding had a moderate relationship with on radio listenership. Using radio presenters shows an inverse relationship on radio listenership but was statistically significant and station and making unique contribution to the prediction of radio listenership. News coverage as branding radio stations shows a positive relationship on radio listenership was statistically significant and news is making unique contribution to the prediction of radio listenership. Value for branding in a form of using station heritage shows an inverse

relationship on radio listenership and was statistically significant and is making unique contribution to the prediction of radio listenership

Value for programme as branding radio stations shows a positive relationship on radio listenership was statistically significant and programme type is making unique contribution to the prediction of radio listenership. Value for clear reception as branding radio stations was shows an inverse relationship on radio listenership and was statistically insignificant and clear reception is making any unique contribution to the prediction of radio listenership. Value for commercials run as branding radio stations shows a positive relationship on radio listenership and was statistically not significant and commercials run is making any unique contribution to the prediction of radio listenership. In comparing the contribution of each commercials run, News coverage, Clear reception, Station heritage, Station presenter and kind of programme on radio listenership, news coverage makes the highest contribution to explaining radio listenership in the media landscape when the variance explained all other variables in the model is controlled for.

5.3 Conclusion

The media landscape in Ghana has undergone improved changes which is as a result of keen competition and various transformational changes over the years. Motivational programmes in a form of entertainment, sports, and political programmes drives listeners to tune to a particular radio station. Functional needs symbolic needs as well as experiential needs serve as motivation for choice of radio station in Kumasi metropolis. The purpose of the study was to assess how branding affects listenership within the Kumasi metropolis. It is evident that the as far as radio listenership is concern news coverage plays a critical role as most listeners

are willing to know the current happenings in the metropolis for that matter Ghana. There is therefore the need for radio stations to rebrand their programmes and activities so as to wet listeners' appetite and their desire to choose one's radio station first among others.

5.4 Recommendations

The following recommendations have been proposed based on the findings of the research.

5.4.1 Developing Exciting Programmes

To continuously motivate listeners to remain loyal these four stations, their functional needs, symbolic needs, experiential needs, affection for station presenters, news coverage and station heritage should be improved and enhanced in order to make their programmes the preferred choice to the listening public.

5.4.2 Widening Out-door Programmes

Also, to make the stations' brands attractive to the listening audience, management of the stations should widen its location for outdoor programmes to the hinterland and remote communities in order to widen their geographical coverage. In addition, ordinary people should from time to time be brought on air to participate in discussions that bother on traditional, religious and social issues in order to get the general listening public to associate themselves with such people.

5.4.3 Carving creative Programme

Furthermore for management to overcome the phenomenon of imitation from the other stations, key decision makers should constantly brainstorm and also carve creative programmes that will be difficult to imitate by competing radio stations.

5.4.4 Staff Motivation

Staff should be motivated financially and so that they can be happy to deliver quality presentation as and when they are online.

5.4.5 Staff Training

Training should be intensified for the radio presenters so that listeners can be moved by the presentation style so that they will be willing to tune and listen to radio

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APPENDIX I
QUESTIONNAIRE

This research is being undertaken as part of the requirement for the award of an MBA in Marketing. The study seeks to determine the **effects of branding on radio listenership in Ghana**. The research is strictly for academic purposes, hence information volunteered would be held in high confidentiality. I shall be grateful if you could take a few minutes of your time to answer the following questions.

Please tick (✓) the appropriate response that best answers each question

PART A Personal Data

1. Gender Male [] Female []

2. Age Less than 20 [] 20 – 29 years [] 30 – 39 years [] 40 – 49 []
 50 years and above []

3. Educational Level No formal Education [] J.S.S/MSLC []
 SSCE/WASSCE/’A’/’O’ Level [] HND/Diploma [] First Degree [] Masters’
Degree [] Others, please
 specify.....

4. How long have you been listening to radio stations? Less than a year [] 1 – 5 years
[] 6 -10 years [] More than 10 years []

5. How many radio stations do you prefer listening to? 1 station [] 2 – 5 stations []
6 – 10 stations [] More than 10 stations [].

PART B Motivation on choice of radio station(s) in Kumasi

From a scale of 1 to 5, please tick (✓) the appropriate response that best answers each question

1= Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

S/N	What motivates your choice of radio station(s)?	1	2	3	4	5
	Functional Needs					
6	I get quick access to information on products and services from the radio station					
7	I get relieve myself from frustrating situations when I listen to radio					
8	I gain satisfaction for my current basic needs through radio					
9	I rely on radio to get externally generated consumption needs					
10	I resolve conflicts through using radio as a medium					
	Symbolic needs					
11	My desire to fulfill internally generated consumption needs					
12	I increase my self-enhancement through radio programmes					
13	My role position is defined by radio programmes					
14	I feel like a group member of selected radio stations					
15	Ease of ego identification of particular station(s)					
	Experiential needs					
16	My desire for sensory pleasure					
17	My ability to listen to variety of programmes					
18	My intention for higher-order basis for relationships					
19	I am desire to satisfy internally generated needs					

20. Do you enjoy listening to radio station/s?

Yes [] No []

PART C Effects of brand on radio listenership within the Kumasi metropolis.

From a scale of 1 to 5, please tick (✓) the appropriate response that best answers each question

1= Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

S/N	Effects of brand on radio listenership in Kumasi	1	2	3	4	5
21	Branding makes the station appeal to all groups in the radio market					
22	Branding helps achieve vision of all stakeholders in the radio industry					
23	Branding helps in matching target listener with product/service offered					
24	Branding helps in positioning and differentiation strategies using brand components.					
25	Branding helps radio stations to develop effective communication strategies.					
25	Branding helps in response management strategies of radio stations					

Thank you for your cooperation.

APPENDIX II

INTERVIEW GUIDE

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS

The purpose of this survey is to obtain in-depth information on **the effects of branding on radio listenership in Ghana, using selected radio stations in the Kumasi metropolis**. All information obtained from you will be used for academic purposes and held confidentially since it is linked to a project in partial fulfillment of a Masters of Business Administration (Marketing option) at the Kwame Nkrumah University of Science and Technology.

Please answer the following questions by filling the spaces provided against the questions below.

PART A Personal Data

1. Gender Male [] Female []

2. Highest Educational Level Diploma/HND [] First Degree [] Masters' Degree []
Doctorate [] Others, please specify.....

3. Which department do you work?.....

4. How long have you been working for this radio station.....

5. How long have you been in your current managerial position.....

PART B Branding strategies radio stations adopt within the Kumasi Metropolis

6. What branding strategies does your station adopt to identify itself with listeners?.....
7. What branding strategies does your station adopt associate the station's brand with listeners?.....
8. How does your station build its brand through positioning?.....
9. How does management of your station communicate the brand message to listeners?.....
10. How does management of your station achieve brand equity?.....

PART C Challenges radio stations face in branding within the Kumasi metropolis?

11. What challenges does management of your station face in branding?.....
12. What has management done to overcome those challenges?.....
13. What in your opinion should management do to overcome these challenges?.....