



**THE INFLUENCE OF ADVERTISING ON SALES OF FAST FOOD PRODUCTS. A  
CASE STUDY OF KFC KOFORIDUA IN THE NEW JUABEN MUNICIPALITY**

**BY:**

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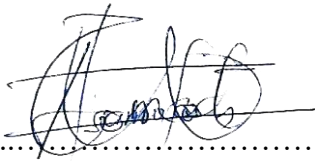
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**THIS THESIS IS SUBMITTED TO KOFORIDUA TECHNICAL UNIVERSITY IN  
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## DECLARATION

This is to certify that this thesis is the result of research undertaken by Asamoah Comfort Amobe, towards the award of Bachelor of Technology in Hospitality and Tourism Management at the Department of B-TECH in Hospitality and Tourism Management, Koforidua Technical University.



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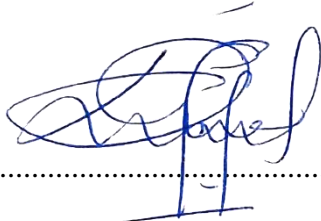
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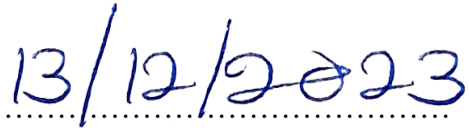
## SUPERVISOR'S CERTIFICATION

I hereby certify that this project work was supervised in accordance with the University guidelines for this Project work.



Dr EMMANUEL GAMOR

(SUPERVISOR)



DATE

## **DEDICATION**

This work is first of all dedicated to the Almighty God for His protection and guidance in my life. Secondly, to our parents who have sacrificed many resources to get me educated also to my husband for his encouragement and support throughout my studies.

## **ACKNOWLEDGEMENT**

I am grateful to the Almighty God for providing me with the strength and knowledge to come out with this thesis. I would like to also express my profound gratitude to my uncle; Mr. Sampson Kofi Antwi my husband, for the sacrifice and the resources provided to support my education. I would also acknowledge Mr. Neurtey Harrison; a lecturer from the department of Procurement and Supply Science, Koforidua Technical University for his encouragement and support during my stay in Koforidua Technical University.

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## **ABSTRACT**

This study examines the influence of advertising on sales of fast food products: A case of KFC Koforidua in the New Juaben Municipality. To obtain this, the study dealt with three main objectives, the study first identifies the promotional tools adopted by KFC, Koforidua. The next objective was to determine the effect of advertising on the consumption of fast food products at KFC, Koforidua and finally to identify the factors influencing consumer patronage of fast food products at KFC, Koforidua.

Structured questionnaires were administered to 100 consumers who patronize in fast food products from KFC, Koforidua and 30 workers who work in KFC, Koforidua in the New Juaben Municipality in the Eastern Region of Ghana to elicit information on respondents characteristics, respondents' opinion on promotional tools adopted by KFC, Koforidua, effects of advertising on consumer patronage of fast food products at KF and factors influencing consumer patronage of fast food products at KFC, Koforidua. The researcher employed the SPSS software version 27.0 was employed for the analysis.

Results indicate that advertising of fast food products at KFC in Koforidua has made the fast food outlet attractive to consumers and that it has increased the confidence of consumers to buy from KFC. The study also found increase in sales due to increase in demand for fast food products from KFC outlet in Koforidua.

It is recommended that the management of KFC Koforidua should continue to engage the services of professionals who have knowledge in other promotional tools which can help develop and improve their advertising of their fast food products since it has a greater influence on consumer buying decision and also help increase sale

## TABLE OF CONTENTS

<b>Contents</b>	<b>Pages</b>
DECLARATION .....	ii
DEDICATION .....	iv
ACKNOWLEDGEMENT .....	v
ABSTRACT .....	vi
TABLE OF CONTENTS .....	vii
LIST OF TABLES .....	x
LIST OF FIGURES .....	xi
LIST OF ABBREVIATIONS .....	xii
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.1 Background Information .....	1
1.2 Statement of the Problem .....	3
1.3 Objective of the Study .....	4
1.3.1 Specific Objectives of the Study .....	4
1.4 Research Questions .....	4
1.5 Significance of the Study .....	5
1.6 Scope of the Study .....	5
1.7 Limitations of the Study .....	5
1.8 Organization of the Study .....	6
CHAPTER TWO .....	7
LITERATURE REVIEW .....	7
2.0 Introduction .....	7
2.1 Theoretical Framework .....	7

2.1.1 Consumer Buying Behaviour Theory .....	7
2.1.2 Consumer Sovereignty Theory .....	8
2.2 Conceptual Framework .....	9
2.3 Review of Empirical Literature.....	9
2.3.1 The Promotional Tools Adopted by Fast Food Firms.....	9
2.3.2 Effect of Advertising on the Consumption of Fast-Food Products.....	12
2.3.3 Factors Influencing Consumer Patronage of Fast-Food Outlets .....	16
CHAPTER THREE .....	20
RESEARCH METHODOLOGY.....	20
3.0 Introduction .....	20
3.1 Research Design.....	20
3.2 Area of Study .....	20
3.3 Sources of Data .....	22
3.4 Population of the Study.....	22
3.5 Sample and Sampling Technique.....	22
3.6 Research Instrument.....	23
3.7 Pilot Testing .....	24
3.7.1 Reliability and Validity of the Data Collection Instrument .....	24
3.8 Data Collection Procedure .....	25
3.9 Ethical Consideration .....	26
3.10 Data Processing and Analysis .....	26
CHAPTER FOUR.....	27
DATA ANALYSIS AND PRESENTATION OF FINDINGS .....	27
4.0 Introduction .....	27
4.1 Respondents Characteristics.....	27



4.2 Respondents Opinion on Promotional Tools Adopted by KFC, Koforidua .....	30
4.3 Role of Advertising on Consumer Patronage of Fast Food Products at KFC.....	34
4.4 Factors Influencing Consumer Patronage of Fast Food Products at KFC, Koforidua .....	37
4.5 Chapter Summary.....	38
CHAPTER FIVE .....	40
SUMMARY, CONCLUSION AND RECOMMENDATION .....	40
5.0 Introduction .....	40
5.1 Summary of Findings .....	40
5.2 Conclusion.....	41
5.3 Policy Recommendation .....	41
REFERENCE.....	42
APPENDICE.....	47

## LIST OF TABLES

CONTENT	PAGE
Table 3.1: Reliability Test for consumers.....	25
Table 3.2: Reliability Test for staff.....	25
Table 4.1: Respondents Characteristics (Consumers) .....	28
Table 4.2: Respondents Characteristics (Staff).....	29
Table 4.3: Respondents (consumers) Opinion on Promotional Tool(s) Adopted by KFC, Koforidua .....	31
Table 4.4: Consumers Opinion on Brand Awareness, Loyalty and Uniqueness of KFC Fast Food Products.....	33
Table 4.5: Role of Advertising on Consumer Patronage of Fast Food Product at KFC.....	35
Table 4.6: Respondents (Staff) Opinion on Role of Advertising on Consumers Patronage of Fast Food Products at KFC, K'dua.....	37
Table 4.7: Factors Influencing Consumer Patronage of Fast Food Products at KFC, K'dua.....	38

## LIST OF FIGURES

CONTENT	PAGE
Figure 2.1: The Influence of Advertising on sales of Fast-Food Products .....	9

## **LIST OF ABBREVIATIONS**

KFC – Kentucky Fried Chicken

N.E. – North East

SEM – Structural Equation Modeling

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background Information**

Advertising is a tool which is used to send message to consumers, the general public through the television, radio, newspapers and magazines, billboards and other social media platforms. Food advertising has been found to be an important influence on food choices, eating behaviours and consumption patterns (Vukmirovic, 2015). Traditional food advertising channels are television, radio, print (magazines and newspapers), and billboards (Moriarity, 2014). However, in the digital era, advertising takes place on social media platforms such as Facebook and Twitter (Lee, 2018). The importance of advertising on the consumption of fast food products is a marketing tool that firms use to create awareness about their products or services and how consumers can make the best out of such products. Advertising play a great complementary role through working alongside of other promotional mix element. It operates with the objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions. Advertising create a message and send it to someone who will react in a certain way and it focuses upon group of persons rather than individuals.

Over the years, fast food industry focused on advertising with the objective of improving sales turnover which has been through transmission of eye catching messages by radio, television, magazines, newspapers, and other social media platforms to increase sales turnover from reliable and committed consumers. Recordings of poor sales by fast food firms' have been attributed to insufficient information concerning the product. The concept of advertising becomes more accessible to many people when they recognize that advertising add psychic value

to a product in the customer's mind. Ditcher (2000) agrees with this statement that a product image inherent feature of the product itself. The information contained in an advert may not say anything verbally about quality but makes the positive image by advertising. Advertising has core competencies to become more effective because effective marketing communications have become an essential part of firm's success in introducing and promoting product and services. Thus, for advertising to be effective, it must have an appeal, attract attention, command interest, inspire conviction and must provoke interest (Frank, 2005). Okeji (2008) posited that a good advert message should not be boring but rather must reflect the lifecycle of the product.

According to Gladson and Chinedu (2005) advertising is considered a major competitive tool in establishing position in the market place. Many companies use advertising not only to market and promote their products but to among other things wade-off competitors, improve their brands and create a vintage-point for their products in the presence of anticipated users or buyers. Akanbi and Adeyeye (2011) argued that in Nigeria, advertising is more used among manufacturing firms, especially those in the food and beverage sector as awareness regarding how their products can reach the consumers. Kingsley and Paul (2009) also argued that even though the use of advertisement as a marketing tool is common among manufacturing firms in Nigeria like food and beverages firms committing huge sums of money into advertising companies do not automatically translate to better performance indices for the for the organizations. It has been argued that advertising, even when very extensive, does not lead automatically to purchase because it is the culmination of a whole sequence of events (Abiodun, 2011). It is against this backdrop of controversy that the researcher wants to investigate the influence of advertising on the sales of fast food products at KFC, Koforidua.

## **1.2 Statement of the Problem**

Advertising plays an important role in creating product or service awareness in the fast food industry. Successful advertising means making the consumer come back for more and getting them to recommend the firm's products to others. However, firms can relate the volume of their sales with the priority it gives to advertising, thus firms tend to forget that advertising are a huge source of costs to the operations of the firm. In addition, rising cost of acquiring accommodation to start a fast food business has significantly affected the operators of this industry as increasing cost of accommodation are been paid for indirectly by the consumers of fast food.

In fact the amount of resources used by firms to advertising has steadily grown over the years because of the increased awareness and sophistication of consumers (Kotler, 2009). Fast food firms see advertising as an inevitable tool for survival in highly competitive market. In Ghana, the fast-food industry produced fast food products that have close substitutes and this means that fast food firms would have to rely heavily on advertising to create a brand and distinguish it from other products in the minds of consumers. Kingsley and Paul (2009) also argued that even though the use of advertisement as a promotional tool is common among manufacturing firms in Nigeria like food and beverages firms committing huge sums of money into advertising companies do not automatically translate to better performance indices for the organizations. Akanbi and Adeyeye (2011) sought to establish the effect of advertising on the sales volume of Nigerian Bottling Company from utilizing composite data from the annual accounts and reports of the company from 1999 to 2009.

It has been argued that advertising, even when very extensive, does not lead automatically to purchase because it is the culmination of a whole sequence of events (Abiodun, 2011). Few studies have been conducted on the influence of advertising on sales of fast food

products. Previous studies have been conducted in the manufacturing sector and to be precise in the food and beverage industry. This particular study is unique and significant because of the attention given to fast food industry with the emphasis on the fast food products in KFC Koforidua, in New Juaben Municipality. This study therefore hopes to fill the gaps in the previous studies.

### **1.3 Objective of the Study**

The main objective of the study is to find out the influence of advertising on sales of fast-food products at KFC Koforidua in New Juaben Municipality.

#### **1.3.1 Specific Objectives of the Study**

1. To identify the promotional tools adopted by KFC, Koforidua.
2. To determine the effect of advertising on the consumption of fast food products at KFC, Koforidua.
3. To identify the factors influencing consumer patronage of fast food products at KFC, Koforidua.

### **1.4 Research Questions**

The following research questions are posed to guide the study:

1. What are the promotional tools adopted by KFC, Koforidua?
2. What is the effect of advertising on the consumption of fast food products at KFC, Koforidua?



3. What are the factors influencing consumer patronage of fast food products at KFC, Koforidua?

### **1.5 Significance of the Study**

The study attempts to find out the influence of advertising on sales of fast food products at KFC Koforidua in the New Juaben Municipality in the Eastern Region of Ghana. Although, there have been some studies investigating the influence of advertising on sale volume, few studies have been done on fast food products. The uniqueness of this study is the attention paid on fast food products sold in KFC Koforidua. The study will provide a greater insight into the relationship between advertising and sales of firms. However, this may aid in formulation of policies and regulations that will help increase sales, profitability and market shares of firms in the fast food industry and by extension creates more jobs in the country. Finally, the study will be useful for academic community as it may contribute to literature on advertisement.

### **1.6 Scope of the Study**

The study focused on the influence of advertising on sales of fast food products in KFC Koforidua in the New Juaben Municipality in the Eastern Region of Ghana. The sample in this study will constitute staffs of KFC Koforidua.

### **1.7 Limitations of the Study**

From the study, KFC Koforidua in the New Juaben Municipality is going to be used for the study. However, the entire fast-food firms in New Juaben Municipality will be used for the generalization of the findings for the study. In addition, generalization of the findings to all fast food firms in other municipalities or regions is limited, as there is likely to be differences in the

impact of advertising on sales volume of fast food products in Ghana. The study relied on self-reporting respondents and as a result, some staff members were not willing to disclose certain information about the firms' marketing strategies to the researcher.

### **1.8 Organization of the Study**

The study is divided into five chapters. Chapter one is the introductory chapter. It gives background of the study, statement of the problem, objectives, research questions, significance of the study, scope of the study, limitations and organization of the study. Chapter two covers a detailed literature review. Chapter three contains the research methodology of the study. It includes; area of the study, research design, population of the study, sample and sampling technique, source of data, research instrument, data collection procedure and data analysis. Chapter four discussed the results obtained from the study and final chapter five gives a summary, findings, conclusion and recommendations of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter reviewed literature on the topic under investigation. For the purpose of clarity, the chapter is divided into three sections. The first section takes a look at the theoretical framework. The second section looks at the conceptual framework of the literature and the third section provides an empirical review of the study which is presented systematically under a number of themes; the promotional tools adopted by fast food firms, the effect of advertising on the consumption of fast-food products and the impact of advertising on sales volume of fast food firms.

#### **2.1 Theoretical Framework**

Several theories have been developed to explain the relationship between advertisement and consumption of products. The theoretical framework of the study adopted the Consumer Buying Behaviour Theory and Consumer Sovereignty Theory which gives explanation to how advertising influences the consumer buying behaviour decision.

##### **2.1.1 Consumer Buying Behaviour Theory**

Consumer buying behaviour theory was propounded by Alfred Marshall in 1994. The theory of consumer buying behaviour explains how a consumer spends his income on different goods and services, so as to attain maximum satisfaction. According to Kioumarisi et.al., (2009), the consumer buying behaviour theory, focus on the process by which individual search for, select, buy, use and dispose of goods and services in order to satisfy their needs and wants. Buying behaviour is decision process and acts of people involved in buying and using products (Arnould

and Zinkhan, 2002). Consumer buying behaviour refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is therefore very important for a firm to analyze buying behaviour of consumers. Buyer's reactions to firms marketing strategies which include advertising of the firm's products have an effect on firm's sales volume. The concept of marketing mix emphasized how firms can create a marketing mix that gives satisfaction to consumers and therefore the need to analyzed what, where, when and how consumer buy. Marketers can better predict how consumers will respond to marketing strategy (Rundh, 2005). Advertising influences the consumer buying behaviour and attracts attention to a particular brand, consumer's perception and choice about a product which has a significant effect on the sales of the firm's products. On this basis, The Theory of Consumer Buying Behaviour shows how advertising affects the consumer buying behaviour and sales of fast-food firm's products. The consumer buying behaviour theory is adopted for the study since it explains the ability advertising has to influence the importance a consumer can attach to a product and its attributes and how it influences sales of a product.

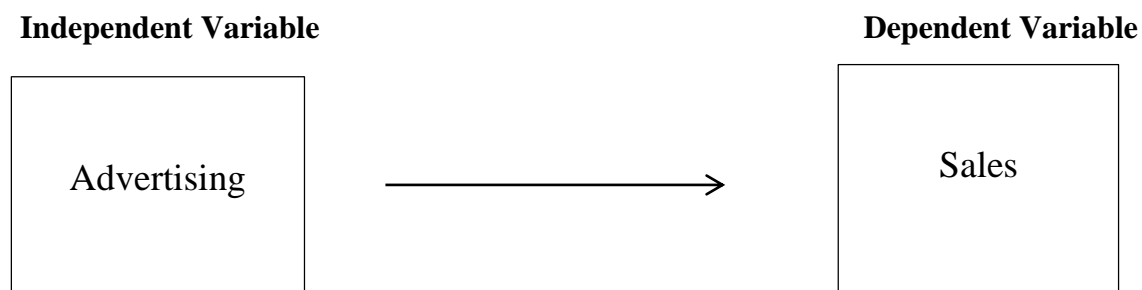
### **2.1.2 Consumer Sovereignty Theory**

This study adopted the consumer sovereignty theory as propounded by William Harold in 1936. Under consumer sovereignty theory, consumption was the only end and purpose of all production, and the welfare of producers needs to be attended to as it is necessary for promoting the welfare of the consumer. The satisfaction of consumer's needs is the ultimate economic goal, and that consumer desires rule the economy is known as consumer sovereignty (Goodwin et al. 2018). The theory of consumer sovereignty implies that the consumer is the best judge of his/her own welfare, and his or her preferences will decide the allocation of scarce resources in the

economy. The theory assumes that the consumer can decide which of his needs is preferable to the others and then rank them in terms of preference. However, the consumer sovereignty theory is directly linked to the study on the influence of advertising on sales of fast-food products, such that fast food firms need to advertise their products to influence consumer's decision which will also influence their sales of the fast-food product they sell.

## 2.2 Conceptual Framework

The study adopted a conceptual framework model developed by Juntilla, Castillo, Subito and Buenviaje (2022). According to them effective social media advertisement has an influence on customers' engagement of a product. In this study, the independent variable is advertising and the dependent variable is sales. The study conceptualized that advertising has a significant effect on the sales of fast-food products in KFC. The figure below shows the relationship between advertising and sales.



**Figure 2.1: The Influence of Advertising on sales of Fast-Food Products**

## 2.3 Review of Empirical Literature

### 2.3.1 The Promotional Tools Adopted by Fast Food Firms

The importance of sales promotion in the form of advertising to promote goods and services awareness among consumers cannot be overstressed. Advertisement provides an avenue for firms to create awareness about their products or services and how consumers can make the best

out of such products. Mina et al., (2020) investigated the promotional mix and industry practices of leading fast-food industry in NE Pacific Mall, Cabanatuan City, Nueva Ecija in the Philippines. A descriptive research survey was employed to discuss the current promotional tools used in the industry and also defined the target market and the market audience using socio-demographic characteristics such as age, sex, civil status, highest educational attainment, family net income, and status of employment and at the same time, the company's profile in terms of forms of organization, ownership, and number of personnel. Six managers were handpicked from the existing fast food chain stores in NE Pacific Mall, Cabanatuan City, Nueva Ecija, in the Philippines using a structured questionnaire to define the general promotional practices in the industry. Results indicated that the fast-food chain stores used the same sort of advertisements to promote their products and that direct selling, sales promotion, advertising, and public relations or publicity were some of their existing promotional practices. The results further showed that TV shows and endorsements by well-known celebrities were the most appealing advertising practices and the most widely used contact channels by the fast-food chain store are broadcast media, mainly television. However, the sample size employed for this study was limited to existing six (6) managers of fast-food chain stores in Cabanatuan City in Philippines and generalizing the findings of this study to other fast-food firms in Cabanatuan City in Philippines will not give a proper account of the promotional tools used by fast food firms in Philippines.

Similarly, Fhrizz S. De Jesus (2022) also examined the promotional practices of selected fast food chain stores in Walter Mart, Gapan City, Nueva Ecija in Philippines. A descriptive research survey was employed to assess and interpret the firms' profile, management profile, and consumer profile of six (6) fast food chain stores in Walter Mart. Structured questionnaires were administered to the six (6) managers. Results indicated that the mangers of fast-food chain stores

in Walter Mart strongly agree that one of their promotional practices is the fast food chain having celebrities endorsing or creating brand consciousness and market loyalty to their customers. This confirms the study by Mina et.al, (2020). Other studies have indicated that celebrity endorsers can make positive effect on consumers' buying behaviour (Till and Busler, 1998). Addition, the managers strongly agree that the fast-food chain stores also use the television as form of broadcast media in promoting their products.

Fasana et. al., (2017) conducted a study on promotional mix as the strategic tool for improving brand equity in Franchise fast food restaurants in Sri Lanka. A sample size of eighty (80) customers of nine (9) franchise fast food restaurants in Sri were sampled for the study. Structured questionnaire was used as a primary tool to collect data among the respondents in sampled. Results indicated that there is a strong positive relationship between perceived promotional mix strategies and brand equity of the franchise fast food restaurants. However, advertising and direct marketing were the key factors that influence mostly on brand equity in franchise fast food restaurants. Afonso et al., (2017) investigated fast food marketing strategies and the impact on childhood obesity. A quantitative survey was employed to sample sixty (60) children with an average age of 9.88 years. Results indicated that television advertisement makes children wanting to try the fast food advertised and asked parents to buy it. The study failed to identify the fast-food products that were advertised on the television which attracted the children wanting to try them.

Shilpi Jauhari (2020) conducted a study on impact of promotional strategies by branded fast food industry on consumers in Lucknow City, India. The study focused on four globalized big brands fast food firms which include; McDonald, Domino, Pizza Hut and Kentucky Fried Chicken. These fast-food outlets were randomly selected to analyze the impact of current sales

promotion strategy of fast food industry. Semi-structured interview was employed to understand current marketing strategy by the fast-food restaurants and to find out the presumption of the organization about the consumer behaviour. However, structured questionnaire was also employed to record the responses of the customers visiting fast food outlet in Lucknow City. The study targeted people 250 customers visiting shopping malls who are in the age group of 30-60 years, which includes professionals, businessmen, and service persons but 214 respondents' data were found to be valid. The non-probability sampling techniques - "Judgement sampling and Convenience sampling" were used. Results indicated that a greater proportion of the respondents preferred McDonald relatively to KFC, Pizza Hut and Domino because of its Indianized menu and low price offers. Results further indicated that the four fast food firms have a maximum awareness about offer they get from electronic media, word of mouth and through advertisement in print media and brochures. However, advertisement of fast-food outlets influences the frequency of visiting fast food outlets. The study failed to talk about the particular fast-food product from McDonald that the respondents preferred to buy relative to other fast food firms.

### **2.3.2 Effect of Advertising on the Consumption of Fast-Food Products**

Muhammad Asim et al., (2017) investigated the impact of television advertisements on food consumption behaviour among children in Pakistan. The study was in two parts. The first part considered the content analysis of the television advertisements. There most popular TV channels as Cartoon Network, Pogo and Nick were used for the research. In the second part of the study, a questionnaire was given to 300 students out of which, 200 were boys and 100 girls. These students were between the ages of 10 to 14 years. These students were taken from three (3) schools in Sheikhpura and this consists of elite class as Beacon House School, middle class school as Dar-e-Arqam and a government school. Results indicated that children were more



bombarded with so many advertisements and their behaviour was more influenced by the television food advertisements. However, this was also affecting their food choices and health.

Results further indicated that students preferred to take fast food as their lunch to school. Elite class parents feel easier to provide fast food to their children as lunch. Students also prefer to purchase some fast-food items from the school cafeteria. This fast-food lunch for children in schools is considered as the status symbol in Pakistan. The study failed to identify the fast-food products that the students preferred the most and would like to take to school.

Emond et al., (2019) investigated the influence of child-targeted fast food TV advertising exposure on fast food intake of preschool -age children. One-year longitudinal study was conducted among 624 preschool-age children between 3-5 years old and one parent each recruited from New Hampshire from 2014-2015. Parents completed six online surveys every eight weeks and at each week, reported the number of times their children consumed fast food in the past week. Each child's advertisement exposure was determined by counting the brand-specific fast-food advertisements aired within the programs they viewed on children's TV networks during the study. Parents were used as a baseline for the study and they are to report the frequency of their own fast-food consumption. Results indicated that, three (3) fast food brands focused on TV advertising to children during the study and that is McDonald's, Wendy's and Subway. Few children were exposed to child-targeted advertising for Wendy's and Subway.

Results from adjusted Poisson Regression Models which focused on McDonald's showed a differential effect of advertisement exposure on children's McDonald's consumption in the past week by parental fast-food consumption ( $P < 0.01$ ). Specifically, McDonald's consumption was consistently high among children whose parents consumed fast food more frequently regardless

of children's advertisement exposure. However, advertisement exposure increased the risk of McDonald's consumption among children nearly two-fold when parents consumed fast food less frequently ( $P < 0.01$ ). The study did not consider the reasons why few children were exposed to child-targeted advertising for Wendy's and Subway's. Similarly, a study by Dalton et al., (2017) demonstrated that children with moderate or high exposure to child-targeted fast food TV advertisements were approximately 30% more likely to have consumed fast food in the past week even after adjusting for their parent's fast food intake. According to a study conducted by researchers at the University of Liverpool's Institute of Psychology, Health and Society (2016), fast food advertising is at least partly responsible for high rates of obesity and type 2 diabetes, increasing among the young. The study analyzed 22 previous studies that had examined the impact of fast-food marketing on food consumption. The study observed the effects of marketing both online and on television on fast food consumption.

Mkumbo and Mbise (2022) examined the influence of social media advertisements on fast food consumption in Arusha city in Tanzania. Descriptive analysis for quantitative data was employed, while content analysis was also employed for qualitative data in the study. 92 samples from 1118 fast food restaurants were used as representatives of the population selected at random and customers frequenting the restaurants. Results revealed that social media advertising influenced the majority of customers to consume fast food. Moreover, the findings further showed that fast-food business that do not use social media advertising lag far behind and struggle in the competitive industry. The study recommended that all fast-food business owners use social media to advertise their products and communicate with potential customers to boost their sales and growth.

Ghoochani et al. (2018) analyzed the factors influencing Iranian consumers' attitudes towards fast food consumption. The study realized that television and other mass media have a wider reach, but consumers trust government publications more and can be used more effectively in educating consumers. The study could not explained advertising clearly as one of the factors influencing fast food consumption in Iran. Janssen et al. (2018) discovered that multiple techniques and channels, including advertisements and television, deliver food messages to a wide demographic. In their study, fast food was seen as a key aspect of youth identity, a way of expressing a youthful self and lifestyle image, whereas healthy food has shown to conflict with normal image of being young.

Andreyeva et al. (2011) conducted a study on exposure to food advertisement on television association with children fast food and soft drink consumption and obesity. The study employed a nationally-representative sample from the Early Childhood Longitudinal Survey-Kindergarten Cohort (ECLS-K) and the Nielsen Company data on spot television advertising of cereals, fast food restaurants and soft drinks to children across the top 55 designated-market areas to estimate the relation between exposure to food advertising on television and children's food consumption and body weight. Results indicated that soft drinks and fast food television advertising is associated with increased consumption of soft drinks and fast food among elementary school children (Grade 5). The study did not show the link between advertising exposure and average body weight, but fast advertising was significantly associated with body mass index for overweight and obese children, revealing detectable effects for a vulnerable group of children.

Bagnato et al. (2023) also conducted a study to examine the impact of fast food marketing on brand preference and fast food intake among youth aged 10-17 years across six

countries. Data from 9,695 youth living in Australia, Canada, Chile, Mexico, United Kingdom and the United States were analyzed from the 2019 International Food Policy Youth Study. The survey measures assessed exposure to fast food marketing and brand-specific marketing, and preference for these brands and fast-food intake. The regression models were used to adjust for age, sex, income adequacy and ethnicity to examine the associations. Findings revealed that exposure to fast food marketing were positively associated with brand preferences and intake consistently across most countries. Overall, preference for McDonald's, KFC, and Subway were highest when exposed to general fast-food marketing. Fast food intake was highest in Chile, United Kingdom, Canada, Mexico and United States when exposed to general fast food marketing. Respondents from the ethnic minorities were more likely to report consuming fast food than ethnic majorities, and females were less likely to report consuming fast food than males. In conclusion, exposure to fast food marketing is consistently and positively associated with brand preferences and fast-food intake in all the six countries. The study failed to consider the impact of fast food marketing on sales. This current study will examine the influence of advertising on sales of fast-food products.

### **2.3.3 Factors Influencing Consumer Patronage of Fast-Food Outlets**

With the effect of globalization, fast food restaurants have increasingly become popular in Ghana and have also increased in their numbers so have consumers increased in their numbers, taste and preferences. What determines consumer s choice of selecting or patronizing a fast-food restaurant differs from country to country and from region to region as a result of cultural, environmental and socio-economic specifics.

Okolie and Udom (2021) examined the factors influencing customers' patronage of fast-food outlets in Benin City. The study adopted survey research design and the population includes

all customers that patronize fast food outlets in Benin City, Edo State. Fifty (50) respondents were chosen in four fast food outlets namely: Mr. Biggs, Ma Ice, Kada Food and Omega Food to have a sample size of 200 out of which 188 questionnaires were found useable (94%). The independent variables examined include quality of service delivery, brand image and price and how they relate to customer patronage. The data analysis was done using descriptive and inferential statistics with the use of Statistical Package for Social Sciences (SPSS 22.0). Results indicated that there are positive and significant relationships between the independent variables (service quality, brand image). Price showed negative and not significant relationship with customer patronage. It was recommended that fast food firms should continue to maintain high quality service delivery that will enhance brand image of selected fast-food outlets. The study failed to look at how the patronage by consumers can affect the sales of fast food outlets in Benin City.

Ali and Abideen (2021) investigated the factors that influence consumer behaviour in the fast-food industry in Pakistan. The study used a questionnaire to collect data from 300 fast food consumers and analyzed the data using the Structural Equation Modeling (SEM) approach. The findings of the study revealed that price; service quality, brand image and product quality are the most important factors influencing consumer patronage in the fast food industry. The study found that consumers are more likely to visit fast food restaurants that offer high quality products, affordable prices and excellent customer services. Moreover, brand image plays a significant role in attracting customers to fast food restaurants. This is confirmed by Karim et al. (2019). In their study they found that brand image, food quality, and price were the most important factors that affected patronage in the fast food industry. Similarly, another study

conducted by Jahanzeb and Fatima (2017) in Pakistan found that food quality, price and service quality are the most critical factors that affect customer behaviour in the fast-food industry.

Opeyemi et al. (2020) examined the factors affecting customers' repeat patronage in Southwest Nigerian fast food restaurants. Primary data were source through questionnaire administration. A sample size of 600 customers of selected fast-food restaurants were sampled using purposive and systematic sampling techniques. Interviews were also conducted with selected front-line staff of the restaurants. Data collected were analyzed using descriptive statistical methods. Results showed that the factors enhancing customers' repeat patronage of fast-food restaurants in Southwest Nigeria were food quality, restaurant location, and convenience of reach as well as a secured environment. The study concluded that fast food restaurants owners should take advantage of these factors for enhanced performance.

Adzovie and Abdul (2020) sought to ascertain the motivational factors that stimulate consumers' intent to select a fast-food joint in an under-developing country setting particularly in Ghana, a sub-Sahara-African region. The study examined the mediating role of convenience and taste and preference given the indirect effect of traditional advertising communication medium such as radio, Television and word-of-mouth. Using a quantitative research approach, a structured survey questionnaire was used to intercept buyers of fast-food joint at vantage point in the Cape Coast Metropolis in the Central Region of Ghana. Convenience sampling technique was employed to consider popular fast-food joints that can aid the researchers to intercept the consumers for the study. Out of the 400 questionnaires administered, 371 of the questionnaires were returned and 305 responses were valid. The Partial Least Square and Structural Equation Modeling was employed for analysis. Results indicated that traditional advertising communication medium such as radio, television and word-of-mouth are the motivational factors

that stimulate consumer's intent to select a fast-food joint. The study was limited to only the under-developing countries but did not consider how the situation will be in the developed countries. However, it failed to consider how consumer selection of a fast-food joint will influence the sales of the fast food operators.

Olise et al. (2015) examined the factors influencing customer's patronage of fast-food restaurants in Anambra State in Nigeria. The study selected customers of fast food in Anambra State, model. Findings revealed that service quality, atmospheric quality, perceived value, environment, consumer demographics and modernity were the significant factors influencing the behaviour of customers towards patronizing the fast-food restaurants. The study recommended that fast food restaurants operating in Anambra State, Nigeria should endeavor to improve their service quality, atmospheric quality, perceived value, environment, customer demographics and modernity.

Ahasanul Haque et al. (2011) assessed the impact of advertisement towards fast food restaurants in Malaysia. Structured questionnaire was employed to collect data from 250 consumers. The data were collected by using convenient sampling method from Klang Valley area in Malaysia. Results showed that customers are more influenced by internet advertisement followed by commercial advertising and print advertisement.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter deals with the methods that were adopted for the study. It covers the area of study, sources of data, research design, population of the study, sample and sampling technique, research instrument, pilot testing, data collection procedure, ethical consideration, and data processing and analysis.

#### **3.1 Research Design**

The study employed quantitative descriptive research design method to investigate the influence of advertising on sales of fast-food products at KFC, Koforidua. It is practical and applicable because it identifies present conditions and points to present needs. It is believed that a descriptive survey is basic for all types of research in assessing the situation as a pre-requisite for conclusion and generalization. A descriptive design is the most appropriate and adequate research design in describing and documenting the influence of advertising on sales of fast-food products. The researcher concentrated on the use of questionnaire to elicit for the necessary information needed for the study.

#### **3.2 Area of Study**

KFC (Kentucky Fried Chicken) is an American fast food restaurant chain headquartered in Louisville, Kentucky, that specializes in fried chicken. It is the world's fourth-largest restaurant chain (as measured by sales) after Burger King with 14000 locations globally in 95 countries ([www.soegjobs.com/top-fast-food-chain-a-world](http://www.soegjobs.com/top-fast-food-chain-a-world)). The chain is a subsidiary of Yum Brands, a restaurant company that also own the Pizza Hut and Taco Bell chains (Yum Brands, Form 10-K,



Annual Report, 2018). Colonel Harland Sanders (1890-1980), founded KFC. He was an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Restaurant franchising concept was identified by Sanders and the first “Kentucky Fried Chicken” franchise was opened in Salt Lake City, Utah in 1952. KFC popularized chicken in the fast food industry, diversifying the market by challenging the establishment dominance of the hamburger. By branding himself as “Colonel Sanders”, Harland became a prominent figure of American cultural history and his image remains widely used in KFC advertising up to date. However, the company’s rapid expansion overwhelmed the aging Sanders and he sold it to a group of investors led by John Y. Brown Jr. and Jack C. Massey in 1964. KFC was one of the first American fast-food chains to expand internationally, opening outlets in many countries in the world. However, KFC is currently in Ghana. KFC opened its first Ghanaian restaurant in the capital, Accra, in 2011, and by 2014, the company had four KFCs outlets operating throughout the country (Statista Research Department, 2016).

Currently, KFC is in almost all parts of the country including Koforidua. KFC, Koforidua outlet was opened on 22<sup>nd</sup> November, 2021 as a fast-food restaurant that sells chicken and French fries. There are other fast-food products that sell and this includes; package rice, chips, chicken strips, burger, drinks etc. KFC, Koforidua outlet has about eight (8) departments which include; kitchen, sales, attendants, transport, delivery, marketing, security and management. The restaurant has employed about thirty (30) workers who work in the various departments of the firm and this is made up of kitchen staff (8), sales (3), attendants (3), transport (2), delivery (5), marketing (4), security (2) and management (3).

### **3.3 Sources of Data**

Consistent with the objectives of the study by examining the influence of advertising on sales of fast-food products at KFC, Koforidua, the KFC outlet in Koforidua was visited in the New Juaben Municipality to find out from the staff members how their advertising strategies have influenced the sales of their fast-food products they sell. Both primary and secondary data were used for the study. Primary data include information elicited from the workers of KFC, Koforidua by the use of questionnaire. Secondary data include information elicited from management of KFC, Koforidua. Demographic characteristics, information on promotional tools adopted by KFC, Koforidua, effect of advertising on the consumption of fast-food products at KFC, Koforidua and factors influencing consumer patronage of fast food products at KFC, Koforidua were collected for analysis.

### **3.4 Population of the Study**

The population is the complete totality of all subjects (Polit and Hungler, 2003). The study target involved staff of KFC, Koforidua. This population helped the researcher to examine the influence of advertising on sales of fast-food products. However, an estimated population size of one hundred and thirty (130) respondents which is made up of thirty (30) staff members of KFC, Koforidua and a hundred (100) consumers who patronize fast food products at KFC, Koforidua were targeted by the researcher to complete the questionnaire.

### **3.5 Sample and Sampling Technique**

A Sample is the subset of the population under study. The sample in this study constituted thirty (30) workers who work in the various department of KFC, Koforidua and a hundred (100) consumers of fast-food products from KFC, Koforidua in the New Juaben Municipality. The census sampling technique was employed to sample the staff of KFC, Koforidua). The

consumers were also selected at systematically. The study participants were selected based on the set of criteria; (1) should have been a worker at KFC, Koforidua, (2) should have been a consumer who patronizes fast food products at KFC, Koforidua and (3) should demonstrate that they are willing to participate.

### **3.6 Research Instrument**

A Structured questionnaire was the main instrument employed for the data collection. The questionnaires were designed for both staff and the consumers who patronize fast food products at KFC, Koforidua. The questionnaire for staff was made up of fifteen (15) questions while the questionnaire for consumers was made up of twenty (20) questions which include close-ended questions, open-ended questions and a likert-type scale format. All close-ended questions were meant to elicit straightforward responses from the staff of KFC, Koforidua and consumers who patronize fast food products at KFC, Koforidua and the open-ended questions gave the staff and consumers the chance to add any important responses to the questions asked. Open-ended questions allowed participants to contribute as much detailed information as they desired and to express their viewpoints and experiences (Turner, 2010). However, the researcher also guided some staff of KFC, Koforidua and consumers who patronize in fast food products from KFC, Koforidua who could not read and write to answer the questionnaire. Section A of the questionnaire for the staff of KFC, Koforidua covered the demographic data of respondents. The Section B elicited information on the promotional tools adopted by KFC, Koforidua and Section C sought to find out the effect of advertising on the consumption of fast-food products at KFC, Koforidua. However, the questionnaire for the consumers was divided into four sections. Section A of the questionnaire covered the demographic data of respondents. Section B elicited information on the promotional tools adopted by KFC, Koforidua and Section C sought to find

out the effect of advertising on the consumption of fast-food products at KFC, Koforidua and Section D also find out the factors influencing consumer patronage of fast food products at KFC, Koforidua.

### **3.7 Pilot Testing**

The researcher conducted a pilot test in Harry's Kitchen in the New Juaben Municipality and some consumers who buy fast food products from Harry's Kitchen in order to test for the validity of the instruments developed for the study. In trying out the exercise, the researcher administered questionnaires to ten (10) staff members of Harry's Kitchen and fifteen (15) consumers who patronize fast food products from KFC, Koforidua three weeks prior to the actual study. The results from the pilot test enabled the researcher to modify instruments in order to make them appropriate for collecting valid and reliable data. Also, it gave the researcher some insight into the nature of the expected results after the study is complete. It also helped the researcher identifies gaps in the instruments in relation to the research objectives and how to address them prior to the study. However, the information obtained was not concluded in the final study.

#### **3.7.1 Reliability and Validity of the Data Collection Instrument**

The reliability of an instrument is a measure of how consistent the instrument is in its measurements. The reliability of the questionnaires was evaluated through Cronbach's alpha which measures the internal consistency of a research instrument. Cronbach's alpha was calculated using the SPSS application. A reliability score or alpha coefficient ranges from 0-1 and may be used to describe the reliability of factors extracted from the questionnaires. A higher Cronbach alpha value shows a more reliable generated scale. Cooper and Schinder (2006) have indicated 0.7 or more to be an acceptable reliability coefficient. As part of the reliability test, a pilot study was conducted where some consumers of Harry's Kitchen fast food products in

Koforidua and some workers of Harry’s Kitchen were made to answer items provided to ensure the study items were consistent. Table 3.1 and 3.2 showed the reliability scores.

**Table 3.1: Reliability Test for consumers**

<b>Variables</b>	<b>Number of items</b>	<b>Cronbach Alpha</b>
Brand Awareness	4	0.821
Perceived Quality	2	0.711
Brand Uniqueness	3	0.713
Repurchase Intention	3	0.811

**Source: Field Survey, 2023**

**Table 3.2: Reliability Test for staff**

<b>Variables</b>	<b>Number of items</b>	<b>Cronbach Alpha</b>
Promotional Tools Adopted	4	0.724
Effect of Advertising on Consumer Patronage of your Product	7	0.831

**Source: Field Survey, 2023**

### **3.8 Data Collection Procedure**

In order to successfully collect data for the study, an introductory letter was obtained from the Department of Hospitality Management introducing the researcher and the purpose of the research to the authorities of KFC, Koforidua before the administration of the questionnaires. The staffs were selected from all the eight (8) departments of KFC, Koforidua using the census sampling technique while the consumers were randomly selected. The selected respondents were guided by the researcher to complete the questionnaire. In order not to skip the response, the

respondents were encouraged to read the questions before selecting the appropriate response. In a situation where respondent could not read and write, the researcher guided the respondent to answer the questionnaire. The researcher used three (3) days to administer the questionnaire but was assisted by two (2) other field assistants.

### **3.9 Ethical Consideration**

Participants were ensured of confidentiality of the nature of data that was collected, right to withdraw from the study at any time and the fact that refusal to participate and withdrawal would not affect the individual in any way. Anonymity was assured by not requesting the names of participants, but rather the use of codes (numbers). The participants were assured of their protection and the information received was not exposed to others with exception of the principal investigator and supervisor of this study.

### **3.10 Data Processing and Analysis**

The researcher carried out quantitative analysis where data was converted into numerical codes. Data from the administered questionnaire was checked for accuracy and then entered into the computer and transformed with the used of the SPSS software version 26.0 for the analysis.

Descriptive statistics were used to describe the basic features of the data. The statistics provide simple summaries about the samples and measure. Simple tables and figures have been used to organize and present the data in an easy-to-read way. Percentages and frequencies were used to investigate the research questions to make generalization.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION OF FINDINGS

#### 4.0 Introduction

This chapter presents results and analysis of data pertaining to the objective of the study. Descriptive statistics of both the dependent and independent variables are presented in this chapter. The chapter is divided into four sections; the first section looks at the respondents' characteristics, the second section discusses the promotional tools adopted by KFC, Koforidua. The third section delves into the effect of advertising on consumer patronage of fast food products at KFC and the fourth section also present results on the factors influencing consumer patronage of fast food products at KFC, Koforidua.

#### 4.1 Respondents Characteristics

A total of 130 valid questionnaires were processed for analysis. Out of the 130 respondents, 100 are consumers who patronize in fast food products from KFC, Koforidua and 30 are staff who work in KFC, Koforidua. Out of the 100 respondents who patronize in fast food products from KFC, Koforidua, 31 (31.0%) were males and 69 (69.0%) were females. Only 4(4.0%) of the consumers were between 20-25 years and 26-30 years. Also, 38(38.0%) were between 31-35 years, 23(23.0%) were between 36-40 years, 28(28.0%) were between 41-45 years while only 3(3.0%) were 46 years and above. A total of 60(60.0%) of respondents who patronized in fast food products from KFC, Koforidua have tertiary education, 31(31.0%) have senior high level of education, 7(7.0%) have junior high level of education and 2(2.0%) have primary education. In addition 39(39.0%) are single, 59(59.0%) are married while 1(1.0%) are widow/widower and divorced respectively.

Out of the 100 respondents who patronized in fast food from KFC, Koforidua, 40(40.0%) of the respondents have no children, 43(43. %) have between 1-3 children and 17(17.0%) have between 4-7 children. 12(12.0%) were unemployed, 44(44.0%) were self-employed, 30(30.0%) were civil servant workers and 14(14.0%) were private sector workers. This is presented in table 4.1 below

**Table 4.1: Respondents Characteristics (Consumers)**

<b>Characteristics</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Sex	Male	31	31.0
	Females	69	69.0
Age	20-25years	4	4.0
	26-30years	4	4.0
	31-35years	38	38.0
	36-40years	23	23.0
	41-45years	28	28.0
	46 years and above	3	3.0
Marital Status	Single	39	39.0
	Married	59	59.0
	Widow/widower	1	1.0
	Divorced	1	1.0
Educational level	Primary	2	2.0
	JHS	7	7.0
	SHS	31	31.0
	Tertiary	60	60.0
Number of children	None	40	40.0
	1-3	43	43.0
	4-7	17	17.0
Occupation	Unemployed	12	12.0
	Self-employed	44	44.0
	Civil servant	30	30.0
	Private	14	14.0

**Source: Field Survey, 2023**

Out of the 30 respondents who work at KFC, Koforidua, 18(60.0%) were males and 12(40.0%) were females (Table4.2). Out of the 30 respondents, 26(86.7%) were seen as workers with no additional responsibilities, 3(10.0%) were supervisors at the various departments and 1(3.3%) is



the manager of KFC, Koforidua. Only 4(13.3%) of the staff were between 20-25 years and 26-30 years. Moreover, 14(46.7%) were between 31-35 years, 6(20.0%) were between 36-40 years and 2(6.7%) were 41 years and above.

**Table 4.2: Respondents Characteristics (Staff)**

<b>Characteristics</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Sex	Male	18	60.0
	Female	12	49.0
Age	20-25years	4	13.3
	26-30years	4	13.3
	31-35years	33	46.7
	36-40years	6	20.0
	41 years and above	2	6.7
Educational level	Primary	3	10.0
	JHS	1	3.3
	SHS	11	36.7
	Tertiary	15	50.0
Department	Kitchen	8	26.7
	Management	3	10.0
	Attendants	3	10.0
	Transport	2	6.7
	Delivery	5	16.7
	Sales	3	10.0
	Marketing	4	13.3
	Security	2	6.7
Rank	Employees	26	86.7
	Supervisor	3	10.0
	Manager	1	3.3

**Source: Field Survey, 2023**

A total of 15(50.0%) respondents have tertiary level of education, 11(26.7%) have senior high level of education, 3(10.0%) have primary education and 1(3.3%) have junior high level of education. 8(26.7%) respondents work in the kitchen, 3(10.0%) respondents work as sales personnel, attendants and as management staff, 5(16.7%) respondents work as door-to door

deliverers of KFC fast food to customers, 4(13.3%) respondents work at the marketing department and 2(6.7%) respondents work at the transport and security department respectively. A total of 14(46.7%) respondents have worked in KFC, Koforidua for a period of 6 months to one year and 16(53.3%) respondents have worked between one to two years. This is presented in Table 4.2.

#### **4.2 Respondents Opinion on Promotional Tools Adopted by KFC, Koforidua**

Out of the 100 respondents who patronize in fast food products from KFC, Koforidua, 99(99%) indicated that they like the advertising tools used by KFC, Koforidua and only one respondent said he doesn't like the advertising tools used by KFC, Koforidua . However, all the respondents were of the view that they have seen advert on products of KFC in Koforidua. About 58(58.0%) were of the view that the medium in which they saw adverts on fast food from KFC, Koforidua was through printed media, 25(25.0%) said they saw through Facebook, 10(10.0%) said they saw through the YouTube, 5(5.0%) said they saw through WhatsApp and 2(2.0%) said they saw through the Instagram.

The respondents were asked the medium of marketing which influenced them to buy from KFC, Koforidua. About, 63.0 percent were of the view that fast food products from KFC on printed media influenced them the most to buy from KFC in Koforidua, 22(22.0%) respondents were of the view that, fast food products from KFC on Facebook influenced them the most to buy from KFC in Koforidua, 10(10.0%) respondents said videos on fast food from KFC on YouTube influenced them the most to buy from KFC in Koforidua, 3(3.0%) respondents said adverts on fast food products from KFC on WhatsApp influenced them the most to buy from KFC in Koforidua and 2(2.0%) respondents were also of the view that advert on fast food products from KFC on Instagram influenced them the most the but from KFC in Koforidua.

The respondents were asked to share their opinion on whether the advertising tools adopted by KFC in Koforidua have an effect on the prices of their fast food products they sell. Out of the 100 respondents, 60.0 percent were of the view that the advertising tools used by KFC has an effect on the price of the fast food products sold in KFC, Koforidua and this has resulted in the high prices of their fast food products. This is presented in Table 4.3 below.

**Table 4.3: Respondents (consumers) Opinion on Promotional Tool(s) Adopted by KFC, Koforidua**

<b>Items</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Medium of marketing experienced	Facebook	25	25.0
	Instagram	2	2.0
	YouTube	10	10.0
	WhatsApp	10	10.0
	Print media	63	63.0
Medium of marketing that influenced purchase	Facebook	22	22.0
	Instagram	2	2.0
	YouTube	10	10.0
	WhatsApp	3	3.0
	Print media	63	63.0
Likeness for advertising tools	Like	99	99.0
	Dislike	1	1.0
Effect of advertising tool(s) on price	Has effect	60	60.0
	Has no effect	40	40.0

**Source: Field Survey, 2023**

The consumers of fast food products from KFC in Koforidua were asked to share their opinion on the brand awareness of KFC fast food products, their loyalty to KFC and how unique KFC fast food products from other fast food products. Out of the 100 respondents, 68(68.0%) strongly agree that they can recognize KFC among competing brand. About 74(74.0%) of the respondents

strongly agree that they are aware of KFC in Koforidua. Again, 47(47.0%) strongly agree that they can quickly recall the logo of KFC, and 8(8.0%) were not sure. Out of the 100 respondents, 18(18.0%) can definitely imagined KFC in their mind, while 34(34.0%) were not sure and 11(11.0%) could not imagine.

More so, 14(14.0%) of the respondents strongly agree that the quality of advert provided by KFC is extremely high, while 9(9.0%) were not sure. Only 10 (10.0%) of the respondents strongly agree that the visual design of the advertisement campaign is high, 81(81.0%) agree, 5(5.0%) were not sure while 4(4.0%) disagree that the visual design of the advertisement campaign is high. A greater proportion of the respondents consider themselves as loyal customers of KFC. Out of the 100 respondents, 63(63.0%) consider themselves as loyal customers of KFC while 31(31.0%) do not consider themselves as loyal customers of KFC.

The respondents were asked their opinion on how different KFC fast food products from other fast food products sold on the market. Out of the 100 respondents, 21(21.0%) strongly agree that KFC is different from fast food brands on the market while about 27(27.0%) disagree to the fact that KFC is different from fast food brands on the market. Again, out of the 100 respondents, 58(58.0%) see KFC to be unique from other fast food product, 7(7.0%) were not sure while 35 (35.0%) disagree to the fact that KFC is unique from other fast food products on the market.

Majority of the respondents were of the view that KFC has a variety of assortments. 46(46.0%) of the respondents strongly agree that KFC has a variety of assortments. Again, a greater proportion of the respondents also intend to buy product from KFC again. Also, 27(27.0%) strongly agree to buy from KFC again, while only 2(2.0%) were not sure and 3(3.0%) will not buy from KFC again. Also, 22(22.0%) strongly agree and have high repurchase interest, and 17(17.0%) disagree to have a high repurchase interest. This is presented in Table 4.4 below.

**Table 4.4: Consumers Opinion on Brand Awareness, Loyalty and Uniqueness of KFC Fast Food Products**

Items	Option	Frequency	Percentage (%)
I can recognize KFC among competing brand	Strongly agree	68	68.0
	Agree	32	32.0
I am aware of KFC, Koforidua	Strongly agree	74	74.0
	Agree	26	26.0
I can quickly recall the logo of KFC	Strongly agree	47	47.0
	Agree	45	45.0
	Not sure	8	8.0
I have definitely imagined KFC in my mind	Strongly agree	18	18.0
	Agree	37	37.0
	Not sure	34	34.0
	Disagree	11	11.0
The quality of adverts provided by KFC is extremely high	Strongly agree	14	14.0
	Agree	77	77.0
	Not sure	9	9.0
The visual design of the advertisement campaign has high quality	Strongly agree	10	10.0
	Agree	81	81.0
	Not sure	5	5.0
	Disagree	4	4.0
I consider myself to be loyal customer of KFC	Strongly agree	8	8.0
	Agree	39	39.0
	Not sure	22	22.0
	Disagree	31	31.0
KFC is different from other fast food brands	Strongly agree	24	24.0
	Agree	39	39.0
	Not sure	10	10.0
	Disagree	27	27.0
I see KFC to be unique	Strongly agree	21	21.0
	Agree	37	37.0
	Not sure	7	7.0

**Table 4.4 Continued**

	Disagree	35	35.0
KFC has a variety of assortment	Strongly agree	46	46.0
	Agree	54	54.0
I intend to buy products from KFC again	Strongly agree	27	27.0
	Agree	68	68.0
	Not sure	2	2.0
	Disagree	3	3.0
I have a high repurchase interest	Strongly agree	22	22.0
	Agree	47	47.0
	Not sure	14	14.0
	Disagree	17	17.0
I will definitely buy from KFC again	Strongly agree	24	24.0
	Agree	69	69.0
	Not sure	2	2.0
	Disagree	5	5.0

**Source: Field Survey, 2023**

Staff and management of KFC were also asked the promotional tools they adopt in marketing their fast food products. In view of that staff and management of KFC in Koforidua were asked if they do market their fast food products. However, they were of the view that they market the fast food products sold in KFC, Koforidua and that the advertising tool used commonly for the market of their products is the print media and it is the main advertising tool used in the marketing of their products. Again, they are of the opinion that the advertising of their fast food products has created brand loyalty for their fast food products.

#### **4.3 Role of Advertising on Consumer Patronage of Fast Food Products at KFC**

Respondents were asked whether advertising the fast food products at KFC have an effect on patronize of the products. Out of the 100 respondents, 70(70.0%) were of the view that advertising the fast food products at KFC influenced them to buy their fast food from KFC.

However, 30(30.0%) have not influenced by the advertisement by KFC of their fast food products.

Again, the respondents were asked how often they buy fast food products from KFC, Koforidua. Out of the 100 respondents, 57(57.0%) occasionally buy fast food products from KFC in Koforidua, 19(19.0%) buy fast food products from KFC in Koforidua every two weeks, 18(18.0%) buy fast food from KFC Koforidua once in a week and 6(6.0%) buy fast food products from KFC in Koforidua every day.

However, 60(60.0%) rate the price of fast food products in KFC as very high, 25(25.0%) rate the price as moderate, 13(13.0%) rate the price as high and 2(2.0%) also rate the price of fast food products in KFC, Koforidua to be low. This is presented in Table 4.6 below.

**Table 4.5: Role of Advertising on Consumer Patronage of Fast Food Product at KFC**

<b>Items</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Advertisement has influence on purchase?	Yes	70	70.0
	No	30	30.0
Frequency of purchase	Everyday	6	6.0
	Once a week	18	18.0
	Every two weeks	19	19.0
	Occasionally	57	57.0
Perceived price of KFC fast food products	Low	2	2.0
	High	13	13.0
	Moderate	25	25.0
	Very high	60.0	60.0

**Source: Field Survey, 2023**

The staff and management of KFC in Koforidua were asked whether the advertising of their fast food products play a role in consumer patronage. They were of the view that, advertising of their fast products has increased the demand for their products and that the advertising has helped to increase sales of their products. Staff and management of KFC in Koforidua were asked if consumers patronize their fast food products more than other fast food outlet. Out of the 30 respondents, 96.7% could not determine if consumers patronize their fast food products more than other fast food outlet.

However, out of the 30 respondents, 27(90.0%) strongly agree that advertising has made their fast food outlet attractive to consumers. Again, 28(93.3%) of the respondents strongly agree that advertisement has increased the confidence of consumers in their products and 2(6.7%) also agree. Staff and management of KFC were asked if advertising has led to an increased in the price of fast food products in KFC. Out of the 30 respondents, 15(50.0%) disagree that advertisement has led to an increase in the price of fast food products in KFC, 11(36.7%) were not sure and 4(13.3%) also strongly disagree. This is presented in Table 4.7 below.



**Table 4.6: Respondents (Staff) Opinion on Role of Advertising on Consumers Patronage of Fast Food Products at KFC, K’dua**

<b>Item</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Advertising increase the demand for KFC Fast Food products?	Yes	30	100.0
Advertising increase the sales of KFC fast Food products?	Yes	30	100.0
Consumers patronize our fast food products more than other fast food.	Not sure	29	96.7
	Disagree	1	3.3
Advertising has made our fast food outlet attractive to consumers.	Strongly agree	27	90.0
	Agree	3	10
Advertising has increase the confidence of consumers in our products	Strongly agree	28	93.3
	Agree	2	6.7
Advertising has increased the price of fast food products in KFC, Koforidua	Disagree	15	50.0
	Not sure	11	36.7
	Strongly disagree	4	13.3

**Source: Field Survey, 2023**

#### **4.4 Factors Influencing Consumer Patronage of Fast Food Products at KFC, Koforidua**

Consumers of KFC fast food products were to identify the factors influencing their patronage. Respondents were asked to share their opinion whether they buy from KFC because of the brand it has created for itself. Out of the 100 respondents, 89.0 percent strongly agree that they buy from KFC, Koforidua because of the brand it has created for itself.

Respondents were again asked to share their view whether they buy from KFC because they like their fried chicken. Out of the 100 respondents, 88 of the respondents representing 88.0 percent (88.0%) strongly agree that they buy from KFC because they like their fried chicken. About 64 respondents representing 64.0 percent (64.0%) were also of the view that they buy from KFC in

Koforidua because of their quick services. In addition, about 48 respondents representing 48.0 percent (48.0%) also strongly agree that what they buy fast food products from KFC, Koforidua because their food tastes good. This is presented in table 4.8 below.

**Table 4.7: Factors Influencing Consumer Patronage of Fast Food Products at KFC, K’dua**

<b>Items</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage (%)</b>
I buy from KFC because of its brand	Strongly agree	89	89.0
	Agree	9	9.0
	Disagree	2	2.0
I buy from KFC because I like their fried chicken	Strongly agree	88	88.0
	Agree	12	12.0
I buy from KFC because of quick services	Strongly agree	64	64.0
	Agree	34	34.0
Their food taste good	Strongly agree	48	48.0
	Agree	52	52.0

**Source: Field Survey, 2023**

#### **4.5 Chapter Summary**

In attempt to find out the influence of advertising on sales of fast food products at KFC, Koforidua in the New Juaben Municipality, the study found that consumers like the advertising tool(s) used by KFC, Koforidua in marketing their fast food products. However, the medium of marketing which influenced consumers the most to buy their fast food products was through the print media.

Again, the findings of the research also revealed that advertising of fast food at KFC in Koforidua has made the fast food outlet attractive to consumers and that it has increased the confidence of consumers to buy from KFC which has increase sales due to the increase demand for fast food products from KFC, Koforidua. The study further revealed that there are other factors that increased consumer patronage of fast food products from apart from advertisement and these include the brand KFC has created for itself, their fried chicken they sell which is most liked by the consumers, and the quick services they offer. In conclusion, the study finds that advertisement of fast food products from KFC has an influence on patronage and sales.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

This chapter presents a summary of the findings from this study. The chapter also provides some policy recommendations based on the findings from this study and conclusion of the study. Thus the chapter is divided into three sections. Section one presents a summary of findings in relation to the expected results. Section two provides conclusion based on the finding and the third section also provides some policy recommendations based on the results.

#### 5.1 Summary of Findings

The general objective of this study is to investigate the influence of advertising on sales of fast food products at KFC in Koforidua in the New Juaben Municipality. The specific objectives of the study were;

(1) To identify the promotional tools adopted by KFC in Koforidua. Results indicated that all the consumers have seen advert on products of KFC in Koforidua and that a greater proportion of the consumers; (58.0%) saw adverts on fast food from KFC in Koforidua through the print media. Results further revealed that the medium of marketing which influenced most consumers to buy from KFC in Koforidua is through the print media.

(2) To determine the effect of advertising on the consumption of fast food products at KFC in Koforidua. The results indicated that majority of the consumers were of the view that the quality of the advert provided by KFC is extremely high and that visual design of the advert has also influence their consumption of fast food products at KFC in Koforidua. Results further indicated

that a greater proportion of the consumers considered themselves as loyal customers of KFC and have a high repurchase interest because of the brand KFC has created for itself.

(3) To identify the factors influencing consumer patronage of fast food products at KFC in Koforidua. Results revealed that a greater proportion of the consumers buy from KFC because of the brand it has created for itself, their unique fried chicken and the quick service KFC offer to customers.

## **5.2 Conclusion**

In attempt to investigate the influence of advertising on sales of fast food products at KFC in Koforidua, in the New Juaben Municipality, results showed that advertising of fast food products at KFC in Koforidua was found to play a major role in consumer buying decision. The expected results from the study confirmed that advertising of fast food products at KFC is more likely to influence sales.

## **5.3 Policy Recommendation**

Based on the findings of the study, it is recommended that management of KFC Koforidua should continue to engage the services of professionals who have knowledge in other promotional tools which can help develop and improve their advertising of their fast food products since it has a greater influence on consumer buying decision and also help increase sales.

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# KOFORIDUA TECHNICAL UNIVERSITY

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Your Ref:.....

Date: 17/11/2023

THE MANAGER

KFC, KOFORIDUA BRANCH

KOFORIDUA

Dear Sir/Madam,

## LETTER OF INTRODUCTION

I write to introduce to you the following student by name **ASAMOAH COMFORT AMOABEA** with the registration number **B204210062** of the Hospitality Management Department of Koforidua Technical University offering Bachelor of Technology in Hospitality and Tourism Management and is undertaking research on the topic: **INFLUENCE OF ADVERTISING ON FAST FOOD PRODUCTS. A CASE OF KFC**

I would be grateful if you can kindly grant her the permission and also the necessary assistance to enable her obtain the necessary information/data for the research work.

Thank you.

Dr. Mrs. Gladys Apreh Siaw

(HEAD OF DEPARTMENT)

## APPENDICE

### Appendix 1



KOFORIDUA  
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### QUESTIONNAIRE – CONSUMERS KOFORIDUA TECHNICAL UNIVERSITY DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

#### Dear Participant,

This questionnaire is to undertake a descriptive survey in KFC, Koforidua in the New Juaben Municipality to collect information from consumers who patronize fast food products in KFC, Koforidua. The questions seek information on consumers' characteristics, promotional tools adopted by KFC, Koforidua, the effect of advertising on consumer patronage of fast food products at KFC, Koforidua and the factors influencing consumer's patronage of fast food products at KFC, Koforidua. The questions will require approximately 8 minutes to complete and the information provided by you will aid the researcher in completing a thesis work titled:

*The influence of advertising on sales of fast food products. A case study of KFC, Koforidua in the new Juaben Municipality.*

The information provided will be treated with the confidentiality it deserves.

Thank you.

Please tick the [x] the appropriate response and to other questions provide the appropriate response and to other questions provide the appropriate response in the space.

#### Promotional Tools adopted by KFC, Koforidua

1. Have you seen adverts for products of KFC in Koforidua?
  - a. Yes           [ ]
  - b. No            [ ]
2. In which medium of marketing did you see the advert? (*You can tick more than one*).
  - a. Facebook    [ ]
  - b. Instagram   [ ]
  - c. Twitter       [ ]
  - d. YouTube     [ ]
  - e. WhatsApp    [ ]
  - f. Print media   [ ]
  - g. Other, specify.....
3. Which medium of marketing influenced you the most to buy from KFC? (*tick only one*).
  - a. Facebook    [ ]
  - b. Instagram    [ ]



8. How often do you buy your fast food products from KFC, Koforidua?
- a. Everyday [ ]                      c. Every two weeks [ ]
- b. Once a week [ ]                      d. Occasionally [ ]
9. Rate the prices of KFC, Koforidua fast food products?
- a. Low [ ]                                  d. Very high [ ]
- b. High [ ]                                  e. Very low [ ]
- c. Moderate [ ]

**Factors Influencing Consumer Patronage of fast food Products at KFC, Koforidua.**

10. Please, indicate your level of agreement with the following statements.

**Strongly agree (5), Agree (4), Not sure (3) Disagree (2), strongly disagree (1)**

<b>Why do you buy from KFC?</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
I buy from KFC because of the brand it has created for itself					
I buy from KFC because I like their fried chicken					
I like their services					
Their food tastes good					
I buy from KFC because of the brand it has created for itself					
I buy from KFC because they offer quick service					

**Demographic Information of Respondents**

11. Sex:    a. Male [ ]                      b. Female [ ]
12. Age:
- a. 20-25 years [ ]                      d. 28-32 years [ ]
- b. 6-30 years [ ]                          e. 33-40 years [ ]
- c. 27-31 years [ ]                      f. Above 40 years [ ]
13. Marital Status:
- a. Single [ ]                              d. Widow/Widower [ ]
- b. Married [ ]                              e. Cohabiting [ ]
- c. Divorced [ ]
14. Level of education
- a. Primary [ ]                              c. SHS [ ]
- b. JHS [ ]                                      d. Tertiary [ ]
15. Number of children:
- a. None [ ]                                  c. 4-7 [ ]
- b. 1-3 [ ]                                      d. 8 and above [ ]
16. Occupation

- a. Unemployed [   ]
- b. Self-employed [   ]
- c. Civil servant [   ]
- d. Private worker [   ]



- g. Security
- h. Management
- 6. Work experience:
  - a. Below 6 months
  - b. 6 months - 1 year
  - c. 1 year to 2 years

**(B) Promotional Tools adopted**

- 7. Do you market your fast food products?
  - a. Yes
  - b. No
- 8. If yes, select the advertising tool you commonly use to market your products (**Tick all that apply**)

- a. Facebook
  - b. Instagram
  - c. Twitter
  - d. YouTube
  - e. WhatsApp
  - f. Print media
  - g. Other
- Please, specify: \_\_\_\_\_

- 9. Select the main advertising tool used to market your products (**Tick only 1**)

- a. Facebook
  - b. Instagram
  - c. Twitter
  - d. YouTube
  - e. WhatsApp
  - f. Print media
  - g. Other
- Please, specify \_\_\_\_\_

- 10. Do you think the advertising has created brand loyalty for your fast food product?
  - a. Yes
  - b. No

**(C) Effect of Advertising on Consumer Patronage of your Product.**

- 11. Does the advertising of your products sold increase the demand for your products?
  - a. Yes
  - b. No
- 12. Does advertising increase the sales of your products?
  - a. Yes
  - b. No

- 13. Please, indicate your level of agreement with the following statements  
**Strongly agree (5), Agree (4), Not sure (3) Disagree (2), strongly disagree (1)**

	5	4	3	2	1
Consumers patronize our fast food products more than other fast food outlets.					
Advertising has made our fast food outlet attractive to consumers.					
Advertising has increased the confidence of consumers in our products.					
Advertising has increased the price of fast food products in KFC, Koforidua.					





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THE INFLUENCE OF ADVERTISING ON SALES OF FAST FOOD PRODUCTS, A  
CASE STUDY OF KFC KOFORIDUA IN THE NEW JAJAREN MUNICIPALITY

BY:  
ASAMOAH COMFORT AMOBEA  
ID: 228420862

THIS THESIS IS SUBMITTED TO KOFORIDUA TECHNICAL UNIVERSITY IN  
PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF  
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