Media Preferences among Consumers:
Empirical Evidence from Ghana

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Abstract
Advertising is at the heart of any effective marketing communication campaign since it is a cost effective tool at communicating to masses of people. However, selecting the appropriate medium or a mix to use in advertising is a difficult task because of the abundance of advertising media and channels. The advent of internet technology and the rate at which it is becoming a part of social life and purchase behaviour has presented another medium that could possibly be used in communicating to targeted audience. However, there are few relevant studies on media preference of consumers and how it relates to advertising in Ghana. This study was aimed at assessing consumers' preference for both traditional and contemporary media used in advertising to determine how gender differences and seasonality affect consumers' usage of these media. 100 fully completed structured questionnaires were used to seek responses. By employing the Mann-Whitney U test and the Wilcoxon signed ranks tests, it was revealed that although there were no significant differences in media preference with regards to gender, seasonality had a significant impact on the usage frequency of the traditional media. Only internet was not significantly affected by seasonal changes. Therefore, advertisers need to be wary of how seasonal changes affect the number of respondents who will receive the message being communicated on the traditional media.
Keywords: Advertising, Mann-Whitney U test, Wilcoxon Signed Ranks test and consumer media preference.

1. Background

Organizations worldwide, as part of their strategic objectives, compete to gain the greatest market-share possible. This is mainly done through the marketing and selling functions. Firms create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler & Armstrong, 2010, p.29). They do this through a process of understanding the marketplace and customers' needs and then designing customer-driven marketing strategies to build profitable relationships and create customer delight. The act of getting the product to the consumer is, therefore, a complex process where organisations have to understand customer preferences and the means to gain their attention and appeal.

Several product promotion strategies (like Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing) have been developed and implemented by various firms overtime. However, Advertising is the most used promotional tool (Dash & Belgaonkar, 2012) in reaching and creating customer value: no wonder people describe the use of some other promotion tools as 'advertisement'. This is a promotion tool that can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat the message many times" (Kotler & Armstrong, 2010, p. 440).

In Ghana, as in many other countries, there is a wide array of media firms can use to advertise their products. Organisations are, however, burdened with the problem of selecting the best medium (or the combination) to reach desired customers (see Pérez-Latre, 2005). With the abundance of media like television, internet, newspapers, direct mail, magazines, radio and other outdoor advertising, organisations need to be careful and critical in choosing one medium over the other. Firms in Ghana have, over the years, mainly adopted traditional media like TV, radio, newspapers and other outdoor posters and billboards in marketing communication.

However, with the advent of internet technology and its massive impacts and lifestyle changes it is gradually having on Ghanaians, it is necessary to consider this medium as an effective tool in marketing communication in Ghana. Abbey (2011) asserts that, the number of internet subscribers in Ghana had grown from 13thousand subscribers in 1999 to nearly 2.5million subscribers in 2011. It was further reported that out of that number, about 80,000 were 'Facebook' users and that was expected to grow to a million in three months. Facebook is just one of the many social network sites on the internet and in operation in Ghana. The use of internet, though not new, is gradually becoming part of the social fabric of the country.

Though internet access, usage and speed are growing in Ghana (see Bowen & Goldstein, 2010; Sey, 2011; Hatch, Becker & van Zyl, 2011), there are several questions left to be fully answered to convince firms and advertisers in pursuing customers through the internet. This study was aimed at assessing consumer media preferences of both traditional and contemporary (internet) sources among the gender groups. The study also sought to understand how seasonal changes affect consumer media preferences. The assumption underlying this study is that, the more consumers use a particular medium the higher the possibility that advertisement on that medium would reach them.

After presenting some theoretical underpinnings of advertising in marketing communication, there is a review of some related studies and a presentation of the methods employed to test the hypotheses. An in-depth discussion of the results is then presented and its implications for advertisers (including firms) clearly highlighted.

2.   Theoretical Foundations

2.1 Advertising and Marketing Communications

In marketing communication, the advertiser needs an in depth knowledge of the various media that could be used in reaching certain types of audiences (Keegan & Green, 2008). Advertising media are the vehicles through which advertising messages are delivered to their intended audiences. In other words, the channels of communication through which advertising messages are conveyed (Idris, 2011). Advertising could be carried out by; Print (newspapers and magazines), Radio, TV, Outdoor (Posters, Taxis and Busses) and Online (websites and electronic communication). These media can be used to communicate different messages, reinforce the same message or to complement each other (Nigel, 2007, p. 447). For the purposes of this study, these media are furthered classified as Traditional and Contemporary media.

Selection of the best medium or media for an advertising campaign is a critical task that requires a sound knowledge of the benefits of each channel to the audiences being targeted and the products being promoted (Arens, 2006). Pérez-Latre (2005) believes that media decision making is further made complicated because advertising media have to be strategically thought in conjunction with other promotional tools like public relations, direct marketing, sales promotion and sponsoring. Another factor that has impact on media selection is the rapid increase of Internet users which is changing global advertising (Idris, 2011).

Internet advertising differs from traditional media advertising in many ways. Internet is the only true global medium because it provides information and commerce opportunities that are immediately accessible to consumers around the world (Arens, 2006). It is a firm's best option for interactivity with consumers. Some important characteristics that differentiate internet advertising from the traditional means of advertising are (1) unlimited delivery of information beyond time and space (*Ubiquity*), (2) the technology reaches across national boundaries (*Global Reach*), (3) universal standards, (4) allows for video, audio and text messages (*Richness*) and interactivity with intended audience, and (5) the ability to target specific groups of individuals (Personalization/Customization) (see Sung & Joo, 2001; Laudon & Laudon, 2010). With the internet, an information provider can deliver large amounts of information to a specific consumer several times and at very low cost irrespective of time and location; unlike print media which is space bound and broadcast media which is time bound (McMillan, 2004).

Dou, Nielsen, and Tan (2002) suggest that although technological changes create uncertainty and understanding of consumer usage and preferences on the internet are still emerging, it is clear that advertising online is now an established fact of life. In their view, the internet should be automatically considered as part of the strategic media mix of any firm. However, Idris (2011) asserts that although internet advertising provides many unique features, it has not displaced most traditional media as the major source of advertising information since many consumers find internet advertising as a complementary medium based on their favorable attitudes or frequent use of other media advertising.

Szeto and Jimenez (2005) examined whether the introduction of digital media had changed the historical pattern where new media has always complemented, rather than eliminated, the older media. By examining the consumer media preferences for electronic and paper media, they found that until electronic media can replicate the attitudinal and social affordances of paper, electronic media will continue to enhance and only complement paper media. This notwithstanding, they concede that as the Millennial generation (individuals born between 1980 to the 2000's) come of age, the pattern is expected to change since these individuals have grown up with computers and the Internet, and it is expected that their preferences will greatly influence the work environment.

Similarly, Dash and Belgaonkar (2012), by comparing the effectiveness of radio, print and internet advertising with TV advertising, found that there is potential for internet, print and radio advertising for targeting particular consumer segments. They see the growing importance of internet advertising in consumer purchase behavior. Although they also see radio as particularly popular among the youth and print advertising as effective in changing attitude, they opine that TV advertising is the most effective medium of advertising. They believe that, with the advent of new technology, two or more media can be combined to offer great opportunities for firms in communicating their value.

Belch and Belch (2006), assessed the traditional media and found that, although magazines and newspapers have been advertising media for more than two centuries and for many years, with the growth of broadcast media particularly TV, reading habits have declined. This is in contrast with the earlier research by Samuelson, Carter and Ruggels (1963) who believe that education is a key variable in explaining media consumption. In their view, better education brings better reading skills, and so magazines, newspapers and

books win readership at the expense of TV's audience.

Westley and Severin (1964) believe that higher educated individuals tend to trust newspapers more and the less educated tend to trust TV more. McCombs (1968), support this finding by concluding that, education is important in explaining preferences for various mass communications material. In McCombs research, it was found that, those of high school education or more, chose newspapers most often for political news; whereas persons who had not attained a high school degree were consistent viewers of TV. Various other researchers have also assessed the impact of education and other demographic factors (like race and gender) in consumer media preferences (see Bauer, et. al, 1965; Stafford, Cox & Higginbottom, 1968; Oladipupo, 1970; and Haines & Efron, 1972).

2.2 Gender and Consumer Media Preferences
Gender is a critical factor in market segmentation strategy for advertisers (Wolin & Korgaonkar, 2003) and the differences in the ways various gender groups process information is key to advertising (Jansen, Moore & Carman, 2012). Most basic research has revealed that males and females respond differently to the images they see in print, television, internet and radio advertisements (Idris, Yajid & Khatibi, 2009). This underscores the essence of gender as a key factor is the advertising media selection process.

Several researches have provided immense contribution on the impact of gender and other demographic characteristics on the media selection process. For example, Dutta-Bergman (2006) found that demographic (age, income, education and gender) and lifestyle factors (such as whether the consumer was product, price or brand conscious) influence a consumer's attitude towards advertising. Idris, Yajid and Khatibi (2009) also revealed that, personal factors (including gender) and psychological factors may affect the choice of advertising medium since consumers' interest may change due to these factors. As a result, understanding of consumers' personal and psychological perspectives is particularly important since it possesses strong purchase influence on consumer behaviour towards the product, services and firm. For a further discussion on researches on the role of gender in media preferences see Jansen, Moore and Carman (2012).

Due to the importance of gender as a basis of market segmentation, it was necessary to understand its role in consumer media preferences in the Ghanaian consumer market, in order to guide advertisers in better reaching targeted audience.

$$H_0 = \text{There is no difference in the media preference between males and females}$$

2.3 Seasonal changes in Media Preferences
Media planning models have taken basic concepts such as reach (the number of prospects that should be exposed to the message at least once) and frequency (the number of times that the prospects are exposed to the message in a specified period) into account (Rademaker, 2011). However, whether or not prospects receive this communication is grossly dependent on their access to the selected medium at a particular point in time. This makes the timing of the advert a critical skill in the media planning process.

Timing or scheduling of an advertisement campaign involves an understanding of such factors like the working time of the target audience, holidays, peak and off-peak hours and other seasonal elements that may affect the numbers of individuals who are exposed to the message. Research has shown that audience of the various media of advertising is affected by seasonal changes (see Waldfogel, 2002). For example television audience during World cup periods would be expected to be relatively higher than periods where there is no such competition. Waldfogel (2002) identified some strong seasonal patterns in television viewership. He saw a consistent annual and secular higher use in November and February and significantly lower rates in May and July.

Seasonal patterns are therefore a key component of the advertising media planning process. Rademaker (2011) has identified seasonal influence as part of the quantitative criteria in media selection. These quantitative criteria also include: reach, frequency, selectivity, geographic flexibility, speed of reach and message life. Similarly, Sandén-Håkansson's (1994) study conducted among Swedish marketing managers, advertising and media agencies found Season as one of the main factors that influence media selection. Since the economic consequences of media selection decisions are of great importance to firms, as it directly affect the turnover and profits of the firm, quantitative evidence is necessary to evaluate the different media and ensure that the media buyer's goal to reach the target audience most efficiently and effectively is not adversely affected by seasonal elements.

3. Methodology
3.1 Research design
A survey method of descriptive research was adopted for the study. This research design allows for quantitative analyses to draw inferences about the target population without affecting the normal behavior of respondents (see Shuttleworth, 2008; Hair, Bush & Ortinau, 2000, p. 38). The views of respondents were sought using structured questionnaires.

3.2 Sample and data collection

In all 100 respondents were conveniently selected to provide responses for the study. This comprised 50 males and 50 females. In marketing research, convenience sampling is preferred where the target population is homogenous with regards to the characteristic being studied (Hair, Bush, Ortinau, 2000, p. 384). These respondents were drawn from Undergraduate students of the University of Cape Coast. Research shows that the differences between student and non-student consumer samples are minimal, and that, student samples provide better results than adult volunteers (Burnett & Dunne, 1986; Lynch, 1999). Also, because the objective of the research was to test consumer preference for some selected media, there was the need for individuals who have adequate access to these media. Additionally, Undergraduate students comprise individuals of various cultural, religious, moral, academic and professional backgrounds, as well as age, gender and nationality differences. They are therefore a fair representation of the dynamism of consumer market of Ghana.

3.3 Measures

A structured questionnaire that sought consumers' responses on their preferences for Newspapers, Magazines, Radio, TV and Internet on their average week was used for the study. Respondents were made to rank the various media according to the relative frequency of using these media on an average week under two different situations. These are: 'Vacation Period' and 'School Periods'. This is because the study was also aimed at examining the effect of seasonal changes on consumer media preferences. Since students are faced with two main seasonal changes (Vacation and Schooling Periods) within a calendar year, it was necessary to examine its effects on their frequency of use of these media. Respondents were made to rank their preference on a five-point rating scale. On the scale, a rank of 1 meant least used medium in an average week, whereas 5 is for the most used medium in an average week.

3.4 Data analysis plan

The views of respondents were analysed using both basic descriptive statistics and some advanced inferential statistics to test the Hypotheses. Descriptive statistics were employed to explore whether the responses conform to the assumptions of normality and symmetry. If the assumptions are satisfied then parametric tests like Independent Samples T-test and Paired Samples T-test can be used. However, if the assumptions are not satisfied then their non-parametric alternatives would be used.

4.   Results and Discussions

4.1 Description of data

The assumption of normality is a pre-requisite of the parametric tests that could be used to test the hypotheses, hence, it was necessary for explore the data to see if there had been any violations of normality in the data. Both the Kolmogorov-Smirnov and Shapiro-Wilk tests of normality were employed to test normality. The Kolmogrorov-Smirnov test is best used when the sample is larger than 50 whereas the Shapiro-Wilk test is for samples lesser than 50. The Null hypotheses of this test are that:

$$H_0 = \text{Distribution fits the data}$$

Since the Significance value of all the variables was less than 0.05 (p-values < 0.05), we failed to accept the Null hypothesis of normality for all the variables of both gender groups and conclude that the data is not normally distributed. The results of the test of Normality are presented in Table 1.

Table 1. Tests of normality

Medium	Gender	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
NewAvg	Male	.224	50	.000	.929	50	.005
	Female	.276	50	.000	.892	50	.000
MagAvg	Male	.333	50	.000	.757	50	.000
	Female	.208	50	.000	.856	50	.000
TelAvg	Male	.171	50	.001	.929	50	.005
	Female	.194	50	.000	.911	50	.001
RadAvg	Male	.178	50	.000	.876	50	.000
	Female	.147	50	.009	.946	50	.023
IntAvg	Male	.224	50	.000	.799	50	.000
	Female	.234	50	.000	.830	50	.000

a.   Lilliefors Significance Correction

The implication of this result is that Parametric tests like Independent T-test and Paired Samples T-test cannot be used for the study since the basic assumption of normality is violated. Their Non-parametric alternatives would therefore be used for testing the hypotheses. Non-parametric tests are more sensitive (than their parametric alternatives) and especially useful when there is either a small sample size or the sample does not follow the assumption of normality (Pallant, 2003). Also, since the scale used for testing is ordinal these non-parametric test provided a more reliable means of testing the hypotheses. Therefore, whereas the Mann-Whitney test would be used in place of the Independent samples t-test, Wilcoxon Signed Ranks Test would be used instead of the Paired Samples T-test.

4.2 Gender and Consumer Media Preferences

The first objective of the study is to test whether media preferences differ among respondents of both gender groups. This is to know whether the media preferences of the two gender groups significantly differ in a proportion that would cause advertisers to consider the target (in terms of gender) before choosing a medium. Here, an average of the ranks given by respondents in terms of the two seasons was used for the Mann-Whitney test. The Null hypothesis of this test was that:

$H_0 = $ There is no difference in the media preference between males and females

The results of the test are presented in Table 2a, Figure 1, and Table 3.

Table 2a. Descriptive statistics for the Mann-Whitney test

		N	Median	Mean	Std. Deviation	Minimum	Maximum
NewAvg	Male	50	3	3.23	0.777	1	5
	Female	50	3	3.33	0.644	2	5
MagAvg	Male	50	1	1.56	0.747	1	4
	Female	50	1.75	1.9	0.953	1	4.5
TelAvg	Male	50	3.75	3.5	1.129	1	5
	Female	50	3.5	3.56	0.993	1.5	5
RadAvg	Male	50	4	3.84	1.090	1	5
	Female	50	3.5	3.51	1.008	1	5
IntAvg	Male	50	4.5	4.19	0.979	1.5	5
	Female	50	4.25	3.85	1.287	1	5

From the descriptive statistics, it can be seen that Internet (IntAvg) is the most used medium by respondents on an average week, both during school periods and on vacation. Both Males (4.5) and Females (4.25) rank the medium highest in their use as compared to the other media. For Males, the order of preferences from the most used medium to the least used one is: Internet (4.5), Radio (4.0), TV (3.75), Newspapers (3.0) and Magazines (1.0). For females Internet ranks highest (4.25) followed by Radio and TV, which both have a medium rank of 3.5, then Newspapers (3.0) and Magazines (1.75). The ranks are examined using the median since this is a more appropriate measure of central tendency when the data is not normally distributed (see Manikandan, 2011; Pallant, 2003; Bickel, 2003).

Internet ranks highest in the in both gender groups. Respondents believe that the frequency at which they log online far outweighs that for the other media. This may be due to the various ways available for individuals to go online. Internet access is now widely available on mobile phones and several wireless hotspots on campus. Accessing internet facilities is definitely more widely available, less costly, interactive and less bulky than TV, radio and other print media. Radio ranks higher than TV for males, whereas for females, these two media have relatively equal ranks. This means that, after internet, males listen more to radio programmes than TV, whereas females have relatively equal frequency in consuming both media on an average week. This is probably because on an average week there are more programmes on radio than TV that appeal more to males whereas females enjoy programmes available on both media.

It is common knowledge that whereas males are more interested in sports programmes and pump action movies, females are attracted to talk shows, movies, series and programmes that are more emotional in nature. It is therefore not surprising that males are more attracted to radio than TV since there are more sport programmes on radio than the free-to-air TV stations. Also given the cost involved in getting access to TV sets, males prefer to rather use that available in the Junior Common Rooms of their halls and hostels of residence to get access to other paid stations. This and their lecture schedules delimit the frequency at which males use TV as compared to radios on an average week. On the other hand, females are more willing to buy their own TV sets if they are even on campus since there are several shows that appeal to them. Talk shows, soap operas and several local and foreign movies are being shown on the available free-to-air TV stations in the country. However, this does not

mean that they do not listen to radio. Like TV, there are several other talk shows, musicals and other shows on radio that they listen to.

As compared to the electronic media understudy, the two print media (Magazines and Newspapers) are ranked relatively lower by both groups. This finding supports the view of Belch and Belch (2006) who opine that with the growth of the broadcast media, reading habits have declined. These print media are relatively costly, since a user would have to purchase a new copy each time there is a need to read them. Also, because print media are periodic, respondents have limited access to it on an average week. For example, if a newspaper is a weekly, then a respondent has access to it just ones on an average week unlike internet, TV and radio which are widely available every day. As compared to Magazines, publication of Newspapers is more frequent. It is therefore not shocking that Newspapers are ranked relatively higher than Magazines by both groups. Another reason attributable to that relative low frequency of interest in print media is that, the information available on most of these print media is widely available on the electronic media. For example, TV and radio news and News websites are strong alternatives for Newspapers. These electronic media can even present up-to-date account of the news as it breaks. It is difficult to read about breaking news in a Newspaper. This may be why respondents rank these print media lower. Figure 1 presents the ranking of the various media by the gender groups the two seasons and the average rank.
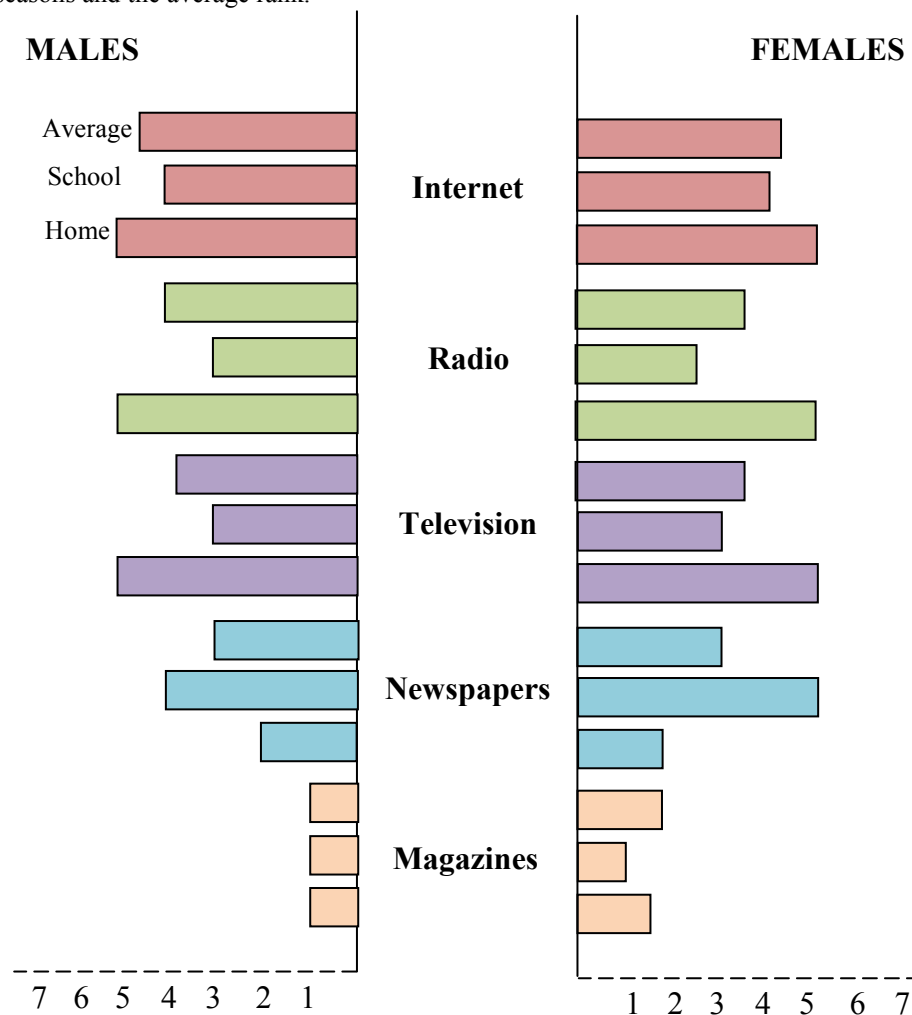

Figure 1. Media rankings by gender groups

We conducted the Mann-Whitney test statistics to find out if there were significant differences in media preference based on gender.

Table 3. Test statistics[a]

	NewAvg	MagAvg	TelAvg	RadAvg	IntAvg
Mann-Whitney U	1.192E3	991.500	1.250E3	997.500	1.114E3
Wilcoxon W	2.467E3	2.266E3	2.524E3	2.272E3	2.389E3
Z	-.422	-1.893	-.003	-1.776	-.977
Asymp. Sig. (2-taled)	.673	.058	.997	.076	.328

a. Grouping Variable: Gender

The result in Table 3 revealed that there were no significant differences in the preference for each of the media used in the study among the gender groups. This means that the frequency with which both gender groups use particular media types do not differ significantly. For example, Newspaper has Z-approximation value of -0.422 with a significance level of p=0.673. Since the probability value (p) is not less than or equal to 0.05, the result is not significant and the Null hypotheses can be accepted that, There is no statistically significant difference in the frequency of use of Newspapers on an average week among males and females. Table 5 presents the results of the Mann-Whitney U test for all the other media.

This test implies that the frequency at which respondents (of both gender groups) use each of these media is not different. This means that, advertisers need not consider the gender structure when communicating using particular media types. If advertisers choose to use internet (for example), they need not assess whether the message would reach more males or females since the frequency that respondents of both gender groups use this medium is not that different. The similarities may be as a result of relatively equal access to the various media. No gender group is disadvantaged in the use of any particular medium. Both males and females all use internet more frequently than any other medium (on the average).

4.3 Seasonal Changes and Consumer Media Preferences

The next objective of the study was to assess the effect of seasonal changes on respondents' media usage (and hence preference). The belief is that, if respondents change their preference of a particular medium significantly with seasonal changes, then advertisers would have to take the seasonal change into consideration before selecting an advertising medium to communicate to selected respondents.

Respondents were made to rank the frequency in the use of the various media under two situations. During the period when they were on campus and periods where they are home (on vacation). In an academic year, regular students of the University of Cape Coast spend about four and half months per semester for two semesters on campus (August to December for first semester and January to May for the second semester). The remaining period is spent off campus when the school goes down. This implies that students are faced with these seasonal changes which may affect their use and preference of the various media understudy.

Since the assumption of normality was violated, the Wilcoxon Signed Ranks Test was used to assess the effect of seasonality on media preference. The Wilcoxon test is based on the Null hypothesis that: There is no difference with the ranks for the two periods. The results of the Wilcoxon tests are presented in Tables 4a and 5a.

The result of the test revealed that all the advertising media except internet had significance levels less than 0.05 (p value < 0.05). Only Internet had a p-value greater than 0.05 (p= 0.230) with a Z score of -1.2. This shows that for internet, the Null hypothesis of no significant difference across periods can be accepted. This means that respondents' usage of internet as a source of information is not significantly different whether at home or at school. However, Newspapers, Magazines, TV and Radio all experienced significant changes in usage after the occurrence of the intervention (seasonal change). For all other media, there was a significant difference with seasonality since the p-value for all the rest were less than 0.05.

Table 4a. Descriptive Statistics for the Wilcoxon Signed Ranks Test

	N	Mean	Std. Deviation	Minimum	Maximum	25th	50th (Median)	75th
						Percentiles		
NewSch	100	4.17	1.264	1	5	3.25	5.00	5.00
NewHm	100	2.39	1.517	1	5	1.00	2.00	4.00
MagSch	100	1.47	.797	1	5	1.00	1.00	2.00
MagHm	100	1.99	1.299	1	5	1.00	1.00	3.00
TelSch	100	2.79	1.546	1	5	1.00	3.00	4.00
TelHm	100	4.27	1.205	1	5	4.00	5.00	5.00
RadSch	100	2.97	1.540	1	5	1.00	3.00	5.00
RadHm	100	4.38	1.071	1	5	4.00	5.00	5.00
IntSch	100	3.95	1.218	1	5	3.00	4.00	5.00
IntHm	100	4.09	1.342	1	5	3.00	5.00	5.00

Table 5a. Test Statistics[c]

	NewHm - NewSch	MagHm - MagSch	TelHm - TelSch	RadHm - RadSch	IntHm - IntSch
Z	-5.932[a]	-3.776[b]	-6.066[b]	-6.596[b]	-1.200[b]
Asymp. Sig. (2-tailed)	.000	.000	.000	.000	.230

a. Based on positive ranks.

b. Based on negative ranks.

c. Wilcoxon Signed Ranks Test

For newspapers, the results showed that respondents significantly reduce their usage of internet when they go on vacation, with $Z = -5.932$, $p = 0.000$. Indeed, from Table 7, the usage of newspapers at school falls when respondents are at home. This is seen since the mean rank in favour of higher reading of Newspaper at home is 34.53 whereas the mean rank in favour of higher reading of Newspaper at school is about 50.20. This shows that respondents read more newspaper whiles at school than at home, and the difference in their usage frequency is statistically significant. On the other hand, for radio, TV and magazines, their usage frequency is relatively higher at home than at school. For example, for TV usage, the mean rank in favour of higher TV usage at school is 33.67 whereas that in favour of higher use at home is about 35.13. This difference (and that in radio and magazines) is significant enough for advertisers to consider the implication of seasonality in media selection.

The findings reveal that unlike internet, advertisers must be careful when choosing any of the selected media for marketing communication. They need to consider the season at the time of the communication since that could have impact on the reach of the messages. For Newspapers, respondents read more of it whiles in school than home. But for Magazines, radio and TV usage rises at home relative to school. However, with internet, there is no statistically significant difference in the usage frequencies whether at home or school. This may be because of the several ways respondents can have access to internet facility with the advent of mobile communication technology and their internet facilities.

5. Conclusions and Implications

The importance of internet as a major source of information for consumers has been further expressed by the findings of this study. It is evident that internet is the most used medium among respondents of both gender groups. Internet ranks highest in usage frequency for respondents whether home or at school. Unlike the traditional media, consumers' dependence on internet for communication is resolute irrespective of location and seasonal changes. However, its significance in consumer media preference should not be over-emphasized since other media like radio and TV still rank high in respondents' preference. This shows that although internet is a plausible medium for getting to consumers irrespective of gender and season, it should be combined with other sources to gain maximum media coverage.

Also, advertisers need to be careful when they want to rely on the traditional media. This is because; these media are affected by seasonal changes. Consumers' dependence on these (traditional) media greatly differ with seasonal changes. Careful analysis need to be conducted to determine which of the traditional media can be

used to better communicate to consumers at any point in time. It must also be noted that gender is not a necessary factor to consider in media selection especially when communicating with youth (Millennials) in Ghana.

6. Limitations and Directions for Future Research

Notwithstanding the anticipated benefits of the study, the study is limited to the opinions of undergraduate students of the University of Cape Coast as a representation of the consumer market. It does not study other members of the University community such as lecturers, administrative persons and residents of towns and villages around the campus who also form part of the consumer market in Ghana. As a result of this, the findings of this study provide deductions into the preference of mainly the youth population of Ghanaian consumer market. In the University, undergraduate students are fair representation of the youth in the country.

The Survey will have a better validity level if the sample size was much larger than the sample size of 100 respondents. This sample size makes generalization to the entire Ghanaian consumer market difficult. Also, the nature of the sample understudy provides information about the preferences of the educated youth. It does not consider the views of persons who may be illiterates or those who may not have reached tertiary level of education. Future research into Social Networks as a tool for advertising should consider the views of other groups of persons other than students. It is unclear if illiterate or other students at other levels of the academic ladder will display similar views towards advertising on SNS.

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APPENDICES

Table 2b: Ranks

	Gender	N	Mean Rank	Sum of Ranks
NewAvg	Male	50	49.34	2467.00
	Female	50	51.66	2583.00
	Total	100		
MagAvg	Male	50	45.33	2266.50
	Female	50	55.67	2783.50
	Total	100		
TelAvg	Male	50	50.51	2525.50
	Female	50	50.49	2524.50
	Total	100		
RadAvg	Male	50	55.55	2777.50
	Female	50	45.45	2272.50
	Total	100		
IntAvg	Male	50	53.22	2661.00
	Female	50	47.78	2389.00
	Total	100		

Table 4b: Ranks

		N	Mean Rank	Sum of Ranks
NewHm - NewSch	Negative Ranks	74[a]	50.20	3715.00
	Positive Ranks	19[b]	34.53	656.00
	Ties	7[c]		
	Total	100		
MagHm - MagSch	Negative Ranks	10[d]	17.65	176.50
	Positive Ranks	34[e]	23.93	813.50
	Ties	56[f]		
	Total	100		
TelHm - TelSch	Negative Ranks	6[g]	33.67	202.00
	Positive Ranks	63[h]	35.13	2213.00
	Ties	31[i]		
	Total	100		
RadHm - RadSch	Negative Ranks	7[j]	9.14	64.00
	Positive Ranks	57[k]	35.37	2016.00
	Ties	36[l]		
	Total	100		
IntHm - IntSch	Negative Ranks	15[m]	21.53	323.00
	Positive Ranks	25[n]	19.88	497.00
	Ties	60[o]		
	Total	100		

a. NewHm < NewSch

b. NewHm > NewSch

c. NewHm = NewSch

d. MagHm < MagSch

e. MagHm > MagSch

f. MagHm = MagSch

g. TelHm < TelSch

h. TelHm > TelSch

i. TelHm = TelSch

j. RadHm < RadSch

k. RadHm > RadSch

l. RadHm = RadSch

m. IntHm < IntSch

n. IntHm > IntSch

o. IntHm = IntSch

Table 5b: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviat.	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
NewSch	100	1	5	4.17	1.264	-1.277	.241	.254	.478
MagSch	100	1	5	1.47	.797	1.992	.241	4.366	.478
TelSch	100	1	5	2.79	1.546	.176	.241	-1.419	.478
RadSch	100	1	5	2.97	1.540	.034	.241	-1.432	.478
IntSch	100	1	5	3.95	1.218	-.931	.241	-.083	.478
NewHm	100	1	5	2.39	1.517	.569	.241	-1.227	.478
MagHm	100	1	5	1.99	1.299	1.007	.241	-.213	.478
TelHm	100	1	5	4.27	1.205	-1.564	.241	1.319	.478
RadHm	100	1	5	4.38	1.071	-1.870	.241	2.930	.478
IntHm	100	1	5	4.09	1.342	-1.345	.241	.550	.478
NewAvg	100	1	5	3.28	.712	-.038	.241	.765	.478
MagAvg	100	1	4	1.73	.869	1.089	.241	.564	.478
TelAvg	100	1	5	3.53	1.058	-.308	.241	-.509	.478
RadAvg	100	1	5	3.68	1.057	-.480	.241	-.331	.478
IntAvg	100	1	5	4.02	1.150	-1.036	.241	.070	.478
Valid N (listwise)	100								