
**RELATIONSHIP BETWEEN MASS MEDIA AND CONSUMER BEHAVIORAL CHANGES, A CASE OF
RIHAM UGANDA****1 Nakayiza Christine, 2 Freeman Chrispus, 3 Kyomuhendo Charlotte****1, 2, 3 Metropolitan International University****ABSTRACT**

The study examined the relationship between mass media and consumer behavioral changes using Riham Beverages Ltd as a case study. The objectives of the study were: to analyze the relationship between radio advertisements and consumer behavior; to analyze the relationship between television advertisement and consumer behavior and to assess the relationship between social media and consumer behavior. A cross-sectional design was adopted using both quantitative and qualitative methods. The study targeted 52 respondents and all of them returned the survey questions, indicating a response rate of 100%. Simple random and stratified sampling techniques were used to select the respondents to respond to questionnaires and interviews. Data analysis involved frequencies, percentages and relational statistics. The study found out that radio advertisements and television advertisements have positive effect of consumer behavior. The study also revealed a positive relationship between social media and consumer behavior. The study recommends that organizations should use different advertising channels to maximize on winning buyers for their products. It also recommends that products which need to require a status in the market should use radio media while those that need wide coverage should use television adverts. The researcher recommends that organizations should invest heavily in mass media their products since this positively influences consumer behavioral changes. The study further recommends that marketers use celebrities to endorse their products especially if they want to assert a social attachment to the product.

Key words: **mass media, consumer and behavioral changes**

Background of the Study

Customer behavior is the study of individuals, businesses, or organizations and all the activities associated with the acquisition, use and disposal of products and services, and the way the consumer's feelings, attitudes and options have an effect on client behavioral adjustments (Gracious, 2023). customer behavior emerged within the Forties and 50s as an awesome sub-field of marketing, however has emerge as an inter-disciplinary social science that blends elements from psychology, sociology, social

anthropology, anthropology, ethnography, marketing and economics (especially behavioral economics). The study of purchaser behavior formally investigates character features consisting of demographics, persona lifestyles, and behavioral variables (including usage quotes, utilization event, loyalty, brand advocacy, and willingness to provide referrals), in a try to apprehend human being's needs and intake (Mark & Jacob, 2023). also investigated are the influences at the consumer, from companies

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such as family, buddies, sports activities, and reference corporations, to society in fashionable, such as brand-influencers and opinion leaders (Armstrong, 2014).

Problem Statement

Studies has proven that client behavior is hard to predict, even for specialists inside the field; but, new research methods, which include ethnography, purchaser neuroscience, and device studying are losing new light on how consumers make decisions (Harper, 2015). In addition, customer courting control (CRM) databases have come to be an asset for the analysis of patron behaviour. It's far the number one method of communicate used to reach the giant majority of the general public. The most commonplace systems for mass media are newspapers, magazines, radio, television, and the

internet. most people typically are based at the mass media to provide statistics concerning political issues, social issues, leisure, and information in pop culture (Mitchel, 2015). Following Watts and Peretti (2007), the basic version underlying mass verbal exchange mass media and the fundamental version underlying viral marketing are quite one-of-a-kind. in the widespread version of mass communicate advertising, a message is communicated to a large range of recipients and the full dating among the message depends at the quantity of recipients reached and the energy of the message (Oscar et al., 2023). In evaluation, the same old viral advertising model does now not request a massive variety of recipients. its miles assumed that a small wide variety of recipients unfold a message they "infect" their friends and own family much like transmitting a virus.

Objectives of the Study

- To analyze the relationship between television advertisement and consumer behavioral changes
- To assess the relationship between radio advertisement on consumer behavioral changes
- To assess the relationship between social media and consumer behavioral changes.

Research Questions

- What is the relationship between television advertisement and consumer behavioral changes?
- What is the relationship between radio advertisements on consumer behavioral changes?
- What is the relationship between social media and consumer behavioral changes?

Methodology

Research Design

The study adopted a descriptive correlation and cross-sectional and case study survey research design. The descriptive correlation design was used to establish whether there was a significant relationship between mass media and consumer behavioral changes (Shamim et al., 2023). The ex-post facto design was to be used because respondents was asked things that had already happened. The cross-sectional design was employed because a cross-

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section of respondents may be selected to participate in the study all at once. Quantitative approach was used to process data which can be quantified and was numeric in nature.

Study Population

The study population constituted mainly the staff and customers of Riham Uganda Ltd especially those working in the marketing and sales department. According to the Human Resource officer, this population amounts approximately to 80 staff (Victoria et al., 2023). This population was chosen because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

The sample size was 52 respondents of which members of staff of Riham Uganda Ltd. This number was recommended by Kreijic and Morgan 1970 sample determination table.

Sampling Technique

The researcher employed several techniques to select the appropriate sample for the study. These included both probability and non-probability sampling techniques. In this study a purposive sampling, a non-probability sampling was employed in selecting respondents from the population. This technique enabled the study to give an opportunity to only eligible participants by selecting from each unit within the population of the study. In this case, the researcher ensured that participants from different categories like top managers and knowledgeable personnel are given priority to participate.

Data Collections Instruments

Survey Questionnaires

This research used self-administered questionnaires for the respondents. These was distributed among the staff in their respective departments. The justification for using this instrument was that questionnaires are easy to quantify and analyze. In addition, the questionnaire was used because the study focused on opinions, attitudes, feelings and perceptions of the respondents. Top managers also preferred questionnaires which they could respond to instead of interviews

Data Analysis

Data was analyzed using SPSS (Nelson, Christopher, & Milton, 2022). It was presented in form of tables, graphs, pie charts and triangulation. Qualitative data analysis was done by narrative as was recorded during face-to-face interview and through observation. The researcher used a quick impressionist summary in analyzing qualitative data; she summarized key findings by noting down the frequent responses of the respondents during the interview on various issues concerning mass media and consumer behavioral changes.

RESULTS

Table 1 Relationship between radio advertisements on consumer behavior

Relationship between radio advertisements on	Response	
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consumer behavior.												
	F	%	F	%	F	%	F	%	F	%	F	%
Radio advertisements quickly attract the customers attention to the product	27	52	9	17	8	15	8	15	-	-	52	100
Radio advertisements give credibility to the product thus influencing consumer behavioral changes	32	62	17	33	3	5	-	-	-	-	52	100
Radio advertisements arouse positive feelings to the product thus influencing positive buying behavior	39	75	10	20	-	-	3	5	-	-	52	100
Radio advertisements build brand equity thus positively influencing consumer behavioral changes	36	70	10	20	-	-	5	10	-	-	52	100
Radio advertisements helps people to remember adds thus positively influencing consumer behavioral changes	26	50	21	40	-	-	5	10	-	-	52	100
Radio advertisements make people believe the product contributes to superstar status thus positively influencing consumer behavioral changes	33	62	10	20	5	10	4	8	-	-	52	100
Radio advertisements makes the product to stand out thus positively influencing consumer behavioral changes	39	75	10	20	-	-	3	5	-	-	52	100

Source: Primary data 2020

From the table 1 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that radio advertisements quickly attract the customers attention to the product, 9 (17%) agreed, 8 (15%) were not sure and 8 (15%) disagreed. It therefore implies that radio advertisements quickly attract the customers' attention to the product (Nelson, Christopher, Teddy, et al., 2022)

32 (62%) strongly agreed to the assertion that Radio advertisements give credibility to the product thus influencing consumer behavioral changes, 17 (33%) agreed; while 3 (5%) were not sure. This therefore implies that radio advertisements give credibility to the product thus influencing buyers' behaviour.

It can also be observed that 39 (75%) of the sample strongly agreed that radio advertisements arouse positive feelings to the product thus influencing positive buying behavior, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed radio advertisements arouse positive feelings to the product thus influencing positive buying behavior since the majority agreed to the assertion (N. Faridah et al., 2023).

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26 (50%) of the sample strongly agreed that radio advertisements help people to remember adds thus positively influencing consumer behavioral changes, 21 (40%) agreed to the assertion and 5 (10%) disagreed to the assertion. It can conclusively be stated that radio advertisements help people to remember adds thus positively influencing consumer behavioral changes. This implies that radio advertisements help people to remember adds thus positively influencing consumer behavioral changes (Mercy et al., 2023).

33 (62%) strongly agreed that radio advertisements make people believe the product contributes to superstar status thus positively influencing consumer behavioral changes, 10 (20%), 5 (10%) were not sure and 4 (8%) disagreed. It can therefore imply that radio advertisements Make people believe the product contributes to superstar status thus positively influencing consumer behavioral changes

39 (75%) of the respondents strongly agreed that radio advertisements make the product to stand out thus positively influencing consumer behavioral changes. 10 (20%) agreed and 3 (5%) disagreed to the assertion. This implies that radio advertisements make the product to stand out thus positively influencing consumer behavioral changes (N. Faridah et al., 2023)

Relationship between TV advertisements on consumer behavioral changes.

Table 2. Showing the relationship between TV advertisements on consumer behaviour

Relationship between TV advertisement on consumer behavioral changes	Response											
	F	%	F	%	F	%	F	%	F	%	F	%
TV media builds trust and thus influences positive consumer behavioral changes. in Riham Beverages Ltd	39	75	13	25	-	-	-	-	-	-	52	100
TV adverts benefit from second-screening and thus influences positive consumer behavioral changes.	42	80	10	20	-	-	-	-	-	-	52	100
TV reaches a vast audience and thus influences positive consumer behavioral changes.	47	90	5	10	-	-	-	-	-	-	52	100
TV media reaches increases product visibility and thus influences positive consumer behavioral changes.	49	95	3	5	-	-	-	-	-	-	52	100

Source: primary data 2020

Table 2 shows that 39 (75%) of the respondents strongly agreed to the fact that Riham Beverages Ltd uses TV media builds trust and thus influences positive consumer behavioral changes., while 13 (25%) agreed that Riham Beverages Ltd uses TV media builds trust and thus influences positive consumer behavioral changes. None of the

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respondents disagreed and none was not sure. It implies that TV Mass media builds trust and thus influences positive consumer behavioral changes.

42 (80%) strongly agreed to the use of TV adverts benefit from second-screening and thus influences positive consumer behavioral changes and 10 (20%) of the respondents agreed and no one disagreed while all the respondents were sure of their respondents. This implies that TV adverts benefit from second-screening and thus influences positive consumer behavioral changes.

47 (90%) of the respondents strongly agreed to the use of TV reaches a vast audience and thus influences positive consumer behavioral changes. while 5 (10%) of the respondents agreed to the use of TV reaches a vast audience and thus influences positive consumer behavioral changes.; implying that indeed TV reaches a vast audience and thus influences positive consumer behavioral changes.

49 (95%) of the respondents strongly agreed to the use of TV reaches an increases product visibility and thus influences positive consumer behavioral changes of Riham Beverages Ltd while 3 (5%) of the respondents agreed to the use of TV reaches a increases product visibility and thus influences positive consumer behavioral changes.

Relationship between social media and consumer behavioural changes

Table 3 showing the relationship between social media and consumer behaviour

Relationship between social media and consumer behavioural changes	Strongly Disagree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Social media introduces a new product in the market and influences consumer behavioral changes	27	52	9	17	3	5	3	5	-	-	52	100
Social media educates the consumers and influences their consumer behaviour in a specified period of time	32	62	17	33	3	5	-	-	-	-	52	100
Social media educates consumers about better quality products, and influences their consumer behaviour	39	75	10	20	-	-	3	5	-	-	52	100
Generally social media has a positive relationship with the consumers behaviour	36	70	10	20	-	-	5	10	-	-	52	100

From the table 3 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that the social media introduces a new product in the market and influences consumer behavioral changes of Riham Beverages Ltd, 9 (17%) agreed, 3 (5%) were not sure and 4 (5%) disagreed. It implies that social media introduces a new product in the market and influences consumer behavioral changes.

45 (62%) strongly agreed to the assertion that social media educates the consumers and influences their consumer behaviour in a specified period of time, 17 (33%) agreed and 3 (5%) were not sure. This therefore affirms the fact that the social media educates the consumers and influences their consumer behaviour in the market place (Phionah et al., 2023).

It can also be observed that 39 (75%) of the sample strongly agreed that social media educates consumers about better quality products, and influences their consumer behavior, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed social media educates consumers about better quality products (K. Faridah et al., 2023), and influences their consumer behavior since the majority agreed to the assertion. Furthermore, 36 (70%) strongly agreed that social media has a positive relationship with the consumers behavior, 10 (20%) agreed while 3 (5%) disagreed to the assertion. This implies that indeed social media has a positive relationship with the consumers' behavior.

Conclusions

Finding reveals that there is a positive relationship between mass media on consumer behavioral changes and the researcher therefore concludes that:

The study also concludes that radio advertisements are relevant in helping to build brand equity by ensuring that potential customers remember ads and thus buy the product.

The study also concludes that products endorsed by social media contribute to status and this therefore makes the product to stand out among buyers (Filstar, 2023).

Recommendations

The researcher recommends that organizations should invest heavily in mass media their products since this positively influences consumer behavioral changes. The study further recommends that marketers use celebrities to endorse their products especially if they want to assert a social attachment to the product. This may be the case for luxury products. Since the study revealed that television mass media reaches a large audience and benefits from second screening of the product, the study recommends that large manufacturers who can afford the cost should invest in television mass media in order to hold the competitive edge in the market (Annet et al., 2023).

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