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**The Impact of Sales Promotion on Consumer Purchasing Behaviour, in Retailing
of Consumer Goods in Kumasi Metropolis. The Mediating effect of Customer
Service.**

By

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DEDICATION

This thesis is dedicated to my family and friends who believed in my dreams and supported me in diverse ways; I am indebted to you all.

“God is working his purpose out, as year succeeds to year...”

Christian Hymnal

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ABSTRACT

The retail business in Ghana has undergone tremendous change over the years as a result of competition among the players. Multinational companies who are into the production of consumer goods are constantly using sales promotion strategies to help influence consumer purchasing behaviour in the retail stores. Customer service activities by retail shops are deemed to also have an impact on the purchase behaviour of consumers. The study focused on investigating the impact of sales promotion on consumer purchasing behaviour, and the mediating effect of customer service activities in Ghanaian retail stores. The survey was conducted on a total of 400 respondents within the Kumasi Metropolis of the Ashanti region of Ghana, out of which 332 responses were received representing 83% response rate. Convenience sampling technique was also adopted in selecting respondents to answer study questionnaires. The results showed that sales promotion strategies such as, price discount, extra pack, souvenirs and coupons, together impacts consumer purchasing behaviour. It was also revealed that the sales promotion positively impacts customer service activities such as reliability of services, assurance, personal interaction and physical evidence. The results also show that, customer service impacts consumer purchase behaviour, thus sales promotion positively impacts consumer purchasing behaviour but customer service partially mediates the relation. The researcher then recommended that, management of retail businesses and major stake holders of the retail business should invest in customer service activities by training their staff on customer service best practices in the retail business while they also intensify sales promotion activities.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The very existence of every business in today's competitive market is for that institution to understand and respect its customers and meet their needs. This is done through the exchange of goods and services at an amount deemed profitable for the organization. An increase in this exchange or sale increases the potential value for the survival of the business. The purchasing behaviour of a potential consumer is influenced by a lot of activities both from within the individual or an external stimulus which controls the consumers' behaviour to make a purchase. A key factor that influences consumers' purchase decision is customer service, the service one experiences before, during and after a purchase. The modern day customer is discerning in their activities hence access to product information and varieties for example helps them in their purchase decisions (Price, 2014). Unfriendly hosting and slow response to customer complains is seen as bad customer service and might go a long way to affect the purchase behaviour of consumers hence an impact on profitability and productivity (Perez, Abad, Carrillo and Fernandez, 2007; Dimensional Research, 2013).

Service is perceived by the provider as a process which contains elements of core delivery, service operation, personal attentiveness and interpersonal performance which are managed differently in other industries. Customers on the other hand view service as part of an experience of life which involves choice, need and emotional content which are considered as a core aspect present in service outputs and has effect on different individuals (Gummesson, 1994). Interpersonal care shown by employees towards customers is considered core service, and this adds to customer satisfaction which can influence the purchasing behaviour of a consumer (Johns, 1998).

Consumer behaviour theoretically focuses on the deeds comprising the analysis on why and how people use products, besides why and how products are purchased or “who customers are”, “what they buy”, “where they buy from”, “when purchases are made” , “when purchased items are to be delivered” and finally “how to meet customers expectation” (Kotler and Armstrong, 2009). All these are done by organizations to establish a long term relationship with customers, as well as to increase sales volumes. Sales promotion is one of the key promotional mix elements that is commonly employed by firms that find themselves in very competitive industries like the retail industry. It is a short term activity to elicit response from customers through sales force aggressively towards a set target (Shimp, 2003). There has been an increase in the use of sales promotion due to the recent pressure to obtain a quick sales response in order to cope with the pressure of competition.

The changing economic environment has made consumers more ‘deal oriented’ and this has led to pressure for better incentives from manufactures and intermediaries (Sakara & Alhassan, 2014). In literature sales promotion has been shown to have a significant impact on consumers’ purchase behaviour. Price discounts, Coupons, membership cards and extra product packs seem to have influenced consumers positively in their purchase of goods but in some cases it just doesn’t work due to some influencing factors such as the culture a consumer finds him or herself, social life of the consumer, psychological makeup of the consumer and personal considerations. (Fanny, 2013; Guadagni and John D.C. Little 1983; Blattberg, Eppen and Lieberman 1981; Ehrenberg, Hammond and Goodhardt 1994). These factors tend to direct consumers in certain ways during decision making process.

1.2 Problem Statement

In pursuit of high sales figures by local and multinational companies in Ghana; such as Atona Foods, Nestle, PZ Cussons and Uniliver, sales promotion in recent times is mostly employed by these companies to give customers the experience to buy more or enhance product trial which increases the sales of that product or service which feeds into their profit margins and market share (Nelson, 2005). Marketers in recent times invest most of their promotional budget into sales promotion because its impact is felt instantly hence helping in achieving the short term targets (Syeda and Sadia, 2011). Most of these promotions are organized through the retail channel of the distribution chain. Most retail channels in Ghana are owned and operated privately by individuals hence their forms of operations or services offered differ. Thus there is no laid down procedure of customer service model which is been followed by retail stores in Ghana. They mostly do things to suit them rather than their customers, who are the reason for their business operation. Consumers of today are well-informed (mostly through social media) and have higher expectations from retailers, which leaves the retailer with little or no choice than to develop and be dynamic in its operations and product offering for sale. There has been the rapid development of the retail industry due to competitiveness of the sector hence constant innovation by retail operators is to be encouraged to help maintain existing customers and to build new ones (Barry and Davies, 2000). Therefore retail operators and companies are constantly finding out how their consumers behave towards the purchase of their product in retail stores to enable them tailor their product, message and retailing operations to suit the changing taste and preferences of their customers. The resources invested in sales promotion, does not always produce the expected outcomes but rather may produce primary loss to the company who organized such promotion and the retail store through which the activity was done. The loss may come about as a result of numerous reasons, such as

poor retail operations by the involved store, shortage of promotional goods, poor employee interaction with customers, unkempt store ambiance, etc. which prevents customers from taking part in a sales promotion activity. This goes a long way to affect the short term target a sales promotion is to achieve, resulting in lower revenues. The study seeks to find out the impact sales promotion have on consumer purchasing behaviour within the Kumasi metropolis, and the mediating role of customer service plays in retail of consumer goods.

1.3 Objective of the Study

The study has these following objectives to consider:

1. To evaluate the impact of sales promotion on consumer purchasing behaviour in retail stores of consumer goods within the Kumasi metropolis.
2. To establish the effect of sales promotion on customer service in retail stores of consumer goods within the Kumasi metropolis.
3. To determine the impact of customer service on consumer purchasing behaviour in retail stores of consumer goods within the Kumasi metropolis.
4. To explore the mediating effect of customer service on sales promotion-consumer purchasing behaviour relationship in retail stores of consumer goods within the Kumasi metropolis.

1.4 Research Questions

The following questions will be answered by the end of the study with the above objectives in mind.

1. What impact does sales promotion have on consumer purchasing behaviour in the retailing of consumer goods in the Kumasi metropolis?
2. What impact does customer service have on consumer purchasing behaviour in the retailing of consumer goods in Kumasi metropolis?

3. What is the effect of sales promotion on customer service in the retailing of consumer goods within Kumasi metropolis?
4. Does customer service play a mediating role in sales promotion-consumer purchasing behaviour relationship in the retailing of consumer goods within Kumasi metropolis?

1.5 Scope of the study

This study was conducted within the Kumasi metropolis which is the capital city of the Ashanti region in Ghana. Retail customers of consumer goods in the metropolis were used for the sampling of opinions of the research study.

1.6 Significance of the Study

The significance of this study is in diverse ways to the shop owner, marketing practitioner and stakeholders such as consumers and manufacturers. To the shop owner, the results helped reveal customer service experienced by their customers in retail shops and how that affected their purchase behaviour. It also found out how sales promotion impacts customer services in the retailing of consumer goods by retail shops. To the marketing practitioner, it informed them on effective strategies to employ in executing sales promotions in retail stores, and the most effective sales promotional tool to use in Kumasi Metropolis. To stakeholders like manufactures of consumer goods, it showed how effective customer service of retail stores mediates on the sales promotion-consumer purchase behaviour relationship. Lastly the research brought to light the current opinions of consumer goods customers in this age of constant change of taste and preferences of consumers on customer service in retail stores.

1.7 Overview of the Research methodology

Questionnaire method of data collection was used in soliciting for the primary data for this research which helped to answer with the views of customers of consumer good retail stores in Kumasi metropolis on sales promotion impact on their purchasing behaviour and the mediating role customer service plays in such a relationship. A sample size of 400 consumer good retail store customers within the Kumasi metropolis was conveniently chosen from the population for the data collection. A simple random selection method was used to pick the respondents interested in answering the questionnaires. The questionnaire was a combination of both rating scale and close ended questions. Primary data are that information, which are sought after from the study field with the end goal of addressing the study questions. They usually have not been collected before hence it been a primary data. Secondary data is already collected information for the purpose other than the current issue. It helped the researcher to identify and better understand the situation at hand. It helped in the formulation and developing of the research problem and analyzing the research answers provided by the primary data for an in-depth understanding of an academic discipline, in this case marketing. This research's secondary information was gathered from published books, journals, online library, business blogs, magazines, conference materials, etc. which were related to the research question.

1.8 Limitations of the study

The researcher had to assist some respondents who were not so clear in responding to the questionnaire.

Also, the unwillingness of possible respondents to partake in the study since it is unethical for respondents to participate under duress.

1.9 Organization of the study

Foundation of the research, problem statement with objectives and research questions is captured in chapter one of this study. Chapter two is dedicated to the review of related literature on the research topic. Research methodology is captured in chapter three while chapter four consists of the primary data presentation, analysis and discussion of findings. Finally Chapter five involves the summary of the findings where conclusion and recommendations are provided.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Review of related literature of the research's topic is what the chapter seeks to bring to light. Many sources of educative information such as publications, internet sources, and student papers assisted and were considered in arriving at a comprehensive knowledge on the topic under review. The area reviewed includes overview of sales promotion, consumer purchasing behaviour, customer service in retail, concept of retailing and the concept of mediation.

2.2 Overview of Sales Promotion

Sales promotion is a key element among the promotional mix, that marketer's use within the marketing mix to communicate their products to consumers. It is a group of inducement tools for the purpose of stimulating the high purchase of products or services by consumers or the trade for a stipulated period of time, mostly short (Kotler and Keller, 2012). Elements of marketing mix include the product, price, place and promotion, popularly known as the 4 P's. A product represents that which can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Price indicates the sum total a person has to pay in exchange for the product or to get a service performed. The place, takes into account the convenient locations for products and services to be made available to customers through marketing activities. Finally, promotion includes marketing activities used to inform, persuade and remind the target market of an organization, its products, services and other activities. Despite the argument of the addition of other 3P's; thus people (customer or staff), physical evidence (building and uniform) and process (methods of producing, delivering and consuming a product or service) hence fast moving consumer goods marketers have also accepted the 7Ps (Smith & Jonathan, 2005).

Sales promotion refers to media or non-media marketing pressures applied for a pre-determined, limited period at the level of consumer, retailer or wholesaler in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 2003). Anything used by a manufacturer to elicit a positive response from consumers and the trade (wholesalers, retailers, or other channel members) through the sales force aggressively to meet a set target according to Shimp (2003) is considered a sales promotion. Discussion by Banks (2003) suggested that when it comes to the introduction of sales promotion as a selling technique, brand managers of products have an opportunity to instantly affect consumer behaviour by increasing a pack as an offer of value to the product, and this can encourage product trial through a coupon won or by sampling some products to consumers. Sales promotion is sometimes considered as an activity of less importance but companies increasingly realize the importance of having a well-planned and structured program for sales promotion. All businesses need to communicate to the consumer what they have to offer (Jobber and Lancaster, 2006). Syeda and Sadia (2011) demonstrated to affirm the importance of sales promotion to marketers in recent times in achieving their short term targets for a stated period. Brand loyalty as a long term impact, they argued, will ultimately increase the customer lifetime value of the company hence company's profitability.

Sales promotion provides utilitarian benefits such as monetary savings, affordability to high quality products, convenience, as well as hedonistic benefits such as entertainment, exploration and self-expression (Chandon, Wansink and Laurent, 2000). Sales promotion according to Jobber (2004) boost sales during its stipulated period which then is followed by a fall in sales below normal level due to stock up of products by consumers during the promotion period. He added that long term effect of sales promotion can be positive, neutral or negative. It is positive, when new buyers

during promotion period tend to make a repurchase of the product. It is negative, when consumers perceived the promotion to have devalued the product hence not encouraged to buy the product again. Long term neutrality effect of sales promotion is when consumers bought a product only because of its incentive value, with no effect on underlying preferences. Sales promotion must end sometime soon to enable beneficiaries of the promotion to feel privileged as opposed to those who could not take part. Sales promotion that continues for a longer period which enables most of its customers enough time to enjoy, loses its' effectiveness, thus customers then know for certain that they can enjoy of it at a later time than now. Sales promotion then should be planned for a short period of time, attractive enough and made to convince customers that it's an added value. (Ngolanya, Mahea, Nganga, Amollo and Karuiki, 2006). This temporary inducement is offered usually at a time and place where the buying decision is made. The fundamental reason for a sales promotion is to introduce new product, appeal to new customers, persuade existing customers to buy more, to up sales figures in an off season, to assist firm remain competitive among others (Sam and Buabeng, 2011). Sales promotion comes about as a result of factors such as no significant product differentiation with that of competitors. Increased similarities among competitor products as well as their prices makes it difficult for consumers to differentiate hence sales promotion is used. Continuous employment of sales promotion as a differentiation factor and a retaliation from competition with same, tend to reduce consumers brand loyalty thus the lowest priced product is bought and consumers tend to switch between brands. A second factor is brand management in line with organizational structures which concerns itself to short-term sales responses rather than long-term growth. A third factor has to do with consumer responsiveness, thus consumers have been engaging in some form of sales promotion on daily basis

hence they tend to respond positively to sales promotions (Kitchen, 2008). Sales promotion embraces some marketing communication strategies namely push and pull strategies. Push strategy involves activities via direct selling and promotion efforts to get products to the channel intermediaries (wholesalers and retailers), to make available to consumers at various point of purchase. The push strategy is geared towards direct consumers of a product. This is done through activities such as discounts, sales promotions and displays that get them to purchase products from the wholesalers and retailers, sometimes from manufactures. These strategies help ease the supply chain cycle. A combination of these strategies is used as and when needed according to a business's objectives (Dolak, 2010).

2.3 Types of Sales Promotion

Sales promotion activities can be targeted to different parties in the marketing channel. There are various types of sales promotions which are geared towards the trade, consumers and the sales force. Marketers have shifted the emphasis of their promotional spending from mass media towards consumer and trade promotions due to its ease of accounting for its effectiveness (Belch and Belch, 2013).

2.3.1 Consumer sales promotion

In business-to-consumer marketing, Sales promotion is mostly called consumer promotion. Consumers are introduced to several brands to select from or reject for personal or family consumptions. Consumers often need to be introduced to buy now rather than later, to buy a particular product rather than a competitor's, and to buy more than less (Abdul, 2007). At this level of sales promotion, the focus is on the final consumer with the aim of encouraging product trial through the introduction of a new product. Price reduction, sampling and a rebate offer helps to encourage consumers to try a new product and this reduces the risk on trial purchase. Consumer

promotion is used to increase product usage through stimulation of repeat purchase. An in-package coupon is a good promotional tool to keep consumers loyal to a particular product hence increase usage. Consumer sales promotion tends to create awareness of the existence of the product under promotion. It reinforces advertisement efforts as a contribution to integrated marketing communication strategies (Chandon et al., 2000). Consumer sales promotions add yet another message to the overall marketing communication mix effort. Consumer sales promotion counters competitor strategies due to the motivational call to consumers to buy more of existing product and to try a new product hence disrupting competitors marketing strategies. These activities are done by the channel (retailers and wholesalers) or manufacturer to the final consumers of a product (Chandon et al., 2000). Consumer sales promotions are used because they tend to provide the needed results at particular time and place than that of the other forms of sales promotion. Techniques or tools used by channel intermediaries will differ from that of manufactures since their objectives are different. Product sampling and souvenirs are mostly used by manufactures to consumers while coupons and premiums are mostly used by the distribution channel members (Abdul, 2007). Consumer sales promotions are employed based on reasons such as, the introduction of a new product to consumers of which consumer sales promotion attract and motivates trial purchase. Also, stimulation of a repeat purchase through accumulation of points with repurchase keeps consumers loyal to a product.

2.3.2 Trade sales promotions

Trade promotion is also the name referred to when it comes to business-to-business marketing promotions. It is mostly offered among businesses example Manufacturers to wholesalers or retailers and from wholesalers to retailers, thus business-to-business

(B2B). The focus is on trade partners to encourage them stock new products, incentive to sell out or maintain a reasonable inventory levels and the shelf display of these products. Effective promotion can also positively generate to loyalty by channel intermediaries. Some promotional tools used at this level are display allowance, trade discounts, training, sales contests, credit terms, exchange schemes, etc. According to Majeed (2007), some reasons why manufactures embark on trade promotions include; the chance to initially get their products distributed through display allowance. This is where a retailer is given an amount for putting a product on display at a point of purchase. He added that trade promotions also increases the quantum of order by channel intermediaries due to a discount or a favorable credit terms which have been offered by the manufacturer. This in effect shifts the inventory burden from the manufacturer to the channel. Finally, for a manufacturer to successfully embark on a consumer sales promotion, there should be a cooperation with the distribution channel members and trade promotion encourages such cooperation through the simultaneous activating a trade promotion with a consumer sales promotion.

Trade promotion in the form of price discounts have become the standard way of doing business in many industries. These incentives offered by marketers to channel intermediaries to encourage the stocking and merchandising of products have become extremely popular (Raju, 1995). Trade promotions have a massive impact on supply chain operations. Through trade promotions manufacturers are able to move huge quantities of their products into the warehouses of the channel intermediaries, so as to prevent them from stocking other competitive products by offering them juicy trade promotions. To enhance competitiveness, intermediaries have been insisting on trade promotions from manufactures. 70% -90% of channel intermediary purchases are on deal. They've been conditioned to buy from deal-to-deal (Zerillo, Plhilip and Dawn,

1995). In a situation where channel intermediaries have an upper hand in negotiation, it is said that 20%-40% of their net profit will depend on the offered trade promotion (Kasulis, Morgan, Griffith and Kenderdine, 1999).

2.3.3 Sales force promotions

It comprises of techniques used by employers to get their employees to go the extra mile in the execution of their duties. Orientations programs are one of the ways employers use to introduce employees to company facts as to current possibilities. Fringe benefits and motivational programs are extra incentives provided by a firm to its employees as well as temporary incentives such as contests, prizes or awards to keep the sales force in line to do more than normal (Saylor, 2012).

2.4 Sales Promotional Tools.

There are various forms of tools employed in the execution of a sales promotion. They are price or non-price promotional tools according to Gedenk, Neslin and Ailawadi, (2005).

2.4.1 Price promotional tools

This includes temporary priced products (TPR) thus prices that are placed on products for a very short period of time to achieve a set objective. Promotion packs with extra content (10%) or multi-item promotions (example buy one get one free) and loyalty discounts which is the continuous purchase of a product to gain points over a period of time and use the points for a discount in a next purchase are other forms of price promotion. Rebate involves consumer's full payment for a product but gets a discount after showing proof of former purchases. Coupons are used by retail stores and manufacture's to motivate customers in the form of incentives to increase purchase loyalty (Ndubisi and Chew, 2006). According to Li, Sun & Wang (2007) buy-one-get-one-free sales promotion helps retailers to clear stocks more hastily. Neslon (2005)

suggested that in order to assist a consumer to compare and improve the determinant power of bonus pack then a regular pack should be kept alongside with a bonus pack.

2.4.2 Non-price promotional tools

This refers to promotional communication instruments which are normally used to draw consumer's attention to price promotions. They can also be used without the existence of a price promotion. Point of sale materials, displays, premiums, sampling are examples of non-price promotional tools. Non-price promotional tools are mistakenly perceived by consumers to be a signal for the existence of a price discount even when there is none, this is due to their closely linked nature Gedenk, Neslin and Ailawadi, (2005).

2.5 Consumer Purchasing Behaviour

Consumer Behaviour is defined as a field of study that focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy products (Kotler and Armstrong, 2009). Consumer buying behaviour is influenced by cultural, social, personal and psychological factors. The outburst of the use of the internet to do a lot of convenient activities is seen to have an impact on the buying behaviour of consumers in this technological time. There has been a down turn of product physical differences due technological innovations. Hence the core functions of products should be the differentiation factor not their physical make up, as recommended by Brosekhan & Velayuthan (2002). They further discussed that, considering brand personality, consumers associate with brands because it provides emotional benefits and that due to the changing consumer behaviour, researchers have to realize that implementation of new techniques and transdisciplinary perspectives help to understand the nature of purchase and consumption behaviour of consumers.

Consumer buying behaviour has been said in many studies to be affected by a lot of factors, either to buy or not (Nagar, 2009). A consumer's place of purchase, items to be bought, time and frequency of buying the item, means of purchasing and lastly reaction to promotional devices used to sell the item, according to Applebaum, is important to identify from customers in order to help understand their purchasing behaviour. Therefore it is important to know the customer behaviour before any consideration of the reasons for such behaviour.

2.5.1 Place of purchase

Place of purchase is as a result of customers division of purchases among a number of shops. Customers do not buy all their needs in one shop, they shop in more than one store. Even when given the chance to buy same goods from different shops, their patronage loyalty will forever not be to any one shop. This is because the location of a retail store involved, which customers consider convenient can account for such a behaviour. (Sangvikar and Katole, 2012; Bashar, 2012). Such identification of customer's behaviour can help with selection of store location.

2.5.2 Items purchased

Variation in the purchase selection of substantial items available in a store by customers over a period differ from one customer to the other and this is a customer behaviour which helps stakeholders to ascertain (a) what items and (b) how much of each item customers buy. They may either buy by size or weight, quality or brand or by price. (Sangvikar and Katole, 2012; Bashar, 2012).

2.5.3 Frequency of purchase

Purchase behaviours of customers are influenced by seasons, example Christmas. At this point manufacturers and retailers make it a point to meet the demand of certain items within the season. Retailer's effort to adapt to customer time of purchase behaviour patterns, with the view of improving efficiency of operation has not been completely effective. Types of commodity also basically elicit the frequent purchase of such commodity. They vary among customers as well; people buy grocery everyday while others visit shops once in a week. The number of items, quantity of each item bought and size of total purchase vary with frequency of purchase. There is the tendency of a customer to be exposed to sales promotional devices and its subsequent impact if such customer visits shops more frequently (Bashar, 2012; Saad and Metawie, 2015)

2.5.4 Method of purchase

Method of purchase deals with the manner through which customers get hold of their desired goods. Whether they buy cash and carry, or whether they shop alone or accompanied by someone else. Loyalty cards for customers are also used to offer means of purchase for customers in well-established retail shops. Couples shopping in supermarkets are seen to buy more per transaction than a woman or man shopping alone (Miranda, Konya & Havrila, 2005).

2.5.5 Response to sales promotion devices

Studies on response to sales promotion devices in retail stores prove to be effective thus customers purchase behaviours are positively affected by these promotional devices which are grouped under the following factors. The first is Displays, which comprises of the manner in which items are arranged in store, window displays and floor arrangements coupled with promotional material such as posters, signs, etc.

influences the purchase behaviour of customers. Pricing, tie deals where prices stated is for the sale of more than one item, bargain prices, coupons, etc., are all pricing devices used to influence purchasing behaviour. The second factor is Demonstration, the sampling of a product to help influence purchase behaviour or learn about other uses of a product. Sales talk, involves oral or written expressions, advertisement or the physical presence of an attractive staff which needs no explanation as to the intent of a company (Sangvikar and Katole, 2012; Majeed, 2007; Dolak, 2010). Another factor is the use of catchy phrases and friendly smiles still influences customer purchasing behaviour in retail stores. Consumer's base their purchasing decision on factors such as previous experience, taste, price and branding hence the objective to understand how groups and individuals choose, buy, use and dispose of goods. This therefore helps in the marketing strategy of a business to satisfy the customer by tailoring the appropriate marketing mix strategy that will better elicit response from consumers to their needs (Kotler and Keller, 2012).

2.6 The Purchase Decision Process

The decision making process consists of steps which involve models of interrelated stages that a consumer considers in making a purchase. Actual exchange of consideration is only one of the stages in the buying process. Not all these stages of the models are considered in every purchase decision (Brown, 2006). Also not all decision processes eventually lead to actual purchase. A number of researchers such as Blackwell, Mniard and Engel (2006) and Tyagi (2004) have studied the five stages model of consumer behaviour by Kotler & Armstrong (2002) and support the five stage model. They are namely need recognition, information search, alternative evaluation, purchase decision, post-purchase evaluation.

2.6.1 Need recognition

This stage is about the consumer's awareness of a need for product. Neal, Quester and Pettigrew (2006) also seconded the idea that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing. Need recognition is the leading thoughts that intercede between the confusing touch in customer's mind, simply put; the consumer's desire state and actual state (Schiffman, Lazar & Hansen, 2007).

2.6.2 Information search

The consumer at this stage searches for information on how and what will also meet the recognized need. An extensive external search is launched when the consumer drive is strong. This means that consumer looks out for advertisement and addressing the media as an external search while an internal search considers personal experiences and beliefs. Comparisons of products are likely to be done by a consumer cognitively before settling on one product and this is done to reduce the risk of wrong decision (Bruner & Pozmal, 2009).

2.6.3 Alternative evaluation

This stage takes into account the pros and cons of all available information. Due to the much available information acquired, one would need to sift through such information to settle on the preferred choice of alternative information made available. This process is most helpful to customers who are familiar with the desired product. It helps them to take into account factors such as size, quality and price.

2.6.4 Purchase decision

Once the consumer recognizes the need, search for relevant information and considers the alternatives then the decision to make a purchase or not stage will have been arrived. This stage considers the alternatives of products available to be purchased,

thus the product, package, shop, and purchase approach. Actual product purchase is done at this stage depending on product availability. Purchasing decision can either be partially, planned or impulse purchase (Blackwell et al., 2006).

2.6.5 Post –purchase evaluation

Finally at this stage the consumer evaluates the level of satisfaction or otherwise derived from the product. Consumers take into account their expectations and how they think it was met by the choosing product or service. Any shortfall is likely to make the customer dissatisfied. This stage is important because it has a major influence on the repurchase of the same product or service from the same supplier in the future (Neal et al., 2006). It should be noted that complexity of a decision making process is as a result of the complex nature of the offering as well hence a longer process of decision making. This can in some cases discourage consumers from making an informed purchase or no purchase at all. Familiar products or services are therefore sought after or that of a competitor product (Kotler, 2006; Blackwell et al., 2006; Tyagi, 2004). Other models that talk about consumer purchase decision process include Model of Goal Directed Behaviour (Perugini and Bagozzi, 2001) and Stimulus-Organism-Response Model of Decision Making propounded in 1950's by Hebb.

2.7 Factors Influencing Consumer Purchase Behaviour

Kotler and Keller (2012) in their book “Marketing Management” outlined four main factors namely social, cultural, psychological and personal as influencers of a consumer purchase behaviour. Consumer behaviour traits are shared among a group of people of similar cultural environment. There are some subcultures which develop over time and leads to the sharing of common values and similar lifestyle. Extensive research has been made to identify and analyze factors affecting consumer buying

behaviours and this has brought about various types of factors of which some mentioned above. Societal class, turn to influence the purchase decision of consumers but might have different focus. While the less privilege in society considers affordability (price), which greatly affects their choice of purchase of a product, the well to do in society considers the social benefits, quality and innovation of a product before purchase. (Fanny, 2013). Social factors according to Fanny (2013) can be cataloged into reference group, family and social status as the three main forms. Individuals are found to be influenced by the group in which they find themselves hence in their daily purchase such influence is exerted to reveal the kind of group one belongs to. The family helps to shape personality, acquired values and desires hence its influence on a person's buying behaviour. People also tend to continuously patronize a certain product or service because of the social status they want to attain hence they associate themselves with that choice (Amaldos and Jain, 2002). Culture also tends to have a significant effect on the purchase behaviour of individuals. The diverse cultural environment of the consumer contributes to his development. Globalization has made it compulsory for cross-cultural differences amongst consumers to be considered in formulating and communicating marketing messages (Luna and Gupta, 2001; Ogden and Schau, 2004). A study conducted in Turkey supported the importance of culture such as beliefs and tradition, in the daily purchase of goods by consumers. They tend to buy products that suit their beliefs and do away with those that are an abomination to their tradition even to the extent of time and place of purchase (Yakup, Mucahit and Reyhan, 2011).

Psychological factors are categorized into motivation, perception, learning and beliefs and attitudes as was proposed by Kotler (2012). He further explained that Maslow's hierarchy of needs could be used to explain this factor thus a product need is

determined by a desired factor. Organizations are therefore advised to focus on influencing the mind of consumers to the need of frothier products. Selection, organization and interpretation of received information to make meaning are termed the perception process. Most consumers engage in selective attention, thus they pay attention to some few details of a product because their pressing need at that time influences them to do so. Selective distortion is where different people arrive at different interpretation to a particular stimulus. Selective retention goes to explain when a consumer selectively memorizes parts of information that conforms to an existing believe of the consumer. A study in Turkey revealed that majority of people shop to fill their physiological needs and that at the point of purchase seller's convincing talks have little effect on their purchase (Durmaz, 2014). Behaviours are learnt through experience hence the tendency of a person's knowledge acquired changing is low but as a person learns, he unconsciously acquires some beliefs that affect his purchasing behaviour (Fanny, 2013). Personal factors, Lifestyle, hobbies, values and consumption habit change as people age as a natural phenomenon. Taste preferences and personal financial circumstances are also personal factors that affect consumer behaviour. Consumers are likely to associate themselves positively with a brand of product that projects an accepted self-image (Fanny, 2013).

2.8 Measuring Consumer Purchasing Behaviour

Purchasing behaviour of consumers is into patterns and categorized into four main types as indicated by Weerathunga and Pathmini (2015). Determining the purchasing behaviour has to take into account these patterns, first is routine response or planned behaviour. This involves buying low cost products which requires low effort in making a purchase decision because they are everyday products which is easily accessible. The second type deals with limited decision making, products involved

here are bought occasionally, and as such getting information about brands of the product is necessary due to customers unfamiliar with product. Extensive decision making behaviour is the third pattern. It is very involving and complex. Consumers are not familiar with the product and they do not frequently buy because it is also expensive. The risk involved is high in terms of performance and the all six decision making steps might have to be considered fully. Impulse buying is the last pattern, where no conscious planning of purchase made on the part of the consumer. Consumer buys the same product or shift to another with ease. There is no logical buying behaviour that can be identified with a particular customer hence in determining consumer purchasing behaviour the type of product been purchased is key, followed by factors influencing such behaviours follows. Impulse buying behaviour accounts for 62% of supermarket sales and as high as 80% of purchases in some product categories (Duarte & Raposo, 2013; Verplanken & Sato, 2011).

2.9 Nature of Customer Service

Service is perceived by the provider as a process which contains elements of core delivery, service operation, personal attentiveness and interpersonal performance which is targeted towards a recipient thus a customer and this is managed differently among industries (Gummesson, 1994). A service is also an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in, or on behalf of the recipient of the services (Gronroos, 2007). According to Edvardsson (1998) customer service should be considered from the customers' point of view not the provider because the customer's total perception of the outcome of service experienced is generated through a process of which the customer is the initiator. Hence the customer is the best person to know the outcome evaluation consisting of value addition and quality since a customer will

opt for a higher value and quality. Customer service could be a performance, an offering, an industry or a process, and it is defined differently among industries (Johns, 1999). Good customer service experienced by customers has become an important marketing strategy for companies as a result of the competition and unfriendly nature of environmental factors (Asubonteng, McCleary and Al-Madani, 1996). Customer's perception plays a significant contribution to customer service set-up, with most important features being staff attitude towards customers hence an empirical study in retail stores of specialty and departmental stores showed that a good service experience by customers increased store patronage (Gagliano and Hathcote 1994). Hence customer service objective is customer satisfaction. A satisfied person then points to a person who is genuinely happy with the entire experience of trading with a firm; its service and product, and not the one who has no complains. A consumer survey revealed that customer service should be the most important area for retailers to focus on, followed by product quality then low prices (Moth, 2011).

2.10 Elements of Customer Service

The attributes of customer service in the retail industry is mostly perceived by customers, thus, it is viewed as anything that enhances the experience a shopper goes through to make a purchase as against their expectations. Basically customer service is seen as good or bad. Acceptance of what exactly that makes up a good customer service will differ by persons. Customer service elements encompasses anything that improves the interaction, online or off, that a consumer or potential customer may have with an organization, and it includes the entire experience, from initial contact to final sale and beyond. Companies are involved in activities that position them in three stages to help server customers. The first stage deals with activities that take place before a transaction is initiated, such as attractive and informative displays. Stage two

deals with events that take place during the actual transaction, such as friendly encounter with staff, quick and easy service or rewarding customers to set against future purchases. The final stage has to do with activities or provisions that will inform customers of the continuous existence of relationship, traditionally known as 'after-sales-service'. The provision assures the customer two main things; thus, any misfortune after purchase will be put right and the existence of a relationship of which both parties can benefit from in future (Leung, 2014). Five important dimensions were identified by Dabholkar et al. (1996) in their development of a retail service quality model (RSQS). They are; reliability, this has to do with the consistency of doing the right thing and keeping promises on the part of retailers. The second is policies, policy on operation hours, merchandise quality, credit card usage and parking of which retailers put in place to help them in serving customers and this must be made known to customers. Physical aspects are the third dimension. It has to do with the store layout and appearance which plays part in attracting more customers. The next dimension is problem solving ability of the retail store through its personnel by finding plausible solutions to customer issues such as complaints, returns and exchanges. The last dimension is personal interaction. It takes into consideration the helpful nature of the retail personnel, courtesy and exciting self-confidence in customers. Tan and Mehta (1994) quoted Turley and Fugte (1992) on their part also recognized five dimensions related with facility intensive services (such as offered in supermarkets). They discussed that customers' ability to interact with a facility (thus with facility driven services) will produce satisfactory consumption experience. The dimensions were; operations, location, atmosphere and image, consumer and retail contact personnel.

Strickland (2008) introduced two levels of expectations by customers thus, desired and acceptable. To achieve the range between these levels, she recommended that organizations should establish: service process metrics, clear definition of customer expectations, product and service quality specification, iterative process monitoring, service process management, controls and corrective action procedures. Zeitham, Bitner and Glemler (2009) discussed that there exist gaps between customers expectation of service and its actual experience, of which leads to dissatisfaction. Retailers challenge is to minimize these gaps by understanding customer's expectation and then delivering those expectations. A research by Kimani, Kagira, Kendi & Wawire (2012) in Kenya revealed that the main determinants of service quality in retail shops were reliability, responsiveness, empathy and tangibles in that order. And that availability of different sizes of product at different prices coupled with deep assortment, security and cleanliness are critical elements in the delivery of good service quality in the retail industry.

2.11 Concept of Retailing

Propagation of vertical marketing system has been a commonly used channel of distribution. These distributions consist of independent but interrelated organizations where each plays a supporting role towards the success of the other. Granting, these businesses are separately owned, they depend on each other for success hence the maximization of profit is keen even at the expense of the other channels (Armstrong, 1999). The system consists of manufacturers, wholesalers also known as distributors and retailers who eventually come into contact with final consumers. The sector according to studies in the 1990s accounts for 13-17% of employment, 25-30% of business activity and 8-17% of GDP among the 20 country members of the Organization for Economic Co-operation and Development (OECD) (Drake-

Brockman, 2013). The process of breaking bulks of products for resale to end-users is termed retailing. These products are generally sold in the same state in which it was acquired without any transformation (Norbert Becser, 2007). Customers who are price sensitive mostly dwell on the fact that retailers make available variety of brands which makes brand differentiation possible for all kinds of customers (Yan, 2010). Mollen and Wilson (2010) rely on the fact that retailers are appeal to the cognitive and sentimental mind-set of their customers through an effective customer relationship, which in the long run can yield customer loyalty.

Retail stores according to Brown (1992) earned themselves unique features in terms of their formats which made them stand out among competitors. The differentiation was either single or multidimensional. In this regard, Davis (1992), discussion of a retail organization name effect on products sold. He believed that for a retail brand to be effective certain criteria's are to be met, such as separate existence, retailer should be able to command premium price and also satisfy the customer with psychic value. The customer at the end of the day is the one to have such a perception of the retailer. Retailing in the 21st century has developed rapidly and become more complex due to sophisticated nature of customers hence all activities are done with customers in mind. A study by Barry and Davies (2000) saw the rapid development of the retail market due to the competitive nature of the sector. They recommended to retailers therefore to be innovative enough so to maintain or build on their market share with existing customers or engaging new ones.

2.12 Importance of Customer Service in Retail

Customers are significantly affected by the kind of services rendered to them even as to the store of preference, especially their choice of a business that involves home delivery services (Teller, Kotzab, & Grant, 2006). Newman and Patel (2004)

discussed the evaluation of rendered service; good service was seen to influence customers to share their positive experience with others by word-of-mouth marketing and increase customer loyalty to the shop. They further acknowledged the fact that the service factor is an essential brand criterion hence anything associated with a good brand has a high percentage of a positive outcome. Customer service in the retail industry plays an important role in increasing the repurchase intention of customers hence loyalty (Miranda et al., 2005; Hellier, Guersen, Carr and Rickard, 2003).

2.13 Measuring Customer Service in Retail

The measuring of customer service will be different from one organization to the other. This is because the mode of delivery of service among organization differ hence the perception and expectation of customers of these organizations is key in their measurement (Finn, 2004). An internal benchmark to measuring customer service is important if not one has to measure against competitors which might not be so good an idea. Unless one want is mirroring a rival organization then measuring against it will be valuable source of information. Since customers are the final recipient of a service their expectations and perceptions are key in the measurement of service hence its quality which if appreciable by consumers, will elicit a pleasurable behaviour from the consumer by rewarding the organization through a re-purchase, positive word-of-mouth or pay high price for service (Martin, 1991). In time past, the level of services offered to consumers especially in retail business has been of the most important research areas for understanding customer's evaluation of service (Fisk, Brown and Bitner, 1993). The subjective aspect of the service quality concept is much stressed on by researchers. "The only criteria that count in evaluating service quality are defined by customers. Only customers can judge quality: all other judgments are essentially irrelevant" (Zeithaml et al., 1990).

In measuring the level of service enjoyed by customers, researchers seek to find out and understand what resources, attributes and activities that are needed to be considered. Measuring service from a customer point of view requires an operational instrument of measurement. The most well-renowned and generally used is the SERVQUAL scale; which measures how a customer views service quality (Parasuraman et al., 1988). This has been used in grocery retailing but it been criticized to be more biased to the purely service settings such as banking, credit card services and telecommunications, thus the scale has been developed and tested mainly in these areas (McGoldrick, 2002). A number of researchers have developed service quality scales for supermarket and convenient shops, Dabholkar et al., (1996) introduced the Retail Service Quality Scale (RSQS) for retail service in general. The use of RSQS in research brought to light the scale's inability to meet discriminant validity on two factors, problem solving and the personal interaction (Nguyen & Le Nguyen, 2007). The scale was then refined to four part concept involving service personnel, policy, physical aspects and reliability hence the call for its adaption within the supermarkets by Nguyen and Le Nguyen (2007). Kimani et al., (2012) used the SERVQUAL model of which was adjusted to suit local context, Sui and Chow (2003) also used a retail service quality instrument which covered five service dimensions namely Personal interaction, Trustworthiness, Physical Aspect, Policy and Reliability to examine the service quality of a retail supermarket. Vazquez, Rodriquez-Del Bosque, Ruiz and Diaz (2001) with their CALSUPER-scale which is influenced by Dabholkar et al., (1996) DTR-retail scale, is considered a general model for traditional retail supermarkets (Johan, 2014). This model was developed to analyze the concept of retail market and has been successfully used by Martinelli and Balboni

(2012). The present scales couldn't fully capture the essence of service quality in the retail industry hence the call by Wang(2003) by recommending more research to find the suitable scale which can be globally applied and also useful to the retail industry.

2.14 Sales Promotion and Consumer Purchasing Behaviour

Marketing researchers and practitioners interest themselves continuously with the question of how marketing mix variables affect consumers' purchase behaviour hence sales promotion, which is a key ingredient in marketing campaign (Kotler and Keller, 2012). There is a high impact of sales promotion on consumer purchase behaviour such as unplanned (impulse) purchase which results in increase of sales volume; this can be a result of brand switching behaviour of consumers; a very small part of which may be switching between different sizes of the same brand, (Nagadeepa, et al., 2015). Promotion is one of such variables and expenditure on it is escalating even though there can be seen an increment of acceptable sales at promotion period (Gupta 1988; Ayimey, et al., 2013). Dwyer and Tanner (2006) discussed that business consumers are more than individual consumers hence business consumers is of importance to their economic situation where unhappy consumers can affect business marketers business significantly. With the increasing of sales promotion importance in percentage of total promotional budget (up from 58% in 1976 to 72% in 1992, at the rate of 12% per year), Garndener and Treved (1998) also contributed to the understanding of the impact sales promotions have on consumers behaviour. Sales promotion and price have been shown to have a significant impact on consumers' behaviour. (Guadagni and Little 1983; Blattberg, Eppen and Lieberman 1981; Ehrenberg et al., 1994). Desired behaviours from consumers can be encouraged through promotional incentives by retailers. Another research by Neha and Manoj (2013) indicated that sales promotion tools like price pack, premium and offer

significantly impacted on consumer's purchasing decision of white goods while rebate did not. Price promotion does influence new product trial (Brandweek, 1994). Literature has brought to light that sales promotion strategies such as price discount, extra pack (buy-one-get-one-free) and coupons, are commonly used techniques to appeal to consumer buying behaviours (Shimp, 2003; Fill, 2002, Nagdeepa, et al., 2015; Weerathunga & Pathmini, 2015). Hence the below hypotheses was considered:

H1: Sales promotion has a positive impact on consumer purchasing behaviour in the retail of consumer goods.

2.15 Effect of sales promotion on customer service

Literature do not have adequate establish findings on the relationship between sales promotion and customer service but more of inference can be made independently according to research. Sales promotion which basically seeks to increase purchases over a presumably a short period, needs to be carefully planned and executed to yield an effective result. As stated earlier marketers are now allocating more of their budgets to sales promotion than advertising than previously. Hence all measures are considered to make such promotions a success. Customer service on the other hand which contains the core delivery service operation which is to be considered from the customers' point of view since the outcome of the service experienced is generated through a process of which the customer is the initiator (Gummenson, 1994; Edvardsson, 1998).

Sales promotion in retail stores need to be promoted and made attractive enough for a consumer to want to decide to take part hence an ongoing promotion (price discount) on a product needs to be seen by those who patronize the store or the consumer can be convenience by word-of-mouth in the store through a good attitude demonstrated by store attendants. In other for customers to appreciate an extra pack promotion

strategy, Nelson (2005) suggested that a variety of regular pack should be kept alongside with a bonus pack to help assist a consumer to compare thus service of reliability. Since sales promotion is to increase sales through existing customers or recruiting new ones, physical aspects, reliability and personal interaction which forms the CALSUPER Model (Vazquez et al., 2001), should depict the existence of a sales promotion activity in a retail store hence the below hypotheses was considered:

H2: Sales promotion has a positive impact on customer service in the retail of consumer goods.

2.16 Effects of Customer Service on Consumer Purchasing Behaviour.

It is attributed to Mahatma Gandhi to have said “*A customer is the most important visitor on our premises. He is not depending on us. We are depending on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so*” (quoteinvestigator.com). This implies that consumers are the reason for a business set up and their decision to purchase a brand from any channel is a reward for the business. Therefore retail service quality is of a high importance to enable a consumer experience the best of service. CALSUPER model was developed by Rodolf Vazquez et al., (2001) which was influenced by Dabholkar et al.,(1996) DTR-retail scale, which is considered a general model for traditional retail supermarkets (Johan, 2014).The CALSUPER model consist of four main items broken into eight sub items. Consumers’ choice of retail shops is mostly based on customer service such as identified in the CALSUPER Model; physical aspects of the shop; thus appearance and convenience, reliability; which deals with keeping promises and doing well, personal interaction, thus; responsiveness and assurance given by staff upon purchase (Nishan, 2003). People

identify to patronize a particular shop, banking or hotel, etc., by taking into consideration a previous customer service experienced or a promised one, to be provided by that organization. Due to some complexity in the purchasing processes of some consumers, a bad customer experience can lead to a non-purchase of a brand or from a particular shop. This can be termed as a punishment for poor customer service delivery to a customer (Kerin, Jain and Howard, 2012). Store convenience and assortments was studied to find out how they determine a customer's store choice for shopping. It was encountered that product assortment had a positive and significant impact on consumers store choice while store convenience was only positive. It can then be said that since product assortment and store convenience are considered as customer service activities, it can influence the purchase behaviour of customers (Briech, Chintagunta and Fox, 2004). A research conducted by dimensional research (2013) revealed that customer service experiences have a long lasting impact but a bad experience extends much longer than a good experience. It further explained that customers consider fast customer service as a good service experience in getting a resolution to a problem. A bad customer service experience does not only affect that customer but other potential customers. Finally participants who experienced good customer service resulted to purchase more from an organization or more of a particular brand and those with bad customer experience did the opposite. Hence the below hypothesis was considered:

H3: Customer service has a positive impact on consumer purchasing behaviour in the retail of consumer goods.

2.17 Concept of Mediation

Researchers in their development of findings, occasionally go beyond the mere description of a cause-and-effect relationship, and tries to understand what links these relationship and also that which alters the magnitude of the relationship. Their studies into the cause-and-effect relationship in the field of behavioural science have been the quest for many years. The testing of causal hypotheses, answers practical question of an expected effect by a treatment or an intervention program. Mediator and moderator variables tools are used to explain such situations. (Frazier et al., 2004; Rose et al., 2004). Understanding of causal models are been improved through the use of mediator and moderator variables. Mediators are mostly psychological activities and behaviours that take place after a cause whereas moderators are innate traits or background that take place before a cause (Amery & Bruno, 2007). A mediator is a causal model thus it explains a theoretical hypothesis to the fact of how an occurrence in one variable results in the changes in another. It is a third variable that modifies a causal effect by explaining the process of “why” and “how” it happens through a refined understanding between an independent and dependent variable. Hence a mediator is also referred to a surrogate effect, intervening effect or intermediates effect. The theoretical conceptualization of mediation was started long in psychology with Woodworth’s (1928) work been one of the earliest to introduce the concept of mediation. He formulated the Stimulus-Organism-Response (S-O-R) approach to psychology compare to the Stimulus-Response (S-R) approach of the behaviourist. There exist three common types of causal hypotheses: mediated causal effect, moderated causal effect and direct causal effect (Baron and Kenny 1986; Wegener and Fabrigar 2000; Mac Kinnon et al., 2002; Frazier et al., 2004).

The diagram below illustrates a mediation model using Baron and Kenny (1986) path diagrams. Path diagram A, demonstrates an overall causal effect as c that points from X to Y. Path diagram B shows a mediator denoted “ Me ” to describe the processing mechanism between X-Y causal relationships. In addition, $c1$ shows partial direct effect of X on Y. X has an effect on “ Me ” (the mediator) denoted by “ a ” which in turn has an effect on Y indicated by “ b ”. From inference, a mediator plays dual roles in a causal relationship whereby it acts as a dependent variable for X, and same time act like an independent variable for Y.

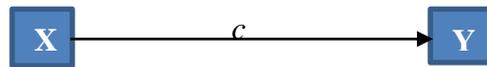


Figure 1: Part A: Overall Direct Effect

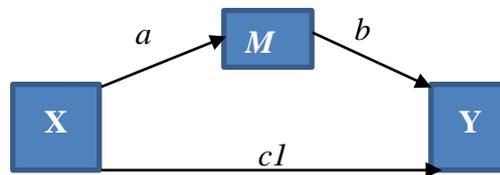


Figure 2: Part B: Partial Direct & Mediation Effects

2.17.1 Approach to Mediation

Numerous frameworks on mediation effect have been suggested over time, but the works of Kenny and associates (Judd and Kenny, 1981; Baron and Kenny, 1986; Kenny et al., 1998) is a classical but prevalent modeling mediation approach (Spencer et al., 2005; Collins et al., 1998). Other designs include Experimental-Causal-Chain by Spencer et al. (2005) and Sequence-Stage-Chain-Reaction by Collins et al. (1998).

Kenny's Approach with his colleagues (Judd and Kenny, 1981; Baron and Kenny, 1986; Kenny et al., 1998) is summarized into a four-step data analytic method to help establish a mediation effect. The steps are inferred from the diagram above. Step one must indicate the relatedness of the independent variable (X) to the dependent variable (Y) to establish effect c in the above diagram. The second step must show the correlation between the independent variable (X) with the mediator (M) where the mediator is treated as a dependent variable which is predicted by X to test effect a in the above diagram. Step three must show that dependent variable (Y) is predicted by both independent variable (X) and mediator variable (M) to test effect b in the above diagram. Step four indicates the comparison of effect c in the first diagram above with effect cI in the second diagram above. A complete mediation is said to exist between the relation $X - Y$ when the direct effect of X on Y controlling for the mediator, should turn zero in a simple equation of $c - cI = 0$. If the equation should depart from zero, then the relationship $X - Y$ is said to be partially mediated (Kenny and Judd, 1984). The meeting of all the four steps is not totally to be said that a hypothesized mediation model has taken place because there are other alternative models that meet the four step specification as well. He further indicated that the procedure uses data analysis as a tool to examine the presence of a mediation effect.

2.18 Mediating effect of customer service

Literature reviewed has shown the positive impact of both sales promotion and retail customer service on consumer purchasing behaviour. With the concept of mediation reviewed earlier and that of sales promotion impact on retail customer service, it is then left to confirm customer service of a mediation role. Any aspect of customer service generally is to provide a needed service for customers hence when such need of the customer is meet satisfactory, then good customer service is achieved (Perez et

al, 2007). Since customers are the basic reason for an organizations existence, a company's steps in meeting the need of their customers creates a loyalty bond among others. In relation to retail stores, customers expect services such as the provision of reasonable prices of available goods for sale, employees courtesy and warmth towards customers, convenient operating hours, display and arrangement of merchandise and variety of merchandise for sale (Kimani, Kagira, Kendi & Wawire, 2012; Phoebe & Nyongesa, 2015). Sales promotion as seen earlier do not exist in a vacuum, it is to increase the sales volumes, introduce a new product or reward loyal customers of an existing organization such a retail store (Sam and Buabeng, 2011). Hence it can be deduced from reviewed literature that sales promotional activities by retail stores will have an impact on their services they offer to customers such as display and arrangement of promotional goods, increase in operating hours, and availability of product variety and helpful attitudes of attendants. All these are expected to attract and increase the number of customers to take part in the sales promotion activity which is to help meet the short term goal as sales promotions seeks to do. Customer service in so doing the latter impacts the purchasing behaviour of customers of a retail store, thus a consumer who is conveniently assisted into a retail store which has on display a nicely arranged discounted promotional item, might want to make a purchase even though he might have not planned to do so and this helps to achieve the sales promotion's objective of incremental sales. And as the research study is about, the below hypothesis was considered:

H4: Customer service plays a mediating role between sales promotion and consumer purchasing behaviour in retail of consumer goods.

2.19 Conceptual Framework of the study

Sales promotion with its short term objective to get most from customers as well as meet customers' needs is said to influence the purchasing behaviour of consumers. In that, consumer sales promotion activities with reference to literature have a positive effect on the consumers purchasing behaviour as the same as customer service activities in retail stores. Customer service has been attributed to activities by an organization that a customer engages in before, during and after purchasing a product whereas consumer purchasing behaviour involves the method of recognizing a need and the steps followed to obtain the needed product, taking into consideration factors that influence the consumer to purchase. Customer service activities by retail stores to be considered in this study include reliability, physical aspect and personal interaction (CALSUPER Model) Vazquez et al., (2001). That of consumer sales promotion includes price discount, extra pack (buy-one-get-one-free) and coupons.

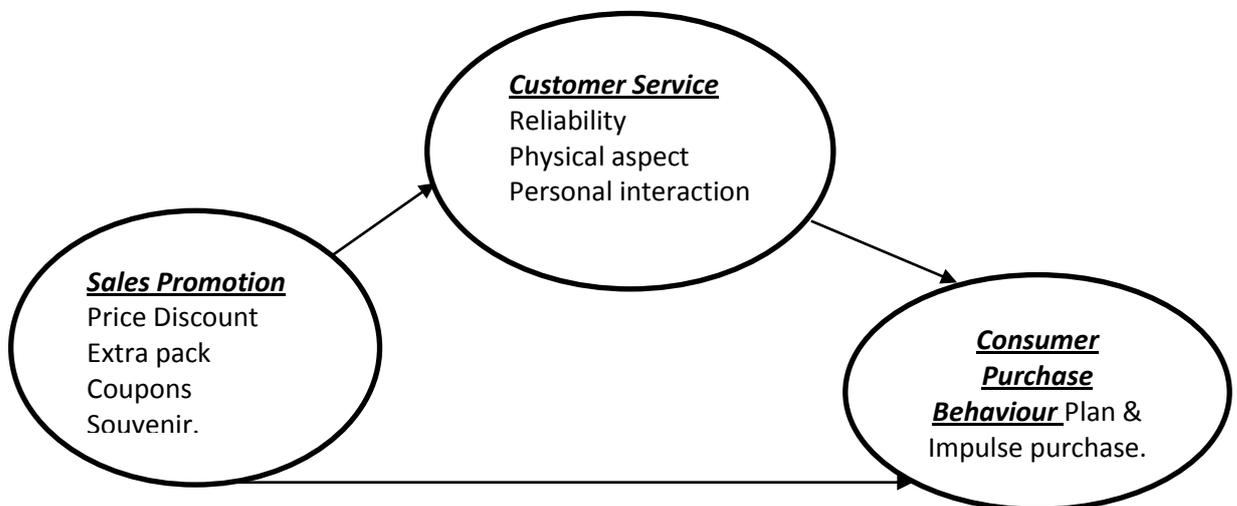


Figure 3: Conceptual Framework

Source: Adopted from Baron and Kenny (1986)

Situational influences is best described by studying the various features of retail or point of purchase circumstances such as retail format, store size and store personality (Jiyeon, 2006). The aim of the researcher was to study the effect of sales promotion on consumer purchasing behaviour, the mediating role of customer service. Four sales promotional tools were considered namely price discount, extra pack, coupon and souvenir which together was the independent variable use to establish a relationship with customer purchasing behaviour; the dependent variable as well as customer service. The elements of customer service used were reliability, physical aspect and personal interaction which together was used to establish a relationship with customer purchasing behaviour. Customer purchasing behaviours considered were planned purchase and impulse purchase.

Literature review conducted about customer service, sales promotion and consumer purchasing behaviour hitherto informed researcher on the study framework shown above in Figure 3. The framework indicates the direct relationship between these variables and also helps to examine the intermediary role of customer service based on which the above hypothesis were formulated to be tested.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter involves the design of the study and employed tools needed to be used to carry out the research under study. They include; the operational definition of the research population, independent and dependent variables, sample and sampling techniques, information gathering and data analysis methods.

3.2 Research Design

Research design seeks to show how the study questions will be answered in a systematic way by thorough collection of the needed data outlined in the research design and this extensively deals with the research problem in a systematic and meaningful way (Vogt et al, 2012). Exploratory, explanatory and descriptive research designs are all forms of a research design. (Saunders, Lewis and Thornhill, 2009). This studies employs the descriptive and explanatory types to help add to knowledge by answering the “what is” of the topic under research through a survey which can be statistically inferred therefore helping connect ideas to understand the cause and effect of situations and giving deeper understanding (Borg & Gall, 1989). Survey approach was used to collect information from respondents of the study.

3.3 Population of the Study

The population of the study consisted of people who patronize consumer goods from retail stores within the Kumasi Metropolis. For the purpose of this study, all individuals living within the Kumasi Metropolis who shop for consumer goods from various retail stores were considered as part of the population. Kumasi Metropolis is a cosmopolitan city with population that has a lot of differences in terms of ways of life. Ghana’s Population and Housing Census conducted in 2010 revealed 2,035,064 people living in the Kumasi metropolis. 972,258 showed to be male and 1,062,806

females (Ghana Statistical Service). A small percentage of the huge population makes purchase decisions. Adults with dependents mostly buy and provide for them. The researcher aimed at comprehensively studying the purchase behaviour of varied customer-base in terms of their employment status, educational level and age. For this reason, the sample frame were people who shopped for consumer goods in the metropolis. The Metropolis boasts of retail stores that sell consumer goods, such as, Melcom Shopping Center with branches at Tanoso, Ahodwo and Adum, Ababio Express at Amakom, Opoku Trading at KNUST Campus and Adum, Palace Supermarket at TUC and Silver Crest Supermarket located at Bantama among other neighborhood retail stores. There are relatively different ways of life and subcultures within the metropolis and the researcher perceived that customer's appreciation of customer service and sales promotion may vary, which will consequently reflect on their purchase behaviour. This may influence the results and generally be appreciated by all as a true representation of consumers' opinion, irrespective of the kind of people, neighborhood and type of shop one will walk into and shop within the Kumasi Metropolis.

3.4 Sample and Sampling Technique

The majority opinion of a cross section of selected people capable of representing that of the entire population is said to be a sample (Saunders et al., 2009). With this study a sample size of 400 shoppers were selected per Slovin's sample size formula at a 95% confident level. Convenience selection method of sampling was used to select willing participants. Participants were customers who had recently been involved with a retail store in the metropolis to purchase consumer goods.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{972,258}{1 + 972,258(0.05)^2}$$

$$n = 399.83$$

Figure 4:

Source: Adopted from Slovin (1960) by Rivera & Rivera (2007)

From figure 4 above n represents the sample size, N refers to the population size and e is the level of precision at which is 0.5% at a 95% confident level. A minimum number of sample size of 30 respondents for statistical analysis was advice by Stutely (2003) to be enough hence sample size of 400 was deemed adequate.

3.5 Data Collection

The questionnaire was formulated to address research objectives and questions thoroughly. An introductory statement was provided to help inform the participant the need for them to participate in the study and assurance of confidentiality of their involvement.

The questionnaires were administered to customers who the researcher found convenient and able respond to the questions. Participants were told of their right and the appropriate way to respond to the questions. The researcher was available to assist respondents.

3.6 Data Analysis

Reliability and validity of the questionnaires were conducted and ascertained. Inferential and descriptive statistical tools were also used. Precisely; means, tables, frequencies, standard deviation, regression analysis among others were considered. Statistical Package for Social Science (SPSS) software (version 21) and Stata statistical package (version 13) were employed for information analysis.

3.7 Operational Definitions of Variables

The operational definitions seek to explain the variables as used by the research to help make it easily comprehensible. Consumer goods refers to everyday packaged products (fast moving consumer goods; FMCG) taken for direct consumption (in this research; food), rather than use in the production of other goods, whereas retail store refers to a physical structure that is use for the breaking bulk of consumable goods for resale to direct consumption.

3.7.1 Variables

The dependent variable of the study was consumer purchasing behaviour which comprised of impulse and plan purchase (Weerathunga and Pathmini, 2015; Nagadeepa, et al., 2015). Eight items were used in the questionnaires to help measure customer purchasing behaviour. Sales promotion (price discount, extra pack, souvenir and coupon) was the independent variable in the study (Abdul, 2007; Ndubisi and Chew, 2006, Majeed, 2006). Retail store reliability, physical aspect, assurance and personal interaction made up the elements for customer service, which was the mediating variable in the study (Vazquez et al., 2001). A five–point Likert scale was used to measure the response to the questionnaires. The scale is adopted from the Bakewell and Mitchell (2003).

3.8 Brief Description of Study Area

Retailing of consumer goods in Ghana forms a bigger part of the service industry of the country's GDP, which as at 2014 contributed 51.9% to the total GDP (Ghana Statistical Service, 2015). According to Deloitte's Africa Powers of Retailing 2015 report, 96% of all retail transactions in Ghana are carried out in the informal sector despite the presence of large international retail companies and the development of modern shopping malls such as Marina Mall, Accra Mall, Westhills and Junction

Mall. Although the shopping experience with malls are more convenient and comfortable, Ghanaian consumers prefer informal retailers whose businesses are privately and individually owned with their small size structures located in the neighborhoods and cities of the Country (Deloitte, 2016). A large share of consumer goods is imported from China, South Africa and Europe by multi-brand retailers or local individuals who have to sell volumes of products to realize a substantial profit since the retail margins are low. Retail stores in Ghana take different forms ranging from wooden kiosks, market stalls and metal containers. They are mostly located along the streets or in some corners and lanes in between residential areas. These shops usually have suppliers who routinely visit to replenish the shops with products that have been sold out. Others also buy from wholesalers and bulk distributors and then sell them in smaller quantities. These suppliers are mostly distributors of manufactures of the goods they sell, such as Nestle, PZ Cussons, Unilever, etc. These companies organize consumer sales promotions for these retail stores of which huge investments are made to enable them increase offtake in the stores with the notion of replenishing the retailers as offtake is high to achieve a short term target. Due to rapid economic growth, rising disposable income as well as the broadening of the middle class, which according to Standard Bank included about 1.3million households (including lower and upper middle class) in 2014, Ghanaian consumers taste and preferences is also affected constantly with this changes as well (Deloitte, 2016). Hence this research will help to unveil the extent to which consumers behave in purchasing consumer goods from retail stores and the mediating role of customer services offered by the retail stores, play in the huge invested sales promotion-purchasing behaviour relationship.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents the information on data collected from the respondents on the impact of sales promotion on consumer purchasing behaviour in retailing of consumer goods in Kumasi metropolis, the mediating effect of customer service. The chapter presented the findings based on the objectives set for the study. The study discusses demography of respondents, impact of sales promotion on consumer purchase behaviour, impact of sales promotion on customer service, impact of customer service on consumer purchase behaviour and the mediating effect of customer service between sales promotion and consumer purchase behaviour relationship. The survey was conducted on a total of 400 respondents out of which 332 responses were received representing 83% response rate. The data was presented in tables by the use of SPSS and Stata through the use of Structural Equation Model (SEM).

4.1.1 Reliability and Validity tests

The reliability and strength of the scales were examined using Cronbach's alpha (α) and confirmatory factor analysis (CFA) respectively. The Cronbach's alpha is used to check whether the information obtained through a survey work hang together or are reliable for analysis. Literature suggests that an alpha value of more than 0.7 is acceptable for a fieldwork (Bagozzi and Yi, 2012). As shown on Table 4.1, results indicate that sales promotion and customer service are above the acceptable alpha level with 0.7244 and 0.8022 respectively except for consumer purchase behaviour with an alpha of 0.6129 which is close to threshold. Furthermore, the confirmatory factor analysis was used to check for the strength of the construct. This explains the fitness of items used to measure each construct. For all the constructs, a number of steps were used to ensure best fit. First, all the items that loaded poorly on each

construct were removed. For a good construct, the general requirement is that: RMSEA should be less than 0.08; CFI or TLI should be 0.95 or better; Whereas SRMR must be less than 0.03; VIF should be less than 10; and construct validity should be above 0.7 All the indices shown were all satisfactory, except for the TLI score for sales promotion with a 0.92 score.

Table 4.1: Validity and Reliability test

Measures		Factor Loadings	Cronbach's Alpha	Construct Validity	Highest VIF
Sales promotion	Item 1	.4147413	0.724	0.766	1.0
	Item 2	.5418886			
	Item 3	.6283928			
	Item 4	.599365			
	Item 5	.7670164			
Customer service	Item 1	.5389028	0.802	0.854	1.0
	Item 2	.5907629			
	Item 3	.8242614			
	Item 4	.7629361			
	Item5	.7347129			
	Item 6	.4077805			
Purchase Behaviour	Item 1	.1119155	0.612	0.840	1.0
	Item 2	.4961865			
	Item 3	.9083131			
	Item 4	.4131243			

Source: Field Survey, 2016

Table 4.2: shows the fit indices from the CFA results

Table 4.2 CFA

	chi-square	degrees of freedom	p-value	RMSEA	CFI	SRMR	TLI
Sales promotion	5	16.26	0.00	0.08	0.96	0.03	0.92
Customer service	9	13.58	0.13	0.03	0.99	0.02	0.98
Purchase Behaviour	2	1.85	0.39	0.00	1.00	0.01	1.00

Source: Field Survey, 2016

4.1.2 Correlation Matrix

To check whether the strength of the association between the variables will affect the further statistical analysis; a multicollinearity test was performed using the variance inflator factor (VIF) and the correlation statistics. For robustness, it is recommended that the VIF should be below the value 10 whereas the correlation statistics should not exceed 0.7 (Hair et al., 2014). Therefore it can be concluded that constructs are valid and the problem of multicollinearity is not a serious threat in this analysis. Table 4.3 below shows the correlation matrix.

Table 4.3: Pearson Correlation Matrix

	Consumer Purchase Behaviour	Customer Service	Sales Promotion
Consumer Purchase Behaviour	1		
Customer Service	0.4605**	1	
Sales Promotion	0.2655**	0.2870**	1

Source: Field Survey, 2016

4.2 Demographic Profile of Respondents

The study looked at demographic factors such as gender of respondents, age distribution of respondents, educational level of respondents, employment status of respondents, frequency of visits to retail shops by respondents and means of transportation to the retail shops. The demography statistics was shown in the table 4.4 below.

Table 4.4: Demography of respondents

Variable	Frequency	Percentage
Gender		
Male	144	43.4%
Female	188	56.6%
Age		
20 or below	52	5.7%
21years-35years	224	67.5%
36years and above	56	16.9%
Level of education		
Secondary/high school	102	30.7%
Tertiary	168	50.6%
Other	62	18.7%
Employment of respondents		
Unemployed	101	30.4%
Employed	231	69.6%
Frequency of visit		
2 times or below	49	14.8%
3-5 times	161	48.5%
6 times and above	122	36.7%
Mode of transport		
Walk	101	30.4%
Drive	70	21.1%
Public transport	161	48.5%

Source: Field Survey, 2016

The study sought to find out the gender of the respondents, findings revealed that 144 of the respondents are males and 188 of the respondents with the highest figure and the highest percentage of 56.6% are females. The age distribution reveals distributed respondents. 52 of respondents are 20years of age and below, 224 of them are

between the ages of 21-35years, 56 respondents between the ages of 36years and above. The study also wants to assess the educational qualification of respondents. Findings revealed 102 of the respondents have Secondary/High school qualification, 168 of them with the highest figure and the highest percentage of 50.6% have Tertiary education, and 62 of them had other qualification or educational background. The study also sought to find out the employment status of respondents, findings shows that 101 of the respondents are unemployed, 231 of the respondents with the highest percentage figure of 69.6% are employed. The study further seeks to assess how often respondent visit a retail store that sells consumer goods in a month. Findings revealed that 49 of the respondents visit the retail store 2 times and below, 122 of the respondents visit the retail store 6 times and above, while 161 of the respondents with the highest percentage figure of 48.5% visit the retail store 3-5 times in a month. The study further seeks to find out the mode of transport that the respondents use in traveling to the retail stores before purchasing the consumer goods. Findings revealed that 101of the respondents walk, 70 of them drive their own cars to the retail stores while the remaining 161 of the respondents representing the highest figure with the highest percentage rate of 48.5% use public transport.

4.3 Impact of Sales Promotion on Consumer Purchasing Behaviour in Retail Stores

In assessing the impact of sales promotion on consumer purchasing behaviour; coupons, price discount, souvenirs and extra pack were combined to represent the independent variables while consumer purchase behaviour was used as dependent variable. Table 4.5 shows the output.

Table 4.5: Regression results showing Impact of Sales Promotion on Consumer Purchase Behaviour.

Independent Variables	Coef.	Std. Err	Z	T	Sig.
(Constant)	3.134	.151		20.806	0.00
Salespromotion	.225	.045	.266	5.00	0.00
chi-square	5				
degrees of freedom	16.26				
p-value	0.00				
RMSEA	0.08				
CFI	0.96				
SRMR	0.03				
VIF	1.00				

Dependent variable: Consumer Purchase Behaviour.

Source: Field Survey, 2016

The result shows a coefficient value of .225 which is significant (.000) for sales promotion indicating a positive impact on consumer purchase behaviour. Sales promotion is statistically significant and this supports prior studies such as (Weerathunga & Pathmini, 2015; Nagdeepa, et al., 2015; Neha and Manoj 2013) who noted that sales promotion significantly impacts on consumer purchasing behaviour. It also confirms the studies first hypothesis *H1: Sales promotion has a positive impact on consumer purchasing behaviour in the retail of consumer goods*. With a recorded chi-square of 5; degree of freedom 16.26; P-values 0.00; CFI 0.96; RMSEA 0.08; and a VIF of 1.00 meaning the issue of multicollinearity is not of concern hence the

model of sales promotion constructs on consumer purchase behaviour are valid and fit.

4.4 Impact of Sales Promotion on Customer Service in Retail Stores

In assessing the effect of sales promotion on customer service, Sales promotion represented the independent variable while customer service was the dependent variable. Table 4.6 shows the output from the regression analysis conducted.

Table 4.6: Regression results showing effect of sales promotion on customer service

Independent Variable	Coef.	Std. Err	Z	T	Sig.
(Constant)	3.273	.141		23.229	.000
Sales promotion	.229	.042	.287	5.442	.000
chi-square	5				
degrees of freedom	16.26				
p-value	0.00				
RMSEA	0.08				
CFI	0.96				
SRMR	0.03				
VIF	1.00				

Dependent variable: Customer Service

Source: Field Survey, 2016

The results again shows a positive coefficient value for sales promotion (.229) which is also significant (.000) showing a positive impact on customer service. Therefore this supports the second hypothesis; *H2: Sales promotion has a positive impact on*

customer service in the retail of consumer goods. With a recorded chi-square of 5; degree of freedom 16.26; P-values 0.00; CFI 0.96; RMSEA 0.08; TLI 0.92 and VIF of 1.00. As such basing on other criteria, it can be concluded that the sales promotion constructs on customer service are valid and fit with no concern for multicollonearity.

4.5 Impact of customer service on consumer purchasing behaviour in retail stores

Customer service was made the independent variable in this analysis and consumer purchase behaviour represented the dependent variable. The output is represented on table 4.7 below.

Table 4.7: Impact of Customer Service on Consumer Purchase Behaviour

Independent Variables	Coef.	Std. Err	Z	T	Sig.
(Constant)	1.898	.212		8.969	.000
Customer Service	.489	.052	.460	9.423	.000
chi-square	9				
degrees of freedom	13.58				
p-value	0.13				
RMSEA	0.39				
CFI	0.99				
SRMR	0.02				
VIF	1.00				

Dependent variable: Consumer Purchase Behaviour.

Source: Field Survey, 2016

The result shows that, the coefficient value for customer service is .489 showing a positive impact on consumer purchase behaviour. Customer service is statistically significant and the variable is making a unique contribution through its impact on consumer purchase behaviour. It confirms the literature by Briech, Chintagunta and Fox (2004) where store convenience and product assortment positively impacted on store choice of consumers. It also confirms the studies third hypothesis; *H3: Customer service has a positive impact on consumer purchasing behaviour in the retail of consumer goods*. A recorded chi-square 9; degree of freedom 13.58; P-value 0.138; CFI 0.99; RMSEA 0.03 and VIF also of 1.00. Basing on other criteria, it can be concluded that the customer service constructs on consumer purchasing behaviour are all valid and strong because all the fit indices fall within the acceptable threshold.

4.6 Mediating Effect of Customer Service on Sales Promotion and Consumer Purchasing Behaviour Relationship.

A variable could be called a mediator to the extent that, it accounts for the relation between the independent and the dependent variables (Baron and Kenny, 1986) hence the purpose of this study. The independent variable is sales promotion; mediator is customer service; and the dependent variable is consumer purchasing behaviour.

Table 4.8: Regression Results showing effect of Sales promotion on Consumer Purchasing Behaviour and the mediating effect of Customer Service.

Variables	Beta Coef.	Std. Error	T	P - value	VIF
<i>Model 1</i>					
Sales Promotion	.225	.045	5.003	.000	1.00
<i>Model 2</i>					
Sales Promotion	.123	.043	2.881	.004	1.090
Customer Service	.445	.054	8.300	.000	1.090

Dependent Variable: Consumer Purchase Behaviour

Source: Field Survey 2016.

Model 1 from the table above indicates that sales promotion had a positive and significant effect on consumer purchasing behaviour. This has already been described in section 4.3 of this work. Sales promotion also had a positive and significant effect on customer service and customer service also had a positive and significant effect on consumer purchasing behaviour all described in section 4.4 and 4.5 respectively. The significant effect on each of these variables is a necessary condition to establish the possibility of a mediation taking place (Baron and Kenny, 1986).

Model 2 shows the regression outcome which indicates that both sales promotion and customer service, together have a positive and significant relationship with consumer purchasing behaviour, with a coefficient of .123. This suggest that when sales promotion and customer service activities together improves by 1 unit, customer purchasing behaviour would be enhanced by about .123 units, holding all other things constant. According to literature to know whether customer service fully or partially

mediates the relation sales promotion-customer purchasing behaviour or not, the regression coefficient of the independent variable (sales promotion) reduces to zero or just reduces respectively, when run together with the mediator variable (customer service) as compared to when the independent variable was run alone. Thus when sales promotion was run alone on consumer purchasing behaviour the beta coefficient was .225 but when it was run together with customer service (mediator variable), the beta coefficient reduced to .123 indicating a partial mediation effect on consumer purchasing behaviour. Thus with the mediating role of customer service, even though there is still a significant relationship between sales promotion and consumer purchasing behaviour, it is however reduced. Various research indicates a positive impact of customer service on consumer behaviour where good customer service experiences has a long lasting impact which mostly leads to a repurchase; which has feeds into a plan purchase (Kimani et al. 2012, Perez et al, 2007 and Phoebe and Nyongesa, 2015 and dimensional research, 2013). Literature, however is not readily available on the mediating role of customer service in the relation sales promotion-consumer purchasing behaviour. The study's fourth hypothesis is accepted, *H4: Customer service plays a mediating role between sales promotion and consumer purchasing behaviour in retail of consumer goods.*

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary of findings and recommendations that are stated based on the objectives of the study and conclusion of the study. In addressing these objectives, the previous chapter offered the comprehensive results as well as the discoveries and the related discussions in relation to the objectives of the study.

5.2 Summary of findings

In dealing with the objectives, the study required the used of primary data which were collected from customers of retail stores in the Kumasi Metropolis. Given a required sample size of 400, a response rate of 83% was attained. The study generally revealed that customer service is another way of eliciting a higher positive consumer purchasing behaviour, aside the use of sales promotion and that sales promotion can still have a positive impact on consumer purchasing behaviour with customer service as a mediator. The other findings are presented as follows in relation to the specific objectives of the study.

5.2.1 Impact of sales promotion on consumer purchasing behaviour in retail stores

Results show that, the coefficient value of .255 for sales promotion and has a positive impact on consumer purchase behaviour and statistically significant (.000). Meaning companies and retail stores sales promotions strategies in the metropolis is impactful and the patrons take this into consideration when making a purchase.

5.2.2 Impact of sales promotion on customer service in retail stores

The findings revealed a positive beta value of .229 which is statistically significant. Meaning customer service activities according to consumers are positively enhanced when sales promotion activities increases. Meaning that retail management and

companies who sell their goods through private owned retail store should periodically organize sales promotional activities to enhance the customer service activities of their retail businesses which their patrons also acknowledges.

5.2.3 Impact of customer service on consumer purchase behaviour.

Results show that, customer service has a positive impact on consumer purchase behaviour and it's statistically significant, thus beta value of .489 and significant value of .000. Meaning that a 1unit increases of customer service activities will enhance .489 unit of consumer behaviour. Thus patrons of retail stores positively takes into consideration the customer service activities of the store before making a purchase.

5.2.4 Mediating effect of customer service between sales promotion and consumer purchase behaviour

The main purpose of this study is to find out the mediating effect of customer service in the relation sales promotion-consumer purchasing behaviour. It was revealed that sales promotion's impact on consumer purchasing behaviour is reduced upon the introduction of customer service into the relation as a mediator. The implication is that, in Kumasi metropolis customer service activities by retail shops is of essence to the patrons of the shops and even in times of a sales promotion in these retail shops, customer service activities are still expectant of the patrons and that in the metropolis consumers have positive experiences of retail store customer service. Sales promotion strategies such as price discount, coupons, extra pack and souvenirs together impacts consumer purchasing behaviour. Also retail customer service activities such as shop reliability, physical aspect, personal interaction and assurance together mediates sales promotion impact on consumer purchases behaviour in the metropolis. Hence retail store management and their company partners are to maintain and improve on their

sales promotion strategies as well as customer service activities to enhance consumer purchases.

5.2 Conclusion

The result generally indicated that sale promotion has impacted positively on consumer purchasing behaviour in the retailing of consumer goods; hence management should deem it fit to intensify sale promotion activities in the metropolis so as to increase sales. The research clearly shows that in the quest to intensify sales promotion, customer service practices must extensively be put in place in order to enhance consumer purchase behaviour. This indicated that the customer service practices considered has impacted positive results on the customer purchasing behaviour in the metropolis even when there is no sales promotion activities in place.

5.3 Recommendations

The following recommendations are worth considering based on the findings of the study.

- In using sales promotion, consumer goods retail store management in Kumasi must endeavor to take customer service activities seriously as it has a positive effect on customer purchase behaviour.
- Producers of consumer goods like Nestle and Uniliver must invest in customer service activities; through training programs for consumer good retail shops they do business with in the Kumasi metropolis since customer service activities positively and significantly affects customer purchasing behaviour even when there is no sales promotion activity in place within the metropolis.
- Consumer goods companies in collaboration with consumer good retail stores should tailor their sales promotion and customer service activities to the

younger generation since as high as 67% of respondents were between the ages of 21years and 35years hence they are the majority who patronize consumer good retail stores in the Kumasi metropolis.

- Since this study was conducted in Kumasi metropolis of the Ashanti region of Ghana only, it could not represent in other areas where the quality of life is different. It is therefore recommended that further studies be done in other metropolis in the country.
- It is also recommended that future researchers should look into the individual elements that made up the various variables, to examine the individual effect of these elements rather than summing them together as one variable.

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APPENDIX

Kwame Nkrumah University of Science and Technology, Kumasi

School of Business Administration

Department of Marketing and Corporate Strategy

QUESTIONNAIRE

Introduction

This questionnaire seeks to collect data on the impact of sales promotion on consumer purchasing behaviour in retailing of consumer goods (packaged food), the mediating role of customer service within Kumasi Metropolis. The data collected will be used for academic purpose only and confidentiality is assured. Please answer the question by ticking the appropriate boxes or providing your answers where necessary.

SECTION A: Personal Data

1. What is your gender?

Male Female

2. What is your age (year) range?

20 or below 21- 35 36 or above

3. What is your level of education?

Secondary/high school Tertiary Other

4. What is your employment status?

Unemployed Employed

5. How often do you visit a retail store that sells consumer goods in a month?

2 or below 3 – 5 6 and above

6. What means of transport do you often take to a retail store to purchase consumer goods?

Walk Drive Public transport

SECTION B: Sales Promotions

Kindly use the 5-point scale below to indicate your level of agreement on each of the following Sales promotion items in consumer goods retail stores in Kumasi

Metropolis.

<u>Strongly disagree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Agree</u>	<u>Strongly agree</u>
1	2	3	4	5

Price Discount

	1	2	3	4	5
7. I buy consumer goods which has discounted prices.					
8. I am compelled to buy from retail stores that offer price discounts.					
9. Price discounts on consumer goods helps me to save money.					
10. I recommend retail stores that offers price discount to people.					
11. No matter my location I still prefer to purchase from retail stores that offers price discount.					

Extra pack (Buy-one-get-one-free)

12. Extra pack offered on consumer goods influences my purchase.						
13. The sizes of consumer goods tend to influence my purchases.						
14. I always want extra quantity for the consumer goods I buy.						
15. Buy-one-get-one-free products are of good quality.						
16. Buy-one-get-one-free products are nicely packaged.						

Souvenirs

1. I buy consumer goods from retail stores that offer souvenirs.						
2. I always want souvenirs anytime I buy consumer goods from retail stores.						
3. I tend to buy consumer goods that come with souvenirs.						
4. Product souvenirs are attractive and presentable.						
5. Consumer goods souvenirs last longer.						

Coupons (Gift Voucher/Cards)

17. I buy consumer goods with coupons at retail stores.						
18. Coupons influence my purchase of consumer goods in retail stores.						
19. I tend to buy from retail stores that accept coupons in buying consumer goods.						
20. I get all the consumer goods I want in retail stores with my coupons.						
21. The period of expiry with coupons is longer.						

SECTION C: Customer Service

Kindly use the 5-point scale below to indicate your level of agreement of customer service practices you've experienced in consumer goods retail stores in Kumasi Metropolis.

<u>Strongly disagree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Agree</u>	<u>Strongly agree</u>
1	2	3	4	5

Reliability

	1	2	3	4	5
22. Retail stores that sell consumer goods have convenient operating hours.					
23. Retail stores have available variety of consumer goods to sell.					
24. Retail stores that sell consumer goods are easily accessible.					
25. Consumer goods sold in retail stores perform as expected.					
26. Retail stores sell unexpired consumer goods.					

Physical Aspect

27. Retail stores that sell consumer goods operate in a clean environment.					
28. Attendants of retail stores that sell consumer goods are nicely dressed.					
29. Retail stores that sell consumer goods display and arrange products nicely.					
30. Retail stores that sell consumer goods are spacious.					
31. Structures of retail stores that sell consumer goods are attractive.					

Personal Interaction

32. Attendants of retail stores that sell consumer goods are patient.					
33. Security personnel are patient with customers.					
34. Employees make shopping less stressful for customers.					
35. Consumer complaints are handled in a friendly manner.					
36. Cashiers are fast and friendly with customers.					

Assurance

37. Employees inspire trust and confidence.					
38. Employees inspire customers with their product knowledge in retail stores.					
39. Employees are courteous and friendly.					
40. Employees creates atmosphere for customers to feel safe and relaxed.					
41. Employees are sympathetic when customers have problems.					

SECTION D: Consumer Purchasing Behaviour

Kindly use the 5-point scale below to provide ratings on the items below.

<u>Strongly disagree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Agree</u>	<u>Strongly agree</u>
1	2	3	4	5

Consumer Purchasing Behaviour

	1	2	3	4	5
42. I always make a list of consumer goods that I want to purchase.					
43. I always decide at the retail store the consumer goods to buy.					
44. I always know the consumer good to buy at a retail store.					
45. I easily change my mind on what to buy at a retail store.					
46. I always buy consumer goods I've used before from a retail store.					
47. My belief usually influences my purchase of consumer goods.					
48. Family and friends mostly influence my purchase of consumer goods.					
49. My available income influences my purchase of consumer goods.					

Thank you for your support.