

**THE INFLUENCE OF SALES PROMOTION ON CONSUMER BUYING
BEHAVIOUR IN THE TELECOM INDUSTRY; THE CASE OF VODAFONE
GHANA.**

By

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DECLARATIONS

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

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ABSTRACT

The deregulation of the Ghanaian telecom sector in 1994 has led to the increase in the number of telecom firms in the country which render identical services. The ever increasing competition in the industry has prompted telecom firms to be determined and ensure satisfaction of customer needs and wants more effectively than their competitors. In other for these telecom firms to succeed in this ever increasing competitive market, they employ a lot of different promotional tools to attract and retain their customers. One of the most commonly used promotional tools is sales promotion which provides incentives to customers or to the distributor channel to stimulate demand for a product. This study is aimed at assessing the role sales promotion play in influencing the consumer buying behaviour of telecom consumers. A non-probability sampling technique was used for the study and the sample was selected from a population of telecom service users resident in the Tema Metropolis. A five point Likert scale questionnaire was used in acquiring the respondent's information. The questionnaires were analysed with the help of Statistical Package for Social Sciences (SPSS) and Microsoft Excel. The study indicated significant influence of sales promotion on consumer buying behaviour. The research consequently recommended that, telecom service providers need to undertake regularly sales promotion activities to ensure constant influence on their patrons.

DEDICATION

I dedicate this work to my sweet wife Mrs Eunice Aileen Owusu Darko and my mum Madam Faustina Debrah for their immense support during this period. I would also like to dedicate this piece to my former boss Mr Nkum Adipa for his advice and encouragement before and during this period.

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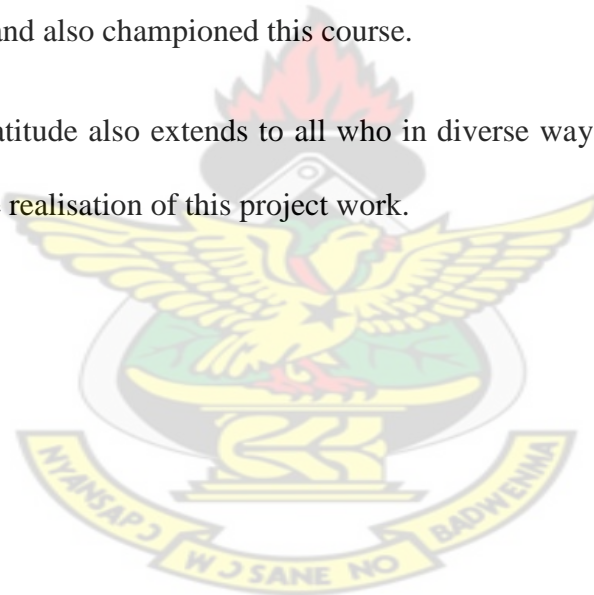


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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The business environment has become very competitive in the 21st century due to the growth in technology, infrastructure and access to information around the globe. This has made the environment very complex and consumer preferences keep changing because of the low switching cost in the market. Due to this increasing demand of consumers in the market, management of business organizations have to increase their resources with attention focused more on attracting and retaining its customers.

The ever increasing competition in the global market has prompted organisations to be determined and ensure satisfaction of customer needs and wants more efficiently and effectively than ones competitors (Kotler, 1988). The Ghanaian telecom industry is one area that has experienced an increased competition in the last six (6) years.

In August 1994, the Government of Ghana deregulated the telecom sector and took an important step in embracing the potential of a competitive market to generate growth and innovation in the sector. The Government of Ghana therefore authorised four different mobile operators to operate in Ghana and also created a robust and aggressive market for setting off the wireless telecommunication network, whose growth has been strong and spreading through the country in recent years. This reform was also to ensure that, information is made accessible to all and sundry, and not only to the rich in society as was the case. In 1997, Ghana also signed the final World Trade Organization (WTO) agreement on basic telecommunications indicating their readiness to enhance information in the country and beyond (Mensah, 2006).

The Telecommunication industry in Ghana currently has grown tremendously and currently has six telecom operators notably are MTN Ghana, Expresso, Tigo, Vodafone Ghana, Airtel and Globacom. In the telecom industry where competition is intense, the criterion for success would much depend on creating awareness, persuasion and informing customers of the existence of offerings. With the introduction of the Mobile Number Portability (MNP) by the National Communication Authority (NCA) and the Ministry of Communication in 2011, which allows a consumer to port from one network to another without incurring any cost and also maintaining their number has further deepened the increasing competitiveness among the telecommunication companies. This increased competition in the industry, has however resulted in several communication tools being employed by marketers to help them succeed in this era of competitions. One of the commonly used communication tools by Ghanaian telecom providers is sales promotion.

Sales promotion is an initiative undertaken by organizations to promote and increase sales, usage or trial of a product or services (Aderemi, 2003). Sales promotion refers to the provision of incentives to customers or to the distribution channel to stimulate demand for a product. It is an important component of an organizations overall marketing strategy along with advertising, public relations and personal selling. Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over the other. It is particularly effective in spurring product trials and unplanned purchases (Aderemi, 2003).

Sales promotion is a marketing activity that adds to the basic value proposition behind a product (i.e. getting more for less) for a limited time in order to stimulate consumer purchasing, selling effectiveness or the effort of the sales force (Aderemi, 2003). This

implies that, sales promotion may be directed either at end consumer or at selling intermediaries such as retailers or sales crews.

Most marketers believe that a given product or service has an established perceived price or value, and they use sales promotion to change this price/ value relationship by increasing the value and /or lowering the price compared with other components of the marketing mix (Odunlami and Ogunsiji, 2011). In determining the relative importance to place sales promotion in the overall marketing mix, an organization should consider its marketing budget, the stage of the product in the life cycle, the nature of competition in the market, the target of the promotion and the nature of the product (Odunlami and Ogunsiji, 2011).

Sales promotion can be an effective tool in a highly competitive market, when the objective is to convince retailers to carry a new product or influence consumers to select it over those of competitors. More so, sales promotion tend to work best when it is applied to items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands of demonstration (Kotler and Keller, 2006). Sales promotion includes communication activities that provide extra value or incentives to ultimate customers, wholesalers, retailers or other organizational customers. It also stimulates sales product trial (Kotler and Keller, 2006).

Consumer buying behaviour however is the process by which the individual search for, selects, purchase, use and dispose of goods and services, in satisfaction of their needs and wants. The consumers' behaviour has a direct effect on the success of the firm and therefore must ensure that they create a marketing mix that satisfies consumers. The consumer mostly goes through about five steps in taking one purchase decision. These include Problem recognition, Information search, Evaluating of alternatives, Purchase decisions, Purchase and Post Purchase evaluation. Actual purchasing is only one stage

of the process and not all decision processes lead to a purchase. Also not all consumer decisions will include all the stages but will depend on the degree of complexity and risk involved.

There are however about four types of buying behaviours that consumers exhibit; these include a routine response which needs very little search and used when purchasing frequently purchased item, limited decisions which is used when purchasing low priced brands in a familiar product category, extensive decision which has a high degree of economic, performance and psychological risk which demands lot of time in seeking information and deciding and impulse buying which is spontaneous and needs no conscious planning.

The emergence of new operators and increased competition in the telecom industry in Ghana has pushed the industry to be customer oriented and focus most of its sales promotion on the customer. The essence of this is to attract potential customers, retain its existing customers and boost sales as well. Over the years the operators have experienced both increase and decrease in their market shares as depicted in Table 1.1 below which shows the market share trend in a three year period between 2008 and 2010.

Table 1.1: Market Share of Telecom operators between 2008 and 2010.

Market Share	Dec. 2008	Dec. 2009	Dec. 2010
Expresso	3.36%	1.71%	1.35%
Tigo	24.65%	22.24%	22.58%
MTN	54.88%	52.03%	49.23%
Vodafone	13.59%	13.87%	15.37%
Airtel	2.29%	8.41%	9.90%

Source: Adapted from National Communication Authority yearly report, 2010

Vodafone Ghana is an operating company of Vodafone Group Plc., the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States. Vodafone Ghana is the only total communications solutions provider in Ghana (mobile, fixed lines, internet, voice and data) and is currently unmatched in providing fixed line and internet services. As a corporate body, Vodafone value its customers and constantly build key relationships with the private sector and government alike. Vodafone Ghana currently controls about 21 per cent of the total market share in the cellular mobile voice market as at May, 2012. Table 1.2 below presents the market share values for 2012.

Table: 1.2: Market Share Statistics for 2012: Cellular Mobile Voice Market Share at May, 2012.

MTN	Vodafone	Tigo	Airtel	Glo	Expresso
47%	21%	15%	14%	2%	1%

Source: Adopted from National Communication Authority website. Accessed on 09.07.12

They use sales promotion in enticing new customers, maintain the existing ones and also reward the loyal customers. A number of sales promotional packages including 1.3.8 promotions are used to influence the behavioural process of these consumers. This package allows consumers to enjoy 1Gp per minute to Vodafone numbers from 9pm - 11pm and from 5am-7am every day when they spend 50Gp on the Vodafone network during the day from 7am to 9pm. Consumers can also call friends and family on Vodafone at 3Gp per minute over the weekend when they spend GH¢ 2.50 from Monday to Friday. Consumers can also make calls at 8Gp per minute to any network, anytime, anywhere.

All these are strategies to influence the consumer buying process to increase sales and also to reward those consumers who have been loyal to the company. For instance,

Vodafone has sales promotional package that provide exciting offers for Vodafone loyal customers (Vodafone Family and VIP Clubs). With this package, the loyal customer gets benefits anytime they purchase Vodafone products or services. The essence of this package is to influence the customers to patronise the firm's products and services and also stay on the network afterwards.

Vodafone also offer consumers the opportunity to get back any amount of credit they spend between Mondays to Friday over the weekend for free. With the free credit, it can be used to make calls, text or browse.

1.2 STATEMENT OF THE PROBLEM

Service providers like the Telecom operators' needs to provide offerings or services that satisfy consumer needs and expectations to ensure the company's economic survival. In order to achieve this feat, they need to understand consumer buying behaviour to help them evaluate their service offerings.

Consumers of Telecom service go through a cycle of decision making processes before making a purchase decision which define their behaviour in the consumption of the services they purchase from these companies. The consumer buying process is a complex matter as many internal and external factors impact on the buying decision of the consumer.

The consumer makes a purchase decision by examining alternatives before making the purchase. Sometimes, the purchase may differ from the purchase decision reached earlier.

There is always a post purchase evaluation by the consumers after purchasing and consumption of the service. The consumer determines whether he was satisfied or not with the services rendered. This actually will be an important information reference

point to the consumer in determining their behaviour in the next purchase. Because services have experience properties, moods and emotions are critical factors that shape the behavioural process of consumers.

Specific factors that may lead to altered consumer buying behaviour are size and composition of the evoked set of alternatives, perceived risk, brand loyalty and attribution of dissatisfaction as Telecom is in the service industry.

This research therefore seeks to find out to what extent the sales promotion practiced by telecom operators influence the consumer buying process. It also seeks to find out reasons for consumers deviation from the established buying process.

1.3 OBJECTIVES OF THE STUDY

The general objective of this research is to assess the role sales promotion play in influencing the consumer buying behaviour of telecom service consumers.

Therefore, this research seeks specifically:

1. To find out the practice of sales promotion in the telecom industry.
2. To find out the factors that promotes or impairs the effectiveness of the practice.
3. To assess the impact of sales promotion on consumer behaviour in the telecom industry.
4. To recommend suggestions on measures for improvement.

1.4 RESEARCH QUESTIONS

This research seeks to find answers to questions such as;

1. What are the sales promotions strategies practiced in the telecom industry?

2. What are the factors that promote or impair the effectiveness of the practice?
3. What impact does sales promotion have on consumer behaviour in the telecom industry?
4. What are the suggested measures for improvement of sales promotion?

1.5 SIGNIFICANCE OF THE STUDY

This study would be significant in the promotion of products and services by the telecom operators in Ghana. This study would also be relevant to companies in the service industry to determine the various factors that influence the consumer's purchase decisions to enable them adjust their strategies. It will also help the firms to properly utilize their resources, increase their profitability and growth.

Again, this study would inform researchers and firms why consumers do not follow through the whole consumer decision process before making a purchase decision and the implications of consumer behaviour on sales.

1.6 ORGANISATION OF THE STUDY

This study is organised in five chapters. Chapter one is the introductory part of the study. It comprises of the background of the study, problem statement, main and specific objectives, research questions, significance of the study and the scope of the study.

Chapter two comprises of various literatures on sales promotion, consumer decision process and consumer behaviour models. It review and discuss the issues in the literature both in Ghana and other countries.

The third chapter analyses the methodology that was used for the research. It includes analysis of the population, sample procedure and data analysis. It discussed how data was collected and the instrument used for collecting the data.

The chapter four comprised of the Results and Discussions of the research. The fifth chapter presents the summaries of findings, conclusions and recommendation from the study.



CHAPTER TWO

REVIEW OF LITERATURE

2.1 INTRODUCTION

Increased competition in the telecom industry has made prices of products and services more transparent and has also increased the use of different promotional mix to inform their loyal consumers and also help entice more consumers to their network.

The situation has made promotion in the telecom industry a normal activity for these companies in the industry if they want to maintain their market share. This was however confirmed with what Peattie & Peattie (1993) claimed about promotions becoming so common that firms are almost obliged to follow or risk losing market share.

Sales promotion is therefore a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale (George, 1998). However, despite the various promotional strategies employed by these firms, the consumer is influenced by several factors and also goes through several processes in arriving on the service that can satisfy their need.

2.2 THEORETICAL ISSUES IN MODELS OF CONSUMER BEHAVIOUR

Consumer Behaviour is the study of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Kotler and Keller, 2009). According to Schiffman and Kanuk (1997), the study of consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. Belch and Belch (1998) also defines consumer behaviour as the process and activities people

engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Behaviour occurs either for the individuals or in the context of a group or an organization.

Schiffman and Kanuk (1997), distinguished between two different types of consumers which are personal and industrial consumers. Personal consumers purchase goods and services for their own use, household use or as a gift to someone else. Organisational consumers on the other hand purchase goods and services to run an organisation including both profitable and non-profitable organisation, government and non-governmental organisations.

2.2.1 BEHAVIOURAL ECONOMICS

Behavioural Economics is how people react, and the economic decisions they make in any given financial framework (Xavier, 2005). Behavioural economics challenges some of the presumptions of conventional economics that consumers make their choices coherently and rationally given their preferences and the constraints upon them. It argues that consumers often act in their own best interests due to behavioural traits such as failure to process information objectively or misvaluations about the costs and benefits of prospective decisions (Xavier, 2005). These biases according to the behavioural economics traits, partly explains the reasons why consumers may be making seemingly irrational decisions in choosing a particular network operators package over the other. Among the behavioural economics trait identified are as follows;

Hyperbolic Discounting is one of the biases that could distort the irrational decision taken by consumers. This is where the consumer only focuses on the immediate need the product or service is satisfying and so makes decisions based on the present need.

Consumers tend to be short sighted when making decisions with immediate costs or benefits to be weighed against future costs or benefits. For instance consumers may enter long term telecommunications contracts because they place more value on the immediate benefit of enjoying lower call rate to a particular number rather than the long term costs such as high price for calls exceeding the usage cap or inability to enjoy lower weekend calls to other numbers.

Choice or Information Overload is where consumers have too many products or features to compare. Consumers who may encounter such a bias may experience increased anxiety about the possibility of making a bad choice. This according to (Xavier, 2005) can lead to random choice or failure to make any choice, resulting in missed opportunities for buyers and sellers.

Endowment is one of the traits that make consumers reluctant to give up what they have. Consumers mostly behave in this manner because of misplaced loyalty, a failure to acknowledge poor choices in the past, or an irrational consideration of sunk cost.

Framing Biases also affect the consumer's decision. Consumer choice is influenced by the frame in which information is presented. Presentation of the same information in a different frame can lead to a different decision from consumers. This implies that sales can improve based on the way promotional messages are carried out by the various network operators.

Heuristics is where consumers often take short cuts when the decision environment is too complex relative to their mental and conceptual capabilities.

Xavier (2005) identified some instruments for addressing the above mentioned behavioural biases that could affect the consumer's decision making. Notably among them includes resetting defaults by requiring options to be presented in ways which may lead consumers to overcome default inertia and make better choices, reframing by

requiring providers to present information in a variety of frames during their promotional campaign or in specific frames which may guide sound consumer choice and mandating cooling-off periods allowing consumers an opportunity for rational consideration to overcome the influence of impulsive choices.

The Behavioural economics model bases their emphasis on the final consumer of the product. It argues that consumers usually act on their best interests due to behavioural traits such as failure to process information objectively or misevaluations about the costs and benefits of prospective decisions. However, the buyer is not always the final consumer but the model failed to include the traits of the buyer who serves as the intermediary between the producers and the final consumer. The buyer who serves as the intermediary may not necessarily buy products or services based on certain traits or personal characteristics but based on their belief of how fast the products or services can be sold.

2.2.2 HOWARD – SHETH MODEL

This model suggests that there are three levels of consumer decision making according to Abdallat and El-Emam (2001). The first level describes the extensive problem solving of the consumer. The consumer at this level of the decision making does not have the basic information or knowledge about the brand and does not have any product preference. At this level, the consumer will seek information about all the different brands in the market before making a purchase.

The second level is limited problem solving. This level is a problem that exists for consumers who have little knowledge about the market or partial knowledge about what they want to purchase. The consumer will arrive at a brand preference after resorting to comparative brand information.

The last level is habitual response behaviour. The consumer at this level have information and knows very well about the different brands and he can differentiate between the different characteristics of each product, and already has a decision which particular product and brand they will purchase.

The Howard-Sheth model discusses the buyer decision process using four major sets of variables as presented in figure 2.1. The four sets of variables are inputs, perceptual and learning constructs, outputs and exogenous or external variables.

Input

This input variable to the customer decision process is provided by three distinct types of stimuli (information sources) in the customer environment. The marketer in the form of product or brand information furnishes physical brand characteristics (significant stimuli) and verbal or visual product characteristics (symbolic stimuli). The last type of stimuli provides inputs concerning the product class or specific brands to the specific consumer.

Perceptual and Learning Constructs

The most central part of the Howard-Sheth Model deals with the psychological variables involved when the consumer is making a decision. These constructs are composed of psychological variables such as motives, attitudes and perceptions that influence the consumer's decision process. Learning construct category, consumer goals, information about brand, criteria for evaluating alternatives, preferences and buying intentions are also included. Some of the variables are perceptual in nature and are concerned with how the consumer receives and understands the information from the input stimuli and other parts of the model (Abdallat and El- Emam, 2001). For instance stimuli ambiguity happens when the consumer does not understand the

message from the environment whereas perceptual bias occurs if the consumer distorts the information received so that it fits his or her established needs or experience.

Outputs

The purchase decision represents the output. They are the results of the perceptual and learning variables and how the consumers will respond to these variables i.e. attention, brand comprehension, attitudes and intention. If after using the product, the consumer is satisfied with it, this will reinforce his positive attitude and purchase intent about the product and brand. Again, the positive attitude makes the consumer more attentive to the product or brand's stimuli and further increases his brand comprehension.

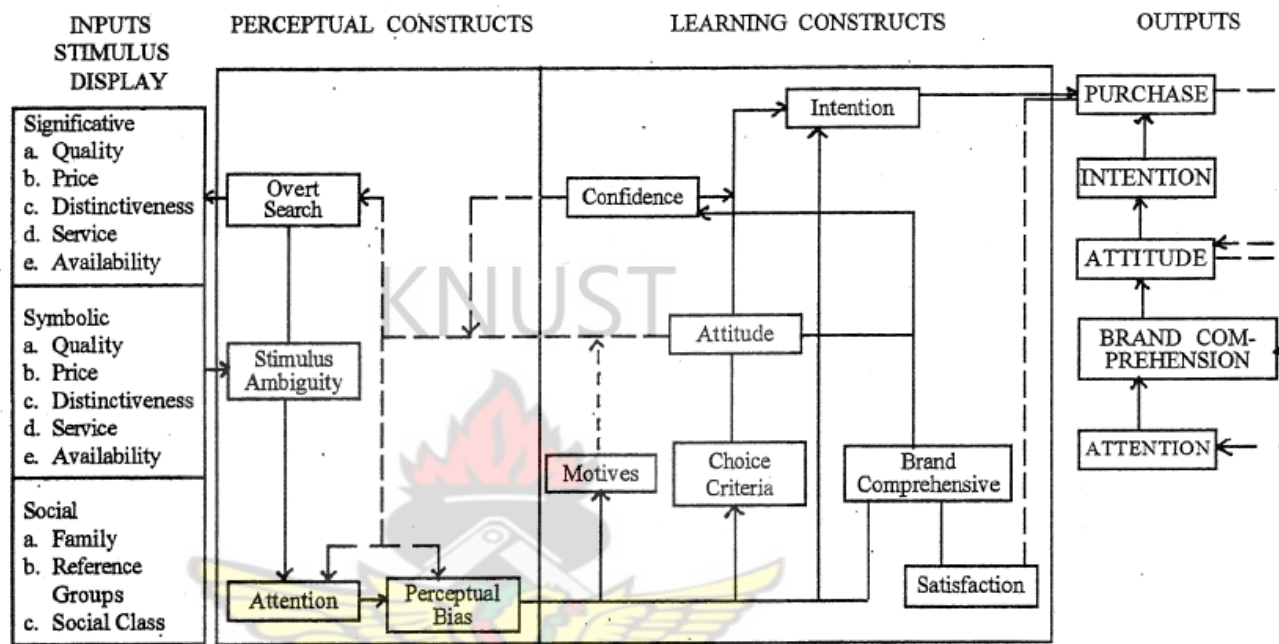
Exogenous or external variables

The exogenous variables do not directly impact the decision making process. However, they have an influence on the consumer and it varies from one consumer to the other and it includes consumer personality traits, social class, importance of the purchase and financial status among others.

The Howard-Sheth model of consumer behaviour emphasis that the decision making process takes place at three input stages. These are Significance, Symbolic and Social stimuli. In both significance and symbolic stimuli, the model emphasis is placed on material aspects such as price and quality. These are not applicable in every society in the world. However, in the social stimuli, the model does not mention the basis of the decision making in this stimulus such as what influences the family decisions. This may differ from society to society. There is also no direct relation drawn on the role of religion in influencing the consumer's decision making process. Religion is considered as an external variable with no real influence on consumer which is a weakness in the model's anticipation of the

consumer's decision. Also the model, analyse the buyer as the final consumer; however it is not always the case that, the buyer is the final consumer of the product or service.

Figure 2.1 A Simplified version of the Howard-Sheth Model of Buyer Behaviour



Source: Howard, and Sheth, pp32 (1969)

2.2.3 NICOSIA MODEL

The model was proposed by Nicosia (1976) and it analysed human beings as a system with stimuli as the input and the behaviour as the output. This model is concerned with the inter-relationship between the firm's marketing communication and its potential consumers, the attributes of the consumers, the consumer's decision process including search and evaluation processes and the actual decision process. The feedback from the consumer's response to the firm is also analysed by this model.

In this model the firm communicates to its consumers through its promotional tools

like sales promotion and advertising whereas the consumers also respond to these messages through their purchase response. From this model, it is realised that both the firm and the consumer are connected to each other. The firm influences the consumer's decisions whereas the firm is also influenced by the consumer's decisions. The Nicosia model focuses on four major fields.

Field I: The consumer attitude based on the firms' messages

The first field represents the output of a commercial message in the form of sales promotion or other communication tools and its effect on the consumer attitude. This field is divided into two subfields. The first subfield deals with the firms marketing environment and communication efforts, which affect consumer attitudes, the competitive environment and characteristics of target markets. The second subfield is specific to the consumer's characteristics. For instance experience, personality and how the consumer perception on promotional ideas towards a product in this stage will inform his attitude towards the firm's product based on his interpretation of the message.

Field II: Search and Evaluation

At this level, the consumer will start to search for other firm's brand and evaluate it in comparison with the competitive (alternate) brands. At this stage the firm tries to motivate the consumer to purchase its brands through promotion.

Field III: The act of purchase

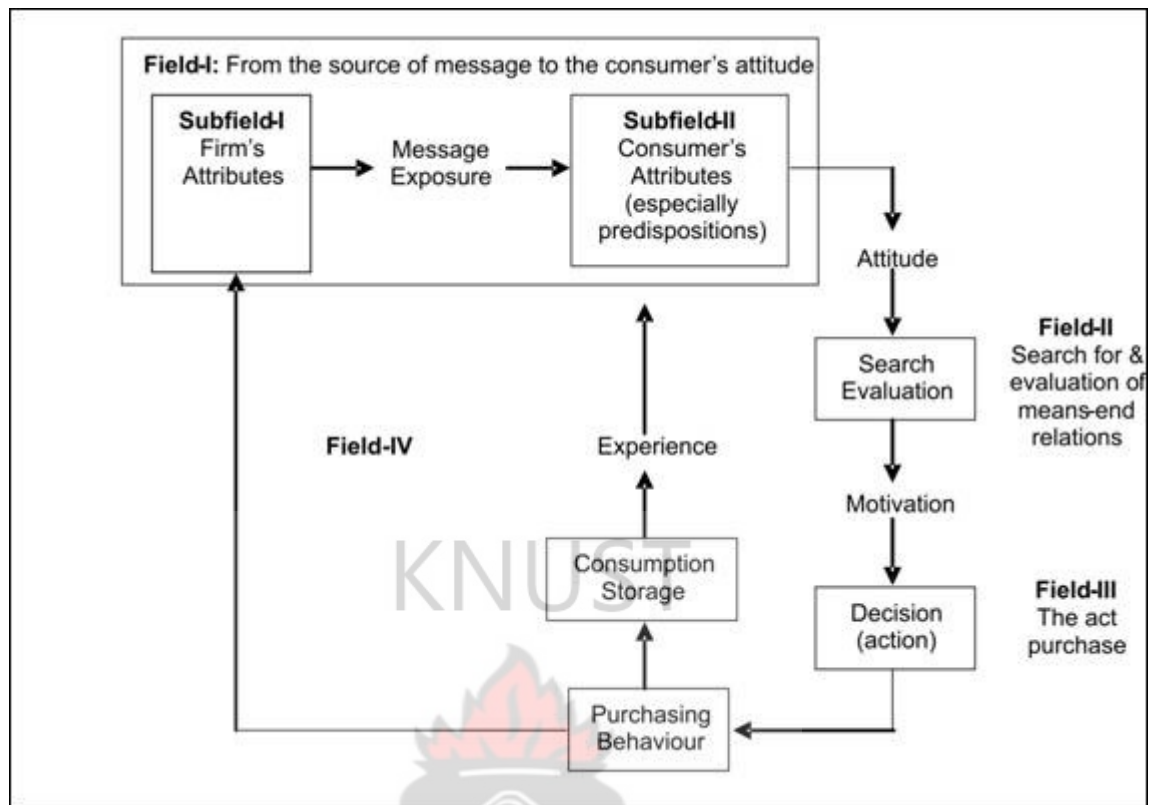
The third field represents the transformation of the motivation into the act of purchase or non- purchase. The result will arise by influencing the consumer to purchase a particular firm's products.

Field IV: Feed back

The fourth field deals with the use of the purchased items and how the consumer generates experience that will determine future behaviour toward the products as a relation of the purchase consequence stored in their memory. The output in field four is feedback of the consumption and sales to the company from the consumer. The firm would benefit from the sales data as a feedback from the consumers whereas the consumers' experience with the product use also affects his attitude and predispositions about future adverts and sales promotions from the firm.

Nicosia's model has a number of arguments that put it in a disadvantage for it to be wholly accepted. The model did not consider explaining what internal factors may affect the consumer's personality and how the various attitudes and experiences are developed towards the product. For instance, the firm's sales promotion or advertisement may be appealing and interesting to the consumer but he may not be in the position to purchase because it may contain certain features that is against his belief. The model also did not include the influences and inter relationships among the consumer attributes and is also unspecific about the type of consumers the model is applicable to. All these areas should have been included in Nicosia model to make it complete.

Figure 2.2 Nicosia Models of Consumer Decision Processes



Source: Nicosia (1976)

2.2.4 THE ENGEL-KOLLAT-BLACKWELL (EKB) MODEL

The EKB model was created to describe the increasing, fast growing body of knowledge concerning consumer behaviour. The model emphasis on four components that affects the consumer's behaviour: information processing, central processing unit, decision process and environmental influences.

Information Processing

The information processing component comprises the consumer's selective exposure, attention, comprehension and retention of stimuli relating to a product or brand received from marketing and non-marketing sources. At this level the consumer must first be

exposed to the message, allocate space for the information, interpret the stimuli and retain the message by transferring the input to the long term memory.

Central Control Unit

At this level the received and retained stimuli are processed in the central control unit. The stimuli are however processed and interpreted with the help of four psychological filters:

- Stored information and past experience about the product or brand which serves as a memory for comparing different alternatives.
- Evaluate criteria which the consumer uses in judging the alternatives.
- General and specific attitudes which influence the purchase decision.
- Basic personality traits which influence how the consumer is likely to respond to various alternatives.

Decision Process

The model focuses centrally on the five decision making processes which consumer's go through when trying to make decisions. However, it is not automatic for everyone to go through all these five stages; it depends on whether it's an extended or routinely problem solving behaviour. The five components of the decision process are: problem recognition, internal search and evaluation, external search and evaluation, purchase processes and decision outcomes.

Environmental Influences

Environmental factors affect the decision process of every consumer. These influences are called "Circles of Influences". Some of the factors that could influence a consumer's purchase decision include income, culture, family social class and physical situation.

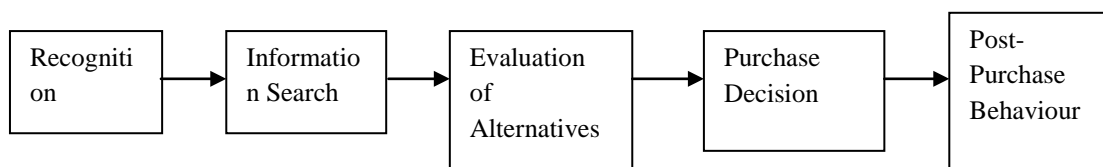
Depending on the specific product under consideration, these factors may have a favourable or unfavourable influence on the purchase decision.

The EKB model includes several factors that could influence a consumer's purchase decision such as personality, culture, family, life style and social class. The model however failed to elaborate on the factors that shape these factors and why different consumers take different decisions at different environmental conditions. The model also failed to address in detail why different types of personality resort to differing purchase decision though they will all go through the same decision process.

2.2.5 CONSUMER DECISION MAKING PROCESS

Purchase decision is defined as the stage at which the buyer or the consumers actually buys the products (Kotler, 1999). He argued that, the consumer will buy the most preferred brand. Berkowitz (1994) also proposes that the visible act of making the purchase decision lays an important process that a buyer passes through in making choices about which products and services to buy or consume. Berkowitz however suggested that there are five stages involved anytime a consumer wants to make a purchase decision. These are as follows in figure 2.3 below.

Figure 2.3: Stages in the Purchase Decision



Source: Berkowitz and Harley (1994). Marketing, 4th Edition

Problem Recognition is the first step in the purchase decision. In marketing, advertising or sales people can activate a consumer's decision process by showing the shortcomings of competing products (Ngolanya, et al, 2006). The shortcomings according to them

may include differences in prices, whereby the competitors' products are priced relatively higher than that of the company. Premiums can also be offered so as to attract her competitor's customers.

The consumer begins to search for information after recognising the problem. The consumers may go through his memory for previous experiences with the brand or products. This according to Berkowitz et al (1994) is known as internal search. The consumer may also undertake an external search for information, this is especially if the past experience or knowledge is insufficient. Primary sources of external information are; personal sources for example relatives and friends whom the customer trusts, public sources for example product rating organizations like National Communication Authority, consumer reports and television consumer programs and marketer dominated sources such as information from sellers that include advertising, point of purchase displays in store and inquiry from sales people (Ngolanya, et al, 2006).

The information search stage clarifies the problem for the consumer by suggesting criteria to use for the purchase and yielding brand names that might meet the criteria. The information the consumer has may not be adequate because it does not contain all the factors to consider. It is therefore important for the consumer to come up with evaluative criteria that represent both objective attributes of the brands they may consider important (Ngolanya, et al, 2006). This knowledge according to them will assist the marketer to identify the most important evaluative criteria consumers use when judging products or services.

An evoked set is the set or groups of brands in the product class of which the consumer is aware (Berkowitz, et al 1994). The consumer therefore makes a decision after examining the alternatives in the evoked set. Impulse buying however occurs most often during the purchase decision stage and therefore marketers must therefore take

advantage of the impulse buying. Marketers may offer consumers something of value so that the consumers are tempted to buy the products and if the value is convincing enough, they may just end up purchasing the product (Ngolanya, et al, 2006).

Consumers do not necessary follow through the process on their intentions (Ngolanya, et al, 2006). They argued that developments at the purchase stage may cause the consumer to make a less preferred choice or not to buy at all. The circumstances at the time of sale may influence purchase decisions, the consumers preferred brand may be out of stock which could lead to no sale or seeking more information from the sales persons may shift their brand preference that the consumer had not intended to buy.

Consumers who engage in low involvement decision-making process are a challenge for marketers. Little time and effort is spent on the purchase choice, hence information aimed at convincing consumers of the benefits of the brand is likely to be selectively ignored (Ngolanya, et al, 2006). To them, getting the consumer to try the product on the spur of the moment is crucial. Free samples and coupons can be used to encourage consumers to try a low involvement product.

The final step in the purchase decision process is the post –purchase behaviour of the consumer. After purchase, the consumer compares the actual experience with his expectations and may either be satisfied or dissatisfied. If the consumer was dissatisfied, the likelihood of purchasing that brand becomes very low whereas the probability of a satisfied consumer purchasing the same brand is very high. In the post purchase evaluation stage, consumers build experience and knowledge about the service and make evaluation whether the service has met their expectations or not. Consumers have a predetermined standard against which to compare the outcome, Gabboth and Hogg (1994). Consumer decision making process is adjusted according to the complexity of the purchased service. Decision making in more complex offerings may involve more

information search and evaluation than decisions in simple offerings and thus process lasts longer. In an extreme situation, the consumer can even feel that the service is too complicated and decides not to purchase at all. When a need is actualised, consumer might move straight to buying without searching information or evaluating alternatives. In these situations, the consumer just buys the services that is familiar or reaches in for a competing service (Kotler, 2006; 157).

2.3 EMPIRICAL REVIEW OF SALES PROMOTION

Sales promotion is media or non-media marketing pressure applied for a pre-determined, limited period at the level of consumer, retailer or wholesalers in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 2003). It is also a key ingredient in marketing campaign and consists of a diverse collection of incentive tools mostly short-term, and designed to stimulate quicker or greater purchase of particular products or services by consumer or the trader (Kotler, 2003). According to Churchill and Peter (1995), sales promotion is designed to produce quick results that will not only boost sales in the immediate future, but will translate to loyal customers in the long run.

Sales promotion consists of short-term incentives, in addition to the basic benefits offered by the product, or services to encourage the purchase or sales of a product or service (Kotler et al, 2001). Sales promotion cannot be conducted on a continuous basis, because they will eventually become ineffective. This implies that, for sales promotion to be truly effective, it must be short and sweet, offered for a limited time and perceived to have value (Ngolanya, et al, 2006). Whereas advertising offers reasons to buy a product or a service, sales promotion offers reasons that would achieve immediate sales.

Sales promotion actually seeks to motivate the customer now (Ngolanya, et al, 2006). The basic objectives of sales promotion is to introduce new products, attract new customers, induce present customers to buy more, to help firm remain competitive, to increase sales in off season among others. Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price (Sam and Buabeng, 2011). This temporary inducement according to them, are offered usually at a time and place where the buying decision is made.

Consumers have become more and more sophisticated as well as marketers in their bid to persuade the consumers and increase market share in the products and services they offer. This persuasion comes in the form of discounts, free gifts, bonuses, free air time among other sales promotional activities. These sales promotional activities according to Yeshin (2006) create a greater level of immediate response than any other marketing communication activity.

Sales promotion is traditionally divided into two categories (Kotler, 2003). These are those that have immediate reward and those that have delayed reward. Immediate reward promotions are offers that provide a benefit immediately such as bonus pack, price reduction on calls, and free airtime among others. Delayed reward promotions defer the benefit of the promotions and usually require the target consumers to do something before they receive the reward of the promotions. This mostly takes the form of raffle draws, refund offers that require proof of purchase etc.

Sales Promotions can be classified into three main areas namely; Consumer Market directed, Trade Market directed and Retail or Business to Business Market directed. The consumer oriented promotions includes Premiums, coupons, loyal reward programs, contest or sweepstakes, bonus packs, price offs and rebates or refunds.

The sales promotions in Ghana's telecom industry is largely consumer market directed and the technique or tools mostly used by the firms are price off, bonus packs, contest or sweepstakes. Consumers mostly regard price offs as reduction in the price of the promoted service and hence the consumer save some few cedis upon purchase. This normally attracts these consumers and influences the kind of purchase decisions they make regarding the service or product. The bonus pack is where an additional pack of the purchase product or service is offered free when the regular package or size of the product is purchased at the regular price. For instance, when Glo Ghana started operations in Ghana, they gave a fifty per cent bonus on any recharged amount for the first hundred days. Contests or sweepstake is gradually becoming one of the popular sales promotional techniques used in the telecom industry in Ghana. This is where the consumer is enticed to enter into a contest or draws for prizes that range from cars, large sums of money and house among others. They either enter into the draw automatically after purchase of a particular product or service or they need to send an SMS to a short code to enter into the contests.

Trade market promotions are those sales promotions directed at retailers and wholesalers (Sam and Buabeng, 2011). Examples of promotional techniques used include trade allowance which is a short term incentive offered to entice a retailer to stock up a product, dealer loader which is also an incentive given to entice a retailer to purchase and display a product and lastly the trade contest which is a contest to reward retailers that sell the most products (Sam and Buabeng, 2011).

Sales promotion according to Kotler (2003) has three distinctive characteristics which could be contributing factors to the methods popularity in recent years. According to him, these factors are Communication, Incentives, and Invitation. Communication gains attention and usually provides information that may lead the consumer to the product or

service, the Incentive incorporates some concession, inducement, or contribution that gives value to the consumer whereas Invitation includes a distinct invitation to engage in the transaction now (Sam and Buabeng, 2011).

According to Schultz et al, (1998), sales promotion is able to have instant results because it alters the price or value relationship that the product offers the buyer. This implies the consumer gets a better deal and therefore has a good reason to purchase the product or service. They also asserts that, sales promotions have a residual market value; that is there may be a long term effect on the brand franchise after the promotion is over and that sales promotion may also have an effect on the relationship value of the brand. These long term effects from sales promotions have usually been seen as negative with some researcher's believing that too much promotions detracts consumers from the long term value of the brand (Schultz et al, 2008).

Some researchers argue that sales promotion do not have impact on brand loyalty and brand equity. According to them even if the product or service is of good quality and the competitor present better products or services and better support services for the product among others, sales promotion will lead to little result (Sam and Buabeng, 2011). Again they argue that, if the product or service is generic, sales promotion is not likely to make much impact on brand loyalty and brand equity. Sales promotion connects the consumer with the company by prompting them for some actions. The consumer develops the brand loyalty over a period of repetitive buying, thus one can make a reasonable speculation that sales promotion has a direct influence on sales loyalty (Sam and Buabeng, 2011).

Sales promotion process however puts together a detailed arrangement to give the surety that there would be good return on investment in relation to the promotion. The process below is typical of any sales promotion (Sam and Buabeng, 2011).

Encoding: The promotional message is put and delivered to the target audience in the form of symbols. These symbols usually are time bound and show some benefit to the target market.

Decoding is where the promotional message in the encoded form is received by the potential consumer and is interpreted according to their frames of reference. The consumer should understand that the same sales promotion message might be interpreted differently by different people. After the message is decoded, the potential consumer forms his own opinion on the given product or service.

Response is usually represented by the desire to buy or not to buy a given service or product (Sam and Buabeng, 2011).

The firm gathers **feedbacks** from consumers in the form of increased or decreased sales, customer orders among others.

However, according to Schultz et al, (1998), for sales promotion campaign to become successful, the firm needs to understand and consider the following;

- What audience is likely to buy our products?
- What responses need to be achieved?
- How the target group will decode our message?
- What media should one use to properly deliver sales promotion message?

2.4 RATIONALE FOR SALES PROMOTIONS

The concept of sales promotion consists of diverse collection of incentive tools, mostly short term designed to stimulate quicker and/ or greater purchase of a particular product by consumers or the trade. It always offers an incentive to buy a product or service.

Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and receives that are offered. There are therefore several reasons why firms are compelled to roll out sales promotional packages for its customers and potential customers.

Sales promotion unlike the other promotional mix provides quick response from customers and potential customers. It is mostly for a short duration, for a specific period leading to a sense of urgency in consumers to buy now, since the sales promotion is not forever. This however creates an immediate positive impact on sales.

Customers have become more price sensitive because of the increasing cost of living in Africa. The economic recession is likely to fuel this trend further, as consumers and dealers become more sensitive towards prices. Price offs or discounts for example discourage brand switching by users and new product launch by competitors (Smith and Schultz, 2005). Timely sales promotion according to them can keep consumers from trying new brands or keep the wind out of a competitor's grand opening. Smith et al, (2005) however attributes the rationale for price offs to what they called trial. According to them, motivating consumers to try products or switch is crucial to conversion. For instance, consumers have become expectant of the purchase incentives and always look out for Telecom firms who will offer such benefits.

Services and products standardization in the global market has also given rise to the increasing use of sales promotion in reaching out to its consumers and potential consumers. Brands and services especially in the telecom industry have been perceived by consumers to be more or less similar within a given price range due to firms inability to really differentiate its products. In view of this problem, the other promotional mixes are not able to influence the consumer's perceptions and create brand franchise. As a result of these perceptions of similarity among brands, firms have no option than to

compete with other competitors on the basis of the extra benefit offered through sales promotion.

Pressure from competitors and increased competition has also given rise to the need for sales promotion in recent times. The increased competition has left companies to differentiate their services and product on price and not the other features of the service or product. For instance if competitors offer price reduction, contest or other incentives, a firm may feel obliged to also come out with its own sales promotion for consumers to benefit from the service lest they face out of the competition.

All these rationale of sales promotion, though unique from each other, has a long term effect on increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

2.5 NATURE OF SALES PROMOTION IN THE TELECOM INDUSTRY

Sales promotion according to Etzel et al, (1997) is a demand stimulating activity designed to supplement advertising and facilitate personal selling. This implies that, for sales promotion to be effective; it has to be used together with the other forms of promotion. This is due to the fact that each of the various forms of promotion has their strengths and weakness but when they are used together, they help minimize the weaknesses and maximize the strength (Ngolanya, et al, 2006). Sales promotion according to them is paid for by the sponsor and frequently involves a temporary incentive to encourage a purchase. Most of sale promotions are directed at the final consumer and are designed to encourage the firm's sales team or other members of its distribution channel to sell its products or services vigorously.

Marketing officers in the telecom industry faces the pressure to increase its sales and sales promotion is increasingly viewed as an effective short run tool. In mature markets,

firms are striving to maintain market share through a balance between long term “share of value” gained from advertising and short term incentives for the consumer (Ngolanya, et al, 2006). According to them, there are two categories of sales promotion; trade promotions which are directed to the members of the distribution channel and consumer promotions which are directed to the consumers. Etzel et al, (1997), affirms that firms as a group spends about twice as much on trade promotions as they do advertising, and an amount equal to their advertising on consumer promotions.

2.6 INFLUENCE OF SALES PROMOTION ON CONSUMER PURCHASE DECISION

Adcock et al, (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples.

The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behaviour or decision (Ngolanya, et al, 2006). After considering the possible options, the consumer makes a purchase decision and the consumer’s choice depends in part on the reason for the purchase (Kotler et al, 2003).

According to them, the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased

(Stanton et al, 1994). The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya, et al, 2006).

According to Davidson et al, (1984), purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need. The use of some of these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox and Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya, et al, 2006).

Berkowitz et al, (1994) proposed that, in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post

purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

The telecom industry in Ghana have realised the need to influence the decision making process of consumers thereby indulging in increased sales promotions of their products and services. These sales promotions are mostly undertaken to stimulate trials of products, increase consumer demand or improve product availability. The sales promotion carried out in Ghanaian telecom industry are mostly tailored in such a way to fit the actual decision the consumer is facing.

2.7 SALES PROMOTIONAL TOOLS IN THE TELECOM INDUSTRY

Promotion according to Doyle and Saunders (1985) is most important in changing the timing rather than the level of purchasing because customers tend to buy earlier. Promotion is a marketing effort by any organisation in trying to communicate to its customers. According to Kotler (1994), a good promotional strategy should encompass sales promotion, public relations, advertising and personal selling in order to communicate with their present and potential consumers. Promotion is responsible for moving the demand curve upward and to the right by utilizing some or all of the elements of the promotional mix (Ward and Hill, 1991). Sales promotion has been used to represent at least three different concepts namely: the entire marketing mix, marketing communication and a catch –all for all communication instruments that do not fit in the advertising, personal selling or public relations subcategory (Waterschoot and Bulte, 1992). Again, Pride and Ferrel (1989) also grouped sales promotion methods into two. Consumer sales promotional methods are directed towards consumers and they include coupons, contests, bonuses, vacations, shopping, gifts, free products and services, tie- in's and free samples. Trade sales promotion methods focus on wholesalers, retailers and sales person. This includes sales contests, free merchandise,

demonstrations, point-of purchase and displays (Pride and Ferrel, 1989). The purpose of sales promotion in the marketing mix in marketing events is to have a direct impact on the behaviour of the firm's consumers. Several authors have identified different categories of consumer- oriented sales promotion. According to the International Chamber of Commerce (ICC), International Code of sales promotion practices, consumer –oriented sales promotion encompasses the following techniques:

Sampling which by definition includes any method used to deliver an actual or trial size product to consumers (Shimp, 1993). Sampling is generally considered the most effective way of generating trial, though it is the most expensive (Belch and Belch, 1995).

A coupon is a promotional devise that provides cent-offs savings to consumers upon redeeming the coupon (Shimp, 1993). Coupons can be disseminated to consumers through newspapers, sales point, and radio stations among others. The organization could organize a raffle, competition or decide to reward loyal customers with coupons to get more of their products or any other product the organisation will decide.

Premium is also another technique identified by the International Chamber of Commerce as a standard sales promotion technique. A premium is an offer of merchandise or services either free or at a low price that is used as an extra incentive for buyers (Belch et al, 1995). The three types of premium offers identified are free in the mail premiums, in and on pack premiums and self -liquidating premiums.

Price- off is a reduction in a brands regular price. According to Blair and London (1981), the major reason for marketers to use the price-off reduction is that this type of deal usually presents a readily apparent value to consumers especially when they have a

reference price point for the brand, therefore they can recognize the value of the discount.

Bonus Pack is extra quantities of a product that a company offers to consumers at the regular price by providing larger containers or extra units. Bonus packs results in a lower cost per unit for consumers and provides extra value as well as more products for the amount of money paid.

Price plays a pivotal role in the Telecommunication market especially for the mobile telecommunication service providers (Kollmann, 2000). The pricing may include not only the buying price but also the call and rental charges. In general, a price competitive market like the Ghanaian market leads to consumers having more choices and opportunities to compare the pricing structures of diverse service providers. A company that offers lower charges would be able to attract more consumers committing themselves to the Telecom networks and hence would influence the consumer's purchase of the network's services. According to Kollmann (2000), the success of the telecom sector in a market place largely depends on continuous usage and pricing policies which need to be considered on several levels. Draganska and Jain (2003) also stated that, a common strategy for a company extending their product or service is to differentiate their offerings vertically. Price competition has become a cut throat in the telecommunication sector in the Ghanaian market as well as the world. Trebing (2001) also mentioned that, there are three sets of strategies for pricing behaviour. The first is the limit entry pricing which is used for protection of the market position of the firm, second is the high access charges for new entrants and the third is the tie-in sales to write off old plant or standard investment against captive consumers. According to Trebing (2001), the limit entry pricing involves setting low pricing in highly elastic markets to attract or retain large customers with monopolistic buying power whiles maintaining high prices in inelastic markets. Janakiraman et al., (2006) researched into

the consumer perception over the past three decades and realised that, there is a persistent impact of price on the consumer perception of a product. According to Munnukka (2008), there is a significant and positive relationship between consumer price perceptions and their purchase intentions, and that the formation of price perceptions is significantly influenced by satisfaction with pricing and services. Munnukka (2008) also discovered that, telecom service consumers differ significantly in their price sensitivity levels; customers with moderate usage of mobile or telecom services are least price sensitive, while intensive and low end users are most sensitive to price changes. From the consumer's perspective, price is what is given up or sacrificed to obtain services.

From these literatures, it is realised that price plays a crucial role in the consumer's decision to purchase a product or services from any of the telecom companies. This implies that, consumers would only choose the network that offers the best priced service. This therefore can influence their decision to purchase a particular service or product or not from a telecom company. However, it is possible most of the consumers who use the telecom services for their business will rather focus on a telecom service or network quality and constant availability rather than low price and not get high quality service.

Refunds and Rebates also refer to the practice by which manufacturers give cash discounts or reimbursements to consumers who submit proofs of purchase (Shimp, 1995). Mostly the two sales promotional techniques provides users a delayed rather than an immediate value since the consumer has to wait to receive the reimbursement after consuming the service or products (Tat, et al, 1988). This is evident in the Ghanaian Telecom sector where some service providers reimburse consumers the same amount of

airtime consumed within a month. This is to influence their decision in buying more of their products knowing that they will get their money back in a form of reimbursement.

Contest and Sweepstakes offer consumers the chance to win cash, merchandise or travel prizes. A contest is a promotion technique where consumers compete for prizes or money.

Event Sponsorship is one of the most popular techniques used by Telecommunication companies in Ghana. In general, a company develops sponsorship relations with a particular event. According to Shimp et al (1993) sports receive two- thirds of the event sponsorship budget in the world. In Ghana, most of these companies sponsor most of the social events such as Ghana Music Awards, 'Music Music' which is a TV musical show, Ghana's Most Beautiful among others. Most of these events are mostly patronized by their consumers and consumers are mostly given the opportunity to participate in the events in the form of SMS. Table 2.1 below presents some of the most frequently used sales promotion tools;

Table 2.1: Most frequently used sales promotion tools

TYPES OF PROMOTION	FREQUENCY OF USE
Coupons (direct to consumers)	100%
Refunds	87%
Cents-off promotion	77%
Premiums	70%
Coupons (in retailers ads)	66%
Samples (new products)	64%
Sweepstakes	64%

Source: Berkowitz and Hartley (1994), Marketing, 4th Edition, pg. 509

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This section of the research assesses the procedures used in conducting the research under study. It discusses the research design, population, sample and sampling technique, data collection tools, and data analysis procedure.

Research methodology defines the systematic and scientific procedures used to arrive at the results and findings for a study against which claims for knowledge are evaluated (Nachamias et al., 1996). A methodology is therefore shaped by the perspective the researcher chooses to approach the study.

3.2 THE STUDY AREA

The study was conducted in the Tema Metropolitan Assembly in the Greater Accra Region of Ghana. It comprised all subscribers or customers of Vodafone and other networks within the Tema Metropolis. The study used consumers from other networks to enable the researcher assess the various strategies of sales promotion being employed in the other networks. All respondents lived or worked in Tema as at the time the data was collected.

3.3 POPULATION AND SAMPLING TECHNIQUE

The study population, as have been noted, comprises all subscribers or customers of Vodafone and other networks within the Tema Metropolis. The study used consumers from other networks to enable the researcher assess the various strategies of sales promotion being employed in the other networks. Ghana's mobile penetration has reached the 80.5 per cent mark as of the end of August, 2011 according to the NCA (National Communication Authority). This means that, out of a population of

24,722,485, there were 19,893,191 subscribers on at least one of the five active mobile networks in the country. The addition of Glo telecom to the mobile networks this year is likely to increase mobile phone subscribers in Ghana currently. It is thus extremely difficult to access the exact figure for this study. However, for purposes of this study, the term “Subscribers” refers to all persons who have registered communication lines with any of the six mobile telephony networks namely Vodafone, MTN, Tigo, Expresso, Airtel and Glo. The population was, therefore, diverse but the target population for this study was chosen from mobile phone subscribers found at Tema vicinity at the time of data collection.

The sampling design provides detailed explanation of the target population and the sampling method used for this research. The population was heterogeneous because it comprised all customers of Mobile phone companies in Ghana. For the purpose of this research, a purposive sampling technique was used to sample hundred (100), made up of customers who were adjudged users of Vodafone, MTN, Tigo, Expresso, Airtel and Glo network service. Guba and Lincoln (1981) have stated that purposive sample is almost never random but intended to exploit competing views and fresh perspectives as fully as possible. The sample size for this study was therefore, hundred (100) customers of Vodafone, MTN, Tigo, Expresso, Airtel and Glo network service.

The researcher used the non-probability sampling technique to determine subscribers from whom data was obtained. The researcher found this technique appropriate to use because the sample was taken out of a diverse population of mobile telephony subscribers in their natural environment and a questionnaire was administered to seek customer’s answers to questions. Furthermore, this research, like any marketing research, involves a large population which is almost inaccessible if each member of the population should have a known chance of being included in the sample. This would cost too much or take too much time.

3.4 DATA COLLECTION PROCEDURE

Both primary and secondary data were collected for the study. The researcher administered questionnaires to Vodafone, MTN, Tigo, Expresso, Airtel and Glo service consumers.

The respondents then completed the questionnaire within an average of ten (10) minutes. There was a response rate of 100 %. The aim of collecting the data was to establish the influence of sales promotion on consumer buying behaviour in the telecommunication industry. The researcher assisted respondents who found difficulty especially where they could not understand.

Secondary data was obtained through related literatures of sales promotion and data obtained from National Communication Authority (NCA) and Vodafone Ghana website.

3.5 RESEARCH INSTRUMENT

Questionnaire served as the main data collection instrument used. The questionnaire proves to be the most common research instrument, appropriate enough to help the researcher ask questions and obtain data with ease. In all, the questionnaire was in five parts consisting of thirty two (32) items. Seven (7) related to respondents demographics, seven (7) on sales promotion strategies practiced in the telecom industry in Ghana, Six (6) related to factors that may enhance or impair sales promotion practice in the telecom industry, five (5) on events that influence the actual buying of services in the telecom industry and seven (7) on the post purchase actions of consumers after purchasing sales promoted services.

The questions were mostly closed-ended and in major part contained 5-point Likert Scale such as “No extent”, “Small extent”, “Some extent”, “Large extent” and “Very

large extent” (See Appendix B). The questionnaire was administered by the researcher as he met consumers of the various networks within the research area.

3.6 RESEARCH DESIGN

Research design according to Kerlinger (1986) is “the plan and structure of investigation conceived so as to obtain answers to research questions”. The design of a research specifies the methods and procedures for acquiring the information needed. It represents the overall operational framework of the project that stipulates what information is to be collected from which source and by what procedure.

This work lays focus on Vodafone Ghana and other mobile telephony networks in Ghana. The researcher employed the quantitative approaches to data collection and analysis. According to Ary et al (2002), a study allows for an in-depth analysis of a single unit such as one individual, one group, one organization, one programme etc. This study was done with customers or subscribers of Vodafone and other mobile telephony networks at Tema vicinity for the purpose of obtaining quantitative data.

3.7 DATA ANALYSIS

Analysing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what was important. Ary et al (2002) has noted three steps involved in analysing data: organizing, interpreting and summarizing data.

Statistical tools such as tables, bar graphs and pie chart were used. The analysis was done with the help of Statistical Package for Social Science (SPSS) and Microsoft Excel. The closed ended questions were given numerical codes which were done in a varying scale depending on the responses. The Cronbach’s coefficient was used in assessing the reliability analysis of the data obtained. Data was analysed in the form of

reliability analysis, descriptive statistics and multiple regression analysis. The results of data analysed are presented in the form of tables and charts.

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CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1 INTRODUCTION

This chapter presents the analysis of data collected for the study. For the purpose of responding to the objectives of this study, a sample of 100 telecom consumers was used. The study mainly assesses the role of sales promotion in consumer buying behaviour in the use of telecom services. Data have been analysed in the form of reliability analysis, descriptive statistics, and multiple regression analysis. The results of data analysed have been presented in the form of tables and charts below.

4.2 BACKGROUND DATA

Gender

The majority of consumers (57%) were males and the rest (43%) were females. See details in Table 4.1 below.

Marital Status

Majority of the consumers were married (54%) whilst the rest were single (46%). See details in Table 4.1 below.

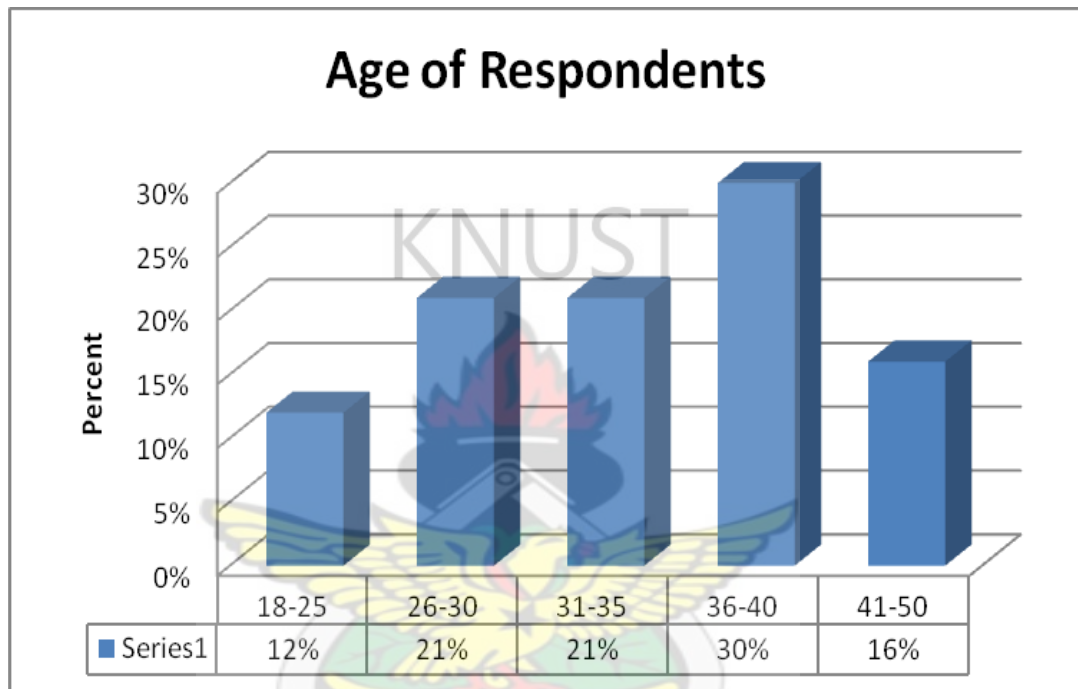
Table 4.1: Background data

Variables	Frequency	Per cent
Gender		
Male	57	57
Female	43	43
Total	100	100
Marital Status		
Married	54	54
Single	46	46
Total	100	100

Age

Results showed that majority of the consumers (30%) were aged from 36 to 40 years. This was followed by those aged from 26 to 30 and 31 to 35 (21%) and those 41 to 50 years (16%). Most of the consumers were therefore relatively old given that the least number of them (12%) were 18 to 25 years. See details in Figure 4.1 below.

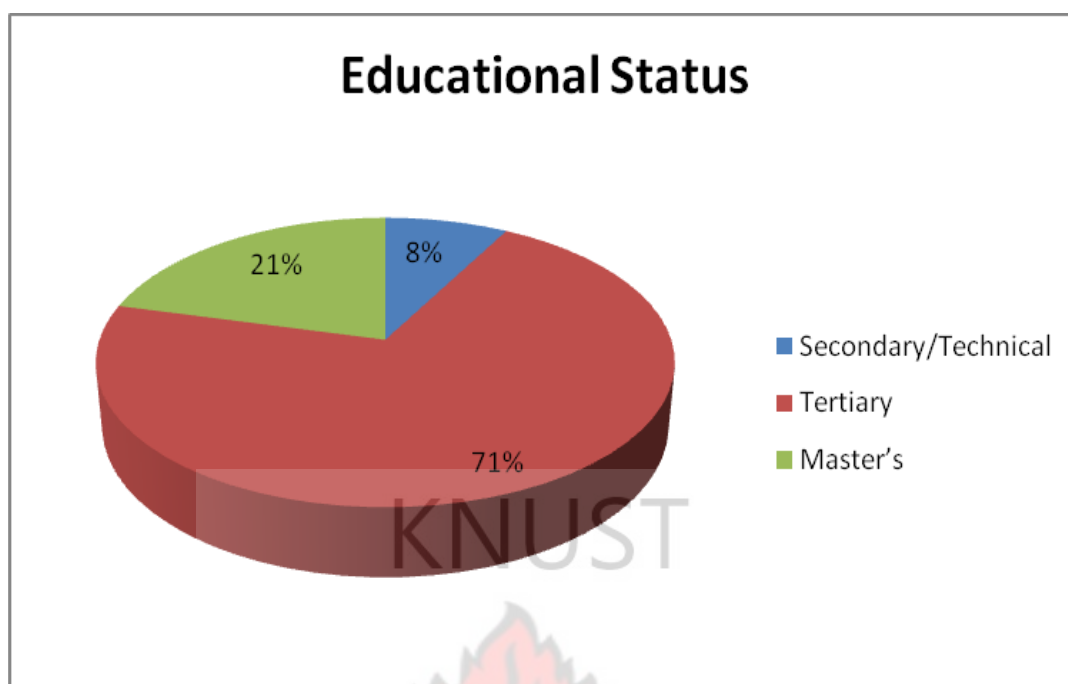
Figure 4.1: Ages of Respondents



Educational Status

Majority of the consumers (71%) had a Tertiary education with 21% having a Master's and 8% a Secondary/Technical education. See details in Figure 4.2 below.

Figure 4.2: Educational Status of Respondents

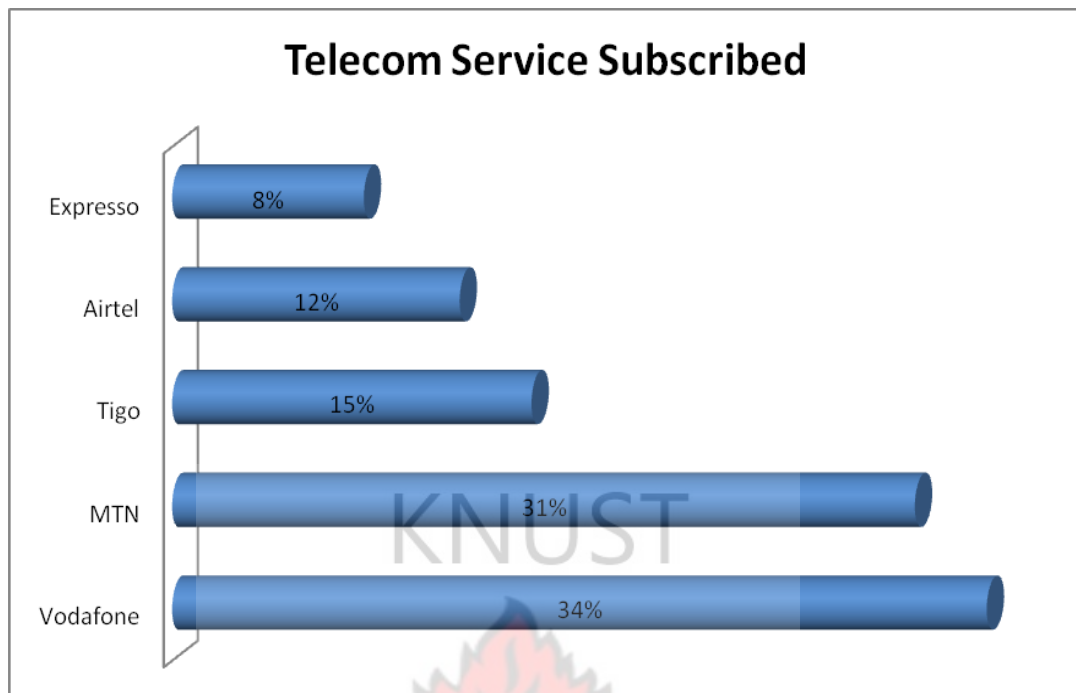


Level of Network Subscription by Consumers

Majority of the consumers (34%) have subscribed to the Vodafone telecommunication service. This is followed by MTN (31%), Tigo (15%), Airtel (12%), and Expresso (8%). See details in Figure 4.3 below.

Additional results revealed that the consumers notably used the Telecom service for phone calls and SMS (text messaging). The consumers had used the service for period ranging from 1 year to 12 years. On the average consumers had used the service for 5 years.

Figure 4.3: Level of network subscription by respondents



4.3 RELIABILITY ANALYSIS

The questionnaire adopted for the purpose of this study consists of 25 questions made up of sales promotion strategies of the Telecom service, factors that enhance sales promotion practice, events that influence actual buying of services, and post purchase actions of the consumer. Reliability of the measures was assessed by the use of Cronbach's coefficient. Cronbach's coefficient α allows us to measure the reliability of different variables. It consists of how much variation in scores of different variables is attributed to chance or random errors (Selltiz et al, 1976). The Cronbach's coefficient normally ranges from 0 to 1. As a general rule, a coefficient greater than or equal to 0.7. is considered acceptable and a good indication of construct reliability (Nunnally, 1978). The lower limit of acceptability is 0.6 (Sekaran, 2003). The overall Cronbach's alpha for the 25 variables presented in table 4.2 below is **0.925**. The Cronbach's alpha for

sales promotion is 0.926, and that of post purchase actions of consumer (0.600) indicate a highly reliable measure.

Table 4.2: Reliability Statistics

Variables	N	Cronbach's Alpha
SALES PROMOTION		
Promotion Strategies	7	0.867
Factors enhancing sales promotion	6	0.882
Events that Influence actual buying	5	0.859
Total (Sales promotion)	18	0.926
CUSTOMER BUYING DECISIONS		
Post-purchase Actions of Consumer	7	0.600
Total	25	0.944

4.4 SALES PROMOTION PRACTICE

There was the need to find out the extent of sales promotion practice in the telecom service. Consumers were required to use a 5-point Likert scale anchored on 1 (No Extent), 2 (Small Extent), 3 (Some Extent), 4 (Large Extent), 5 (Very Large Extent) to measure the construct of promotion strategies, factors enhancing sales promotion and events that influence actual buying. The Means and Standard Deviations are presented in table 4.3 below:

It must be noted that the mean is the average value of response for each item on the Likert scale. This is simply the sum of the values divided by the number of values. The implication is that the item with the highest mean is the one which most consumers chose or rated highly and vice versa.

Standard deviation is however a measure of variation. This uses all the observations, and is defined in terms of the deviation ($x_i - \mu$) of the observations from the mean, since the variation is small if the observations are bunched closely about their mean, and large if they are scattered over considerable distances. This means an item on the Likert scale with the smallest standard deviation implies that consumers gave a similar answer to that item compared with the others. On the other hand an item with the biggest standard deviation is one that consumers gave varying (different) answers.

Promotion Strategies

In general, the consumers thought that sales promotion strategies were used to a large extent (Mean = 3.69, approximately 4). See Table 4.3 below.

Table 4.3 below shows that amidst promotion strategies including bonus for talk time, premium, free samples, price off, branded souvenirs, free talk time to family and friends, the promotion strategies which consumers thought was mostly practiced was contests and sweepstakes (with highest Mean).

The promotional strategy with the highest mean is that which most consumers thought was practiced most among the telecommunication companies. In the same vein the strategy with the smallest mean is the least practiced in the view of respondents.

From the value of means generated in Table 4.3 below, it can be concluded that contests and sweepstakes with the highest mean (4.06) per consumer was practiced to the largest extent by the communication companies. This is followed by Free talk time to family and friends (mean, 3.99), Bonus for talk time (mean, 3.89), Price off (mean, 3.6), Free samples (mean, 3.53), Branded souvenirs (mean, 3.49) and Premium (mean, 3.33). Using Premium as a promotional strategy among the telecommunication companies was practiced to the least extent compared with the 6 other promotional strategies (talk time,

free samples, price off, branded souvenirs, free talk time to family and friends, Contests and sweepstakes) in the view of consumers.

Standard deviation is a measure of the variations in the responses. The item with the biggest standard deviation is the one which respondents had varying answers. Likewise, the item with the smallest standard deviation is the one which respondents had most similar views compared with the others. The respondents had most similar views that Free talk time to family and friends was the most used promotional strategy (least standard deviation, 0.73).

Factors enhancing sales promotion

In general, the consumers thought that factors that enhanced sales promotion in the telecom service were present to a large extent (Mean = 3.83, approximately 4).

Table 4.3 below shows that amidst the factors that has influence on potential consumers in the telecom sector i.e. appearance of sales persons, displays of products or services, free gifts accompanied with the purchase of airtime, free samples offered for customer trial, and short term reduction of prices on certain occasions, the attachment services offered such as double bonus for all day/every day (highest Mean, 4.34) was found to be most prominent. This means consumers of the telecom services indicated that double bonus for all day/everyday enhanced sale promotions more than the other factors stated above. This was followed by Short term reduction of prices on certain occasions like Christmas (mean, 4.1), Displays of products or services at customer care centres (mean, 3.98), Appearance of sales persons (mean, 3.71), Free samples offered for customer trial at events such as free blackberry services (mean, 3.45) and Free gifts accompanied with the purchase of airtime such as T-shirts (mean, 3.4).

The consumers had most similar views that attachment services offered, like double bonus all day/everyday, enhanced sales promotion (least standard deviation, 0.89).

Events that Influence actual buying

The consumers thought that in the case of actual buying, there were a number of events that influenced actual buying.

Table 4.3 below shows that among event influencing actual buying in the telecom industry which included timing of sales promotions, payments of services on installment, duration of validity of offers, and type of product being discounted and promoted, appearance of sales persons, displays of products or services, free gifts accompanied with the purchase of airtime, free samples offered for customer trial, and short term reduction of prices on certain occasions, the size of discount ranked highest (mean, 3.80) . This means sizes of the discounts as compared to other strategies influenced actual buying than other events.

The consumers had most similar views that Type of product being discounted and promoted influenced actual buying (least standard deviation, 0.69).

Sales Promotion Practice (General findings)

Overall, sales promotion was found to be practiced to a large extent (weighted Mean = 3.78, approximately 4). Sales promotion was practiced to the largest extent through factors enhancing promotion, notably, double bonus all day/ every day. See Table 4.3 below for details.

Table 4.3: Sales Promotion Practice (Descriptive statistics)

Variables	N	Mean	S.D
Promotion Strategies			
Bonus for talk time	100	3.89	0.90
Premium	100	3.33	1.14

Free samples	100	3.53	1.54
Price off	100	3.60	1.11
Branded souvenirs	100	3.49	1.06
Contests and sweepstakes	100	4.06	1.11
Free talk time to family and friends	100	3.99	0.73
Total		3.70	0.83

Factors Enhancing Sales Promotion

Appearance of sales persons	100	3.71	0.89
Displays of products or services at customer care centres	100	3.98	1.14
Attachment services offered such as double bonus for all day/everyday	100	4.34	0.95
Free gifts accompanied with the purchase of airtime such as T-shirts	100	3.40	0.96
Free samples offered for customer trial at events such as free blackberry services	100	3.45	1.23
Short term reduction of prices on certain occasions like Christmas	100	4.10	1.10
Total		3.83	0.83

Events that influenced actual buying

Timing of sales promotions e.g. during holidays, weekends or festive seasons	100	4.03	0.95
Payments of services on instalment	100	3.28	1.07
Sizes of the discounts as compared to other networks	100	4.10	1.21
Validity of the offer i.e. how long the offer will last	100	3.68	1.00
Type of product being discounted and promoted	100	3.93	0.69
Total		3.80	0.80

SALES PROMOTION PRACTICE (Total)		3.78	0.71
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4.5 CONSUMER BEHAVIOUR

The study assessed consumer buying behaviour based on their post-purchase actions using a company's sales promotion activities. Consumers were required to score questions using a 5-point Likert scale anchored on 1 (No Extent), 2 (Small Extent), 3 (Some Extent), 4 (Large Extent), 5 (Very Large Extent) and was to measure their behaviour. The Means and standard deviations have been reported in Table 4.4 below.

From Table 4.4 below, comparatively, post-purchase actions after buying under the influence of a company's sales promotion indicated by consumers to the largest extent was that, it did not sustain their long term purchases. The consumers to a large extent indicated that anytime they were dissatisfied, they grumbled and complained to friends not to purchase the service (highest Mean, 3.72). See Figure 4.4 below for detailed percentage scores.

The services consumers received through promotional strategies embarked upon by telecommunication companies determined to a large extent their buying behaviour. Customers who are satisfied with the service they receive from their telecom operators i.e. fault detection and repair, continuous access to the network and bill submission are likely to stay with the network while others may adapt other behavioural tendencies. The most unlikely action consumers undertook after buying products or service through sales promotion activities was to register their complaint with the customer care unit anytime they were dissatisfied with a service as indicated in table 4.4 below.

As stated in previous interpretations, standard deviation measures variation in response items on the Likert scale. The item with the biggest standard deviation is the one which respondents had varying answers and vice versa.

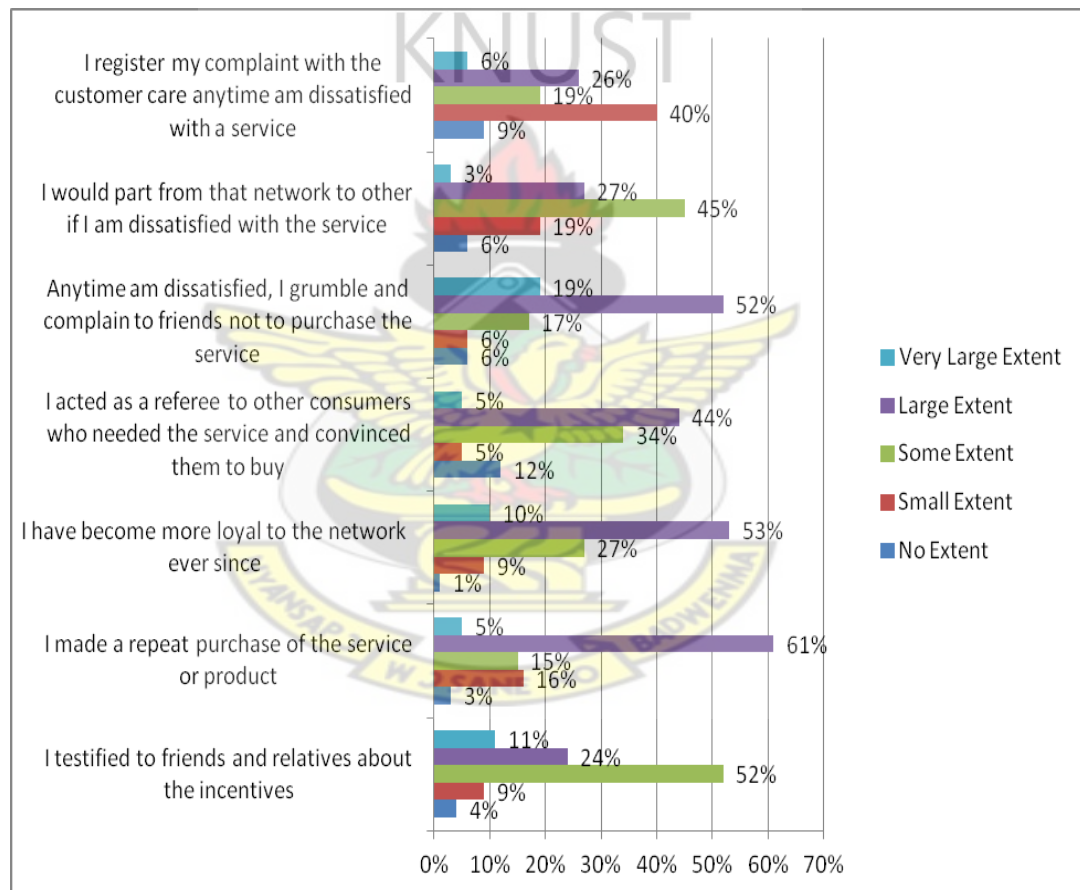
Table 4.4 below shows that, consumers had most similar views that, they become more loyal to the networks as a Post-Purchase Actions (least standard deviation, 0.83).

Table 4.4: Consumer Behaviour (Descriptive statistics)

Variables	N	Mean	S.D
Post-Purchase Actions			
I testified to friends and relatives about the incentives	100	3.29	0.92
I made a repeat purchase of the service or product	100	3.49	0.93

I have become more loyal to the network ever since	100	3.62	0.83
I acted as a referee to other consumers who needed the service and convinced them to buy	100	3.25	1.06
Anytime am dissatisfied, I grumble and complain to friends not to purchase the service	100	3.72	1.04
I would part from that network to other if I am dissatisfied with the service	100	3.02	0.91
I register my complaint with the customer care anytime am dissatisfied with a service	100	2.80	1.11

Figure 4.4: Post-Purchase Actions of Respondents



4.6 IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR (MULTIPLE REGRESSIONS) FROM TABLE 4.5 BELOW.

There is a significant Influence between sales promotion and consumer buying behaviour ($F=33.39$, $p<0.01$). This means sales promotion strategies, factors enhancing

sales promotion, and events that influence actual buying jointly determine consumer buying behaviour. An adjusted R-Square of 0.495 as indicated in table 4.5 below shows that, sales promotion strategies along with factors enhancing sales promotion, and events that influenced actual buying jointly determine the consumer behaviour.

Comparatively, the biggest determinant of consumer buying behaviour are the factors that enhance sales promotion ($\beta = 0.350$), for example, double bonus for all day/ every day. This is followed by sales promotion strategies, for example, contests and sweepstakes, and lastly events that influenced actual buying, for example, sizes of discounts compared to other strategies. Among the three determinants, sales promotion strategies ($P < 0.01$) and factors enhancing sales promotion ($p < 0.05$) have significant impact on consumer buying behaviour. We can therefore conclude that sales promotion strategies and factors enhancing sales promotion jointly determine consumer buying behaviour. Specifically, an improvement in sales promotion strategies and factors that enhance sales promotion will lead to corresponding improvement in consumer behaviour towards purchasing telecom services. See table 4.5 below for details.

Table 4.5: Regression results for Consumer behaviour and Sales Promotion Practices

Variable	B	β	S.E	T	Prob.
Constant	1.36		0.20	6.72	0.00
Sales Promotion Strategies	0.17	0.27	0.05	3.12	0.00**
Factors enhancing Sales Promotion	0.22	0.35	0.83	2.59	0.01*
Events that influenced actual buying	0.13	0.20	0.81	1.62	0.11
S.E of estimate	0.365				
R-Square	0.495		F-statistic		58.24
Adj. R-square	0.424			P	0.00**

Note: **significant at $p < 0.01$;

* Significant at $p < 0.05$

Coefficient of determination(R-Squared): In a multiple regression, R-Square is interpreted as the proportion of variation in the response variable explained by all the predictor variables simultaneously. A high R-Square indicates that the data points are close to the values predicted by the multiple regression equation and that, as a group the independent variables are a good predictor of the dependent variable. A low R-Square indicates that the data points are scattered away from the values predicted by the multiple regression equation and that the independent variables are a poor predictor of the dependent variable.

Standard Error (S.E): The standard error of measurement (S.E) estimates how repeated measures of a person on the same instrument tend to be distributed around his or her “true” score. The true score is always unknown because no measure can be constructed that provides a perfect reflection of the true score. S.E is directly related to the reliability of a test; that is, the larger the S.E, the lower the reliability of the test and the less precision there is in the measures taken and scores obtained.

P-Value: In statistical hypothesis testing, the **p-value** is the probability of obtaining a result at least as "impressive" as that obtained, assuming the null hypothesis is true, so that the finding was the result of chance alone. Generally, one rejects the null hypothesis if the p-value is smaller than or equal to the significance level, often represented by the Greek letter α (alpha). If the level is 0.05, then the results are only 5% likely to be as extraordinary as just seen, given that the null hypothesis is true.

The regression (prediction) equation on the above model is as follows: The regression equation of the best-fit line is given in the format $Y = \beta_0 + \beta_i X_i + S.E$, where β_0 is the intercept and β_i is the slope of the line for the predicted linear relationship between Y(dependent variable) and X (Independent variable). $X_i = X_1 + X_2 + X_3 + \dots$ $\beta_i = \beta_1 + \beta_2 + \beta_3 + \dots$

$$S.E=0 \quad Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Let Consumer behaviour = Y, Sales Promotion Strategies =X₁, Factors enhancing sales promotion =X₂, Events influencing actual buying =X₃,

Let B₁coefficient of X₁, B₂ coefficient of X₂, B₃ coefficient of X₃. From Table 4.5 above, letting Y be function of X₁, X₂, X₃ and substituting the coefficients, we have the equation Y= B₀+ B₁ X₁+ B₂ X₂ + B₃ X₃

$$\text{Then } Y = 1.36 + 0.17X_1 + 0.22X_2 + 0.13X_3$$

The implication is that the above model can be used to predict consumer behaviour.

4.7 CONSUMER'S COMMENTS

The consumers mainly expressed concerns about the fact that, the products they buy through the activities of sales promotion does not always meet their expectation. They are most of the time dissatisfied because the services are always below their expectation.

Consumers also indicated that, sales promotion in the telecom industry has been reduced to price offs' and discount.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

Below are the findings of the research as gleaned from the analyses;

Sales promotion practice is a very prominent feature in the Ghanaian telecom industry and consumers are very much aware of the various sales promotional strategies practiced by these telecom service providers. The various strategies identified in the Ghanaian telecom industry by consumers' supports the most frequently used sales promotions in the world as identified by Berkowitz and Hartley (1994). The notable sales promotional strategies practiced in Ghana included bonus for talk time, premiums, frees samples, price offs, branded souvenirs, contests and sweepstakes, and free talk time to family and friends.

The sales promotion strategy that consumers were mostly aware was the contest and sweepstakes. The consumers' awareness of the sales promotional strategies in the telecom industry gives them access to enough information that guides their decision making.

The sales promotion practice in the industry draw these consumers to the product and make them do impulse purchase. This confirms the assertion by Ngolanya, et al, (2006) that sales promotion engenders impulse buying.

Factors such as appearance of sales persons, displays of products, free gifts accompanied with the purchase of airtime, free samples offered for customer trial and short term reduction of prices on certain occasion could enhance or impair the effectiveness of sales promotion. The findings confirmed that, amidst the factors that could enhance the effectiveness of sales promotion practice, the factor that has the greatest effect was the attachment services such as double bonus for all day. This

supports the study done by Adcock (2001), who asserts that when a purchase decision is made, the actual purchase can be affected by unanticipated situational factors. Some of these situational factors according to them could be directly associated with the purchase, for example the outlet where the purchase is to be made, the quality to be bought, and payment procedure among others. The consumers also had similar views that these attachment services enhance the effectiveness of sales promotion.

There was a significant influence of sales promotion on consumer behaviour. Implying an improvement in the sales promotion strategies will lead to a corresponding improvement in consumer buying behaviour towards purchasing telecom services at least in the short term. This supports the study by Sam and Buabeng (2011), which states that, the essence of sales promotion is to provide a direct inducement to act by providing extra worth over and above what is built into the product at its normal price. Sales promotion plays a significant role in influencing the consumer decision process by shortening the decision process during purchase.

In the case of post-purchase actions of consumers, the findings showed that, consumers to a larger extent grumble and complain about their dissatisfaction of the service to their friends and persuade them not to purchase that particular service or product. It was realised that, the consumer compare the actual experience with their expectations to determine their satisfaction. If it meets their expectations, the likelihood of purchasing the same brand becomes very high and the vice versa. This confirms the study by Gabboth and Hogg (1994) who affirmed that, consumers have a predetermined standard against which they compare the outcome.

5.2 CONCLUSION

Telecom service providers have a lot of services and products that they make available to consumers through their various communication tools. One of the key promotional tools used in marketing these services and products is sales promotion.

The study revealed that sales promotion has an influence in the purchase decision of consumers. It was realised that the consumer may not go through the entire decision making process anytime they want to purchase a telecom service or product. This may be so because the evoked sets which present the consumer with established alternatives may inform the consumer's judgements in deciding which service or product to buy. This may eventually prevent the consumer from going through all the stages of decision making because of experience and available information to him. It was also observed that the consumer would mostly consider which telecom service operator is offering the best discount and the kind of service that satisfies their need. Sales promotion therefore is an inevitable promotional tool for telecom firms if they really want to maintain or increase their market share.

Some of the challenges this study encountered was accessibility of information from Vodafone Ghana. This actually hampered the research because the researcher couldn't get information from the Management of Vodafone to confirm the influence sales promotion has on their sales, customer attraction and customer retention. The study also failed to assess the impact sales promotion has on customer retention after the sales promotion is over.

In conclusion, this study has demonstrated that, the consumer is aware of the information around him and are always looking forward to take advantage of the sales promotions being run by these telecom service providers. Hence, in order to attract and

influence the purchase decisions of the telecom consumers in today's competitive market, sales promotion should be a prominent feature in telecom service providers' budget, year in, year out.

5.3 RECOMMENDATIONS

Recommendations have been made about measures that could be taken to improve the practice of sales promotion in the telecom industry in order to influence the consumer buying behaviour effectively. The following may be noted:

The operators must intensify the use of sales promotion as consumers have shown great interest and are highly influenced by sales promotion activities.

Double bonus-all-day should be carefully applied as it can reduce profitability. Therefore it may be used in conjunction with other promotional tools such as coupons and free talk time. Greater emphasis may be placed on attachment services to gain maximum advantage.

Sales promotion has short term effect, as a result services providers need to do a continuous follow up to establish long term relationship with new customers acquired during sales promotion period.

Telecom service providers should engage in continuous research to correctly approximate consumer expectations and plan to meet them to reduce consumer complaints.

Vodafone and other telecom operators should enhance the situational factors such as display of items, appearance of sales persons, location of showrooms as well as payment processes. These factors and other situational factors will enhance the effectiveness of their sales promotions to influence their consumers.

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APPENDIX

INSTITUTE OF DISTANCE LEARNING, KNUST.

COMMONWEALTH EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION

QUESTIONNAIRE TO TELECOM CONSUMERS

This survey is purposely designed to collect data for the above topic. Information provided is purely for academic purposes and would not be published in any form without your consent.

Section A: Demographics

1. How old are you? ☐ 18-25 ☐ 26-30 ☐ 31-35 ☐ 36-40 ☐ 41-50
2. Gender Status. ☐ M ☐ F
3. Marital Status. ☐ Married ☐ Single
4. Educational Status. ☐ Secondary/ Technical ☐ Tertiary ☐ Masters ☐ Other....
5. Who is/are your service provider(s)?
6. What do you use their service for?
7. How long have you been with the service provider?

SECTION B: SALES PROMOTION STRATEGIES PRACTISED IN THE TELECOM INDUSTRY

Indicate on the scale of *one (1) to five (5)*, where; *1= no extent, 2=small extent, 3= some extent, 4= large extent and 5= very large extent*, the extent to which you are aware of the following sales promotion strategies in the Telecom Industry.

STRATEGIES	No Extent 1	Small Extent 2	Some Extent 3	Large Extent 4	Very Large Extent 5

Bonus for talk time					
Premium					
Free Samples					
Price off					
Branded Souvenirs					
Contests & Sweepstakes					
Free Talk time to Family and Friends					

SECTION C: FACTORS THAT MAY ENHANCE SALES PROMOTION PRACTICE IN THE TELECOM INDUSTRY.

Indicate on the scale of *one (1) to five (5)*, where; *1= no extent, 2=small extent, 3= some extent, 4= large extent and 5= very large extent*, the extent to which you would be convinced to acquire services by the following sales promotion factors.

FACTORS	No Extent 1	Small Extent 2	Some Extent 3	Large Extent 4	Very Large Extent 5
Appearance of sales persons					
Displays of products or service at Customer Care Centers					
Attachment services offered such as <i>double bonus all day every day</i> .					
Free gifts accompanied with the purchase of airtime such as <i>T-shirts</i> .					
Free samples offered for customer trial at					

events such as free blackberry services.					
Short term reduction of prices on certain occasions like Christmas					

SECTION D: EVENTS THAT INFLUENCE THE ACTUAL BUYING OF SERVICES IN THE TELECOM INDUSTRY.

Indicate on the scale of *one (1) to five (5)*, where; *1= no extent, 2=small extent, 3= some extent, 4= large extent and 5= very large extent*, the extent to which the following influence the actual buying of the products or services in the Telecom Industry.

EVENTS	No Extent 1	Small Extent 2	Some Extent 3	Large Extent 4	Very Large Extent 5
Timing of sales promotions e.g. during holidays, weekends or festive seasons.					
Payments of services on installment					
Sizes of the discounts as compared to other networks					
Validity of the offer i.e. how long the offer will last					
Type of product being discounted and promoted					

SECTION E: POST PURCHASE ACTIONS OF CONSUMERS AFTER PURCHASING SALES PROMOTED SERVICES OR PRODUCTS.

Indicate on the scale of *one (1) to five (5)*, where; *1= no extent, 2=small extent, 3= some extent, 4= large extent and 5= very large extent*, the extent to which you would undertake the following actions after purchase of the products or services in the Telecom Industry.

ACTIONS	No Extent 1	Small Extent 2	Some Extent 3	Large Extent 4	Very Large Extent 5
I testified to friends and relatives about the incentives					
I made a repeat purchase of the service or product					
I have become more loyal to the network ever since					
I acted as a referee to other consumers who needed service and convince them to buy					
Anytime am dissatisfied, I grumble and complain to friends not to purchase the service.					
I would port from that network to other if am dissatisfied with the service					
I register my complaint to the customer care anytime am dissatisfied with a service					

Any other comment