ASSESSING THE EFFECT OF BRANDING ON CONSUMER BEHAVIOR IN TELECOMMUNICATION COMPANIES IN GHANA.

BY

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DECLARATION

I hereby declare that this submission is my own work towards the award of Executive

Masters of Business Administration in Strategic management and consultancy and that, to

the best of my knowledge, it contains no material previously published by another person

nor material which has been accepted for the award of any other degree of the

University, except where due acknowledgement has been made in the text.

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DEDICATION

I dedicate this project work to the Almighty God for His mercies on me throughout the study and my parents, siblings.

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ABSTRACT

The general objective of the study is to determine the effect of branding in the Ghanaian telecommunication companies on consumers' buying behavior within the Kumasi metropolis of Ghana. The study adopted a quantitative researcher design. Data for the study were gathered from both primary and secondary sources. The study employed convenience sampling technique to select 200 respondents to administer the questionnaires. The data were analysed using SPSS and Microsoft Excel. The study discovered that an unprecedented majority of the respondents had adequate knowledge on these branding strategies. Although some respondents acknowledged that branding is about logo, service quality, pricing, coverage image, signage and slogan. A whopping majority seem this as combination of all the above. The study had also discovered that branding has a significant association with branding and customer buying behaviour. The study revealed that brand loyalty has positive and significant association with customer buying behaviour. Brand awareness also has positive and significant association with customer buying behaviour. Finally, perceived quality and brand association has positive and significant association with customer buying behaviour. The study is therefore recommending that telecommunications conduct regular scientific studies to identify measure to improve and sustain their brand. These could be customer survey on the particular brand or brand performance assessment. Moreover, customer satisfaction is very vita in to attract and retain customers especially in the telephony business environment where competitions among firms are very intensive and unabated. Customer services such as complains handling, waiting time and customer relationship management must be given a maximum attention.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

KNUST

CHAPTER ONE

GENERAL INTRODUCTION

This chapter of the study serves as the general introductory to the entire project. In specifics it focuses on the background, problem statement, objectives, research question and justification of the study. Furtherance from the above, it also covers the scope and limitation of the study. Finally, the chapter culminates with the organization of the study.

1.1 Background of the study

The Telecommunication environment has really become competitive lately regarding its growth in this 21st century. As a result of population high growth in technology and readily access to information globally and mostly consumers are overwhelmed with the very choices of telecommunication they should use regarding the strewed telecommunication environment. The rapid growth in technology and information sharing has propelled owners and management of business organizations to redefine customer attraction and retention strategy.

The impact of branding on customer behaviour had been invested severally by both prolific writers and emerging writers (Zhang, 2015). The perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There are an appreciable number of literatures that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study it was ascertained that brand image does not have direct impact on loyalty but through customer satisfaction consumers build loyalty. Some Authors have argued that corporate branding as an organizational whose success depends on the context in which it is applied. Branding and particularly, corporate

branding should be sensitive to three key elements; organizational culture, organizational vision and most importantly the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image (Hatch *et al.*, 2001). A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they come in contact with it. Knox & Balmer (2001) investigated corporate branding, corporate identity and branding marketing and reported as follows; top managements of organizations never understood the power of branding until recently where organizations have incorporated branding into their strategic goals and due to competition within the market, individual organizations use branding to distinguish itself from other competitors.

Telecommunication in Ghana includes MTN, Vodafone, Glo, Airtel, tigo. Accordingly, the Author reported that mobile and fixed telephones as well as internets form part of the main economic activities in Ghana (World Bank, 2012). Telecommunications as of 2012 has been on a very progressive journey and has been able to cover quite a distance in a very short period of time. There are at least five (5) current telecommunication companies in Ghana, notably among them include Vodafone, Mtn, Glo, Airtel and Tigo, all these five compete with each other in the industry and therefore make their possible best to attract more customers and satisfy its customers.

More Often, consumers consciously do not know what they go through in making a decision of their choice of a particular product and when this happens it comes to the state where consumers need a shortcut to finally choose a product and the available shortcut made to the consumer is Branding. This way a branded product makes it much easier for

any consumer to choose from and be satisfied with the product chosen by him or her. Ghana signed the final world trade organization (WTO) in 1997 agreement on basic telecommunications indicating their readiness to enhance information in the country and beyond (Mensah, 2006). Branding place an important role in the life's of consumer in making a decision which influence their final choice.

Branding involves creating a unique name and image for a product in a consumer's mind which can be through some form of advertisement, campaigning word of mouth, celebrities etc. Brands perform valuable functions for firm, thus function of a brand is a consumer being able to distinguish two different products and being able to make a choice out of the two products Ghodeswar M. B. (2008). The increased competition in the industry has resulted in a lot of communication tools employed by the companies to help in succeeding in the era of competition, one of the tools commonly used in the telecommunication companies like MTN, Vodafone, Airtel, Glo, and Tigo is Branding. The American Marketing Association defines branding as name, term, design, symbol or any other feature that identifies one sellers good or service as distinct from those of other sellers which makes trademark as the legal term for brands. Telecommunication companies like the notable ones mentioned create brand image that would attract most consumers to purchase that the brand.

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 are:

3

problem recognition; information search; evaluating of alternatives; purchase decisions; purchase and post purchase evaluation. Consumer decision-making varies with the type of buying decision in which every consumer exhibit in purchasing a particular product and the feeling attached to the product or brand, and the loyalty felt towards it.

Similarly, Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. Tu *et al*. (2012) indicated that organizational branding directly affects customer satisfaction. This finding was affirmed by the results of Johnson, Andreessen, Lervik & Cha (2001); and Davies *et al*. (2003). In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; Ogba & Tan,

2009, Johnson, Andreessen, Lervik, & Cha, 2001; Martineau, 1958; and Selnes, 1993).

Thus, the economic survival of the telecommunication industry is dependent on consumers' behaviour. The fact that consumers maintain long term relationships with telecommunication companies in the Ghanaian telecommunication industry constitutes a sign of long term economic survival of the industry. An interesting philosophical issue may arise in respect of brand-driven satisfaction and long term survival of companies within the telecommunication industry. This study therefore focuses on an assessment of the influence of branding on consumers' behaviour in the Ghanaian Telecommunication companies.

1.2 Statement of the Problem

According to Denmark (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and

the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. Telecommunication companies as a service provider needs to provide services that really satisfies consumers' expectations in ensuring that the company survives economically. In order to achieve this feat, they need to understand consumers' buying behavior in order to help them evaluate the service being offered.

The telecommunication companies are experiencing unprecedented change, thus there has been a huge change in the telecom industry to improve the image of the company. Therefore, these companies like MTN, Vodafone, Glo etc. must employ very proactive branding strategies than they currently possessed. This way it is believe to make a difference both locally and internationally (Blackett, 2005). In Ghana most telecommunication companies such as Airtel, Glo, Mtn, produce few branding strategies to win the heart of customers, with these a few telecommunication industry practice branded images to satisfy its customers. A good portion of the research on brand is devoted to building better understanding in the area of brand choice; brand switching, brand loyalty and brand extension (Moore et.al 2008). There is an association between brand loyalty and continues demand. This is because a satisfied customer buys more and buys longer (Schultz, 2005).

This revelation is a very contentious one since long term relationships between consumers and telecommunication operators is an indication of long term economic survival of telecommunication companies within the Ghanaian telecommunication industry and hence a sign of consumer satisfaction. Consumer satisfaction in the Ghanaian telecommunication

industry can be determined by a number of factors of which branding is a constituent. The extent to which product branding affects consumers' decision-making remains a critical area that needs a thorough investigation. It is for this reason why this study is undertaken to determine the effect of branding on consumers' behaviour in the Ghanaian telecommunication companies.

1.3 General Objective

The main objective of the study is to determine the effect of branding in the Ghanaian telecommunication companies on consumers' buying behavior.

The specific objectives of the study are:

1. To examine the branding strategies employed by telecommunication companies

2. To investigate customers view on branding in the telecommunication industry in Ghana

3. To evaluate the impact of branding on the behaviour of telecommunication companies.

4. To evaluate the relationship between branding and consumer buying behaviour in the Ghanaian telecom industry.

1.4 Research Questions

1. What branding strategies are employed or used by telecommunication companies?

2. What are customers' view on branding and its effect on the telecommunication industry?

3. What are the impacts of branding on the behaviour of telecommunication industry?

4. What is the relationship between branding and consumer buying behaviour in the

Ghanaian telecom industry?

1.5 Significance of the Study

The outcome of this study is expected to contribute significantly towards telecommunications companies on the effects of branding on consumer behavior. This is to rejuvenate and reminds telecommunication companies about the perception and attitude of their target customers on the very branding strategies they have been deploying. Thus, there will be an insight into what product actually influences consumers of branded telecommunications product to help them develop the best strategies in winning the heart of its consumers. This study is also expected to contribute value towards existing knowledge on branding and telecommunication business environment in Ghana and beyond. Particularly it is expected to serve as a reference document to prospective researchers who may endeavor to repeat and expand on this study.

1.6 Scope and Delimitations of the Study

The geographical scope of the study was limited to Kumasi metropolis. Contextually, the study is to determine the effect of branding in the Ghanaian telecommunication companies on consumers' buying behavior. In view of this the following specific telephony companies would be looked at; Mtn, Tigo, Airtel Vodafone and Glo. The time period for this study is cross sectional meaning data would be taken once in the life time of the study. The target respondents would be limited to students, traders, corporate officials would constitute the dominant users of telecommunication services.

1.7 Limitations of the Study

The study had number of challenges which obstructed its smooth progression. Among them include; financial resources, time constrains, scope limitation, sample size issues, ethical issues as well as Statiscal. The entire program was self-sponsored by the researcher herself. This made it very difficult to broaden the scope beyond the resource limit of the researcher. Time was also very limited to conduct a time series or longitudinal studies either than the cross sectional survey.

The research had to learn complex statistical tools within a short time and this was a challenge. Moreover, non-compliance on part of the respondents created unnecessary delays. Most of these limitation were mitigated by consistency on the part of the researcher and unflinching support from the project supervisor.

1.8 Organization of the Study

The section of the study outlines how the project is organized in this edition. The study was organized into five chapters. The Chapter One forms the introductory part of the study which set the precedence for the rest of the project. The Chapter Two is predominantly about literature review. The Chapter Three dwells on the research methodology, the Chapter Four and Five respectively look at analysis and discussions on one hand and conclusion and recommendations on the other hand, the later chapter also includes the summary of findings.

LITERATURE REVIEW

2.0 Introduction

This section of the project focuses on review of relevant literature which has relationship with working objectives of the study. With regards to this the following issues have been reviewed brand, branding strategies, consumer behaviour and branding, telecommunications brands, and consumer behaviour towards communication companies, among others. It purpose is to throw more light on the various theories and concept surrounding what branding is as well as consumer behaviour and the effect of branding on consumer behaviour in telecommunication companies.

2.1 Concept of Branding

The concept of branding have been variously explained and discussed by researchers, pundits and the learned in the business discourse and academia. Branding has been defined as the use of identifiable variable like attractive names, symbolisms, terminologies (slogans), terms, signs and in an extended version, the combination of all the aforementioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand (Bennett, 1995). Branding has been in existence hitherto large commercial activities (before the industrial revolution) to identify one product from the other particularly among the artistic workers. A brand that is meticulously planned and executed dominates the subconscious minds of consumers who do not struggle to recall them whenever the need arises and hence has become a vital tool for business organizations to break into every market. For instance, in Ghana, popular names like MTN, Vodafone, Airtel, Tigo and Glo comes into their mind when mobile networks are mentioned. Also when the name nestles comes to mind,

9

beverage is what people think about. In that accord, the American Marketing Association (2014) asserted that products and services are branded to bring out the uniqueness of the product making it different from other products and services of competitors within the industry the organization finds itself. The American Marketing Association (2014) emphasized that products and services can be branded using a name, symbol, logos, terms, designs and can be a combination of these variables. Researchers such as Watkins, 1986, Aaker, 1991 and Kotler adheres this definition. Through branding, customers develop an emotional connection with the product and the organization. When individuals develop emotional attachments with the product of the organization it becomes easy for the product to be identified with an increasingly choked market.

Communicating the brand of a product to potential customers is very important. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including; brand positioning, brand communications; brand performance and brand equity and leveraging. Branding qualifies a product to become more than a product because of the emotional and mental connection they develop

(Kapferer 2008; Kapferer, 1992).

Formally, branding was defined as names, associations and other ingredients that is used to identify a product (Kotler 2000). Potential and aggregate consumers see branding as an integral part of every product, assign meaning to it and in the long run producers or service providers like MTN, Vodafone, Airtel and the likes wins customers heart through branding. When a brand is perceived to be of high quality, there is still prestige highlighted

on that product. For example, if any telecom industry has a high quality product and prestige, consumer will still be with that telecom industry. Based on this finding, it is obvious that brands have an immense role on consumer behaviour and therefore its effect on telecommunication companies will make consumers to shift from one Telecommunication Company to another.

2.2 Branding Strategies

Analysts and pundits have repeatedly affirmed that the telecommunication industry is entities that have the potency to greatly influence consumers. The globalization of production and the chain of multinational companies have influenced companies to develop strategic branding tools that are executed through specific goals, the culture of the organization and the chain of command within the organization. Brands of organizations can range from visuals (logos, symbols, colours, the physical edifice of the organization and the likes) to audios (jingles, composed songs, recitals and others) and also be grouped under tangible and intangible elements of branding (Davies, 2000).

In addition, Davies (2000) mentioned five strategic branding strategies; positioning, brand extension, the channel through which distribution takes place and pricing. The positioning of product is essential and deals with its uniqueness, sustainability, credibility and the value that customers' get for their money and depending on the level of satisfaction the customer gets, the more they are drawn to the product.

Positioning also elucidates the product direction and the basis for the product and in a pursuing new market, communicating and setting prices as well as gives clarity and guidance for internal employees. "The value of branding has also been recognized by

suppliers who produce ingredients or components that are incorporated into final products"
(Norris, 1992).

Further studies also show an analogy between branding strategy and strategic pricing. The
author is of the view that premium strategy also has price tendencies. This implies that
when telecommunication companies invest in strategic branding it would win customers
even in the face of higher service charges (Davies, 2000).

2.3 Branding Strategies in Telecommunication Companies

Every Organization primary equity is its brand in the telecom industry especially where
there is massive competition comes out different brands to suit with its customers.
Telecommunication companies brand strategy is driven by what Vodafone, Airtel, Glo,
MTN and Tigo wish for in the kind of market they currently operate in. For example, if
any of the telecom companies want to Increase the number of our subscribers, Then They
Would Have to target under-penetrated segments, before a telecom industry service
provider can open doors for business, it has to go through some strategies thus it branding
strategies used to build a strong brand.

Branding also involves building and managing a brand that differentiate itself from the rest
in the market and also add value to its customers (Murphy, 1990). Branding in the
telecommunication sector is of significant interest due to globalization and possible
strategic alliance and competitive strategy. Branding strategies are strategies are used in
building that a strong brand in institution. Telecom industry has always been and will be
ultra-competitive tariffs its whether it regards wars, data etc., as a result of that, it has
always been with intensified challenges and therefore customers of telecom company

owners expect brands to engage With them across every available digital channel. Research shows 51% of customers that they will say defiantly loyal Become when they have a good experience with the said telecom company. Most telecom sectors have reached a point where there is saturated much competition Between them since finding it difficult they are to compete and grow in a market by employing Such traditional go to go to market strategy. Therefore telecommunication companies must rethink their approach to finding a strategy in organizing themselves to allow for more growth. The strategic branding usually encompasses communication, positioning, value identity and personality. (Alamro, 2011).

2.3.1 Brand Equity as a Strategy

Bonne and Kurtz (2005) stipulated that brand equity refers that that additional value that the brand of a product add to a particular product as against its substitutes. Hence, telecommunication industries can deploy measures such as mobile money transfers, providing health tips and among others for their customers which is outside their main stream action of work which is providing network services such as enabling communication. This strategies is available to facilities based providers and resellers and therefore telecom industry can industry can differentiate on other network based service such as enhanced all management service, messaging service.

2.3.2 Cost Drive as a Strategy

In telecommunication industry building a strong brand should use the strategy of improving on how its price is structured in order to ensure that usage driven cost drive measured prices. When this is done, it will be able to maintain the high quality of services or products customers are willing to spend their monetary resources on. For Example, in

Ghana, telecom industry such as Vodafone, mtn, Airtel, Glo and Tigo can equally uses this strategy to win competitive advantage over the other.

2.3.3 Core Identity

Core Identity is another strategy telecom company's use, this involve the deployment of sophisticated technology to provide the needs of individuals, corporate and government market and this helps to enter other market segment in the future therefore building the brand knowledge of customers should be taken into consideration.

2.4 Consumers View on Branding

Branding undoubtedly add a significant amount of value to a particular product that instigate consumers to purchase it. This unseen value is delivered together with the physical product that customers buy from cosmetic shops, groceries, convenient shops, telecommunication industries and among others. Consumers prior to acquiring a product develop a perceived level of expected satisfaction or experience through the brand of the product especially when they understand the brand of the organization. A vivid example is, before a potential customer purchases an Apple product, they are assured of originality, quality, having a good experience and prestige for the brand of Apple. A special attachment both emotional and mental is developed by the customer towards the brand. Similarly, the vibrant telecommunication industries in Ghana such as Mtn, Vodafone, Airtel, Tigo and Glo can possibly adopt these strategies; low cost of charges, promotional packages, charge exemptions and other aspects of dealing with value addition. From the ongoing it can be said that branding and customer buying behaviours are mutually related.

2.5 Impact of Branding On Consumer Behaviour and the Telecom Industry The process of selection, organization, and interpretation of information regarding a decision to purchase a product or service is termed customer perception (Kotler, 2009). Hence branding has major impact on perception since perception is regarded as the recognition and interpretation of sensitive information. In similar fashion branding could be thought or picture in the mind of the customer. In this manner perception that is the recognition and interpretation a customer assign to a product or service is been influenced by the efficacy of the brand.

Moreover, whenever a customer is introduced into brand through such medium as packaging, word -of-month, and their level of brand awareness significantly increased. When this happens the buying decisions are also affected through perception of the brand in question (Erdem, 1998).

Relating this to the telecommunication business in Ghana, it is very clear that most to the telecommunication companies that position themselves strategically regarding branding are able to control greater market share of the telephony service users by influencing their perceptions.

Foxall and Goldsmith (1994) in their study recommended that there is a strong association between perception of the customer regarding a particular product and service are been influenced by the perception of the brand. In the telephony sector brands are built to generate short term and long term profit, positive perception and recognition about the corporate services and products.

When telecommunication services were first introduced into the Ghanaian soil, the perception was that these kinds of services were geared towards the rich but subsequently strategic branding has eluded all those pre-conceived mentality and restores positive images about the industry. Today the impact of the telecommunication industry which historically thought to be for the rich is evidence in their provision of corporate social responsibilities in the area of health, education, agriculture, social life religion and business with lot of life changing testimonies.
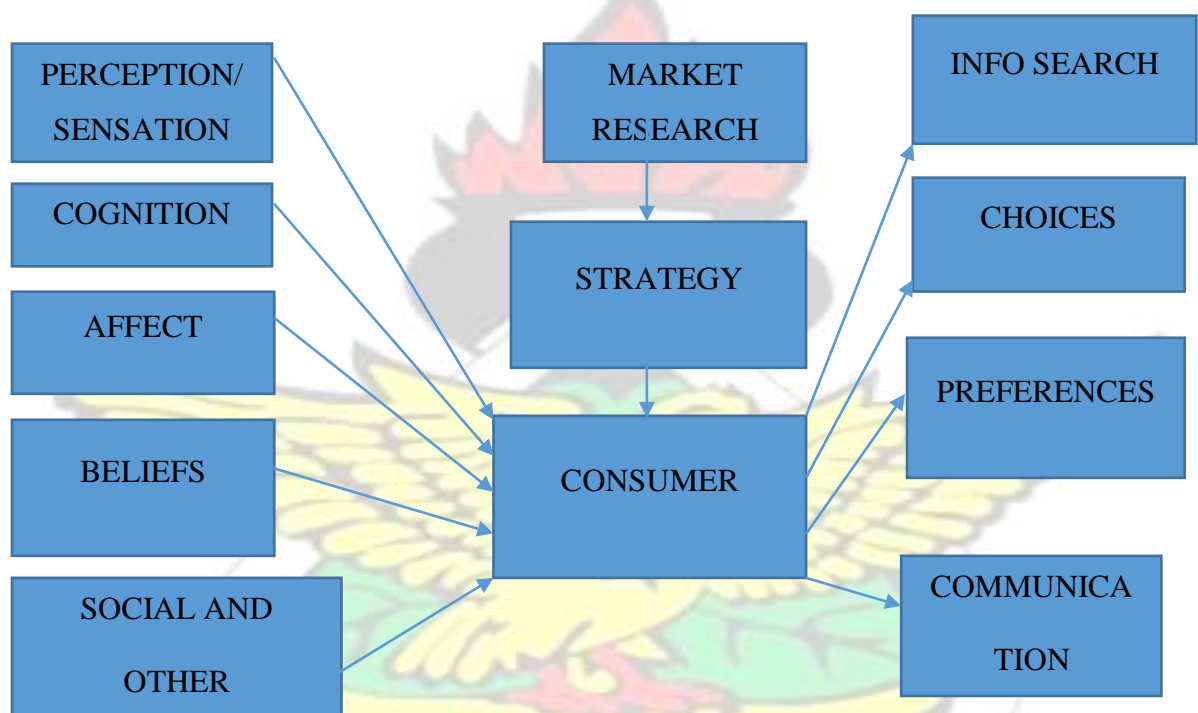
Figure 2.1: Influences of Branding on Consumer Behaviour

Source: Perner (2007).

Several factors have been influencing the behaviour of the customers under a given circumstance. Typical among the factors are internal factors, psychological factors and personal factors. The internal factors include; conditions such as demographics, personality, lifestyle, psychographics, motivation, knowledge, beliefs, feelings and attitude. Psychological factors include; individual motivation, perception, attitude and

belief. Likewise, the personal factors include such factors as income levels, age, personality, occupation, and lifestyles.

2.6 Models of Consumer Behavior

There are many available models and theories that explain customer buying behaviour. These models vary in diverse ways based on scope, presentation and assumptions. However, they mostly follows a common precedence which include pre-purchase intentions, purchase intentions and post-purchase as reported by Hoyer and Maclnnis (2001).

The concept of customer behaviour has been variously defined. In most cases it is considered as an interface between summation, consumption and disposal of a product or service. Meanwhile these definitions did not pay prominence to continuity of the processes. Due to the lapses in definition of customer behaviours other Authors had tried to define the concept as a circle of consumption in which purchasing processes is seen as loop that involve acquisition, consumption and disposal of goods (Arnoud *et al*., 2004) . In a related incidence, the consumer decision model requires that consumers go through seven basic steps before reaching final decisions. According to Blackwell *et al*. (2006) these seven steps are as follows; need for recognition, search for information, prepurchase, evaluation, purchase, consumption, post consumption, evaluation and divestment.

Rayport and Jaworski (2003) have suggested a similar model with slight difference regarding the terms used. Blackwell *et al*. (2006) further argued that most consumer research would be based on the recommended seven strategies and how different elements affect each stage of the consumer's decision. In his view the different in terms use has no association with this process. from the presentation made herein it can be concluded that

customer behaviour is a complex issues that varies from a person to person depending on the socio economic factors that affect the individuals in question.

2.7 Empirical review on Branding

According to Denmark, (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining and managing the brands reputation becomes integral to be the market leader. Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood.

The researcher argued that there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers. Alizadeh, *et al*., (2014) determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers. Branding of organizations shows or depicts itself in the culture of the organization representing the intangible aspect of the product. Also the social, ecological and organizational structure shows the brand of the organization. In developing the brand of a company, it is vital the organization strategically considers the internal and external factors within and outside the market to make a concrete decision. Hence a feasibility study of the environment is needed to get the perfect picture of the type and kind of brand to develop and should be should easily be

modified to suit the changing conditions. One cannot justly affirm the superiority of product banding over corporate branding and vice versa but branding among organizations are moving towards corporate branding. Zhang, (2015) assessed the Impact of Brand Image on Consumer Behavior: A Literature Review. The perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. There are an appreciable number of literatures that supports this assertion. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behaviour both directly and indirectly. In the study it was ascertained that brand image does not have direct impact on loyalty but through customer satisfaction consumers build loyalty. Hatch *et al.*, (2001) describes corporate branding as an organizational tool whose successful application depends upon attending to the context in which it is used. Branding and particularly, corporate branding should be sensitive to three key elements; organizational culture, organizational vision and most importantly the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image.

A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they come in contact with it. Knox & Balmer, (2001) examined corporate identity, corporate branding and corporate marketing seeing through the fog. The researcher emphasized that top managements of organizations never understood the power of branding until recently where organizations have incorporated branding into their strategic goals and due to competition within the market, individual organizations use branding to distinguish itself from other competitors. Similarly, Tu *et al.* (2012) ascertained

Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. Tu *et al*. (2012) indicated that organizational branding directly affects customer satisfaction. This finding was affirmed by the results of Johnson, Andreessen, Lervik & Cha, (2001); and Davies *et al*. (2003). In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; Ogba & Tan, 2009, Johnson, Andreessen, Lervik, & Cha, 2001; Martineau, 1958; and Selnes, 1993). Uggla (2005) analyzed and discuss the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

In the real business environment, branding performs multidimensional activities through its complex semiotic models. Branding through it model assists organizations to strategically align themselves with other organizations they share similar characteristics with and to a larger extent share the same policy arrangements, corporate goals and objectives and their visions and missions are simile geared toward a common destination. Branding also informs the type of employees an organization seeks to employ and how they can project the image of the organization (Leitch and Richardson, 2000; Balmer and Dinnie, 1999). Branding may have a percentage of risks which needs to be thoroughly evaluated to see whether it will not overly affect the image of the organization and the loyalty of customers. For instance, using celebrities to brand an organization, a product and the likes inadvertently transfers the negatives of the celebrity to the organization or product they stand for. That is the association of Michael Jordan to NIKE influenced a lot of basketball players and funs to buy into the products of NIKE but a negative image might have affected the brand negatively. In this case, internal and external policies are very

much relevant to sustain the organization or product. Saraniemi & Ahonen (2008) presented how branding, and especially corporate branding, is utilized in destination branding studies. In the world of tourism, tourists only have lasting and memorable experience when they are delighted or satisfied with the hospitality of the destination visited. However, branding is most integral in drawing tourists to a particular destination and sets that destination apart from the others. These brandings are in the form of imageries used on websites, unique experiences that are found only at that destination and among others.

In the same direction, Shah, *et al.*, (2012) studied the core of brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions. The study concluded that attitudinal formations towards smoking are most formed through the brand of cigarette that are commonly used by the masses. This indicates that, popularity of brand among customers influences others to purchase the same product based on the trusts and acceptance of other consumers. The study found that smokers give less consideration to the harmful effects that their actions are having on the environment just to gratify their personal desires. Cooper *et al.* (2009) proposed the use of corporate branding firstly to integrate the fragmented CSR literature and secondly to integrate the fragmented sustainability literature. Cooper *et al.* (2009) proposed the use of a long term sustainable corporate social responsibility as a marketing tool to catch the attention of potential customers. ideally, societies are moved towards organizations that give back to society through their engagement in humanitarian activities like providing healthcare services, organizing empowerment programs for the rural poor, supporting the growth of education and among others. Contributing or shearing a company's benefits with society leads to the creation of brand awareness among potential

customers, which translates into customer trust and customer loyalty among individuals in the society. Dolatabadi *et al*. (2012) examined the impact of Brand

Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers). Equity delivery through products to customers is key to developing customer trust and loyalty among potential customers. Equity ensures leverage which is devoid of inequality or preferential treatment from customers and extends the boundaries of customer satisfaction leading customer retention.

In the study Dolatabadi *et al*. (2012) found a significant relation between product equity and customer loyalty and trust among customers. Ghodeswar (2008) identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including positioning of the brand, communicating the brand to the masses, delivering of the brand performance and lastly leveraging the brand equity. Saravanan, (2016) identified the factors influencing the brand awareness level of Ashok Leyland (Boss) among the customer of TVS in Madurai city. Brand awareness increases sales of a particular brand which improves brand performance. In the study, BOSS as a product has gained enough brand awareness and it is performing well in the market and loyalty of the product has been on the rise. Pattuglia, *et al*., (2015) extend the authenticity research towards further mass markets (products and services) and to explore the effects of consumers' authenticity perceptions on brand image, trust loyalty and premium price. In the era of big data analysis, the researchers resulted using large amount of data to

ascertain certain variables and their positive impacts on products and accordingly lack of customers' having adequate information about a product leads to mistrust among customers and this have been affirmed by (Gilmore and Pine, 2007;

Kapferer, 2008; Balmer, 2012a).

However, capturing the trust of consumers has a positive bearing on the credibility of brands, the loyalty developed by customers and commitment towards brands (Erdem and Swait, 2004; Chaudhuri and Holbrook, 2001; Garbarino and Johnson, 1999; Morgan and Hunt 1994; Sirdeshmukh *et al*. 2002) which transcends into developing a successful brand relationships with the open market (Morgan and Hunt, 1994; Urban, Sultan, and Qualls, 2000). The forces of market elements have a significant effect on brands originality. More and more people are now seeking brands which do not lose their values as dynamisms and the forces of market begin to affect it through substitute goods, complementary products, other similar and cheaper products may be the main challenges of the product (Penaloza 2000; Peterson 2005, Beverland, 2005; Napoli *et al*., 2014;

Molleda, 2010; Balmer, 2012b; Balmer *et al*., 2009; Balmer, 2012b, Hatch and Schultz, 2001, 2008).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the research methodology that determines the effect of branding in the Ghanaian telecommunication companies on consumers' buying behaviour in the Kumasi metropolis of Ghana. Specifically, this chapter provide the research paradigm, population of the study, sample size and sampling technique, sources of data, data collection instruments, data analysis as well as ethical considerations. Finally, the chapter provides a summary of the review.

3.1 Research Design

Research design had been variously defined. In most instances research design is about data, sources of data, collection, data analysis, ethical considerations or combination of all the above that need to be duly observed in order to achieve the objectives of a study or answer series of research questions to draw a meaningful conclusion (Creswell, 2003; Sakaran, 2003; Wilson, 2014). In this study the researcher has adopted mixed method research design to enable the researcher accomplishes the objectives of the study. Mixed method (descriptive-longitudinal) research design involves information collected without changing the environment. It is sometimes referred to as correlational or observational studies. In this type of design, the reliability and validity of results is very high since one off set the weakness of the other. In other words, biases are reduced. Interviews were conducted.

3.2 Population of the study

The population of the study entails set of individuals who share or exhibit similar characteristics which is of great interest to the researcher (Creswell, 2003; Morgan, 1997). Population may also imply the group of people living in a given geographical area and

share common cultural characteristics. The population of this study encompasses all telecommunication service providers in the Kumasi metropolis of Ghana. These include customers and the service provider's particularly marketing officials (Vodafone, MTN, Airtel, Glo, Tigo). But for efficiency in management, the researcher decided to use (250) respondents as the targeted population made up of 230 customers and 20 service providers. The sample size of the study shall be taken from the aforementioned population.

3.3 Sample Size and Sample Technique

Sample is a portion of a population or universe. It is a normal parlance in research which state that the high the sampling size the higher the reliability and validity in the result and the vice visa (Creswell, 2003; Tailor, 2005). Since the population of the study was infinite the researcher did not apply any statistical formula in the sampling size estimation instead 210 respondents were taken to answer the questionnaire. These comprised of 200 customers and 10 marketers from the selected companies. Two officials each were selected to participate in the study. The researcher adopted convenient sampling technique for the study. Convenient Sampling refers to researching subjects of a population that are easily accessible to the researcher and it is affordable, easy, and the subjects are readily available (Sakaran, 2003). This was because the project time was very limited coupled with financial constraints hence under the circumstance the convenience otherwise known as the sampling random was used to gather the respondents. In this case telephony service users who were available and were also willing to participate were each given a questionnaire to complete. The researcher also provides the needed assistance to the respondents in the completion of the questionnaires. These were in the form of explaining the study objects, and elucidating the individual question since some of the respondents had low level of formal education.

3.4 Sources of Data

Data are information that has been translated into a form that is more convenient to move or process (Morgan, 1997). There are two main sources of data used in this study Namely; primary and secondary

3.4.1 Primary Data

Primary data is original research that is obtained through first-hand investigation, and it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements (Sakaran, 2003). Primary data for this study were through questionnaires.

3.4.2 Secondary Data

Secondary data is research that is widely available and obtained from another party. Secondary data can be found in publications, journals and newspapers (Sakaran,

2003). This study did not make any secondary data from the organization under study.

3.4.1 Method of Data Collection

The researcher considered several data collection methods and finally chose structured questionnaires. This was because questionnaires have the tendency to cover a wider area within a short time. Moreover, it is preferred in studies which adopt the quantitative research design approach. And this study is not an exception.

The questionnaires were distributed to the targeted respondents of the study. These include; students, corporate officials and other telephony users. Two main measurement scales were adopted and used in the study. Namely; nominal and ordinal. In the nominal scale the

variables that were affected include. Age group, gender, profession, education and preferred network. In the ordinal scale, a five-point scale was used where 5-implies strongly agree and 1-plies strongly disagree. The questionnaires were further grouped according to the objectives of the study for easily validity and identification.

3.5 Data analysis technique

Data analysis is the process of transforming raw data into useful output. The researcher adopted quantitative research design technique for the study (Creswell, 2003; Tailor, 2005). This makes statistical analysis imperative in this study. Hence statistical package for social sciences (SPSS version 21) was adopted to analysis the field data. This was done with the aid of Microsoft excel. The field data were adequately validated to remove possible omissions, errors, inconsistencies, and non-response. Descriptive statistics were conducted. Namely; means, standard deviations, relative importance index and frequencies. The results were presented using tables and charts. The findings were further discussed with previously done studies (Sakara, 2000).

3.6 Organizational Profile

The telecommunication industry has been in operation since 1996. Although Tigo Ghana was the first to operate in the country their customers were taken away by the MTN group which is currently the leading telecommunication network in the country. MTN was able to do this due to it wider coverage and several value added services. Vodafone is widely known to be a world-class telecommunications service provider. They provide both the fixed lines and cellular lines. Recently, it emerges the second most patronized mobile network service provider in the country.

The Glo joined the telecommunication race in Ghana recently from Nigeria. Though they won a license through a closely-contested bid to run a cellular network over a year ago, their roll-out in Ghana had been delayed by bureaucracy from the Environmental Protection Agency (EPA). The information herein this documents is not the overall situation of the telecommunication sector in Ghana but just an overview to support the argument in this study only. The figure 3.1 below shows the various logo and images of the major telecommunication service providers in Ghana.

Figure 3.1: logos of some selected telecommunication companies in Ghana

3.7 Ethical Consideration

The study had observed several ethical issues needed to complete the study. . Ethical issues were also addressed in this study. Notably, principles of dignity, justice and respect were observed. These were done to project the identity of the respondents and anonymity of information Morgan, 1997).
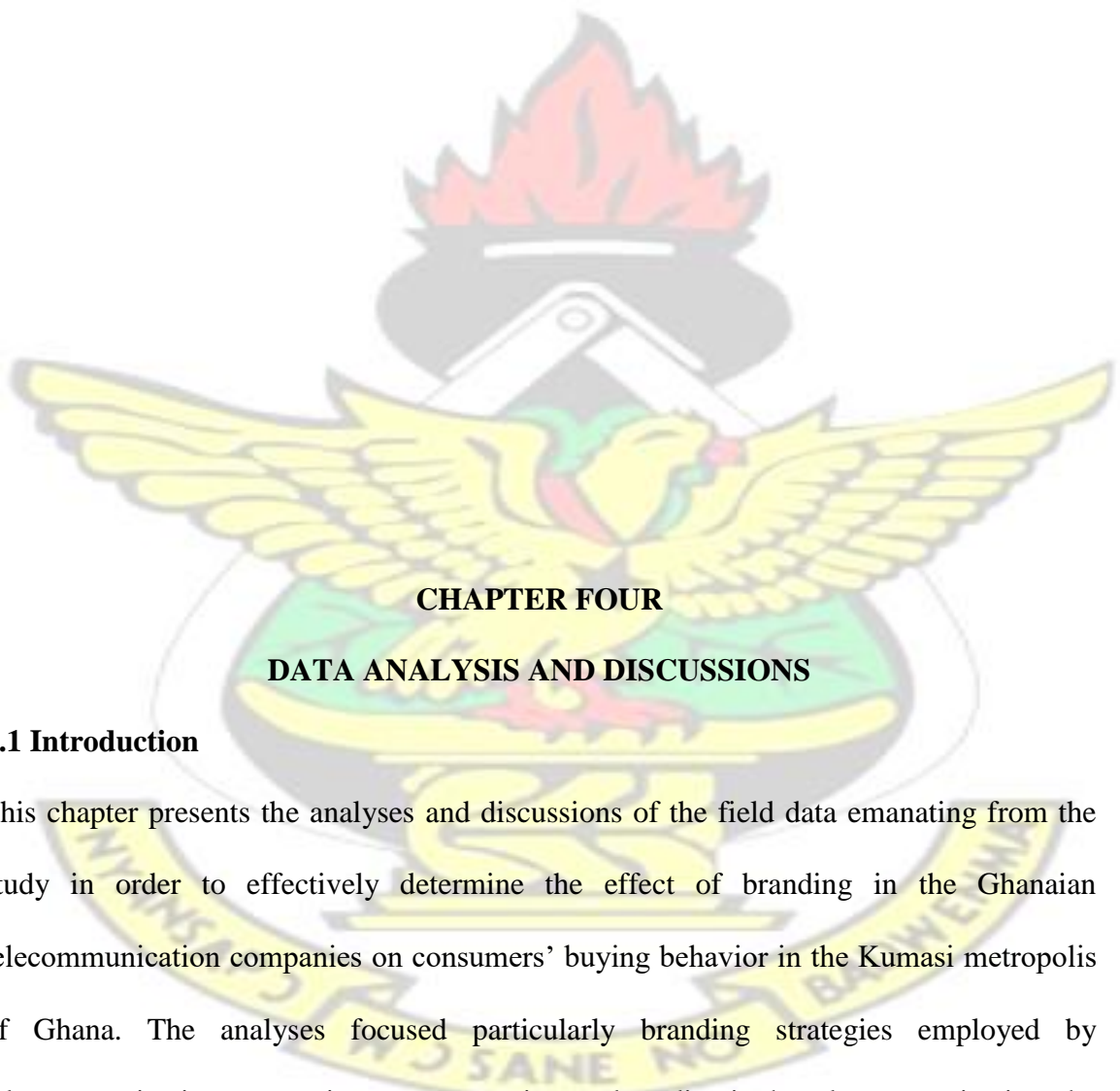
CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter presents the analyses and discussions of the field data emanating from the study in order to effectively determine the effect of branding in the Ghanaian telecommunication companies on consumers' buying behavior in the Kumasi metropolis of Ghana. The analyses focused particularly branding strategies employed by telecommunication companies, customers view on branding in the telecommunication, the impact of branding on consumer behaviour and its effect on the telecommunication industry and the relationship between branding and consumer buying behaviour. The

results of the analyses had been present using mean, standard deviations, relative importance index and frequencies.

4.2 Background of the Study

This section of the analysis presents background information about the respondents.

Table 4.1: Respondents Sex Distribution

Variable	No. of Response	%
Male	118	59.0
Female	82	41.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

From the table, the Sex of respondents showed that 59% were males and 41% were females. This implies that males dominant in the telephony industry particularly in the current study setting (Kumasi metropolis). Therefore the outcome of the study is more likely to be skewed towards the males views then the females.

Table 4.2: Respondents Age Distribution

Variable	No. of Response	%
Below 18 years	4	2.0
18-25 years	58	29.0
26-30 years	47	23.5
31-40 years	31	15.5
41-50 years	32	16.0
50+	28	14.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

Respondents age distributions were as follows; majority (N=58, 29%) of the respondents were between the age group 18-25 years, 23.5% were within the age group 26-30, 16%

were aged between 41-50, 15.5% of the respondents were between the ages of 31-40 years, 14% were 50 years and above and lastly only 2% of the respondents were below 18 years of age;
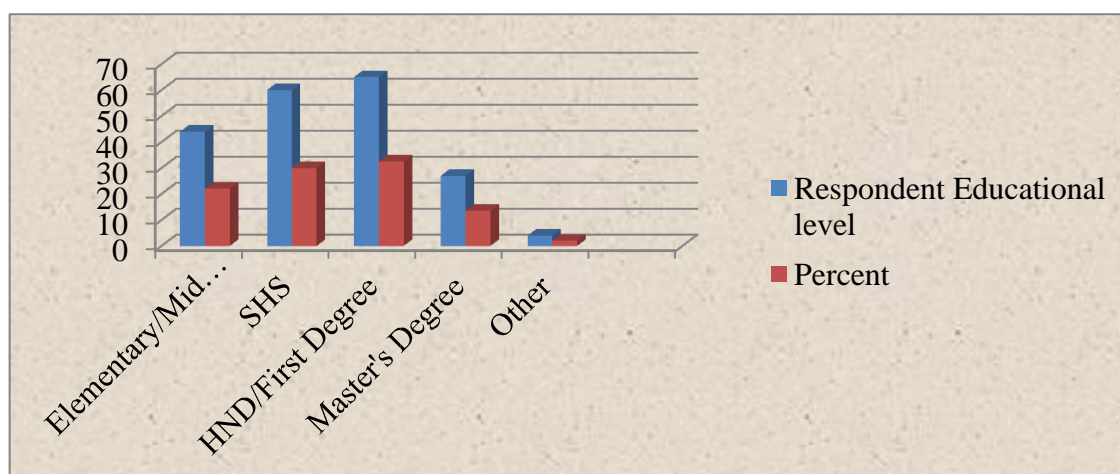
Figure 4.1: Respondents Educational level

Source: Field Survey, 2016.

Regarding respondent educational level, it was revealed that 32.5% of the respondents were having HND/Degree, also 30% of the respondents were SHS leavers, another 22% of the respondents were Elementary/Middle school leaver/JHS, 13.5% were master's degree holders and about 2% of the respondents were within other unspecified categories.

Table 4.3: Respondents Religion

Variable	No. of Response	%
Christianity	184	92.0
Islamic	16	8.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

The religion of respondents showed that a whopping 92% of the respondents belonged to the Christian faith and the minority 8% of the respondents belonged to the Islamic faith.

Table 4.4: Years of using mobile telecommunication services

Variable	No. of Response	%
1-2 years	8	4.0
2-5 years	36	18.0
Above 5 years	156	78.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

Regarding the number of years of using a mobile telecommunication services, the greater proportion (N=156, 78%) of the respondents reportedly affirmed that they have been using mobile telecommunication services for more than 5 years, 18% of the respondents said they have been using the service for 2-5 years and just 4% of the respondents said they have been on mobile services for 2-1 years.

4.3 Branding strategies employed by telecommunication companies

The study explored branding strategies from the officials of the telecommunication companies. The study discovered that there are several branding strategies adopted and utilized by the communication companies (Vodafone, Tigo, Airtel, Mtn and Glo). These strategies ranges from the cost drive quality service, core identity and differential. From the survey results 42% of the respondents consider wide coverage of a telecommunication company as a brand strategy, 20% of the respondents belief their branding strategy is greatly influenced by affordability, fastness of internet and quality services recorded 18% each with 2% of the respondents influenced by other variables.

We belief our services are distinctive by our call tariffs. We strive to charge the lowest among our competitors. As a result our customers know us by this. A marketing official from Vodafone (Participant # 1).

We belief in what we do and do best, we are known for our service differentiation. We always set the pace in discovering and this has distinguished us from all the rest in the telecommunication business Osei from MTN (participant #=2)

Ghanaians have known us to be the smart phone network that is Airtel for you. We are first in innovation and technology. We provide affordable options for our cherished customers. Peter marketing official from Airtel (participant #3)

We provide health tips and among others for our customers which is outside our main stream action of work which is providing network services such as enabling communication. This strategy is available to facilities based providers and resellers and therefore we are able to can differentiate our network services. Mensah Vodafone

(participant #4)
We are different by our identity, this involve the deployment of sophisticated technology to provide the needs of individuals, corporate and government market and this helps to enter other market segment in the future therefore building the brand knowledge of customers are always taken into consideration. Asare MTN (participant #5).

4.4 Customers' view on branding and its effect on the telecommunication industry

Regarding the number of years of using a mobile telecommunication services, the greater proportion (N=156, 78%) of the respondents reportedly affirmed that they have been using mobile telecommunication services for more than 5 years, 18% of the respondents said

they have been using the service for 2-5 years and just 4% of the respondents said they have been on mobile services for 2-1 years.
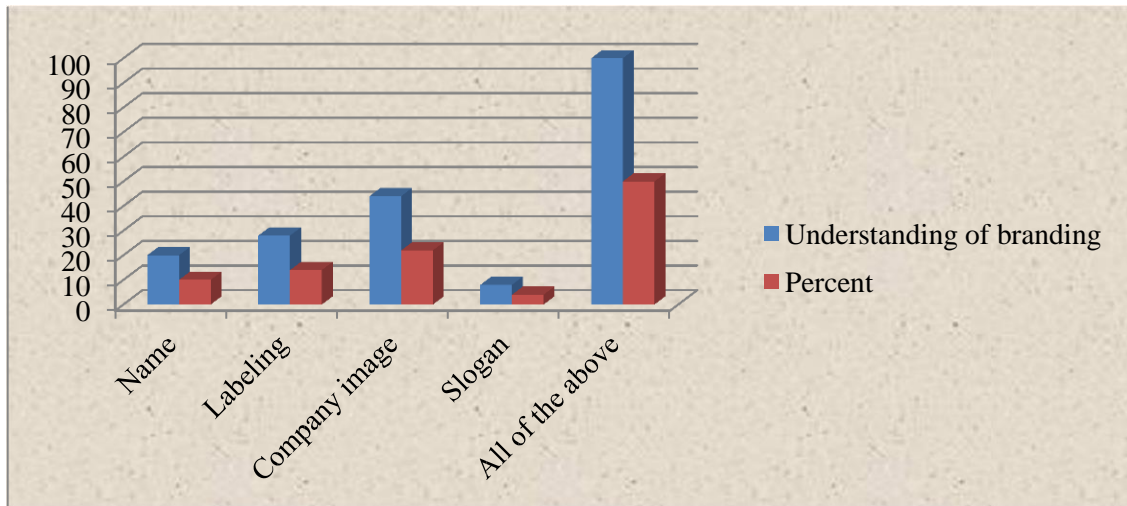
Figure 4.2: Understanding of branding

Source: Field Survey, 2016.

With the understanding of branding 50% of respondents said all the above, followed by 22% of the respondents who said they understand company image, 14% of the respondents easily identifies labeling, another 10% said they easily recognizes the brand name of the organization with only 4% identifying companies with slogans.

Table 4.5: Preferred mobile telecommunication service brand being different from other brands

Variables	No. of Respondents	Percent
Wide coverage	84	42.0
Fast internet	36	18.0
Affordability	40	20.0
Quality services	36	18.0
Other	4	2.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

34

From the survey results 42% of the respondents consider wide coverage of a telecommunication company as a brand strategy, 20% of the respondents belief their branding strategy is greatly influenced by affordability, fastness of internet and quality services recorded 18% each with 2% of the respondents influenced by other variables.

Table 4.6: Preferred brand when mobile telecommunication services are mentioned

Variables	Frequency	Percent
MTN	119	59.5
Tigo	16	8.0
Vodafone	47	23.5
Glo	12	6.0
Airtel	6	3.0
Total	**200**	**100.0**

Source: Field Survey, 2016.

Table 4.6 presented the results of the familiar brand among respondents when telecommunication services are mentioned and the study discovered that majority (N=119, 59.5%) of the respondents ticked MTN, also 23.5% said it Vodafone, 8% went in for Tigo, 6% belief in was Glo and only 3% said Airtel. This implies that MTN has gained popularity among the Ghanaian mobile telecommunication service providers.

4.5 Impact of branding on buying behaviour of the telecommunication companies

This sub section of the analysis provides on how branding directly or indirectly effect the buying behaviour of the consumers. Particularly their perceptions and recognition of the brand.

Table 4.7: Brand Loyalty

Brand Loyalty	SA	A	N	D	SD

	SA	A	N	D	SD
I am Motivated to recommend the brand that I use to others	105(52.5)	59(29.0)	12(6.0)	8(4.0)	16(8.0)
I am Motivated to Purchase alternative packages	60(30.0)	76(38.0)	44(22.0)	12(6.0)	4(2.0)
I would continue to use this brand even at high Usage Rate	82(41.0)	28(14.0)	40(20.0)	24(12.0)	26(13.0)
I would be Motivated to switch to other competitive brand	50(25.0)	44(22.0)	32(16.0)	31(15.5)	43(21.5)

Source: Field Survey, 2016. Where SA=Strongly Agree; A=Agree; N=Neutral;

D=Disagree; SD=Strongly Disagree

The table 4.7 shows the effects of brand royalty on customers purchasing intentions using

five point Likert scale (SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree;

SD=Strongly Disagree).

Higher percentage of (52.5%) of the respondents strongly asserted that they are motivated

to recommend their favourite brands to others, 29% of the respondents agreed to further

recommend their brands. However, 6% would remain neutral, 4.0% totally disagreed with

recommending their brand to others whiles 8.0% strongly disagreed in recommending their

brands to others. Again, 60 of the respondent with a percentage of

30 are motivated to purchase alternative packages. Moreover, 38% are further motivated

to purchase alternative package due to its brand, 22% for neutral, however, 6% of the

respondents are not motivated to do this hence they disagree to the statement and 2%

strongly disagreed. Moving on from the above, 41% of the respondents would continue to

use their adopted brand even in the face of high usage rate, 14% agrees whiles 20% of the

respondents would not be able to decide on this hence they would rather be neutral, 12%

disagreed, Meanwhile, 13% would discontinued the usage of their current brand in the

event that the usage rate is very high. Beside the above, 25% of the respondents would be

motivated to switch to other competitive brand however, 22% agreed, Meanwhile 16% were undecided on this issue, 15.5% of the respondents would not switch to other competitive brand whiles a percentage of 21.5% strongly disagreed.

Table 4.8: RII Index on Brand Loyalty

Brand Loyalty	Mean	SD	RII	Rank	RII Index
I am Motivated to recommend the brand that I use to others	4.15	1.20	0.83	1st	Medium important
I am Motivated to Purchase alternative packages	3.89	0.97	0.76	2nd	Medium important
I would continue to use this brand even at high Usage Rate	3.58	1.45	0.72	3rd	Medium important
I would be Motivated to switch to other competitive brand	3.14	1.49	0.63	4th	Low important
Unweighted Mean =	**3.69**				

Source: Field Survey, 2016. To measure the relative importance of each factor or variable used, indices of range 0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where; SD=Standard Deviation

The relative important index of brand loyalty were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the results were shown in Table 4.8 as follows; the declaration "I am Motivated to recommend the brand that I use to others" had a (X=4.15, SD=1.20, RII=0.83) which is medium important meaning customers who develop loyalty can easily recommend the product to others, with the statement "I am Motivated to Purchase alternative packages" recorded a (X=3.89, SD=0.97, RII=0.76) making it a medium important, the assertion "I would continue to use this brand even at high Usage Rate" obtained a medium important status with (X=3.58, SD=1.45, RII=0.72) and the

assertion "I would be Motivated to switch to other competitive brand" was less important with a (X=3.14, SD=1.49, RII=0.63).

Table 4.9: Brand Awareness

Brand Awareness	SA	A	N	D	SD
I can easily Recall this brand during any purchase Power	58(29.0)	76(38.0)	38(19.0)	12(4.0)	8(4.0)
I consider Point of Difference among brands before deciding	15(7.5)	89(44.5)	68(34.0)	-	-
I have adequate Knowledge about this Brand	60(30.0)	66(33.0)	19(9.5)	31(15.5)	8(4.0)
My Position of Choice Set is high toward the brand	64(32.0)	74(37.0)	38(19.0)	16(8.0)	-
I can Recall of competitive Brands easily	38(19.0)	56(28.0)	72(36.0)	18(9.0)	4(2.0)

Source: Field Survey, 2016. Where SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree

The table 4.9 shows the effects of brand awareness on customers purchasing intentions using five point Likert scale (SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree). The available evidence from the support the claim that about 67% of the respondents can easily recall their brand during any purchase power. However, 8% would not be able t recall their brand with easy. Furtherance from the above majority (52%) of the respondents would consider point of difference among brands before making purchase decision however, 34% would be undecided in such a circumstance. Majority (63%) has adequate knowledge about their brand but 19% of them do not. Whiles 69% of the respondents set high their position of choice towards brand others do not. Meanwhile, 19% of the respondents were undecided on this issue. More so, 47% of the respondents

can recall of competitive brands easily. However, 11% of the respondents cannot recall competitive brands

Table 4.10: RII Index on Branding Awareness

Brand Awareness	Mean	SD	RII	Rank	RII Index
I can easily Recall this brand during any purchase Power	3.85	1.05	0.74	2nd	Medium important
I consider Point of Difference among brands before deciding	3.69	0.62	0.64	5th	Low important
I have adequate Knowledge about this Brand	3.76	1.20	0.69	4th	Medium important
My Position of Choice Set is high toward the brand	3.97	0.93	0.76	1st	Medium important
I can Recall of competitive Brands easily	3.56	0.99	0.71	3rd	Medium important
Unweighted Mean=	**3.77**				

Source: Field Survey, 2016. To measure the relative importance of each factor or variable used, indices of range 0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where; SD=Standard Deviation

The relative important index of branding awareness were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the findings were presented in Table 4.10 as follows; the statement "I can easily Recall this brand during any purchase Power" was medium important with (X=3.85, SD=1.05, RII=0.74), the assertion "I consider Point of Difference among brands before deciding" was less important with a (X=3.69, SD=0.62, RII=0.64), also the statement "I have adequate Knowledge about this Brand" was averagely important with (X=3.76, SD=1.20, RII=0.69) and lastly the assertion "My Position of Choice Set is high toward the brand" was medium important with (X=3.97, SD=0.93, RII=0.76).

Table 4.11: Perceived Quality

Perceived Quality	SA	A	N	D	SD
I will purchase brand with Product Performance	140(70.0)	40(20.0)	8(4.0)	-	4(2.0)
I will purchase brand with Value added features	120(60.0)	44(22.0)	20(10.0)	4(2.0)	8(4.0)
I will purchase a brand with high Service Quality	148(74.0)	24(12.0)	16(8.0)	-	8(4.0)
Quality perception influences my brand decision	82(41.0)	82(41.0)	20(10.0)	-	4(2.0)
Innovation is key in my choice for mobile telecom brand	88(44.0)	40(20.0)	60(30.0)	8(4.0)	-

Source: Field Survey, 2016. Where SA=Strongly Agree; A=Agree; N=Neutral;

D=Disagree; SD=Strongly Disagree

The table 4.11shows the effects of perceived quality on customers purchasing intentions

using five point Likert scale (SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree;

SD=Strongly Disagree).The available data support provides that 90% of the respondents

will purchase brand based on the product performance, only 4% of the respondents would

not base purchasing intentions on performance. Again, as many as 82% of the respondents

would purchase a brand with value added features however, 6% of the respondents would

not do consider value added features. Majority (86%) of the respondents agreed that they

will purchase a brand with high service quality. Meanwhile, 4% of the respondents would

not consider service quality apriority.

In a similar vein, 82% of the respondents would be influenced by the quality perception of

the brand whiles 10% would not be influence quality perception. Moreover, 64% of the

respondents would consider innovation as key in their choice for mobile telephony services

whiles 30% would not consider innovation as a choice for telecom brand.

Table 4.12: RII on Perceived Quality

Perceived Quality	Mean	SD	RII	Rank	RII Index
I will purchase brand with Product Performance	4.63	0.76	0.89	1st	High important
I will purchase brand with Value added features	4.35	1.02	0.73	4th	Medium important
I will purchase a brand with high Service Quality	4.55	0.95	0.89	1st	High important
Quality perception influences my brand decision	4.27	0.82	0.80	2nd	Medium important
Quality perception influences my brand decision	4.06	0.96	0.79	3rd	Medium important
Unweighted Mean=	**4.37**				

Source: Field Survey, 2016. To measure the relative importance of each factor or variable used, indices of range 0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where; SD=Standard Deviation

The relative important index on perceived quality were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the findings were presented in Table 4.12 as follows; the statement "I will purchase brand with Product Performance" found that the assertion was highly important with (X=4.63, SD=0.76, RII=0.89); the assertion "I will purchase a brand with high Service Quality" indicated that the statement was high important with (X=4.55, SD=0.95, RII=0.89); also the statement "Quality perception influences my brand decision" was medium important with (X=4.27, SD=0.82, RII=0.80); moreover the assertion "Quality perception influences my brand decision" was medium important with (X=4.06, SD=0.96, RII=0.79) and lastly the statement "I will purchase

brand with Value added features" was medium important with (X=4.35, SD=1.02, RII=0.73).

Table 4.13: Brand Association

Brand Association	SA	A	N	D	SD
I will patronise in brand with Closeness to Life	49(24.5)	55(27.0)	56(28.0)	12(6.0)	24(12.0)
I like brand with high Social Image	100(50.0)	52(26.0)	24(12.0)	4(2.0)	8(4.0)
Personality feelings is key in my brand decision	53(26.5)	60(30.0)	60(30.0)	15(7.5)	8(4.0)
Sing Value or recognition influence my brand decision	18(9.0)	35(17.5)	115(57.5)	12(6.0)	16(8.0)

Source: Field Survey, 2016. *Where SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree*

The table 4.13 shows the effects of brand association on customers purchasing intentions using five point Likert scale (SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree). From the survey the following results were obtained, 51% of the respondents are most likely to patronise in brands that support life whiles 18% of the respondents would not do this. Moreover, 76% of the respondents would like brand with high social image, 12% would not be able to decide in this case and 6% would not be bothered with high social image in their branding decisions. The study further reveals that majority (56.5%) of the respondents would consider telecom brand as a result of personality feeling. Meanwhile, as many as 30% are undecided as to whether personality feeling influences their brand decision. The study again revealed that 53% of the respondents are influenced by recognition when choosing among brands. Interestingly, 14% of the respondents do not consider recognitions when deciding on brands.

Table 4.14: RII on Brand Association

Brand Association	Mean	SD	RII	Rank	RII on Index
I will patronise in brand with Closeness to Life	3.47	1.27	0.68	3rd	Medium important
I like brand with high Social Image	4.23	1.04	0.79	1st	Medium important
Personality feelings is key in my brand decision	3.69	1.08	0.74	2nd	Medium important
Sing Value or recognition influence my brand decision	3.14	0.96	0.62	4th	Low important
Unweighted Mean=	**3.63**				

Source: Field Survey, 2016. To measure the relative importance of each factor or variable used, indices of range 0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where; SD=Standard Deviation

The relative important index on brand association were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the findings were presented in Table 4.14 as follows; the statement "I like brand with high Social Image" was medium important with (X=4.23, SD=1.04, RII=0.79); the assertion "Personality feelings is key in my brand decision" was medium important with a (X=3.69, SD=1.08, RII=0.74); also, the statement "I will patronise in brand with Closeness to Life" showed An important index with (X=3.47, SD=1.27, RII=0.68) and finally, the assertion "Sing Value or recognition influence my brand decision" saw low important with (X=3.14, SD=0.96, RII=0.62).

4.5 Relationship between branding and consumer buying behaviour in the Ghanaian Telecom.

This section of the analysis presents associations between various components of branding and consumer buying behaviour.

Table 4.15: Correlations

		Customer buying behaviour	Brand loyalty	Brand awareness	Perceived quality	Brand association
Customer buying behaviour	Pearson Correlation	1				
	Sig. (2-tailed)					
Brand loyalty	Pearson Correlation	.65**	1			
	Sig. (2-tailed)	.003				
Brand awareness	Pearson Correlation	.093	-.048	1		
	Sig. (2-tailed)	.315	.604			
Perceived quality	Pearson Correlation	.256**	.476**	.021	1	
	Sig. (2-tailed)	.005	.000	.821		
Brand association	Pearson Correlation	.243**	.613**	.484**	.229*	1
	Sig. (2-tailed)	.009	.000	.000	.014	
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Field Survey, 2016.

There is a significant (p-value <0.05) and positive correlation between consumer buying behaviour and the various components of branding. There is a significant association (pvalue <0.05, R= 0.665) between customer buying behaviour and brand loyalty. There is also a significant association (p-value <0.05, R= 0.593) between customer buying behaviour and brand awareness. Furthermore, there is a significant association (p-value <0.05, R= 0.665) between customer buying behaviour and perceived quality. Finally, there is a significant correlation between brand association and customer buying behaviour. These associations supports the following previous studies by on marketing Dolatabadi *et al*. (2012) examined the impact of Brand Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers). Equity delivery through products to customers

is key to developing customer trust and loyalty among potential customers. Equity ensures leverage which is devoid of inequality or preferential treatment from customers and extends the boundaries of customer satisfaction leading customer retention. In the study Dolatabadi *et al*. (2012) found a significant relation between product equity and customer loyalty and trust among customers. Ghodeswar, (2008) identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of findings, conclusions and recommendations aimed at addressing the established specific objectives of the study. Particularly the following are eminent, branding strategies employed by telecommunication companies, customers view on branding in the telecommunication, the impact of branding on consumer behaviour and its effect on the telecommunication industry and the relationship between branding and consumer buying behaviour.

5.1 Summary of findings

This sub-section of the study presents the summary of findings emanating from the study.

5.1.1 Branding strategies employed by telecommunication companies

The study discovered that there are several branding strategies adopted and utilized by the communication companies (Vodafone, Tigo, Airtel, Mtn and Glo). These strategies ranges from the cost drive quality service, core identity and differential. From the survey results 42% of the respondents consider wide coverage of a telecommunication company as a brand strategy, 20% of the respondents belief their branding strategy is greatly influenced by affordability, fastness of internet and quality services recorded 18% each with 2% of the respondents influenced by other variables.

5.1.2 Customers' view on branding and its effect on the telecommunication industry

Regarding the number of years of using a mobile telecommunication services, the greater proportion (N=156, 78%) of the respondents reportedly affirmed that they have been using mobile telecommunication services for more than 5 years, 18% of the respondents said they have been using the service for 2-5 years and just 4% of the respondents said they have been on mobile services for 2-1 years. With the understanding of branding 50% of respondents said all the above, followed by 22% of the respondents who said they understand company image, 14% of the respondents easily identifies labeling, another 10% said they easily recognizes the brand name of the organization with only

4% identifying companies with slogans.   The survey results discovered that majority (N=119, 59.5%) of the respondents ticked MTN, also 23.5% said it Vodafone, 8% went in for Tigo, 6% belief in was Glo and only 3% said Airtel. This implies that MTN has gained popularity among the Ghanaian mobile telecommunication service providers.

5.1.3 Impact of branding on buying behaviour of the telecommunication companies

Majority (52.5%) of the respondents strongly asserted that there are motivated to recommend their favourite brands to others, 29% of the respondents agreed to further recommend. However, 6% would remain neutral. Again, 30% of the respondents are motivated to purchase alternative packages. Moreover, 38% are further motivated to purchase alternative package due to its brand. However, 8% of the respondents are not motivated to do this hence they disagree to the statement. Moving on from the above, where as 55% of the respondents would continue to use their adopted brand even in the face of high usage rate. 20% of the respondents would not be able to decide on this hence they would rather be neutral. Meanwhile, 25% would be discontinued the usage of their current brand in the event that the usage rate is very high. Beside the above, 47% of the respondents would be motivated to switch to other competitive brand however, 36.7% of the respondents would not switch to other competitive brand. Meanwhile 16% were undecided on this issue.

The relative important index of brand loyalty were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the results were shown in Table 4.8 as follows; the declaration "I am Motivated to recommend the brand that I use to others" had a (X=4.15, SD=1.20, RII=0.83) which is medium important meaning customers who develop loyalty can easily recommend the product to others, with the statement "I am Motivated to Purchase alternative packages" recorded a (X=3.89, SD=0.97, RII=0.76) making it a medium important, the assertion "I would continue to use this brand even at high Usage Rate" obtained a medium important status with (X=3.58, SD=1.45, RII=0.72) and the

assertion "I would be Motivated to switch to other competitive brand" was less important with a (X=3.14, SD=1.49, RII=0.64).

The available evidence from the support the claim that about 67% of the respondents can easily recall their brand during any purchase power. However, 8% would not be able t recall their brand with easy. Furtherance from the above majority (52%) of the respondents would consider point of difference among brands before making purchase decision however, 34% would be undecided in such a circumstance. Majority (63%) has adequate knowledge about their brand but 19% of them do not. Whiles 69% of the respondents set high their position of choice towards brand others do not. Meanwhile,

19% of the respondents were undecided on this issue. More so, 47% of the respondents can recall of competitive brands easily. However, 11% of the respondents cannot recall competitive brads

The relative important index of branding awareness were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the findings were presented in Table 4.10 as follows; the statement "I can easily Recall this brand during any purchase Power" was medium important with (X=3.85, SD=1.05, RII=0.74), the assertion "I consider Point of Difference among brands before deciding" was less important with a (X=3.69, SD=0.62, RII=0.64), also the statement "I have adequate Knowledge about this Brand" was averagely important with (X=3.76, SD=1.20, RII=0.69) and lastly the assertion "My

Position of Choice Set is high toward the brand" was medium important with (X=3.97, SD=0.93, RII=0.76).

The available data support provides that 90% of the respondents will purchase brand based on the product performance, only 4% of the respondents would not base purchasing intentions on performance. Again, as many as 82% of the respondents would purchase a brand with value added features however, 6% of the respondents would not do consider value added features. Majority (86%) of the respondents agreed that they will purchase a brand with high service quality. Meanwhile, 4% of the respondents would not consider service quality apriority.

In a similar vein, 82% of the respondents would be influenced by the quality perception of the brand whiles 10% would not be influence quality perception. Moreover, 64% of the respondents would consider innovation as key in their choice for mobile telephony services whiles 30% would not consider innovation as a choice for telecom brand.

The relative important index on perceived quality were determined where (0.85-1.00= High important; 0.65-0.84= Medium important; 0.00-0.64=Low important. Where X=Mean; SD=Standard Deviation) and the findings were presented in Table 4.12 as follows; the statement "I will purchase brand with Product Performance" found that the assertion was highly important with (X=4.63, SD=0.76, RII=0.89); the assertion "I will purchase a brand with high Service Quality" indicated that the statement was high important with (X=4.55, SD=0.95, RII=0.89); also the statement "Quality perception influences my brand decision" was medium important with (X=4.27, SD=0.82, RII=0.80); moreover the assertion "Quality perception influences my brand decision" was medium important with (X=4.06, SD=0.96, RII=0.79) and lastly the statement "I will purchase brand with Value added features" was medium important with (X=4.35, SD=1.02, RII=0.73).

From the survey the following results were obtained, 51% of the respondents are most likely to patronize in brands that support life whiles 18% of the respondents would not do this. Moreover, 76% of the respondents would like brand with high social image, 12% would not be able to decide in this case and 6% would not be bothered with high social image in their branding decisions. The study further reveals that majority (56.5%) of the respondents would consider telecom brand as a result of personality feeling. Meanwhile, as many as 30% are undecided as to whether personality feeling influences their brand decision. The study again revealed that 53% of the respondents are influenced by recognition when choosing among brands. Interestingly, 14% of the respondents do not consider recognitions when deciding on brands.

5.1.4 Relationship between branding and consumer buying behaviour in the

Ghanaian Telecom.

The study discovered there is a significant (p-value <0.05) and positive correlation between consumer buying behaviour and the various components of branding. There is a significant association (p-value <0.05, R= 0.665) between customer buying behaviour and brand loyalty. There is also a significant association (p-value <0.05, R= 0.593) between customer buying behaviour and brand awareness. Furthermore, there is a significant association (p-value <0.05, R= 0.665) between customer buying behaviour and perceived quality. Finally, there is a significant correlation between brand association and customer buying behaviour. These associations supports the following previous studies by on marketing Dolatabadi *et al*. (2012) examined the impact of Brand

Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products Retailers). Equity delivery through products to customers is key to developing customer trust and loyalty among potential customers. Equity ensures leverage which is devoid of

inequality or preferential treatment from customers and extends the boundaries of customer satisfaction leading customer retention. In the study Dolatabadi *et al.* (2012) found a significant relation between product equity and customer loyalty and trust among customers. Ghodeswar, (2008) identify important elements of brand building based on a literature review and case studies of successful brands in India. The study concluded that one basic requirement in sustaining brand is communication. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand.

5.2 Conclusions

In conclusion the study had revealed that there are several branding strategies adopted and utilized by the communication companies (Vodafone, Tigo, Airtel, Mtn and Glo). These strategies ranges from the cost drive quality service, core identity and differential. Other strategies include; coverage, accessibility, availability and pricing and promotions.

Moreover, concerning customers view on these branding strategies as they are implied in the telephony businesses were awesome. An unprecedented majority of the respondents had adequate knowledge on these branding strategies. Although some respondents acknowledged that branding is about logo, service quality, pricing, coverage image, signage and slogan. A whopping majority seem this as combination of all the above.

The study had also discovered from the data analyzed that, branding has a significant association with branding and customer buying behaviour. It also revealed that brand

loyalty has positive and significant association with customer buying behaviour. Brand awareness also has positive and significant association with customer buying behaviour. Finally, perceived quality and brand association has positive and significant association with customer buying behaviour

In conclusion the present study was conducted to determine the effect of branding in the Ghanaian telecommunication companies on consumers' buying behavior. The study had discovered that telecommunication companies deploy several branding strategies to create awareness of their products and services. These strategies include; logo, image, signage, slogans service quality, pricing, coverage etc

5.3 Recommendations

From the afore-stated conclusions the following recommendations are deem vital for success in the telecommunication industry. These include; strategic branding, customer satisfaction, quality service, continues improvement, researching and development, appropriate branding strategies.

First and foremost, research and development play significant role in the success of every business endeavour. In this view telecommunications are encouraged to conduct regular scientific studies to identify measure to improve and sustain their brand. These could be customer survey on the particular brand or brand performance assessment .

Moreover, customer satisfaction is very vita in to attract and retain customers especially in the telephony business environment where competitions among firms are very intensive and unabated. Customer services such as complains handling, waiting time and customer relationship management must be given a maximum attention and also their brands must

have much impact on their behavior to build a strong relationship between their brand and consumer behavior.

In addition, various telecom industries should adopt best branding strategies to attract more customers to them. Quality service and continues improvement must be maintained at all times. Quality services in this view would focus on proving a tailed service or product that meets the specifications of the customers. Alternatively, this is done to eliminate all forms of defects associated with product or service. Whenever quality service is achieved the customer is always satisfied and the brand of the service provider is promoted on many platform usually through the word of mouth (WOM)

Similarly, strategic branding is another way to promote and sustain customer branding. In this management must incorporate the knowledge and desires of the customers into the overall branding strategy. This strategy has the efficacy and the clout to a stick the brand in the mind of the customers. Others perceive their involvement as honor and return remain loyal to the brand. It is believe of the researcher that if all these are incorporated into the branding policy in their business.

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APPENDIX

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KNUST

SURVEY QUESTIONNAIRE

Topic: Assessing the Effects of Branding On Consumer Behaviour in

Telecommunication Companies in Ghana

Introduction

This questionnaire is part of a study that is determining the effect of branding in the

Ghanaian telecommunication companies on consumers' buying behaviour. Kindly select the

right response from among alternative answers for each question by ticking in the appropriate

box. Where alternative answers are not provided, fill in the gaps provided. You are assured of

the confidentiality of this exercise because it will be solely used for academic purpose. Thank you for your contribution.

Section A: Background Information

1. **What is your Sex?**

   [ ] Male

   [ ] Female

2. **Indicate your age groups?**

   [ ] Below 18years

   [ ] 18-25years

   [ ] 26-30years

   [ ] 31-40 years

   [ ] 41-50years

   [ ] 50+

3. **What is your highest educational attainment?**

   [ ] No formal education

   [ ] elementary/Middle school leaver/JHS

   [ ] SHS

   [ ] HND/First Degree

   [ ] Master's Degree

   Other Specify: ……………………

4. **Indicate your Religion?**

   [ ] Christianity

   [ ] Islamic

[ ] Traditionalist

[ ] Others (specify)………………

5. How long have you been using mobile telecommunication services?

    Less than a year [ ]

    b) 1 -2 years [ ]

    c) 2 – 5 years [ ]

    d) Above 5 years [ ]

6. What do you understand by branding?

    a) Name [ ]

    b) Labeling [ ]

    c) Company image [ ]

    d) Slogan [ ]

    e) All of the above [ ]

7. Which brand comes into mind when mobile telecommunication services are

mentioned?

    a) MTN [ ]

    b) Tigo [ ]

    c) Vodafone [ ]

    d) Grow [ ]

    e) Airtel [ ]

SECTION B: Brand Loyalty, Brand Awareness, Perceived Quality, Purchasing

intentions and Brand Association

Please indicate your level of agreement or disagreement to the following statements on brand loyalty by using the agreement legend provided. Agreement Legend Strongly agree=5, Agree=4, Neutral=3, Disagree=2, Disagree=1

Brand Loyalty	Use the 5-point Likert Scale				
I am Motivated to recommend the brand that I use to others	5	4	3	2	1
I am Motivated to Purchase alternative packages	5	4	3	2	1
I would continue to use this brand even at high Usage Rate	5	4	3	2	1
I would be Motivated to switch to other competitive brand	5	4	3	2	1

Please indicate your level of agreement or disagreement to the following statements on brand awareness by using the agreement legend provided. Agreement Legend Strongly agree=5, Agree=4, Neutral=3, Disagree=2, Disagree=1

Brand Awareness	Use the 5-point Likert Scale				
I can easily Recall this brand during any purchase Power	5	4	3	2	1
I consider Point of Difference among brands before desidin	5	4	3	2	1
I have adequate Knowledge about this Brand	5	4	3	2	1
My Position of Choice Set is high toward the brand	5	4	3	2	1
I can Recall of competitive Brands easily	5	4	3	2	1

Please indicate your level of agreement or disagreement to the following statements on perceived quality by using the agreement legend provided. Agreement Legend Strongly agree=5, Agree=4, Neutral=3, Disagree=2, Disagree=1

Perceived Quality	Use the 5-point Likert Scale				
I will purchase brand with Product Performance	5	4	3	2	1
I will purchase brand with Value added features	5	4	3	2	1
I will purchase a brand with high Service Quality	5	4	3	2	1
Quality perception influences my brand decision	5	4	3	2	1
Innovation is key in my choice for mobile telecom brand	5	4	3	2	1

Please indicate your level of agreement or disagreement to the following statements on brand association by using the agreement legend provided. Agreement Legend Strongly agree=5, Agree=4, Neutral=3, Disagree=2, Disagree=1

Brand Association	Use the 5-point Likert Scale				
I will patronise in brand with Closeness to Life	5	4	3	2	1
I like brand with high Social Image	5	4	3	2	1
Personality feelings is key in my brand decision	5	4	3	2	1
Sing Value or recognition influence my brand decision	5	4	3	2	1

How does your preferred mobile telecommunication service brand differ

from other brands? (tick as may apply)

a) Wide coverage [ ]

b) Fast internet [ ]

c) Affordability [ ]

d) Quality services [ ]

e) If other please specify ……………………………………….

THANKS FOR YOUR PARTICIPATION