

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KUMASI



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THE ROLE OF MARKETING IN COMBATING COVID-19 IN GHANA;

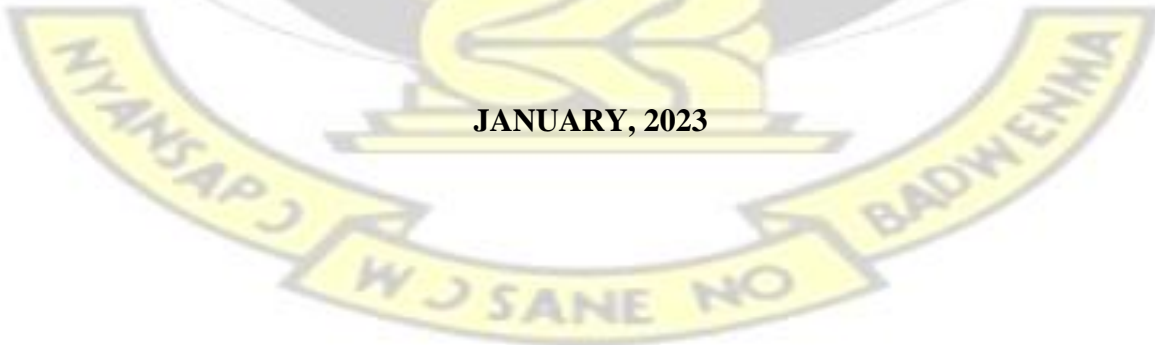
TRADITIONAL MARKETING VERSUS SOCIAL MARKETING

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A Thesis submitted to the Department of Marketing and Corporate Strategy of the School of Business, Kwame Nkrumah University of Science and Technology, Kumasi In partial fulfilment of the requirements for the degree of Master of Science in Marketing

JANUARY, 2023



DECLARATION

I hereby declare that this project work is the result of my own original research work and no part of it has been presented for another degree in this University or elsewhere except for the references to other people's work which have been duly acknowledged.

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Date

DEDICATION

I dedicate this work to my family.

KNUST



ACKNOWLEDGEMENT

I am grateful to the Almighty God for his mercies throughout this academic journey. My special thanks and heartfelt appreciation also goes to my supervisor Professor Bylon Abeeku Bamfo for his in-depth knowledge, guidance and direction throughout the course of my studies as well as my thesis.



ABSTRACT

This study examined the role of marketing in combating COVID-19 in Ghana, with emphasis on traditional marketing as against social marketing. The research philosophy adopted was descriptively designed, using the quantitative approach and the administration of questionnaires to 50 respondents in the data collection process using purposive sampling. The Tannahill model was adopted to ground and explain the social phenomenon in the study. In the coding and cross examination of the demographic variables of the study, a Microsoft excel computer software as well as a Statistical Package for Social Sciences (SPSS) was employed. The study revealed that traditional marketing mix component (product, pricing, place and promotion) as well as social marketing activities (product, price, place, promotion, policy and partnership) play a role in Ghana's fight against COVID-19, but some have a higher impact than others do. However, the difference is negligible, with traditional marketing comprising 17% of the mix and social marketing comprising 19%. This suggests that some COVID-19 components have a stronger impact on combat than others. While product and location influence consumer behavior more strongly in traditional marketing, policy and collaboration have a bigger impact on it in social marketing, according to the findings. Recommendations were further made for management of private businesses, NGO's, government and policy makers, and future researchers.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is responsible for the coronavirus infection known as Coronavirus disease 2019 (COVID-19) (Gorbalenya et. al 2020). The virus that assaults the respiratory system is thought to be one of the world's deadliest in recent memory (Hinson, Robert, 2020). The WHO designated it a "health emergency" on March 11, 2020, due to the unlimited duration of growth and the lack of human immunity to combat the escalating rate of infection. Since the sickness was initially detected in China's Wuhan Province in December 2019 (Aylward, 2019), it has impacted more than 177 million people worldwide, resulting in over three million deaths.

COVID-19 can be transmitted through coughing, sneezing, or speaking, as well as through contact with fomites, which are tiny droplets emitted from the nose or mouth (Aylward, 2019). According to van Doremalen et al., (2020) the virus has been shown to survive outside of a host for varying durations of time depending on the nature of the surface. Up to three hours in the air, this substance can achieve four hours on copper, twenty-four hours on cardboard, and seventy-two hours on plastic and stainless steel. COVID-19 symptoms include fever, cough, cold, headache, and difficulty breathing. Host variables like age and other medical conditions tend to influence SARS-COV2 pathogenicity, according to current data (Rothan & Byrareddy, 2020).

Two instances of COVID-19 were found on March 12th, 2020, in Ghana for the first time (GHS, 2020). According to Danquah and Schotte (2020), the county's borders were secured on March

23 and all schools and universities were closed on March 15 as a first response. According to them, after more than 1,000 confirmed instances of COVID-19 and 9 deaths were reported, a partial lockdown was enforced on 'hotspot' areas on March 30th and was removed on April 19th in the interest of public safety. With 54,771 overall cases by the end of December 2020, Ghana was the fifth-largest country in Sub-Saharan Africa to have verified COVID-19 cases (Ghana Health Service & Government of Ghana, 2020). Many different mediums were used to disseminate behavioral change messages all over the country (radio, television, social media, and print). Following the World Health Organization's recommendations (WHO 2020), the Ghanaian government adopted and promoted the following measures: avoid or limit physical contact (including handshakes and other forms of usual contact), wash hands frequently, rub them in 70% alcohol-based hand sanitizer, and reduce or limit large gatherings among the general population. As an alternative, some people recommend coughing into an elbow or a tissue, and then throwing it away right away.

Since the first cases of coronavirus infection were reported around the world, government officials around the world have sought to strengthen different decisions in order to better safeguard themselves against the Corona pandemic (Assaf & Mahmoud, 2021). Even crisis management at the local, national and international levels is not enough to ensure the safety of citizens. Since the virus's transmission may be controlled and stopped by marketing, this suggests that marketing plays an important role.

As defined by the American Marketing Association (2008), marketing is the performance of corporate employees who steer the flow of goods and services from manufacturers into customers. An early definition of marketing that focused on selling and delivery was highlighted

by this term. On the other hand, Ktler et al. (2010) defined marketing as acts that secure the production, communication, and provision of value to customers while also being socially responsible. The term "social marketing" refers to a type of marketing that emphasizes social responsibility as a key component.

During the previous four decades, there have been major shifts in the field of social marketing. Shank (2004) remarked that communities around the world are grappling with an increasing number of health challenges, highlighting the necessity of social reform activities. Social marketing, according to Assaf & Mahmoud (2021), is the use of marketing to create and implement programs that encourage individuals to engage in more socially beneficial behaviors and attitudes. Increasingly, the public health sector is using it. Social marketing is clearly visible in many countries around the world during the covid-19 epidemic, which is characterized by a wide range of media platforms. Simultaneously, social marketing plays a role in health promotion, government guidance, and institutional efforts and practices, all of which have an impact on organizations, individuals, and communities.

This study focuses on the function of marketing in the prevention of the Coronavirus (Covid-19) in Ghana, with a focus on traditional marketing rather than social marketing.

1.2 Statement of Problem

A number of researchers has studied Covid-19's impact in Ghana theoretically. Studies on the country's efforts to contain its outbreak have also been conducted. According to Bukari et al. (2021), a study in Ghana looked into how covid-19 affects poverty and living circumstances there. There are a number of ways that Ghana might prevent the spread of COVID-19 in its population, and these methods are examined in Asante and Mills (2020)' study. In collaboration

with a team of researchers from the Social Policy Research Institute (SPRI) and the National Development Planning Commission, UNICEF Ghana released a report in January 2021 on the primary and secondary consequences of the covid-19 outbreak on children in Ghana (NDPC). The paper by Khoo (2020) examined the impact of COVID-19 on Ghana and the response of the government to the epidemic on the populace. There are many ambiguities and tensions in the political, economic and sociocultural realities of a developing economy, which are worsened by its unstable public health system. However, no study has addressed the function of marketing in eradicating covid-19 in Ghana, thus this study will attempt to do so, with a focus on traditional marketing rather than social marketing.

1.3 Purpose of the Study

The study's goal is to look into the role of marketing in reducing COVID-19 in Ghana, with a focus on social marketing rather than traditional marketing.

1.4 Objectives of the Study

The main objective of the study is to assess the role of marketing in combating COVID-19 in Ghana, with emphasis on traditional marketing as against social marketing. The specific objectives of the study are:

1. To evaluate the traditional marketing activities by companies in Ghana since the outbreak of COVID-19.
2. To evaluate the social marketing activities by not-for-profit organizations in Ghana since the outbreak of COVID-19.

3. To measure the impact of traditional marketing versus social marketing activities on the behavior of people in Ghana with respect to the COVID-19 protocols.

1.5 Research Questions

To achieve the research objectives, the following questions would be answered:

1. What are the traditional marketing activities by companies in Ghana since the outbreak of COVID-19?
2. What are the social marketing activities by not-for-profit organizations in Ghana since the outbreak of COVID-19?
3. What is the impact of traditional marketing versus social marketing activities on the behavior of people in Ghana with respect to the COVID-19 protocols?

1.6 Scope of the Study

The study's boundaries are known as its scope. Setting the parameters of a research project is an important step (Creswell, 2013). The scope and background of the study are described in this section.

The study looks at the role of marketing in combating covid-19 in Ghana, and seeks to compare the contrast between the role of social marketing and traditional marketing in that regard. In Ghana, the covid-19 impact has affected all forms of organizations including public, private and not-for-profit organizations. The study however focuses on private and not-for-profit organizations. Studying organizations in the private sector would afford the researcher the opportunity to understand the marketing activities of companies in Ghana since the outbreak of covid-19. Studying the not-for-profit organizations would also afford the researcher the

opportunity to understand and appreciate their social marketing activities since the outbreak of covid-19. Given the limited or no official information on social and traditional marketing activities in Ghana since the outbreak of covid-19, no boundaries are set in terms of the sectors to be covered. The study includes private firms in the manufacturing and service sectors, as well as not-for-profit organizations.

1.7 Overview of Methodology

The investigation was conducted using a quantitative methodology. There is no doubt quantitative research is an authoritative, objective, and rigorous method for testing correlations between variables, as well as for determining and testing relationships. In addition, a survey with a descriptive design was used. People, elements or events of interest are all included in the term "population," which is used by Canavan, Coen, Dolan and Whyte (2009). The study's hypothetical or target population is made up of private and non-profit organizations. Samples were taken from the research population utilizing a procedure that was both useful and efficient. The study relied on both primary and secondary data to achieve its objectives. For this study, we used secondary data drawn from empirical scholarly research articles such as case studies, review articles, and dissertations written by experts in the field, as well as articles from national and international journals and unpublished desktop documents from the authors' own archives. A questionnaire was used as the primary method of collecting data. According to Denscombe (2010), a questionnaire or interview helps the researcher to produce a clear representation of data, precise data measurement, and evidence that supports the subject matter. There are many similarities between interviewing and filling out a questionnaire when it comes to obtaining information (Burns & Grove, 1993). All sampled respondents were asked to complete a well-

structured questionnaire as part of the quantitative inquiry. The results will be used to examine all of the important variables in the study's theoretical framework. As a result, a single set of questionnaires is prepared for all types of responders. The majority of the questions in the instrument are closed-ended questions with a 5-point likert scale. The open-ended questions are intended to elicit information that cannot be designed with precise responses. The researchers individually handed out the questionnaires to the respondents to fill out. The information was gathered over the course of a month. Validity, Pilot, and Reliability testing were also conducted prior to the administration of the questionnaire. To examine data from the field, the researcher used SPSS software and Microsoft Excel, which assisted in computing descriptive statistics such as the mean of the various variables. In the fourth chapter, the necessary frequency tables resulting from the analysis were provided.

1.8 Significance of the Study

A study of the function of marketing in the fight against covid-19, with a focus on traditional marketing rather than social marketing, is important for several reasons. To begin with, it might assist private sector companies and non-profit groups in developing efficient and effective marketing (conventional and social) operations to combat covid-19 in the country. As a result, the research could uncover social marketing strategies that could be useful in the country's fight against the virus's spread.

The Ghanaian economy would also gain from this research, as any action aimed at combating Covid-19 will help to strengthen the country's economy, which has been on the decline since the virus's onset.

Another rationale for the study is the benefit of exchanging knowledge among scholars. As a result, the information supplied in the study could be valuable to academics who want to do more research into marketing and its function in preventing the spread of the covid-19 virus. This study aims to expand the data frontiers by contributing to the literature on the function of marketing in the fight against covid-19.

In addition, the study will serve as a private sector management policy guidance for the successful implementation of traditional marketing operations that may aid in the fight against covid-19, as well as future pandemics and health issues. Through this study, managers of non-profit organizations may be able to develop policy guidelines that will ensure the successful execution of social marketing efforts in their fight against covid-19 and future pandemics.

The government may also take note of the conclusions of this study's research in order to incorporate social marketing reforms into public sector strategies dealing with covid-19 and other future pandemics.

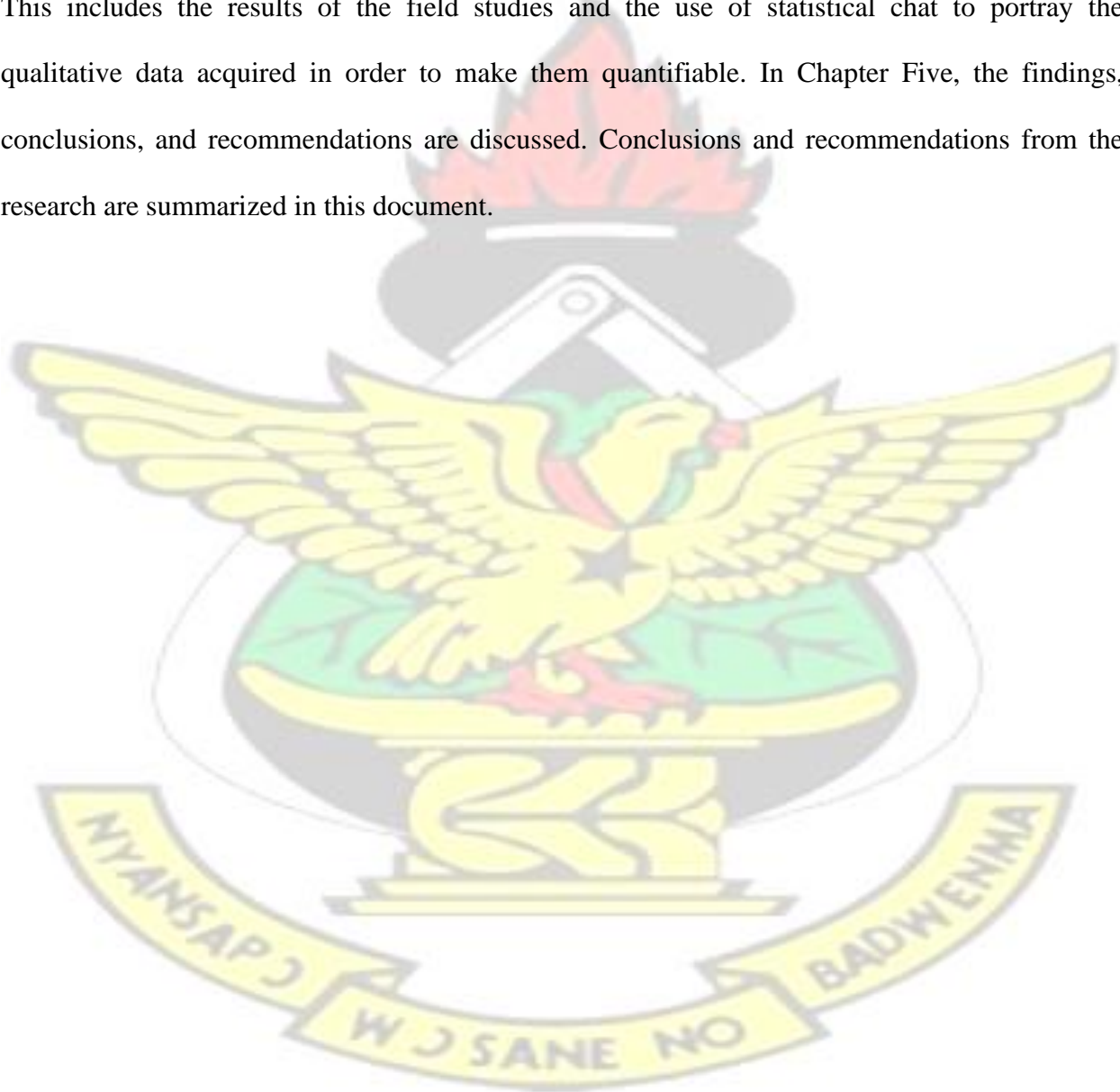
Within academia, it is intended that the essay will serve as a source of information for students to pursue additional research. This could have a significant impact on society's knowledge, thereby enhancing academic achievement.

1.9 Organization of the Study

The research is made up of five chapters:

The research proposal is the primary subject of Chapter One of this book. Chapter one has the following subheadings: background of study, research aims and research questions; research scope; limitation; and the study's organization. The literature review is the subject of Chapter

Two. The conceptual, theoretical, empirical, and conceptual framework reviews all fall under this category. The chapter Three section focuses on the research approach. Researchers used the following techniques to conduct the research: research paradigm, research philosophy, research objective, sample procedures, data sources, data collection instrument, data analysis, research quality, and research ethics and limits. Chapter Four looks at how to present and analyze data. This includes the results of the field studies and the use of statistical chart to portray the qualitative data acquired in order to make them quantifiable. In Chapter Five, the findings, conclusions, and recommendations are discussed. Conclusions and recommendations from the research are summarized in this document.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter examines the research literature in the field. The conceptual review, theoretical review, and conceptual framework are all included. The conceptual overview covers the study's core concepts, including the covid-19 concept, marketing concepts, traditional marketing concepts, and social marketing concepts. The theoretical framework encompasses the theories that underpin the current investigation. This research employed the Tannahill model and the Theory of Planned Behavior. The study's dependent and independent variables are identified in the conceptual framework.

2.1 Conceptual Review

The conceptual review explains the various concepts of the study. It has been presented in accordance with the research objectives.

2.1.1 The Concept of Covid-19

Among the many viruses that can cause sickness, include the common cold, severe acute respiratory syndrome (SARS), and Middle East respiratory syndrome (MERS) (MERS). "According to the latest findings in 2019, a new coronavirus was found to be the cause of an illness outbreak in China. Coronavirus infection and sickness in 2019 "Virus X is now referred to as (Alonge, 2020, p.4).

Coronavirus infection in 2019 (COVID-19) is caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). Coronavirus disease 2019 (COVID-19) (Gorbalenya et al., 2020). An outbreak of respiratory illness in Wuhan City, Hubei Province, China, is where the virus that attacks the respiratory system is first discovered (Hinson, 2020). (Alonge, 2020, p.4). According to the WHO, it was first reported on December 31, 2019. On January 30, 2020, the World Health Organization declared it a "health emergency" because of the unrestricted growth and the absence of human immunity to resist the increasing rate of infection that it is experiencing. This is the first time since 2009's H1N1 flu was labeled a pandemic that COVID-19 has received the same designation from the World Health Organization (WHO). In the year of our Lord (David, 2020). As of December 2019, the disease has claimed the lives of more than 177 million individuals over the world, according to Aylward's (2019) estimate.

Droplets emitted from the nose or mouth of someone with COVID-19 can transfer the disease from person to person via coughing, sneezing, or speaking, as well as contact with fomites (Aylward, 2019). It is also possible for an infected individual to infect a surface with their sneeze or cough (Alonge, 2020). It has been found that the virus can survive outside of a host for varying lengths of time depending on the surface it is on, according to van Doremalen et al (2020). On copper surfaces, it can endure up to three hours, on cardboard up to two days, plastic up to three days, stainless steel up to three days. COVID-19 symptoms include fever, cough, colds, headaches, and difficulties breathing. According to the existing data, SARS-COV2 pathogenicity appears to be influenced by host variables such as age and other underlying conditions (Rothan & Byrareddy, 2020).

2.1.2 Covid-19 in Ghana

The first two cases of COVID-19 found in Ghana on March 12th, 2020 (GHS, 2020). According to Danquah and Schotte (2020), as a first response, all public gatherings were outlawed on March 15, 2020, all schools and universities were shuttered on March 23, and the county's borders were locked on March 23. As of April 19, more than 1,000 confirmed cases of COVID-19 and nine deaths had been reported, a partial lockdown was implemented on March 30th in locations considered 'hotspots' in the interest of public safety and was lifted on April 19th. By the end of December 2020, Ghana had the fifth-highest number of confirmed COVID-19 cases in Sub-Saharan Africa, with 54,771 total cases, behind South Africa, Ethiopia, Kenya, and Nigeria (Ghana Health Service & Government of Ghana, 2020). Messages of behavioral change were disseminated across the country via a variety of media (radio, television, social media, and print). Handwashing with soap and water, rubbing hands with 70% alcohol-based sanitizers, and restricting big public gatherings are only a few of the measures the Ghanaian government has implemented in response to the WHO's (WHO, 2020) recommendations, all of which have been embraced by the country. It has also been suggested to cough into an elbow or tissue and then throw it away in a trashcan.

2.1.3 The Concept of Marketing

When marketing was defined in the past, it was focused solely on promoting or selling, which was too narrow-minded and unintegrated for today's corporate environment. Customers buy products and services from manufacturers through marketing, which is a business function (American Marketing Association, 2008). This concept focused on marketing's original and traditional standpoint, in which selling and delivering were the primary functions of marketing.

This concept referred to marketing as "sales orientated" since the focus was on the sales rather than the customer. Hard selling tactics were used to persuade clients to acquire the goods or service.

According to Kotler and Keller (2009), marketing is described as a corporation's job and a set of processes for producing, communicating, and giving value to customers and managing customer interactions in a way that produces mutual satisfaction. The emphasis in this definition was on customers as well as other parties involved in the process.

As defined by Kotler et al. (2010), marketing entails all of the activities necessary to ensure that a company can produce, collaborate, and deliver value to its customers while also adhering to socially responsible practices. In contrast to the AMA's (2008) definition of marketing, this definition stressed social responsibility, which is a key aspect of marketing. Customers' expectations are at the heart of both definitions from the American Marketing Association (AMA) (2008) and Kotler et al (2010). This is why marketing assures client value, according to both the American Marketing Association (AMA) and Kotler et al (cited above). In other words, marketing should be centered on the requirements and desires of the end user in order to better serve them. Companies that focus on the demands of their clients before generating their products or services are more successful. Marketers should therefore aim to create and keep profitable clients by making them happy as a result. Keep in mind that the primary objective of retaining profitable clients is to provoke thought. Because quality is subjective, it is difficult to satisfy all clients with a single product or service.

Customers' needs, wants, and requirements must be recognized and then products and services must be designed to suit those needs and wants better than competitors (Dixit, 2004) do. It is

imperative that management support and responsibility for employee growth and development, he said. To keep up with the ever-changing demands of customers, the author also suggested that firms should focus on long-term strategies. According to Dixit, the internal marketing theory advanced by Ahmed and Rafiq is sound (2003).

Additionally, marketing can be described as a management method tasked with discovering, anticipating, and satisfactorily meeting the requirements and desires of customers while doing so profitably (CIM, 2009). CIM's definition shows that marketing is a role for all managers, not simply marketing managers and officers. According to the Center for Integrative Marketing (CIM), marketing should be considered as an integrated function rather than as a stand-alone activity from the rest of management. According to the CIM, marketing influences every aspect of our consumer culture, including the products we buy, the stores we visit, the messages we hear, and the decisions we make. When it comes to a competitive market, a company's competitive advantage is built on its marketing philosophy, ideas, and ideologies.

Despite today's tough competition, marketing knowledge and skills have not been highly valued by both the public and commercial sectors (CIM, 2009). This suggests that there is a disparity in the marketing knowledge and skills of both commercial and public companies, according to this study. Companies that have weathered downturns have done so because they have stayed true to their marketing philosophy, according to CIM. Kotler and Keller (2009a) and CIM (2009b) both emphasize the importance of reciprocal advantages as a marketing aim in their definition of marketing. In the end, marketing should be focused on the customer's satisfaction as well as the company's. This assumes that integrative marketing can be used to achieve marketing objectives.

2.1.4 The Concept of Traditional Marketing

Direct sales, television, radio and print media are some of the traditional marketing strategies that are used today (Cant & Wiid, 2016). Because it has been around for so long, traditional marketing usually has a better chance of reaching a local audience than other types of marketing (Todor, 2016). As Kashani et al. (2005) put it, "Traditional marketing" focuses on the next-in-line consumers of a company's products and services. The traditional marketing system necessitates the development, implementation, and control of techniques in order to achieve the stated goals, as well as the definition of marketing objectives for the company (Armstrong et al., 2009).

Traditional methods of contact in traditional marketing are used to locate and satisfy the wants and needs of customers. Face-to-face communication, journals, catalogs and newspapers as well as radio, television and billboards on highways can all be identified (Sinha, 2018). Traditional marketing, according to Pascalau and Urziceanu (2021), requires a significant amount of time, money, and human resources to implement. Because traditional marketing relies on the availability of media like television, radio, and newspapers, it is often unavailable.

2.1.4.1 Traditional Marketing Mix/Activities (4Ps of traditional marketing)

There are many different ways that companies can employ the marketing mix in order to achieve specific goals, such as profitability, market share and customer satisfaction. (Pour et al; 2013)

The marketing mix is one of the most fundamental marketing ideals, beliefs, and principles (Ziethaml et al, 2006).

The "marketing mix," as defined by Ergen (2011), is a set of strategies deployed to satisfy a certain market need. Consequently, it is impossible to use the marketing mix in a unique way to

drive the process of marketing planning. In order to develop a successful marketing strategy and gain a competitive edge, a well-coordinated marketing mix is a necessity. There are therefore a number of interconnected instruments that are used to illuminate marketing trends while discussing the term "marketing mix". According to Kotler (2013), the purpose of the marketing mix strategy was to build a model that could be used to partition an organization's marketing responsibilities by combining a large number of marketing events. The typical marketing mix includes price, promotion, location, and product.

Any tangible or intangible advantage that is provided to the market for consideration and purchase is a product, according to the definition of Kotler and Armstrong (2010). They went on to say that the product has both material and immaterial advantages. Product refers to the tangible benefits, while service refers to the intangible ones. Activities offered for sale that are intangible and do not lead to the ownership of something constitute a service" (Kotler et al, 2010). Quality, design, features, brand name, product width and length are all characteristics of the product, according to Mahmood and Khan (2014). As stated by Ferrell and Hartline (2005), the product stands at the heart of a successful marketing mix. Pricing, promotion, and distribution are all unnecessary without a product. Customers benefit from a unique combination of three components in the products they purchase. This includes the core, genuine, and enhanced items. The core product is a group of physiological-technical attributes that make a product functionally beneficial (Kotler & Armstrong, 2010). In order to deliver the core product, modern furniture, packaging, restrooms, quality, and the name of the company all come together in the final result (Kotler et al., 2010). The enhanced product includes additional customer services and benefits, such as warranty service, home delivery service, and credit, built around the core and genuine product (Kotler et al., 2010).

In order to make a profit, the price of a product is the sum of its direct and indirect costs (Tan et al, 2009). Bowie and Buttle (2004) state that the pricing decision is critical when creating a marketing mix for a product, and while changing prices is the simplest part of the marketing mix, it is the most challenging. According to Kotler et al. (2010), price is more malleable than product features, distribution channels, or promotional events, making it a key variable to watch. Pricing covers both financial and non-financial expenses, such as time, energy, and effort, according to Bowie and Buttle (2004).

The placement of a company's product or service guarantees that its target customers can easily access it. Kotler defines a distribution channel (or place) and Keller (2009) as the set of organizational acts involved in the transmission of goods or services to the final customer. For Kotler and Armstrong (2010), distribution schemes are just sequences of events that transmit items from the provider to consumers, which is in line with their definition of a distribution channel (Kotler & Keller, 2009).

When it comes to marketing, promotion means how well a company uses promotional tactics and strategies to engage a target audience and elicit a measurable reaction (Akroush, 2011). Customers are unable to use an organization's product or service if they are unfamiliar with it. Good and compelling communication can affect a customer's decision, because customers buy what they are told.

The promotion mix includes advertising, personal selling, sales promotion, public relations, and direct marketing (Mahmood & Khan, 2014). According to Cannon et al. (2008), the goals of promotional and marketing communications are to differentiate, remind, inform, and persuade,

and this is in line with Kurtz and Boone (2006), who stated that the intentions of promotion are to inform, persuade, and influence the purchase decision of consumers.

2.1.5 Concept of Social Marketing

To address social issues, social marketing is becoming increasingly popular. According to Wiebe's original proposal in 1951, the non-profit sector can successfully utilize commercial marketing strategies in order to promote public goods and services. In the early 1970s, Kotler and Zaltman developed this concept into a separate field. Their definition of social marketing included the development and implementation of programs aimed at influencing social ideas, such as product planning and pricing; communication; distribution and market research; as well as monitoring (Kotler & Zaltman 1971). Andreason (1995) claimed that the goal of social marketing is to influence target audiences' voluntary behavior in order to enhance their own well-being and the well-being of their society. A key goal of the International Social Marketing Association (ISSA), as well as its European and Australian counterparts, is the development and integration of marketing principles with other ways to influence behaviors that benefit individuals and communities for the greater good. However, even though social marketing shares many traits with generic marketing, it appears more difficult and ambitious since it aims to alter resistant habits in complicated economic, social, and political situations (MacFadyen et al., 1999). That is why the marketing mix, also known as the "community-based strategy," should be taken into consideration while attempting to control social behavior. It appeared that Kotler and Roberto's (1989) definition of social marketing as a program planning process that promotes target audience's voluntary behavior by offering benefits they want, removing barriers they are concerned about, and using persuasion to motivate their participation in program activity appeared to be more comprehensive.

Most social marketing strategies take a downstream approach, which aims to persuade users to engage in recommended actions (Gracia-Marco et al., 2011). More and more research shows that social marketing is most effective when it addresses the social determinants of health and safety, which is known as the "upstream strategy" (Hastings, 2006). There are several ways in which upstream approaches might impact people's behavior without their understanding (Gracia-Marco et al., 2011). People's habits can be changed with the use of the typical marketing mix (product, price, promotion and placement). It should be meticulously planned and constantly adaptable to changing market conditions, such as customer preferences and wants, leading competitors, and so on (Olga, 2009).

2.1.5.1 Social Marketing Mix/Activities (6Ps of social marketing)

Ethical standards guide social marketing practice. It aims to bring together research, best practices, theory, audience and partnership intelligence to help provide competition-sensitive and segmented social change programs that are effective, efficient, equitable, and long-lasting (Attwell et al., 2019). Leading social marketing researchers have proposed alternatives to the 4Ps paradigm, similar to what has been done in commercial marketing (Gordon, 2012 & Wood, 2008). The challenge of applying the 6Ps to the work of social marketing scholars and practitioners is the main source of concern for social marketers (Evans & Hastings, 2008). According to Kotler et al., (2002), one of the reasons for this challenge is that social marketers often have nothing practical to offer. The application of the marketing mix to upstream (e.g. policymakers) has been questioned.

Notably, according to Gordon (2012), some social marketing strategies and intervention approaches may not come under the marketing mix categories (Gordon, 2012). As a result, the

social marketing mix should be enlarged to accommodate the upstream audience. The 4Ps were utilized as assessment criteria in the Stead et al., (2007) literature review: product, price, place, promotion, policy, and partnership. The terms 'core, actual, and augmented product' are all used interchangeably. The intangible offer offered to target adopters, such as the adoption of a concept or a practice (Gordon, 2012). Condoms, for example, might be available as tangible product options to encourage safe sex. The 'cost' and the barriers that the target audience must overcome in order to adopt the desired behavior are referred to as 'price.' Psychological, cultural, social, temporal, practical, bodily, and financial expenses are all possible (Gordon, 2012). The channels via which behavior change is promoted, as well as the areas where change is encouraged and supported, are referred to as 'places.' 'Promotion' refers to the methods used to encourage people to modify their behavior, such as advertising, public relations, direct mail, and interpersonal encounters (Gordon, 2012). Policies that influence behavior change are referred to as 'policy.' Weinreich (2011) defines partnerships as collaborating with other organizations to address social and health challenges. Bryant et al., (2005) discuss how professional sports, leagues, individuals, organizations, and food businesses collaborated to promote healthy behavior through sports in the United States. Frame and Newton (2007) discuss supporting a sustainable development strategy through social marketing in the areas of cities, water, energy, and youth development in the context of the social, economic, environmental, and cultural consequences of decisions made in this regard. In Gordon's (2012) definition of partnership, stakeholders (such as health care providers, schools, and parents) are involved in campaigns in order to bring credibility, access, and trustworthy, accurate behavioral change information to the campaigns and so contribute to their success.

2.1.6 Combating Covid-19: Traditional Marketing Vs Social Marketing

The researcher compares the major features of both traditional marketing tools and actions in battling COVID-19 and social marketing tools and activities in combatting COVID-19 in this part. The 4Ps are discussed in relation to one another in order to provide a clearer picture of the various challenges that either traditional marketing or social marketing have in their toolkits.

2.1.6.1 Product

In traditional marketing, the basic, actual, and augmented items such as vaccine, nose masks, and hand sanitizer make up the covid-19 product.

The targeted behavior and the social benefit that results from it are the product in social marketing. For example, a campaign encouraging people to wear nose masks, wash their hands frequently, sanitize their hands after touching objects, social distance, avoid shaking hands, and get vaccinated is selling enhanced public health as a product. It is critical in social marketing to position the product as the greatest answer to a real problem. To demonstrate the scale of the problem, an advertisement for following COVID-19 protocols may include annual deaths linked to COVID-19.

2.1.6.2 Price

Pricing in traditional COVID-19 marketing is based on the value placed on a COVID-19 product's direct and indirect costs in the accumulation of profit. The price of COVID-19-related things like nose masks, veronica buckets, and hand sanitizers is the reason for this. Sellers in Ghana overpriced COVID-19-related products in the early days of the event to boost their profit margins.

The pricing in social marketing is the amount of money the client will have to pay in order to get the social benefit. “It also has to do with the costs and obstacles that the target audience must overcome in order to change their behavior. In order to counteract COVID-19, social marketing has resulted in the temporary closure of schools, markets, hotels, restaurants, and chop bars, as well as the prohibition of social activities and events such as weddings, funerals, and outdoor activities. The cost of fighting COVID-19 also includes sending relief supplies and parcels to those whose everyday lives and businesses have been disrupted. All of Ghana's government agencies and faith-based organizations worked together to provide food and other necessities to the impoverished in a bid to help those in need after a devastating earthquake.

2.1.6.3 Place

In conventional marketing, place refers to the location of a company's product or service so that its target customers may easily access it. In order to counteract COVID-19, traditional marketing of place focuses on the areas where people can obtain COVID-19-related products. Markets and stores are part of the distribution network.

In social marketing, the term "place" refers to the location where the customer performs or considers the advertised activity. Making these locations easily accessible to customers increases the likelihood of their engagement. It is critical to place veronica buckets with soap and water in public places to encourage people to wash their hands in order to combat COVID-19. It's also important to have hand sanitizers available at the front of offices so that people can clean their hands before entering. In the fight against COVID-19, the role of site encompasses both the location where vaccinations are obtained and the location where vaccination is administered.

Smart "location" techniques promote the consumer's ability to act by removing barriers and lowering expenses.

2.1.6.4 Promotion

It is understood that in traditional marketing, 'promotion' refers to how much an organization employs promotional activities and materials to engage a target market and measure their response. When it comes to battling COVID-19, firms' COVID-19-related products become worthless if clients are unfamiliar with them. Advertising and personal selling of nose masks, hand sanitizers, and other COVID-19-related products are examples of how to promote COVID-19-related products.

Promoting social marketing initiatives to a wider audience through existing channels of communication. Public relations and advertising are two of the various ways in which information is disseminated. Social media posts, press releases, special events and television commercials are all instances of this type of marketing. In order to counteract COVID-19, slogans such as "NO NOSE MASK, NO ENTRY" are pasted on the doors of all public venues. It also encompasses the promotion of safety practices in the media. In this case, promotion also includes persuasion techniques that make vaccination appealing and convincing. The COVID-19 response strategy in Ghana includes a regular presidential address. Additional translations into eight regional languages have made educational resources more accessible. The utilization of skits and social media influencers was also a part of the strategy to get the word out. Additionally, the Minister of Information holds regular press briefings with the media, which serve as a means of distributing government information and receiving input.

2.1.6.5 Policy

COVID-19 is combated through social marketing by enacting regulations that influence COVID-19 spread control. Vaccination policies are also included in this document, including vaccination obligations and exemption restrictions. Emergencies like Executive Instrument 64 of 2020, Imposition of Restrictions Coronavirus Diseases (COVID-19) Pandemic, and Executive Instrument 64, Emergency Communications System Instrument, have been implemented in Ghana. There are additional laws in place at the border, such as required testing and quarantine. As a preventative move against community transmission of the virus, Ghana's Ministry of Local Government and Regional Development cleaned all open areas, marketplaces, and lorry stops. The COVID-19 National Trust Fund, as well as other funding interventions and stimulus packages, are also available.

2.1.6.6 Partnership

Control and vaccination of COVID-19 disease necessitate social marketing partnerships, which include the participation of partner stakeholders (government, hospitals, schools, media, and parents) and the importance of their participation in campaigns to add credibility, accessibility, and accurate information about COVID-19 disease control and vaccination. In Ghana, the president met with the leaders of the opposition political parties to discuss how they could work together to tackle the emergence of COVID-19. There have been meetings between the government, non-governmental organizations (NGOs), traditional rulers, market women and public transit owners, pharmaceutical producers, industries, parliament leaders, and others to discuss public education.

2.2 Theoretical Framework

The theoretical structure used for the study is The Tannahill Model.

2.2.1 The Tannahill Model

Andrew Tannahill established the health promotion paradigm in the 1980s. Health education, disease prevention, and health protection are all intertwined. How people's information, beliefs, attitudes and actions can be altered to enhance health is the focus of health education. Illness prevention can be accomplished in many ways. In order to keep people healthy and happy, health protection includes a wide range of measures, such as regulations, rules, and voluntary standards of conduct.

For this study, this approach is ideal since the government and all stakeholders in the health sector must adequately educate the public on the causes, symptoms, and effects of this disease on individuals, communities, and the country as a whole. Health protection allows the government to implement laws and policies to ensure that all safety requirements are met, while disease prevention helps people learn what they need to know to avoid being sick. Thus, this study examines the role of marketing in the fight against covid-19, with a particular focus on traditional versus social marketing methods.

2.3 Conceptual Framework

Research variables are linked by conceptual frameworks, which are a set of concepts and/or hypotheses (Mugenda & Mugenda, 2008). Using a conceptual framework, we can deduce the relationships between the independent and dependent variables. The dependent variable is COVID-19 in Ghana; the independent variables are product-price-location-promotion-policy-and-partnership. This relationship is depicted graphically in Figure 2.1.

Figure 2.1: Conceptual Model of the Study



Source: Author's own construct, (2021)

2.4 Chapter Summary

As part of our investigation of how people behave in Ghana in relation to the COVID-19 standards, we looked at what organizations may learn about people's attitudes and behaviors using traditional and social marketing strategies. This chapter also covered the study's theoretical foundations and methodology. The study's theoretical framework was the Tannahill Model. This chapter also explains the study's theoretical framework. COVID-19 in Ghana is the dependent variable in the model that comprises the 4Ps of traditional marketing mix and activities, and the

6Ps of social marketing mix and activities. In the following chapter, talk about the research methodology.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter provides an overview of the study's conceptual foundations, as well as its research strategy and design. There is information about the study's location, sample size, frame, and sampling method, as well as a breakdown of the population. In addition, the instrument's design is explored. Prior to beginning the actual data gathering process, the questionnaire was pre-tested, and the results were then analyzed.

3.1 Research Paradigm

Research paradigms have been described and characterized in a variety of ways by numerous authors in the field of scientific investigation (Saunders et al., 2011). The quantitative approach is used in this investigation. According to Burns and Grove (1993), the use of quantitative research to characterize and measure affiliations and examine cause and effect relationships in the context of variables is a proven, fair, rational approach. Marczyk, De Matteo and Festinger (2005) have stated that, quantitative research techniques try to make the most of impartiality, consistency, and generalization of findings, and it is characteristically concerned with forecast. They posited that, fundamental to this methodology is the prospect that an investigator will set apart his or her familiarities, observations, and prejudices to ensure impartiality in the conducting

the research and drawing conclusions for it. Vital rudiments of countless quantifiable studies are the use of tools including tests or surveys to amass information, and dependence on possibility concept to exam arithmetic propositions that agree to questions relevant to the research. For the same reason that the results of testing of numerical hypotheses lead to wide-ranging judgments regarding characteristics of a population, Pfeil and Zaphiris (2010) claim that quantitative approaches are commonly labeled as rational in nature In order to meet the study's goals, descriptive analysis using quantitative methods is necessary.

Since it examines the link between variables and quantifiable constructs (Nykiel, 2007), the researcher selected this method because it allows for broad results that may be used in various circumstances (Zikmund et. al, 2012).

3.2 Research Philosophy

It is a conviction and assumption about the growth of knowledge that is at the heart of research philosophy, according to Saunders et al. (2011). Researchers can use this philosophy to collect data and analyze that data. Succeeding in research requires more than just a thirst for knowledge; it also necessitates the desire to understand the unknown. It is the hope and belief in furthering one's own growth and learning that is at the heart of research philosophy (Saunders, et al., 2011). Technique selection according to Dich, McKee, and Porter (2013) is critical for obtaining reliable results and avoiding prejudice and preconception. Ontology, Epistemology, and Anxiology are three philosophical approaches that can be used in philosophy.

3.2.1 The Ontology Philosophy

An assumption about how things function in the world is at the heart of this approach, which reflects the passion shared by business and management. If you have contributed to legitimate

information, you are likely to be recognized by other researchers. Objectivism is a representation stance that social entities exist in fact outside of the concern of social actors about their existence according to Crotty, as cited by the Saunders et al. Subjectivism, on the other hand, embraces the social phenomena that arise because of the thoughts and actions of ambitious social performers. This was the approach taken in this study.

3.2.2 Epistemology philosophy

Quantitative research commonly employs this method, which deals with how case objects are regarded factual. Quantitative research generally employs an epistemology based on desire to establish factual knowledge in a certain field of study; this approach is common in quantitative research. While it comes to epistemology, participants' feelings and viewpoints are taken into account when interpreting data. Individual emotions rather than the article are the focus of this research, which demands a proper quantitative examination (Saunders et al., 2011).

3.2.3 Axiology Philosophy

This philosophy is linked to value and judgment in the search for a sympathetic function of ethics in research (Saunders et al., 2009). Rescher (2004), on the other hand, analyzed and underlined axiology by highlighting the value of particular elements of the human ecology. Employees' perceptions and actions are influenced by the external results and inducements they encounter, as well as the natural manifestation of human emotions, behavior, and beliefs (Saunders et al., 2009).

3.2.4 Justification for adopting the ontological philosophy

This philosophy, which is linked to a positivist approach to data collection, was chosen because the study aims to understand the relationship between variables as well as the most appropriate

quantitative and cross-sectional research method, both of which are linked to ontological and positive insight.

3.3 Purpose of the Research

According to its objective, all research can be classified into one of three categories: exploratory, descriptive, or explanatory research (Saunders et al., 2011). The research design, which includes the overall notion of how the research questions will be answered, hypothesis testing, how respondents of the study are selected, sources and means of data collecting and their limits, and final data analysis, is influenced by the research goal (Saunders et al., 2009). It's also referred to as an in-depth strategy for achieving the study's goals (Zikmund, Babin and Griffin, 2012). In concrete terms, the research design refers to the overall approach used to combine the study's many components. According to Mouton (1996), the overarching goal of a research design is to help the researcher forecast plausible conclusions in order to maximize the validity of potential outcomes and minimize errors. The plan for acquiring, measuring, and analyzing data with the goal of gaining valid points and accurate responses to the research questions and assumptions is referred to as research design in this study.

3.3.1 Exploratory research

Exploratory research dives into an unknown or understudied area of study with little or no information of its context or topic in order to get a deeper understanding of the occurrences (Glicken, 2003; Mitchell and Jolley, 2010; Royse, 2011). It frequently precedes a thorough investigation, but it can also be comprehensive enough to stand alone (Alston and Bowles 2003). It frequently asks the "what" question and collects data using a qualitative approach (Adler and Clark, 2008). Exploratory research is critical for elucidating a hazy social occurrence and is also

useful in a stable phenomenon where the feasibility of undertaking a large-scale study is evaluated to guide technique and speculative assumptions (Babbie & Mouton, 2010; Babbie, 2013). Adams and Schvaneveldt (1991) compare it to the life of a wanderer or an explorer, and its greatest strength is its adaptability to change.

3.3.2 Explanatory research

This aims to determine the cause and effect relationship that exists between a social phenomenon in order to determine how independent variables like price sensitivity, products, advertising, and country of origin stereotypes influence or manipulate dependent variables like sales volume, profits, brand image, and purchase intention (Engel & Schutt 2010; Jackson 2011). Explanatory research is generally deductive and quantitative in character, and it collects data from a large sample size and interprets it through statistical analysis (Adler & Clark, 2008). However, inductive and mixed methodologies approaches are sometimes used in exploratory qualitative research (Rubin & Babbie, 2010)

3.3.3 Descriptive Research

This investigates a well-defined phenomenon by asking "what" and "how" inquiries. The goal is to give an accurate representation of social reality (Robson, 2002). Descriptive research is more specific and detailed, and as a result, a clear picture of the phenomenon being studied must be present before data collecting begins. As a result, it is positioned in the middle of the knowledge continuum (Grinnel, 2001) and supports both qualitative and quantitative data gathering methodologies, as well as being an extension of exploratory and a precursor to explanatory research (Babbie & Mouton, 2010). A descriptive study, according to Mouton (1996), is used to gather unique information for a certain organization. It collects information from people through

self-report, in which they respond to a series of questions provided by the researcher (Polit & Hungler, 1993). For this study, the researcher chose descriptive research.

3.3.4 Justification for adopting descriptive approach

The descriptive design was appropriate for this study because it observes a phenomenon without altering it in any way, ensuring neutrality. The researcher wanted to assess the function of marketing in combatting COVID-19 in Ghana, with a focus on traditional marketing versus social marketing. Indeed, descriptive design provides a precise representation of a person's or group's characteristics. According to Saunders and Thornhill (2012), this design supports a quantitative approach in which questionnaires are used to collect data in order to satisfy the study's objectives.

3.4 Sampling Procedures

Some constraints make it extremely difficult to investigate all aspects of a population from time to time. When there are compelling reasons to examine certain aspects of a population, the researcher must engage in a procedure known as sampling. This is done in order to be able to select a sufficient number of components from the population, examine them, and generalize the characteristics of the population elements (Canavan, et al., 2009). This is referred to as sampling.

3.4.1 Population and Sample

In research, population refers to the individuals who come to the investigator's attention in order to influence the study's outcome (Trochim, 2004) because they are substances or groups of elements that contain comprehensive data about what the investigator seeks to establish in relation to the study's objectives (Malhotra, 2011). Parahoo (2014) defined population as the entirety of elements that comprise people, organizations, procedures, things, or items that share

common features and may be sampled for assessment. The definition of population by Saunders et al. (2012), who defined it as an establishment of cases from which a sample is selected, is closely connected to these. The similarity of these definitions is that population refers to the complete group of individuals, components, or events of concern that the investigator needs to explore. The study's target population includes a number of private and non-profit organizations.

Sample is defined by Zikmund and Babin (2009) as a subset of a larger population from which the population's characteristics can be assessed. As a result, the sample represents a subgroup or representation of the general population. Few will characterize the total since they share similar features of the entire population, which facilitates in the collection of a limited amount of data to represent the entire population. According to Saunders et al. (2012), sampling ensures improved response precision, lower costs, and faster data collection.

The sample size for this study is fifty (50) members of the selected organizations.

3.4.2 Sampling Technique

The implementation of sampling procedures for the study follows a successful selection of sample size from a population's sample frame (Barlett, Kotrlik & Higgins, 2001). Probability and non-probability are two types of comprehensive types available for choosing (Saunders et al., 2009).

3.4.2.1 Probability sampling

Probability sampling is employed when every element of the population has a known, nonzero probability of being selected (Zikmund & Babin, 2009). This sample approach allows for simple random, systematic, stratified, cluster, and multi-stage sampling, but the decision is based on the

research questions and objectives of the project (Saunders et al., 2009). Surveys and experimental research frequently employ this sampling strategy (Saunders et al., 2012).

3.4.2.2 Non-probability sampling

When the chance of any given member of the population being chosen is unknown, non-probability sampling is used. The researcher's decision on which approaches to use is based on his or her expertise (Zikmund & Babin, 2009). Quota, self-selection, purposive (judgment), snowball, and convenience sampling are some of the approaches that can be used with this method. For non-probability sampling, there are no hard criteria, but the focus is on the logical relationship between the sample selection technique and the research aim (Saunders et al., 2012).

A purposeful and practical sampling approach was utilized to sample the whole population of the specified organizations.

3.4.2.3 Justification for the selected sampling techniques

Purposive sampling was chosen because, according to Zikmund and Babin (2009), an experienced person selects the sample based on his or her evaluation of the relevant features required of the respondents.

Convenience sampling was also employed to pick respondents because of its advantages in gaining access to a sample of respondents, overcoming time constraints, and reaching the desired goal at a lower cost (Zikmund et al., 2012).

3.5 Sources of Data

Data are facts that have been transformed into a formula that is easier to apply (Morgan, 1997).

Primary and secondary data were the two most important sources of data for this investigation.

3.5.1 Primary Data

Primary data is a one-of-a-kind study based on information gained from discussions, tests, investigations, and questionnaires, and it is obtained by direct investigation (Sakaran, 2003). Employees of the selected organizations are the source of primary data for this study.

3.5.2 Secondary Data

Secondary data is generally available and obtained from a third source. Secondary data can be found in books, journals, and newspapers (Sakaran, 2003). Secondary data, according to Freund and William (2002), is material that has already been published. According to Zikmund and Babin (2009), caution should be maintained when employing secondary data information simply because secondary data is widely disseminated without regard for the specific demands of a decision. The information provided and obtained through secondary research can be biased and even unfair. Secondary facts are rarely sufficient in themselves to provide accurate data from which inferences can be drawn. This study's secondary data comes from internet sites, student papers and google scholar.

3.6 Data Collection Instrument

The methodology approach determines how data is gathered and analyzed (Bryman, 2012). In order to collect data for this study, a questionnaire was used. A questionnaire, according to Malhtra and Briks (2007), is an instrument used to collect primary data. A questionnaire, according to Plit and Hungler (1997), is "a method of acquiring information from respondents on

attitudes, knowledge, beliefs, and feelings." A questionnaire should have the following characteristics: it should take less time than an interview, be less expensive, and respondents should stay anonymous and be able to express themselves freely (Brink & Wd, 1998).

This study used a questionnaire because it takes a quantitative approach for its analysis (Saunders et al., 2012). A questionnaire also ensures consistency in the evaluation of various participant responses (Hair, Black, Babin, Anderson & Tatham, 2010).

3.6.1 Questionnaire Design

Designing a questionnaire is frequently assumed of as a meek task but then that is indeed the contrary. The significance of question phrasing cannot be overstressed since it is the greatest serious stage in the survey research procedure (Zikmund et al., 2012). This study designed a closed ended questionnaire for the respondents to answer. The answers are to support in analyzing all the important issues in the theoretical framework of the research. On that note, one and only set of questionnaires was intended for all the classes of respondents. The questionnaire consists of eight sections: Section A, B, C, D, and E. Section A required respondents fill in biographical information including gender, age, educational level and employment status. Section B required respondents to fill information concerning their knowledge of COVID-19 and its related attributes. Section C and D required respondents to answer to traditional marketing and social marketing activities in combating COVID-19. And section E required respondents to answer to questions regarding traditional marketing versus social marketing in combating COVID-19 in Ghana. The instrument is predominantly closed-ended questions measured on a 5-point likert scale. The open-ended questions were provided to solicit for data that will not be possible to design with specific responses.

3.6.1.1 Measurement Instrument

Three constructs were utilized to examine the research's efficacy, based on the objectives stated for this study. They concern marketing's involvement in combatting COVID-19 in Ghana, with a focus on traditional marketing (product, price, location, and promotion) as opposed to social marketing (product, price, place, promotion, policy, and partnership). The instruments used to measure the different variables were taken from the literature.

The researcher focused on respondents' views on the 4Ps of traditional marketing, which include product, price, place, and promotion, as opposed to the 6Ps of social marketing, which include product, price, place, promotion, policy, and partnership, as proposed by Stead et al., (2007).

Four items were used to examine traditional marketing practices during COVID-19 in Ghana. Six items were used to evaluate social marketing actions during COVID-19 in Ghana. Ten items were used to examine the role of traditional marketing versus social marketing in addressing COVID-19.

This study used a total of 24 items to observe the various factors. Traditional marketing had four things, social marketing had six, traditional marketing versus social marketing had ten, and four of the items captured the respondents' profiles. All of the measurement items, according to Zikmund et al., (2012), employed the five-point Likert scale, which ranged from 1-strongly disagree, 2-strongly disagree, 3-neutral, 4-agree, 5-strongly agree because of the ease with which it can be developed, interpreted, and answered.

3.6.2 Pre-testing of Questionnaire

A skilled researcher, according to Canavan, et al., (2009), performs multiple tests on the questionnaire before collecting the actual data for analysis. This study used this information to undertake three crucial tests: Face Validity, Content Validity, and a Pilot Study. Face validity, according to Burns (1994), displays worry about whether the questionnaire accurately evaluates the concepts under consideration. As a result, a limited sample of responders from the most well-known organizations were chosen to answer the questions and answer a few interview questions. This was done to guarantee that any misunderstandings were cleared up. The items that investigated the hypotheses were reviewed against literature to ensure that the questionnaire's contents were valid. Professionals were provided some copies of the study questionnaire to evaluate and make judgments on how effectively each item measures the claimed rudiments of the literature. A pilot test was also carried out. It involved ten (10) people who were chosen at random from a pool of people. This helped the researcher to come to a conclusion about a potentially challenging characteristic in the questionnaire for suitable corrections and to reduce any potential errors (Martin & Polivka, 1995). This activity contributed in evaluating the questionnaire's efficiency and success, as well as the language and sentence construction, removing ambiguity, ensuring proper measurement of the variables, and obtaining feedback on reliability, validity, and content clarity and relevance.

3.6.3 Final Administration Procedure

The final administration protocol was meticulously followed up on the pilot testing. Some approaches, such as internet mediated questionnaires, telephone call questionnaires, self-administered through distribution and collection of questionnaires, can be used to administer a questionnaire (Common, 2011). The researcher hand-delivered the questionnaires and followed up with all of the replies. Before the questionnaire was provided to them to answer, the

researcher informed them of the correct purpose of the research and assured them of maximum discretion and confidentiality of their responses, as well as anonymity of their names. The data was collected over the course of a month.

3.7 Data Analysis

Canavan, et al (2009) methods for data analysis were followed in this case. Quantitative data analysis involves preparing data for analysis, getting a sense of the data, and testing hypotheses, according to the authors. For this reason, the study's data were subjected to the following methods of analysis. Analysis the questionnaires were therefore initially revised in order to assure completeness and avoid bias when it came time to evaluate data. The surveys were also checked for possible blank responses in order to ensure that adequate precautions had been taken. A note was taken of any possible blank spaces while filling out the questionnaire, and this information was incorporated in the total analysis. Additionally, it is worth noting that missing data for specific analysis was omitted. For this research, researchers employed a Likert Scale that went from 1 (strongly disagree) to 5 (strongly agree) (strongly agree). Likert Scale responses were used to calculate the average for each statement, and a decision rule was provided to determine whether respondents agreed or disagreed with the mean value calculated. Statistical Package for Social Sciences (SPSS) was used to analyze the data after it was coded and entered. A variety of tests were also carried out to ensure validity and dependability. Traditional marketing versus social marketing were compared in Ghana's fight against COVID-19 in this study, which included a descriptive data analysis. It is in this section of the study that correlations between observable variables are examined in order to see if there are any cross-effects between traditional and social marketing efforts and whether or not this effect is significant.

3.8 Quality of the Research

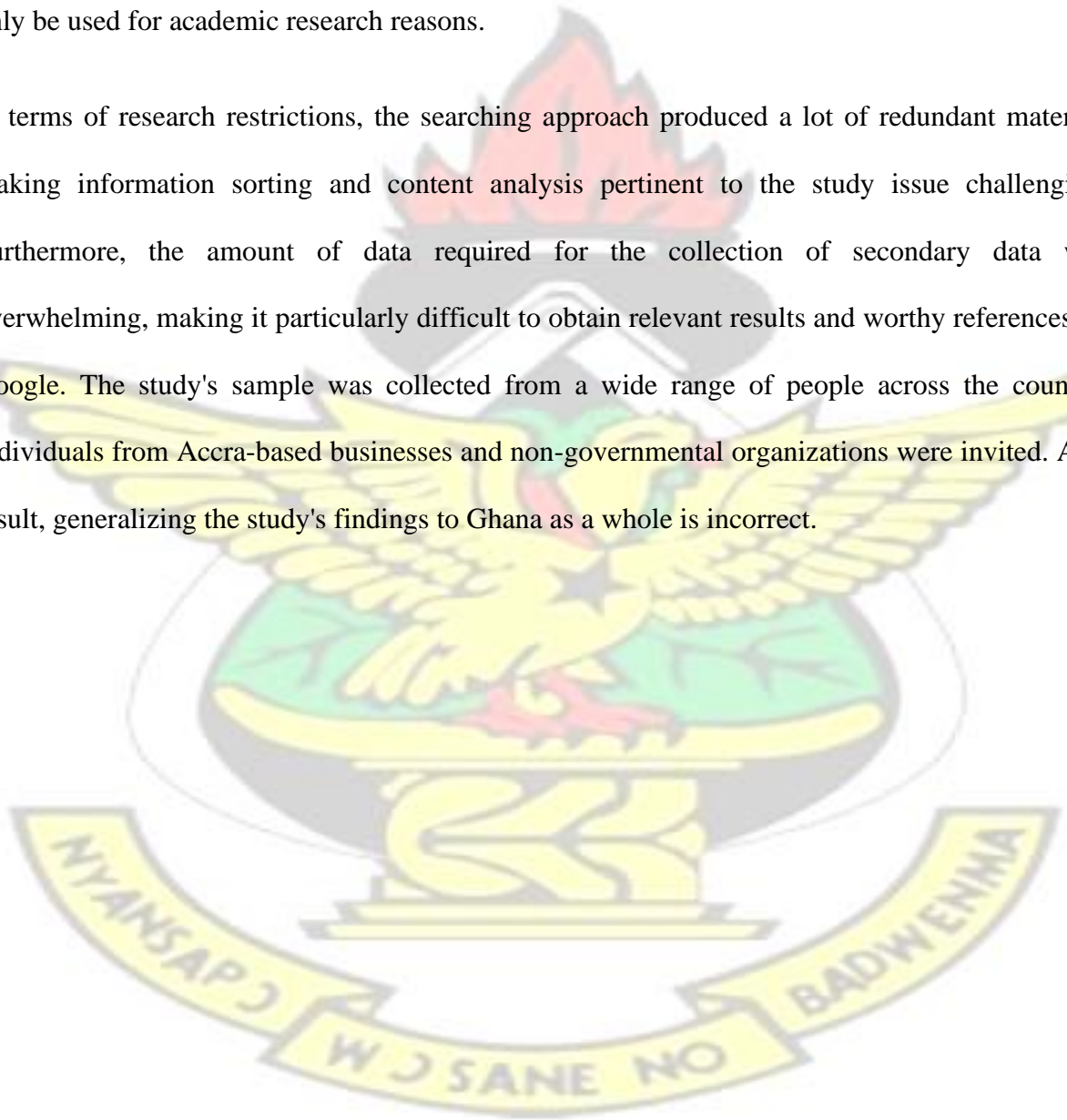
Reliability as well as validity a qualitative researcher should consider these two features while planning a study, analyzing the findings, and making judgments about the study's quality, according to Patton (2001). Quantitative research relies considerably in dependability and validity," says Buchan (2004). If the data is not trustworthy and valid, if the assessment procedures are not reliable and valid, and if the design characteristics do not give appropriate internal and external validity, then the research is of no value in scientific terms. Because of these two key considerations, the study process was conducted from beginning to end. Surveys were administered by hand to guarantee that only the targeted respondents completed the surveys. The researcher informed the participants of the study's need and importance, and asked for their consent to participate in order to secure their full cooperation. The questionnaire was completed in accordance with the researcher's instructions. As a result, the data supplied was complete and accurate at a high rate. For the purpose of determining the accuracy of scale items, Cronbach's alpha was utilized. The reliability test is considered passed if the alpha value is larger than .70 (Hair et al., 2014). During the analysis step, the information gathered was presented and examined in the same way that it was in the questionnaires. To avoid any type of researcher bias, care was made in locations where editing was done.

3.9 Research Ethics and Limitations

This study will not be an exception to the rule that all researchers must address ethical and moral issues. The researcher ensured that every piece of work borrowed from other authors was

appropriately credited in the book. As a result, there were no omissions or additions made purposefully or accidentally to influence readers in favor of a certain opinion by the researcher. All participants were required to sign a form stating that they had read and agreed to the terms of the study, ensuring that no one was coerced or deceived. Additionally, the people who took the time to fill out the survey knew that their answers would be kept strictly confidential and would only be used for academic research reasons.

In terms of research restrictions, the searching approach produced a lot of redundant material, making information sorting and content analysis pertinent to the study issue challenging. Furthermore, the amount of data required for the collection of secondary data was overwhelming, making it particularly difficult to obtain relevant results and worthy references on Google. The study's sample was collected from a wide range of people across the country. Individuals from Accra-based businesses and non-governmental organizations were invited. As a result, generalizing the study's findings to Ghana as a whole is incorrect.



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CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

The results of the data are presented in this chapter. The data gathered was analyzed descriptively and quantitatively.

Responses were gathered from stakeholders in the fight against COVID-19 including government agencies, NGOs, producers of COVID-19 related products, the media and many others. Fifty (50) responses in all were received out of the fifty (50) questionnaires distributed. This represents 100% response rate.

4.1 Demographic Characteristics of Respondents

Table 4.1: Gender Distribution of respondents

Variable	Frequency	Percent
Male	28	56
Female	22	44
Total	50	100.0

Source: Field Study, 2021

Table 4.1. Shows the distribution of the gender groups that was used for the study. Male recorded the highest with 56% while female recorded the least with 44%. It displays that male respondent were higher in number than their female counterpart in the study.

Table 4.2: Age distribution of the respondents

Variable	Frequency	Percent
18 - 30 years	11	22
31 - 40 years	12	24
41 - 50 years	18	36
51 years and Above	9	18
Total	50	100.0

Source: Field Study, 2021

In assessing the age distribution of the respondents, it was revealed that respondents between the ages of 41 -50 years recorded the highest with 36%, followed by those between the ages of 31 – 40 years who recorded 24%, 18 – 30 years recorded 22% while those above the age of 50 recorded the least with 18%. It validates that respondents between the ages of 41 – 50 years constituted the majority in the study.

Table 4.3: Educational Background of Respondents

Variable	Frequency	Percent
Diploma	21	42
First Degree	22	44
Post Graduate	7	14

Total	50	100
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Source: Field Study, 2021

Table 4.3 presents the educational background of the respondents. It was revealed that respondents with First Degree recorded the highest with 44%; followed by respondents with Diploma 42%; while Post Graduate recorded the least with 14%. This ascertains that respondents selected for the study are well educated.

Table 4.4: Distribution of Category of Stakeholder Group

Variable	Frequency	Percent
Public	22	44
Private	18	36
Not-for-profit	10	20
Total	50	100.0

Source: Field Study, 2021

Table 4.4 presents the category of stakeholder group the respondents belongs to. Respondents from the public sector recorded the highest with 44%; respondents from the private sector recorded 36%; while respondents from the not-for-profit sector recorded 20%. This means that respondents from the government sector constituted the majority.

4.1.1 RELIABILITY OF VARIABLES USING CRONBACH ALPHA

Cronbach Alpha was used to determine the reliability of the data and the accuracy with which the scale's variables were measuring. As stated by (Saunders et al., 2012), a portion of the consistency of data gathered and replies generated can be attributed in part to the form of

questions. The data collected was subjected to the Cronbach Alpha test in order to ensure that the scale employed was accurate. In order to guarantee that all of the scales included in the questionnaire were genuine and consistent, this was done to sum up how the items that comprised the scale performed together while assessing the same construct Cronbach's alpha should be greater than 0.7, according to Nunally & Bernstein's recommendations (1994). Table 4.5 shows that Cronbach's alpha values ranged from 0.704 to 0.747, which is over the 0.7 criterion. As a result, the measurements used in this study are trustworthy.

Table 4.5: Reliability of the study (Cronbach Alpha)

Variable	Number of Item	Cronbach Alpha Value
Traditional Marketing	9	.747
Social Marketing	7	.723
Combating Covid-19	4	.704
Total	20	

Source: Field Study, 2021

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4.2 Mean Analysis of Variables - Traditional Marketing Activities by Companies in Ghana since the Outbreak of COVID-19

Table 4.6: Mean Analysis of Traditional Marketing Activities by Companies in Ghana since the Outbreak of COVID-19

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
The COVID-19 products achieves its intended purpose.	0.0	5.0	4.0	11.0	30.0	4.32
The characteristics of COVID-19 products match pre-established standards.	12.0	11.0	12.0	6.0	9.0	2.78
The price of COVID-19 products were/are generally high.	9.0	25.0	5.0	6.0	5.0	2.46
The price of COVID-19 products were/are generally low	12.0	11.0	12.0	6.0	9.0	2.78

The price of COVID-19 products were/are generally fair and competitive	2.0	10.0	5.0	13.0	20.0	3.78
COVID-19 products are accessible in the market.	8.0	9.0	0.0	13.0	20.0	3.56
There are sufficient distribution channels for COVID-19 products.	12.0	11.0	12.0	6.0	9.0	2.78
There are advertisement activities in place for COVID-19 products.	2.0	10.0	5.0	13.0	20.0	3.78
Packaging of COVID-19 products carries selling messages.	2.0	10.0	5.0	13.0	20.0	3.78

Source: Field Study, 2021

Table 4.6 indicates that majority of the respondents 30 (60%) strongly agreed that COVID-19 products achieves its intended purpose. 11 (22%) agreed, 5 (10%) disagreed, and 4 (8%) were neutral. A mean score of 4.32 in a 5-point scale confirmed this. Also, 12 (24%) of respondents strongly disagreed that the characteristics of COVID-19 products match pre-established standards. 11 (22%) disagreed, 9 (18%) strongly agreed, 6 (12%) also agreed, and 12 (24%) were neutral. A mean score of 2.78 in a 5-point scale confirmed this. Furthermore, 25 (25%) of respondents disagreed that the price of COVID-19 products were/are generally high. 9 (18%) strongly disagreed, 6 (12%) agreed, 5 (10%) strongly agreed, and 5 (10%) were neutral. The mean score for this is 2.46 in a 5-point scale. Also, 12 (24%) strongly disagreed that the price of COVID-19 products were/are generally low. 11 (22%) also disagreed, 6 (12%) disagreed, 9 (18%) strongly agreed and 12 (24%) were neutral. The mean score for this is 2.78 in a 5-point scale. Also, 20 (40%) strongly agreed that the price of COVID-19 products were/are generally fair and competitive. 13 (26%) agreed, 10 (20%) disagreed, 2 (4%) strongly disagreed, and 5 (10%) were neutral. The mean score for this is 3.78 in a 5-point scale. Also, 20 (40%) of respondents strongly agreed that COVID-19 products are accessible in the market. 13 (26%) agreed, 9 (18%) disagreed, and 8 (16%) strongly disagreed. The mean score for this 3.56 in a 5-point scale. Also, 12 (24%) of respondents strongly disagreed that there are sufficient distribution channels for COVID-19 products. 11 (22%) disagreed, 9 (18%) strongly agreed, 6 (12%) also agreed, and 12 (24%) were neutral. This was confirmed by a mean score of 2.78 in a 5-point scale. Also, 20 (40%) strongly agreed that there are advertisement activities in place for COVID-19 products. 13 (26%) agreed, 10 (20%) disagreed, 2 (4%) strongly disagreed, and 5 (10%) were neutral. The mean score for this is 3.78 in a 5-point scale. Finally, 20 (40%) strongly agreed that packaging of COVID-19 products carries selling messages. 13 (26%) agreed, 10

(20%) disagreed, 2 (4%) strongly disagreed, and 5 (10%) were neutral. The mean score for this is 3.78 in a 5-point scale.

The overall effect of the above results is that, product as a traditional marketing activity, with a mean score of 4.32 plays a more significant role in combating COVID-19 in Ghana than that of promotion, place and price in that order

4.3 Mean Analysis of Variables – Social Marketing Activities by NGOs in Ghana since the Outbreak of COVID-19

Table 4.7: Mean Analysis of Social Marketing Activities by NGOs in Ghana since the Outbreak of COVID-19

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
There was/is a campaign by NGOs for the wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and getting vaccinated to curb the spread of the covid-19 disease.	1.0	4.0	4.0	11.0	30.0	4.3
NGOs have donated PPEs to various	0.0	5.0	4.0	11.0	30.0	4.32

hospitals for use by health personnel's attending to Covid-19 patients.						
Relief items and packages were provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19.	12.0	11.0	12.0	6.0	9.0	2.78
NGOs have placed Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering	8.0	9.0	0.0	13.0	20.0	3.56

NGOs have “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of their buildings.	8.0	9.0	0.0	13.0	20.0	3.56
NGOs have policies in place such as staff mandatory vaccination	1.0	4.0	4.0	11.0	30.0	4.3
NGOs have partnered and interacted with Government and other faith based organizations, and traditional rulers on how best they can use their various platforms to help in public education.	2.0	10.0	5.0	13.0	20.0	3.78

Source: Field Study, 2021

Table 4.7 indicates that majority of the respondents, 30 (60%) strongly agreed that there are campaigns by various NGOs for the wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and getting vaccinated to curb the spread of the covid-19 disease. 11 (22%) agreed, 4 (8%) disagreed, 1 (2%) strongly disagreed, and 4 (8%) were neutral. A mean score of 4.3 in a 5-point scale confirmed this. Also, majority of the respondents 30 (60%) strongly agreed that NGOs donated PPEs to

various hospitals for use by health personnel is attending to Covid-19 patients. 11 (22%) agreed, 5 (10%) disagreed, and 4 (8%) were neutral. A mean score of 4.32 in a 5-point scale confirmed this. Furthermore, 12 (24%) of respondents strongly disagreed that relief items and packages were provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19. 11 (22%) also disagreed, 6 (12%) agreed, 9 (18%) strongly agreed, and 12 (24%) were neutral. The mean score for this is 2.78 in a 5-point scale. Also, majority of the respondents, 20 (40%) strongly agreed that NGOs have placed Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering. 13 (26%) agreed, 9 (18%) disagreed, and 8 (16%) strongly disagreed. A mean score of 4.3 in a 5-point scale confirmed this. Also, 20 (40%) of respondents strongly agreed that NGOs have “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of their buildings. 13 (26%) agreed, 9 (18%) disagreed, and 8 (16%) strongly disagreed. The mean score for this 3.56 in a 5-point scale. Also, 30 (100%) of respondents strongly agreed that NGOs have policies in place such as staff mandatory vaccination. 11 (22%) agreed, 4 (8%) disagreed, 1 (2%) strongly disagreed, and 4 (8%) were neutral. The mean score for this 4.3 in a 5-point scale. Also, 20 (40%) strongly agreed that NGOs have partnered and interacted with Government and other faith based organizations, and traditional rulers on how best they can use their various platforms to help in public education. 13 (26%) agreed, 10 (20%) disagreed, 2 (4%) strongly disagreed, and 5 (10%) were neutral. The mean score for this is 3.78 in a 5-point scale.

The overall effect of the above results is that, product and policy as social marketing activities, with mean scores of 4.3 each plays a more significant role in combating COVID-19 in Ghana than that of partnership, promotion, place, and price in that order.

4.4 Mean Analysis of Variables – The Impact of Traditional Marketing versus Social Marketing Activities on the Behavior of People in Ghana With Respect To the Covid-19 Protocols

Table 4.8: Mean Analysis of the impact of traditional marketing versus social marketing activities on the behavior of people in Ghana with respect to the covid-19 protocols

Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
COVID-19 products achieving its intended purpose has ensured behavioral changed among people and thus have helped in reducing the spread of COVID-19 as compared to the campaign for wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and getting vaccinated.	10.0	10.0	9.0	11.0	10.0	3.02

<p>The fair and competitive nature of the price of COVID-19 products has ensured behavioral changed among the people and thus have helped in reducing the spread of the COVID-19 disease as compared to Relief items and packages were provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19.</p>	25.0	10.0	5.0	5.0	5.0	2.1
<p>The accessibility of COVID-19 products in the market and the sufficient distribution channels for COVID-19 products have helped in combating COVID-19 as compared to NGOs placing Veronica buckets with soap and water as well as hand sanitizers at the entrance of</p>	8.0	9.0	0.0	13.0	20.0	3.56

their buildings for visitors to wash and sanitize their hands before entering.						
Advertisement activities in place for COVID-19 products has helped in reducing the spread of COVID-19 as compared to the “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of buildings.	20.0	13.0	5.0	10.0	2.0	2.22

Source: Field Study, 2021

Table 4.8 indicates that majority of respondents, 11 (22%) agreed that COVID-19 products achieving its intended purpose has ensured behavioral changed among people and thus have helped in reducing the spread of COVID-19. As compared to the campaign for wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and being vaccinated. 10 (20%) strongly agreed, 10 (20%) strongly disagreed, 10 (20%) also disagreed, and 9 (18%) were neutral. A mean score of 3.02 in a 5-point scale confirmed this. Furthermore, 25 (50%) of respondents strongly disagreed that the fair and competitive nature of the price of COVID-19 products has ensured behavioral changed among the people and thus have helped in reducing the spread of the COVID-19 disease. As compared to relief items and packages provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19. 10 (20%) also disagreed, 5 (10%) agreed, 5 (10%)

strongly agreed, and 5 (10%) were neutral. The mean score for this is 2.1 in a 5-point scale. Also, 20 (40%) strongly agreed that the accessibility of COVID-19 products in the market and the sufficient distribution channels for COVID-19 products have helped in combating COVID-19 as compared to NGOs placing Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering. 13 (26%) also agreed, 9 (18%) disagreed and 8 (16%) strongly disagreed. The mean score for this is 3.56 in a 5-point scale. Also, 20 (40%) strongly disagreed that advertisement activities in place for COVID-19 products has helped in reducing the spread of COVID-19 as compared to the “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of buildings. 13 (26%) disagreed, 10 (20%) agreed, 2 (4%) strongly disagreed, and 5 (10%) were neutral. The mean score for this is 2.22 in a 5-point scale.

The overall effect of the above results is that, with a mean score of 3.56, the accessibility of COVID-19 products in the market and the sufficient distribution channels for COVID-19 products have helped in combating COVID-19 as compared to NGOs placing Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors.

4.5 Descriptive Statistics of Traditional Marketing

Table 4.9: Descriptive Statistics of traditional marketing

	N	Minimum	Maximum	Mean		Std. Deviation	
				Statistic	Std. Error		
Product	50	3.80	5.00	4.7901	1	.03049	.30643
Price	50	2.40	5.00	3.7069	4	.05941	.59704
Place	50	3.00	5.00	4.5578	3	.05432	.54591
Promotion	50	3.75	5.00	4.7847	2	.03319	.33360

Table 4.9: Descriptive Statistics of traditional marketing

	N	Minimum	Maximum	Mean			Std. Deviation
	Statistic	Statistic	Statistic	Statistic		Std. Error	Statistic
Product	50	3.80	5.00	4.7901	1	.03049	.30643
Price	50	2.40	5.00	3.7069	4	.05941	.59704
Place	50	3.00	5.00	4.5578	3	.05432	.54591
Promotion	50	3.75	5.00	4.7847	2	.03319	.33360
Valid N (listwise)	50						

Source: Field Study, 2021

The power of traditional marketing operations is depicted in the table above. The table shows that product has the most impact on people's behavior when it comes to the Covid-19 procedures, followed by place, promotion, and pricing, with price having the least impact among the different traditional marketing activities.

4.6 Descriptive Statistics of Social Marketing

Table 4.10: Descriptive Statistics of Social Marketing

	N	Minimum	Maximum	Mean			Std. Deviation
	Statistic	Statistic	Statistic	Statistic		Std. Error	Statistic
Product	50	3.80	5.00	4.7901	1	.03049	.30643
Price	50	1.00	5.00	2.9521	6	.09432	.94790
Place	50	2.4	5.00	3.7069	5	.05941	.59704
Promotion	50	3.00	5.00	4.5578	4	.05432	.54591
Policy	50	3.80	5.00	4.7901	2	.03049	.30643
Partnership	50	3.75	5.00	4.7847	3	.03319	.33360
Valid N (listwise)	50						

Source: Field Study, 2021

The power of various social marketing efforts is depicted in the table above. The table shows that product has the greatest impact on people's behavior when it comes to the Covid-19 procedures,

followed by place, promotion, pricing, policy, and partnership, with partnership having the least impact.

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4.7 Descriptive Statistics (Traditional Marketing Vs Social Marketing)

Table 4.11: Descriptive Statistics

	N	Minimum	Maximum	Mean			Std. Deviation
	Statistic	Statistic	Statistic	Statistic		Std. Error	Statistic
Traditional Marketing	50	3.80	5.00	4.7901	2	.03049	.30643
Social Marketing	50	4.00	5.00	4.8936	1	.02316	.23277
Valid N (listwise)							

Source: Field Study, 2021

In Ghana, the strength of traditional marketing versus social marketing in combating covid-19 is depicted in the table above. It is obvious from the chart that social marketing actions had a significant impact on combating covid-19.

4.8 Correlation Analysis

Correlation Analysis – Role of Traditional Marketing in Combating Covid-19

Covid-19's traditional marketing role was also examined in the research. Covid-19 is a disease that is becoming more common, and researchers wanted to explore if traditional marketing techniques could be used to combat it. The Pearson's Product Moment Correlation Coefficient was evaluated using SPSS to see if there was a correlation between the two variables. Table 4.12 summarizes the findings.

Table 4.12: The summary table of Pearson's Product Moment Correlation.

Variables		N	Mean	SD	<i>r</i>	<i>P</i>
1	Traditional marketing	50	33.22	7.84	.17	.014
	Combating Covid-19	50	16.75	5.27		

Source: Field Study, 2021 (** Correlation is significant at the 0.01 level (2-tailed))

Table 4.12 provides a breakdown of Pearson's Product Moment Correlation findings. The number of respondents, mean scores, standard deviation, correlation coefficient, and level of significance regarding the function of traditional marketing in combating covid-19 are all included in the results. Traditional marketing (M =33.22, SD =7.84) played a favorable significant influence ($r =.17$, $p =.014$, $n =50$) in combating covid-19 (M =16.75, SD =5.27), according to the findings. This reveals that when traditional marketing operations increase, so does the number of people fighting covid-19. However, the connection was not as strong as anticipated.

Correlation Analysis – Role of Social Marketing in combating Covid-19

Covid-19 was the focus of the researcher's investigation regarding the role of social marketing. The researchers wanted to examine if social marketing measures were helping to combat covid-19 by determining the direction and strength of the association. The Pearson's Product Moment Correlation Coefficient was evaluated using SPSS to see if there was a correlation between the two variables. The results are summarized in Table 4.13.

Table 4.13: The summary table of Pearson's Product Moment Correlation.

Variables		N	Mean	SD	r	P
1	Social Marketing	50	33.22	7.84	.19	.007
	Combating Covid-19	50	16.31	5.67		

Source: Field Study, 2021 (** Correlation is significant at the 0.01 level (2-tailed))

Table 4.13 provides an overview of Pearson's Product Moment Correlation findings.. The number of respondents, mean scores, standard deviation, correlation coefficient, and the level of significance of social marketing activities in combating covid-19 are all included in the results. The findings reveal that social marketing activities (M =33.22, SD =7.84) played a positive significant influence (r =.19, p =.007, n =200) in combating covid-19 (M =16.31, SD =5.67). This reveals that when social marketing activities increase, so does the number of people fighting covid-19. However, the connection was not as strong as anticipated.

4.9 Discussion of Findings

The goal of this study was to examine the role of marketing in combating COVID-19 in Ghana, with a focus on traditional marketing as opposed to social marketing.

To evaluate the traditional marketing activities by companies in Ghana since the outbreak of COVID-19

The study's first goal was to assess how enterprises in Ghana have used traditional marketing following the emergence of COVID-19. The research findings show that since the onset of COVID-19 disease, companies' COVID-19-related items have served their intended purpose. The qualities of the products, on the other hand, do not match pre-established norms, as evidenced by the research findings. The analysis also shows that, since the emergence of the COVID-19 virus, the price of COVID-19-related products has been generally fair and competitive, even if there have been some isolated instances of excessive prices. It may also be determined from the research findings that COVID-19-related items have been available on the market since the virus's breakout, except that distribution channels for the products have been insufficient. The findings also show that since the outbreak of COVID-19, corporations have been advertising COVID-19-related products, with marketing messages printed on the packaging of COVID-19-related products.

To evaluate the social marketing activities by not-for-profit organizations in Ghana since the outbreak of COVID-19

The results of the second research objective show that since the outbreak of the COVID-19 virus, NGOs have promoted the use of nose masks, regular hand washing, sanitizing hands after touching objects, social distancing, avoiding shaking hands, and getting vaccinated to prevent the spread of the disease. The findings of the study also show that since the emergence of the

COVID-19 disease, non-governmental organizations (NGOs) have given personal protective equipment (PPE) to various hospitals for use by medical workers caring for Covid-19 patients. NGOs, on the other hand, have not truly offered and distributed relief materials and packages to people whose everyday lives and businesses have been affected by COVID-19 since the outbreak in Ghana. NGOs have also placed Veronica buckets with soap and water, as well as hand sanitizers, at the door of their premises since the outbreak of COVID-19 to let guests to wash and sterilize their hands before entering. Since the start of COVID-19, NGOs have had "NO NOSE MASK, NO ENTRY" inscriptions posted on the entrances of their facilities. According to the findings of the study, NGOs have policies in place such as required immunization for personnel. They have not, however, partnered or interacted with the government, other faith-based organizations, or traditional rulers to see how they may best use their many platforms to assist in public education.

To measure the impact of traditional marketing versus social marketing activities on the behavior of people in Ghana with respect to the COVID-19 protocols

According to the findings, COVID-19-related products that achieve their intended purpose have resulted in behavioral changes among people, thereby assisting in the reduction of COVID-19 spread, similar to the campaigns for wearing a nose mask, washing hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and being vaccinated. In comparison to relief, items and packages provided and distributed by NGOs to cater for people whose daily lives and businesses are affected by COVID-19, the fair and competitive nature of the price of COVID-19 products has ensured behavioral changes among the people and thus has helped in reducing the spread of the COVID-19 disease. The availability of COVID-19

products on the market and adequate distribution channels for COVID-19 products have had less impact in combating COVID-19 than NGOs placing veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering. The results also show that COVID-19 product advertising has had less of an impact on COVID-19 spread than the "NO NOSE MASK, NO ENTRY" inscriptions placed at building entrances.

When comparing the role of traditional marketing activities against social marketing activities in combatting COVID-19 in Ghana, the overall effect of the research findings is that neither is as substantial as expected. Social marketing activities, on the other hand, are marginally more important than traditional marketing activities in reducing COVID-19 in Ghana.

Indeed, as indicated by the correlation coefficient of 0.17, which equates to a meager 17 percent, traditional marketing operations have no actual impact in reducing COVID-19 in Ghana. This contradicts Olga's (2009) argument that behavior modification can be facilitated through the use of traditional marketing mix (product, price, promotion, and placement), and that it should be well-developed and constantly adjusted to fit changing market conditions such as customer demands and needs.

Furthermore, the 0.19 correlation coefficient for social marketing efforts, which equates to a meager 19 percent, indicates that social marketing activities have no real influence on combatting COVID-19 in Ghana. Gordon (2012) found that social marketing activities in terms of product, price, location, promotion, policy, and partnership are important tools in influencing and promoting behavioral change.

As a result, the data suggests that marketing does play a minor impact in eradicating COVID-19 in Ghana.

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This section gives an overview of the data that was analyzed and how it pertains to the study goals. It summarizes the role of marketing in combatting COVID-19 in Ghana (conventional marketing mix vs. social marketing mix). This final chapter summarizes the entire work by providing a summary of the study, stating the implications and contributions to research, providing a conclusion and recommendations, and finally providing suggestions for further research that the researcher failed to capture or that seemed appropriate to research into.

5.1 Summary

Internal reliability was assessed using Cronbach's Alpha Reliability test, which was applied to three constructs with 20 items. From .704 to .747 were the three variables' correlation coefficients.

Therefore, we may conclude that the variables were reliable based on the high Cronbach's Alpha values obtained, which were over the 0.7 threshold. The Pearson Correlation test found a favorable significant association between traditional marketing and COVID-19 combat. However, the relationship's strength was 0.19, which (Pallant, 2011) considers to be insignificant. The relationship's significance was similarly more than 0.05. As a result, we may conclude that increasing the traditional marketing mix will increase COVID-19 combat by 19%. This suggests that using standard marketing operations in relation to COVID-19-related products will result in a 19 percent increase in COVID-19 combat.

The Pearson Correlation Test found a favorable significant association between social marketing and COVID-19 battle. However, the relationship's strength was 0.17, which (Pallant, 2011) considers to be insignificant. The relationship's significance was similarly more than 0.05. As a result, we can conclude that increasing the social marketing mix will increase COVID-19 combat by 17%. This suggests that if typical marketing operations are used to promote COVID-19 behavioral change, it will result in a 17 percent increase in COVID-19 combat.

5.2 Conclusion

Almost every traditional marketing mix component (product, pricing, and promotion) as well as social marketing activities (product, price, location, promotion) all play a role in Ghana's fight against COVID-19, but some have a higher impact than others do. However, the difference is negligible, with traditional marketing comprising 17% of the mix and social media marketing comprising 19%. This suggests that some COVID-19 components have a stronger impact on combat than others. While product and location influence consumer behavior more strongly in

traditional marketing, policy and collaboration have a bigger impact on it in social marketing, according to the findings.

As a theoretical framework, Tannahill's model was used. During the 1980s, Andrew Tannahill coined the term "health promotion" and argued that it encompasses health education, illness prevention, and protection. The goal of health education is to influence people's knowledge, attitudes, and behaviors in order to help them live healthier lives. It is the goal of illness prevention to lessen the disease's risk, vulnerability, and consequences. Legal controls, rules, and voluntary norms of practice aimed at preventing illness and improving well-being are all part of health protection. In light of this research, Andrew Tannahill's model for addressing COVID-19 in Ghana, which includes health education, illness prevention, and health promotion, does incorporate marketing, through either traditional marketing operations or social marketing activities.

The government, NGOs, and other stakeholders would be able to grasp the role of marketing in combating covid-19 in Ghana with the help of this study. The study's findings will aid the government, NGOs, and other COVID-19 stakeholders in focusing on the traditional marketing and social marketing mix elements that need to be changed in order to have a substantial beneficial influence on COVID-19 combat in Ghana.

5.3 Recommendations

The following recommendations are made on the basis of the findings;

- **Limit investment on Promotional Activities**

In comparison to the "NO NOSE MASK, NO ENTRY" inscriptions posted at the entrances of buildings, advertising activities for COVID-19 items had less influence in preventing COVID-19 spread, according to the research. As a result, manufacturers of COVID-19-related products should not spend too much time promoting COVID-19-related items to clients, as behavioral change toward COVID-19 protocols is not significantly related to COVID-19-related product marketing.

- **Improve on Distribution Channels**

The study found that, while COVID-19-related goods are available, distribution channels are severely lacking. Manufacturers of COVID-19-related products should invest more in distribution channels to help distribute COVID-19-related products to even the most remote locations, putting their products closer to the consumers, because adherence to COVID-19 protocols is strongly linked to proximity of COVID-19-related products.

- **Improve on partnership**

The study found that NGOs have not actually collaborated and interacted with the government, other faith-based organizations, and traditional rulers on how to best use their varied platforms to assist in public education. As a result, it is advised that NGOs, government agencies, faith-based organizations, traditional rulers, and other COVID-19 stakeholders attempt to engage and collaborate more on how they may effectively use their varied platforms to assist in public education.

5.4 Suggestions for Further Studies

A countrywide survey can be helpful to get deeper insights of the role of marketing in combating COVID-19 in Ghana. At the same time, this model could be used to investigate the role of market orientation in combating COVID-19 in Ghana, with emphasis on the dimension of customer orientation.

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APPENDIX 1

INTRODUCTORY LETTER



KNUST SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND CORPORATE STRATEGY

Dear Respondent,

The role of marketing in combating covid-19 in Ghana; traditional marketing versus social

marketing

I am Faustina Mamle Oman, a student at the Kwame Nkrumah University of Science and Technology, Accra Campus. As part of the data collection process on the project titled "The role of marketing in combating covid-19 in Ghana, traditional marketing versus social marketing", I am writing kindly to request your participation in the survey by completing the questionnaire, which is purposely to sample views of stakeholders involved in combating covid-19 in Ghana.

The purpose of this study is to examine the role of marketing in combating covid-19 in Ghana, and the findings are expected to add knowledge to the existing academic literature, which would be used for academic purpose and would also be helpful in combating covid-19 in Ghana.

No individual information will be disclosed and all results will be presented as an aggregate summary data for academic purpose. It would take a participant approximately 10 to 15 minutes to fill out the questionnaire.

Thank you for your cooperation.

Yours faithfully,

.....

Faustina Mamle Oman

APPENDIX 2
CONSENT FORM

I acknowledge that, I understand the research and that the study has fully been explained to me. I am also aware that, any information I offer to the researcher would be used in the research report. I further concede that the researcher has assured me the following:

- That my participation in this research is voluntary.
- That my personal details or information will remain anonymous throughout the research study as well as in the research thesis.
- That I can decline to answer any question about which I feel uncomfortable without any compulsion.

I hereby consent to being a participant for the research study titled: The role of marketing in combating covid-19 in Ghana; traditional marketing versus social marketing.

Signature (Please Sign with an X in the box provided)

KNUST



APPENDIX 3

RESEARCH QUESTIONNAIRE

SECTION A: DEMOGRAPHIC INFORMATION

1. Please indicate your sex

Male { } Female { }

2. Please indicate your age category

18 – 30 { } 31 – 40 { } 41 – 50 { } Above 50 { }

3. Please indicate your highest education and professional level?

MSLC/JHS { } WASSCE/SSSCE { } Diploma { } Bachelor's Degree { } Postgraduate { } Professional Certificate { }

4. Please indicate the stakeholder group you belong to

Public Sector { } Private Sector { } Not-for-profit Sector { }

SECTION B – TRADITIONAL MARKETING ACTIVITIES BY COMPANIES IN GHANA SINCE THE OUTBREAK OF COVID-19

Below are statements about traditional marketing activities by companies in Ghana since the outbreak of covid-19 in Ghana all measured on a 1 to 5 point Likert scale, Where: 1=strongly disagree; 2=disagree; 3= no opinion; 4=agree; 5=strongly agree. Please indicate your level of agreement with the statements so that your answers to the questions will enable the researcher to evaluate the role of marketing in combating covid-19 in Ghana.

PRODUCT

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
1	The COVID-19 products achieves its intended purpose.					
2	The characteristics of COVID-19 products match pre-established standards.					

PRICE

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
3	The price of COVID-19 products were/are generally high.					
4	The price of COVID-19 products were/are generally low					
5	The price of COVID-19 products were/are generally fair and competitive					

PLACE

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
6	COVID-19 products are accessible in the market.					
7	There are sufficient distribution channels for COVID-19 products.					

PROMOTION

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
8	There are advertisement activities in place for COVID-19 products.					
9	Packaging of COVID-19 products carries selling messages.					

SECTION C - SOCIAL MARKETING ACTIVITIES BY NOY-FOR-PROFIT ORGANIZATIONS IN GHANA SINCE THE OUTBREAK OF COVID-19

Below are statements about social marketing activities by not-for-profit organizations in Ghana since the outbreak of covid-19 in Ghana all measured on a 1 to 5 point Likert scale, Where: 1=strongly disagree; 2=disagree; 3= no opinion; 4=agree; 5=strongly agree. Please indicate your level of agreement with the statements so that your answers to the questions will enable the researcher to evaluate the role of marketing in combating covid-19 in Ghana.

PRODUCT

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
10	There was/is a campaign by NGOs for the wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and getting vaccinated to curb the spread of the covid-19 disease.					

PRICE

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
11	NGOs have donated PPEs to various hospitals for use by health personnel's attending to Covid-19 patients.					
12	Relief items and packages were provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19.					

PLACE

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5

13	NGOs have placed Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering.					
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PROMOTION

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
14	NGOs have “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of their buildings.					

POLICY

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
15	NGOs have policies in place such as staff mandatory vaccination					

PARTNERSHIP

Variable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
16	NGOs have partnered and interacted with Government and other faith based organizations, and traditional rulers on how best they can use their various platforms to help in public education.					

SECTION D: THE IMPACT OF TRADITIONAL MARKETING VERSUS SOCIAL MARKETING ACTIVITIES ON THE BEHAVIOR OF PEOPLE IN GHANA WITH RESPECT TO THE COVID-19 PROTOCOLS

Below are statements about the impact of traditional marketing versus social marketing activities on the behavior of people in Ghana with respect to the Covid-19 protocols all measured on a 1 to 5 point Likert scale, Where: 1=strongly disagree; 2=disagree; 3= no opinion; 4=agree; 5=strongly agree. Please indicate your level of agreement with the statements so that your answers to the questions will enable the researcher to evaluate the role of marketing in combating covid-19 in Ghana.

Variables		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
17	COVID-19 products achieving its intended purpose has ensured behavioral changed among people and thus have helped in reducing the spread of COVID-19 as compared to the campaign for wearing of nose mask, washing of hands regularly, sanitizing hands after touching objects, social distancing, avoiding shaking of hands, and getting vaccinated.					
18	The fair and competitive nature of the price of COVID-19 products has ensured behavioral changed among the people and thus have helped in reducing the spread of the					

	<p>COVID-19 disease as compared to Relief items and packages were provided and distributed by NGOs to cater for people whose daily lives and business are affected by COVID-19.</p>					
19	<p>The accessibility of COVID-19 products in the market and the sufficient distribution channels for COVID-19 products have helped in combating COVID-19 as compared to NGOs placing Veronica buckets with soap and water as well as hand sanitizers at the entrance of their buildings for visitors to wash and sanitize their hands before entering.</p>					
20	<p>Advertisement activities in place for COVID-19 products has helped in reducing the spread of COVID-19 as compared to the “NO NOSE MASK, NO ENTRY” inscriptions pasted at the entrance of buildings.</p>					

Thanks once more, your input is highly appreciated.