

**THE INFLUENCE OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR  
IN THE MOBILE TELECOM INDUSTRY IN KUMASI**

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## STATEMENT OF AUTHENTICITY

We have read and understood the University regulations relating to plagiarism and certify that this research report is our own work and do not contain any unacknowledged work from any other source. We also declare we have been under supervision for this report herein submitted.

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## SUPERVISOR'S DECLARATION

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## ABSTRACT

This study looks at the influence of sales promotion on consumer buying behaviour in the mobile telecommunication industry in the Subin sub-metro, Kumasi with particular focus on the sales promotion programmes of the mobile telecommunication companies, the relationship between sales promotion and consumer buying behaviour and how sales promotion influence consumer decisions for particular mobile networks in the Subin sub-metro, Kumasi.

The study aims at determining the relationship between sales promotion and need awareness, sales promotion and searching for information and sales promotion and purchase decisions by consumers.

The study involves both primary and secondary data. The primary data was gathered from three hundred and twenty users of mobile phone in the Subin sub-metro through questionnaire design and interview. The customers were selected using quota sampling technique. The secondary data were collected from previous studies, books, internet and journals.

The study established that the customers are conversant with price discount as the known sales promotion programme. Also sales promotion influence creation of need awareness, sales promotion provide information on mobile network and sales promotion determine consumer purchase decision of mobile network. It was found that the post-purchase behaviour of the customers who patronize a particular mobile network through the influence of sales promotion depends on the level of satisfaction.

The study recommended Firms should increase their sales promotions in order to also increase their market share. Firms should introduce appropriate platform that can publicize the various sales promotion programmes they offer to their clients. Firms should be innovative so that they can introduce unique sale promotion programmes that can influence customers to their favour.

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## **DEDICATION**

We dedicate this research work to the Almighty God for the strength and life he has given us through our academic year in pursuing our academic degree and also to our families for the support and assistance to us.

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# **CHAPTER ONE**

## **BACKGROUND OF THE STUDY**

### **1.0 INTRODUCTION**

The nature of competition in the mobile telecom industry in Ghana has generated various levels of marketing strategies and applications. The entire network operators are competing for the limited number of mobile phone users. In such an intense industry competitors entice consumers with a number of sales promotion activities. This is because of all the promotional tools – advertising, public relations, personal selling, direct marketing, it is sales promotion that normally presents additional benefit to the consumer.

The telecommunication industry in Ghana is in keen competition due to proliferation of marketing activities in various categories. Using consumer sales promotion to differentiate one's offer has become an order of the day in the industry. More and more budget is allocated to these activities by the companies in the industry (Vodafone, TIGO, MTN, Expresso, Airtel) in order to lure customers to patronize their services. In such scenario, it is very essential to study how consumers make their choice in the mobile telecom service category where there are several services in the consideration set of a consumer. Consumer who patronize mobile telecommunications services do not mind switching from one brand to another due to sales promotion offer. Hence it would be of interest to a marketer to learn about consumer preferences with respect to sales promotion offers; what schemes do consumers prefer for what of kind of brands, which media they prefer to learn about the schemes, whether they prefer incentive immediately or at a later date. These are the questions which consumers consider while choosing a brand. Similarly marketing managers in the industry also consider such marketing strategies while designing their sales promotion scheme.

Sales Promotion is defined as marketing activities usually specific to a time period, place or customer group, which encourages a direct response from consumer or marketing intermediaries, through the offer of additional benefits. (Peattie&Peattie1994) Consumer Behavior refers to the cognitive process that consumers go through prior to a transaction decision. (American Marketing Association 2008)

Consumer Decision Making refers to the process of selecting from several products or services. (American Marketing Association 2008). Sales promotion is the most important component of marketing budgets, in terms of magnitude and growth rates. The increased importance of sales promotion as strategic tools in consumer markets has generated strong interest among practitioners in understanding the mechanisms, effectiveness, and efficiencies of different sales promotion approaches (Huff and Alden, 1998).

The object of this study is consumer sales promotions, which include samples, value packs, price-offs, rebates/refunds, coupons, sweepstakes, contests and special events. Their primary role within a comprehensive brand management strategy is to stimulate immediate sales and consumer interest toward the promotion brand.

One crucial question relating to sales promotion is their effect on consumer attitudes of the promoted brand. Results on sales data in a study conducted by Dodson et al (2001) seem to suggest that the repurchase probabilities of sales promotion items (a behavioural outcome) are lower for some time after the end of the promotion period (Dodson et al, 2001). The study examines the influence of sales promotion on individual behavior, consumer purchases, category purchases and repeat purchases. The differential effects of the relationship of prior purchase frequency and consumer repeat response to sales promotion were also examined.

## **1.1 PROBLEM STATEMENT**

Researchers have long argued over the influence of sales promotion on the behaviour of consumers. The widely held view is that sales promotion influence consumers to behave positively towards the company's product and services. However, researchers such as (Dodson et al. (2001), Bawa& Shoemaker 1987; in Peattie&Peattie 1993,) found that promotion is considered to be an external stimulus and when it is gone consumers are less likely to re-purchase. Customers might also become comfortable with the lower price and demotivated to buy with the normal price anymore. Sales promotions might also encourage low-probability purchasers to try. However they are customers who are not likely to make repeat purchases and thus the promotions have a negative impact on long-term sales. Price is used as a measure of quality for many service consumers. In that sense, decrease in the price devalues the brand in the eyes of the customers.

Some studies have also shown that sales promotions increase the likelihood for repeat purchases. If consumers are satisfied with the brand that is being promoted, it is more likely that they will also buy it later after the promotion is over. The uncertainty surrounding the exact influence sales promotion has on the behaviour of consumers has necessitated the study into the area.

## **1.2 RESEARCH OBJECTIVES**

The general objective of the research is to study how sales promotion activities influence consumer behavior in the mobile telecom industry. The specific research objectives are to;

- assess consumer behavior in the context of sales promotion in the mobile telecom industry

- to examine the role of sales promotion in creating need awareness of mobile Telecommunication services
- to assess how sales promotion help customers to search information on mobile telecommunication services
- To determine the relationship between sales promotion and patronage of mobile network services
- to assess sales promotion programmes by the companies in the Telecomm industry

### **1.3 RESEARCH QUESTIONS**

- What is consumer behavior in the context of sales promotion in the mobile telecom industry
- what is the role of sales promotion in creating need awareness of mobile Telecommunication services
- How does sales promotion help customers to search information on mobile telecommunication services
- What is the relationship between sales promotion and patronage of mobile network services
- What are the sales promotion programmes mostly use by the companies in the Telecomm industry

### **1.4 RESEARCH METHODOLOGY**

The research will be conducted using non-probability sampling technique. This will be in the form of accidental and convenience sampling. A sample size of three hundred and twenty (320) respondents is targeted for the research. The respondents will be selected to include people from diverse background. For instance, students, traders, businessmen, artisans etc

will be given a fair representation. Questionnaire will be used to collect data from the respondents. This will be designed base on the problem statement and the research objectives. The questionnaire will include both closed-ended and opened ended questions. Microsoft excel will be used to analyzed the data.

### **1.5 SCOPE OF THE RESEARCH**

The study will be conducted in the Kumasi Metropolis. The study will be designed to sample the views of users of all the mobile services operators within the Kumasi Metropolis-MTN, Tigo, Expresso, Airtel and Vodafone. The sample size will be limited to students, traders, artisans and business people.

### **1.6 RELEVANCE OF THE RESEARCH**

A study into the influence of sales promotion on consumer behaviour in mobile telecom industry is significant for a number of reasons.

- It is important that the role of sales promotion is assessed to ascertain its effectiveness in a competitive environment as it is in the mobile telecomm industry.
- The study of consumer behavior is also important for policy makers to know how consumers behave towards strategic activities of marketers in a competitive industry using sales promotion.
- The study is also important to the companies in the mobile industry to realize how their sales promotional activities influence consumers in their favour.
- The study is again important to the researchers to realize the exact nature of sales promotion and its influence on how consumers behaviour in the context of mobile telecommunication industry.

## **1.7 ORGANIZATION OF THE STUDY**

The study is organized into five chapters. Chapter one introduces the research which will include the statement of the problem and research objectives. Chapter two presents review of relevant literature. The methodology to achieve the objectives is outlined in chapter three. Chapter four presents the data and the discussions of results. The conclusions and recommendations are presented in chapter five.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

Many researchers have studied the relationship between sales promotion and consumer buying behaviour. Such studies include importance of sales promotion, sales promotion tools and sales promotion models and concepts. Models and concepts of consumer buying behaviour have also been studied. The contentious issue is the nature of influence sales promotion has on consumer buying behaviour. This chapter therefore presents relevant literature on the topic which includes concept of sales promotion, the concept of consumer behaviour and the relationship between sales promotion and consumer behaviour.

#### **2.1 CONCEPT OF SALES PROMOTION**

There is no common definition of sales promotion found on literature. Many researchers and authorities in marketing communications have given divergent opinions on the definition of sales promotion. The term "sales promotion" has been used to represent at least three different concepts: (1) the entire marketing mix, (2) marketing communications (Anderson, 1982), (3) a catch-all for all communication instruments that do not fit in the advertising, personal selling or public relation subcategories ( Van Waterschoot and Van den Bulte, 1992).

(Peattie&Peattie 1994) define sales promotion as marketing activities usually specific to a time period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits.



Kotler (2006) defines sales promotion as a short-term incentive to encourage the purchase or sale of a product or service. By definition, sales promotion can either be directed to customers or channel intermediaries and it is used to encourage immediate action. In the scope of this research, however, sales promotion to marketing intermediaries is left out and the focus is only on consumer sales promotions. In the literature, sales promotions are broadly categorized to value adding (non-price promotions) or value increasing promotions (price-based promotions) (Peattie&Peattie 1994)

(Schultz and Robinson 2000) conceptualize sales promotion as a “direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale”

(According to Shimp 2003), sales promotion refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. Retailers also use promotional incentives to encourage desired behaviours from consumers. Sales promotion is more short-term oriented and capable of influencing behaviour.

(Brassington and Pettitt 2000) also define sales promotion is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives.

### **2.1.1 Sales Promotion Objectives**

Sales promotions have many objectives, which are interlinked to the objectives of marketing and communications. Promotions are often used to increase short-term sales of a product or a service (Peattie&Peattie 1993)

According to the literature, sales promotions are targeted to different groups with different promotional objectives. The general consumer groups that promotions are targeted for are potential users, competitor loyal, brand switchers and loyal customers.

Potential users are currently not using the service but can be persuaded to do so by promotional activity. Successful sales promotion can also encourage competitor loyal to change. Brand switchers are consumers who are switching through service providers according to whom has the best offer at the moment. Likelihood for them to switch is dependent on switching costs. When switching costs are low, brand switchers are easily persuaded to switch by sales promotion. However, making switchers loyal to a brand remains difficult. Loyalty of loyal customers can be also strengthened by sales promotions.

(Peattie&Peattie 1994)

The aforementioned consumer groups provide different strategic possibilities for service marketers. Encouraging potential users and competitor loyal to try can expand market share and erode competitors share. It also opens up long-term benefits if new customers can be converted to loyal customers. Promotions targeted to brand switchers can create temporary sales uplift and possibilities to increase loyalty. Sales promotions to loyal customers should create extra value in order to retain and reward them, and to reinforce loyalty.

(Peattie&Peattie 1994)

### **2.1.2 Types of Sales Promotion**

The majority of past studies on the effectiveness of consumer sales promotion have focused on monetary sales promotions (Dickson and Sawyer, 1990; Dhar and Hoch, 1996; Hoch,

Dreze and Purk, 1994). However, in practice, a range of both monetary and non-monetary sales promotions are used (Campbell and Diamond, 1990; Tellis 1998), and there are important differences between them. Monetary promotions (e.g., shelf-price discounts, coupons, rebates and price packs) tend to provide fairly immediate rewards to the consumer and they are transactional in character; non-monetary promotions (e.g., sweepstakes, free gifts and loyalty programs) tend to involve delayed rewards and are more relationship-based. (Pride and Ferrel 1989) state that sales promotion methods fall into one of two groups. Consumer sales promotion methods are directed toward consumers and include coupons, contests, bonuses, vacations, gifts, tie-ins and free samples (Lamb et al, 1992).

Trade sales promotion methods focus wholesalers, retailers and salespersons. Examples include sales contests, free merchandise, demonstrations, point-of purchase, and display (Neslin, 1990) summarize the various definitions offered by several authors (Kotler, 1998), and develop the following definition of sales promotion: “sales promotion is an action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm’s consumers”.

### **2.1.3 Benefits of Sales Promotion**

Sales promotions can offer many consumer benefits. Past studies have concentrated on monetary saving as the primary consumer benefit (Blattberg and Neslin, 1993). However, there is evidence to suggest consumers are motivated by several other benefits, including the desire for: savings, quality, convenience, value expression, exploration and entertainment.

These benefits are further classified as either utilitarian or hedonic (Babin, Darden and Griffin, 1994; Hirschman and Holbrook, 1982). Utilitarian benefits are primarily functional and relatively tangible. They enable consumers to maximise their shopping utility, efficiency

and economy. In general, the benefits of savings, quality and convenience can be classified as utilitarian benefits. By contrast, hedonic benefits are more experiential and relatively intangible. They can provide consumers with intrinsic stimulation, fun and pleasure.

Consistent with this definition, the benefits of value expression, exploration and entertainment can be classified as hedonic benefits.

Based on the distinction between the types of sales promotions and promotion benefits, (ChandonWansink and Laurent 2000) showed that monetary promotions provide more utilitarian benefits whilst non-monetary promotions provide more hedonic benefits. These relationships are a matter of degree rather than absolutes; for example, coupon promotions (i.e., a monetary promotion) may still provide some hedonic benefits such as the enjoyment in redemption, although its main benefit of saving is utilitarian (Mittal, 1994).

## **2.2 CONCEPT OF CONSUMER BEHAVIOUR**

Consumer behaviour has been defined by (Blackwell et al. 2001) as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. Knowledge of consumer behavior is an indispensable input to promotional mix decisions.

### **2.2.1 Consumer Decision Making Process**

The consumer decision making process model represents a roadmap of consumers' minds that marketers and managers can use to help guide sales promotion strategies. There are five stages when making decisions: need recognition, search information, pre-purchase evaluations, consumption, and post-consumption evaluation. (Roger D. Blackwell, Paul W. Miniard, and James F.Engel, 2001).

The buyer decision process begins with need recognition (Douglas 2000). Problem recognition can be awakened by information on past experiences stored in memory, basic motives, or cues from reference groups. According to (Kotler (1994) a need can be aroused by and external stimulus-advertising, newspaper and so on.

Once buyers become aware of their needs, the next step in the decision process is to gather information on products and alternative solutions to the customer's problem (Dalrymple (2000). It has been recognized that information search often precedes brand preference formation and that search behaviors may vary according to individual characteristics (Block et al., 1986)

Search-information stage is a process that customers want to find out more than one information resource associated with goods or services that they want or need. The customers can be active to look for the information (Kotler, 2001). The purpose of the search for alternatives is to identify any alternative products that have the potential to satisfy his or her needs and to gather information to evaluate them. This information is available from two sources, internal and external sources (William 1997)

The evaluation phase of the consumer decision model is the most complex and the least understood part of the process (Dalrymple, 2000). Consumer choices are sometimes based on extremely simple decision rules such as "buy the cheapest brand available." At other times, they are extremely complex, involving multiple stages and process (Hawkins et al., 2001). There are several decision evaluation processes. Most recent models of the consumer evaluation process see the consumer as forming product judgments largely on a conscious and rational basis (Kotler et al., 1994).

Once consumers have selected a product alternative, the next step in the behavioral model is to complete the purchase (Dalrymple, 2000). In the evaluation stage, the consumer forms preferences among the brands in the choice set.

According (Kotler et al., 1994), once the choice has been made, a number of post-purchase processes occur. These processes encompass the customers' feeling of consonance or dissonance about the purchase, satisfaction or dissatisfaction with the purchase, and communication to other customers or potential customers regarding the positive/negative experience, product disposal and so fourth. If they are dissatisfied, the customers respond differently such as complain to the company, go to a lawyer, or complain to other groups, stopping using products and so on.

### **2.3 CHARACTERISTICS OF MOBILE TELECOM SERVICES**

In the literature, services are distinguished from goods by their unique characteristics, which are intangibility, inseparability, perishability and heterogeneity (Harrison 2000, 50; Howcroft et al. 2003). (McKechnie 1992) adds another characteristic that is common to mobile telecom services; two-way information flow. (Beckett 2000) includes three additional characteristics that distinguish mobile telecom services. These are transparency of performance, uncertainty of outcome and poor comparability. It is widely accepted fact, in the literature, that goods are different from services. However, goods and services cannot be seen as polar extremes to one another and even within services there are variations. Only in the branch of mobile telecom services a great variety can be found in the differences of characteristics. Thus, while the characteristics are widely accepted, one must still bear in mind that exceptions to the general rules do exist. However, the service characteristics are an important beginning point for the analysis of services (Harrison 2000, 50).

Intangibility of services is possibly the single most crucial characteristic that set services apart from goods. Services cannot be possessed and are impalpable in nature.

Thus, services are difficult to grasp mentally and therefore difficult for consumers to evaluate. (McKechnie 1992, 4) Due to the intangibility, services are low in search qualities, which are tangible attributes and high in experience qualities, which are attributes that can only be assessed after the consumption. Impalpability together with the high rank in experience qualities makes service evaluations, especially pre-purchase evaluations, more difficult than evaluations of goods. (Harrison 2000, 50; Howcroft et al. 2003)

The intangibility makes consumers look for other signals of service quality. They tend to concentrate and make evaluations based on available tangible elements such as the place, people, price and communication. Therefore, service providers should make their offering tangible in some way to give signals about quality. (Kotler 2006, 257) However, not all the services are solely intangible and all the goods tangible.

Services can also include physical aspects such as credit cards, account statements and other physical cues that make judgment and evaluation of services easier. (Harrison 2000; Shostack 1977)

Inseparability means that services are produced and consumed simultaneously. Thus, they can be seen as processes or experiences that cannot be separated from the producer. The presence of both the producer and the customer makes services interactive in nature. (Kotler 2006, 259) and (McGoldrick & Greenland (1992) question the applicability of inseparability and state that it only applies to a few financial services. They argue that it is questionable at which point for example an insurance policy is consumed.

Perishability is the outcome of simultaneous production and consumption. It follows that service providers are unable to build and maintain stock. For a service marketer this highlights a problem of smoothing demand, where demand is adjusted according to its fluctuations. (Harrison 2000). According to (Grönroos 1990) the inseparability of production and consumption also make the tasks of production and marketing more interactive.

Heterogeneity of services means that there is variability in quality. It varies depending on who is the provider as well as when, where and how the service is produced (Kotler 2006). Quality of service experience is also heavily dependent on personal interactions between the buyer and the seller (McKechnie 1992)

Two-way information flow refers to the fact that mobile telecom services are rarely one-off purchases. Instead, they usually involve various two-way transactions over a long period of time, such as the use of a post paid and internet access. (Harrison 2000) Two-way information flow opens tremendous opportunities for services organizations to the collection of customer information that could be used to enhance organization's relationship building capabilities. (McKechnie 1992)

Transparency of performance refers to the availability of information and to consumers' ability to make evaluations based on that information. Due to the varying degree of performance transparency, consumers might have difficulties in understanding and identifying the outcomes of the services provided by the companies. Some of the services are more transparent than others. For example, information about call charge per minute and network access is easily available and performance is fairly simple to interpret, whereas the



available information and performance evaluations of other services might prove difficult. (Beckett 2000)

Some mobile telecom services are characterized by poor comparability. Product and service comparisons are an important stage in consumer decision process. Some mobile telecom services have more identifiable attributes and benefits, and thus are more comparable. Most of the services characteristics influence to the fact that services are more difficult for consumers to evaluate than goods are but evaluations of many mobile telecom services in Ghana is not difficult. Among the mobile telecom services there is, however, variation in difficulty (Howcroft et al. 2003).

(Howcroft et al. 2003) identify five consumer behavior and decision-making implications that are due service characteristics. First, during the information search consumers rely much more on personal sources and media source, such as the recommendations of friends and family and radio and TV advertisement respectively. Second, in service evaluations, consumers rely on a limited number of quality cues, of which the majority is related to the price and the physical aspects of the service offering. Third, in a face of many alternatives, consumers might just pick out the first acceptable offering instead of maximizing satisfaction by evaluating all the different options. Fourth, due to the intangibility, consumers perceive greater risk while purchasing services. Finally, because of the greater risks, consumers tend to rely more on brand loyalty and achieve toward a relationship with the service organization. (Howcroft et al. 2003)

### **2.3.1 Sales Promotion Tools in Mobile Telecom Services**

Despite the growth in sales promotions, there is a scarcity of literature on the influence of sales promotion techniques on the consumer buying behaviour in the mobile telecom industry

in Ghana. This study will therefore explore the applications of the sales promotion models on how users of mobile telecom services in Ghana behave.

In the mobile telecom industry value adding promotions do not change the price or quantity, but instead, add value to the overall offering by bundling something extra to it. Examples of value adding promotions are free gifts, complementary products, competitions and sweepstakes.

(Peattie&Peattie 1994) (Wakefiel& Bush 1998) state that loyal customers who are involved in the category may not feel price discounts very useful.

Instead, they might prefer value adding promotions that give them something extra and thus increase the overall value of the service. The use of value adding deals has become more common among the mobile telecom services marketers especially competitions in the American markets have become popular. Promotional competitions emerge in varied forms in terms of complexity. In addition to a simple buy and win campaigns, competitions are also used as a part of larger integrated marketing communications campaigns. Value adding promotions in general and competitions particularly might prove as an attractive alternative in the quest for differentiating one's services, attracting new customers and rewarding existing customers. (Peattie&Peattie 1994)

## **2.4 THE RELATIONSHIP BETWEEN SALES PROMOTION AND CONSUMER BEHAVIOUR**

The widespread use of consumer sales promotions has sparked considerable interest and debate over how they influence consumer behaviour. Critics argue that sales promotions are ineffective as they make consumers more promotion prone, resulting in market share losses in

the long run (Ehrenberg, Hammond and Goodhardt, 1994; Totten and Block, 1987). However, other researchers have shown that sales promotions lead to real increases in sales and profits (Dhar and Hoch, 1996; Hoch, Dreze and Purk, 1994). This discrepancy suggests that there are conditions and factors that can influence the effectiveness of sales promotions. For instance, it has been shown that sales promotions are more effective when they provide benefits that are congruent with those of the promoted product (Chandon, Wansink and Laurent, 2000).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

The chapter presents the various methodologies used in conducting the research. The research methodologies used in the study are presented in this chapter, which include the research design, data sources, and population of the study area, sample and sampling techniques, data collection instrument and data analysis tools.

#### **3.1 DATA SOURCES**

In this study the researchers used a combination of primary and secondary data with primary data dominating. The primary data for the study was the responses collected from the 320 customers who patronize the mobile telecommunication services from the companies in the industry.

The researchers collected primary data because the research is a case study, which demands that data is gathered from the field.

The secondary data of this study include information from text books, internet, journals and previous studies on the relationship between sales promotion and consumer buying decisions.

The secondary data was gathered to provide information on previous studies that are relevant to this study.

#### **3.2 POPULATION AND TARGET POPULATION**

Population characteristics can be studied by conducting a sample or a census. A census study involves the whole population, whereas a sample represents a subgroup of the population.

Often, it is not possible or necessary to study the whole population and a sample is conducted.

The population of the study consists of the mobile phone users and customers of the companies; MTN, AIRTEL, VODAFONE, EXPRESSO and TIGO in the Kumasi metropolis. The number of mobile phone users are not readily available to the researchers but the population of the people in Kumasi is estimated to be one million five hundred and seventeen two million (1,517,000) ([www.wikipedia.com](http://www.wikipedia.com)). A sampling frame of one thousand (2000) was used from which the sample size is selected.

### **3.3 SAMPLE SIZE**

A sample of three hundred and twenty (320) was selected for the study. The researchers decided to use 320 mobile phone users in the Kumasi metropolis because of the scattered nature of the customers. Again, a sample size of 320 was selected from a sampling frame of one thousand (1000) because the researchers believe it can give a representation to the 1,517,000 people living in the Kumasi metropolis.

### **3.4 SAMPLING TECHNIQUES**

In this study a non-probability sampling technique was used to select the 320 mobile phone users in the Kumasi Metropolis. A quota sampling technique was used to select artisans, students, traders and business people in the Kumasi metropolis.

### **3.5 DATA COLLECTION INSTRUMENTS**

The study used both questionnaire and interview for the data collection. Structured questionnaires, which contained a mixture of closed ended and open-ended questions was

used to collect the data from the respondents. The questionnaire was designed based on the research problem, research objectives and the research questions. The questions were structured in order to present a standard pattern for editing, categorization and effective analysis of the data. The questions provided a section for the respondents to present their personal data which included age of respondents, educational background of respondents and gender of the respondents.

The interview was needed to gather accurate data from the respondents who could not read and write their views on the questionnaire.

### **3.6 DATA ANALYSIS TOOLS**

The study processed the questionnaire responses before the analysis. These include editing, coding, and classifying the data according to the categories suitable for the analysis. The data were subsequently tabulated and descriptive statistics such as frequencies and percentages were employed for the analysis. These were put into histogram, bar charts and pie chart and frequency tables for effective presentation of the study findings and the analysis. Microsoft excel was used to analyzed and present the data.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 INTRODUCTION**

This chapter provides the analysis of the study base on the research objectives and the research questions. The analysis is also base on the items on the questionnaire that are relevant in achieving the research objectives. The areas that have been provided include personal characteristics of respondents and the relationship between sales promotion and consumer purchase decision.

#### **4.1 PERSONAL CHARACTERISTICS OF RESPONDENTS**

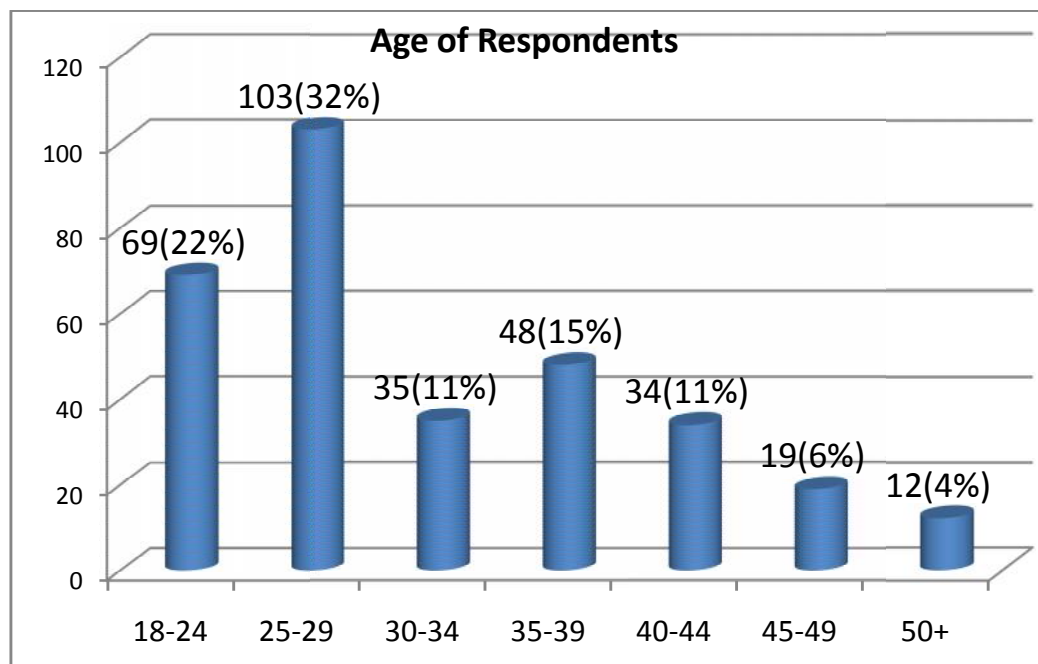
The decisions individual make on whether to patronize a product or service is largely influenced by the personality characteristics. This study seeks to account for the impact of sales Promotion on consumer purchase decision of mobile telecommunication services. The effects of the age of respondents, genders, educational background and occupation level of the respondents are therefore significant in determining how they influenced by sales promotion.

##### **4.1.1 Age of respondents**

Consumers of different age groups obviously have very different needs and wants. Although people who belong to the same age group differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life. (Natalie, 1993).

In this study the age background of the respondents is significant in determining a desire to subscribe to a mobile network because of sales promotion. The various age groups that participated in the study are shown in the distribution table.

**Figure 4.1: Age Distribution of Respondents**



Source: Field survey 2011

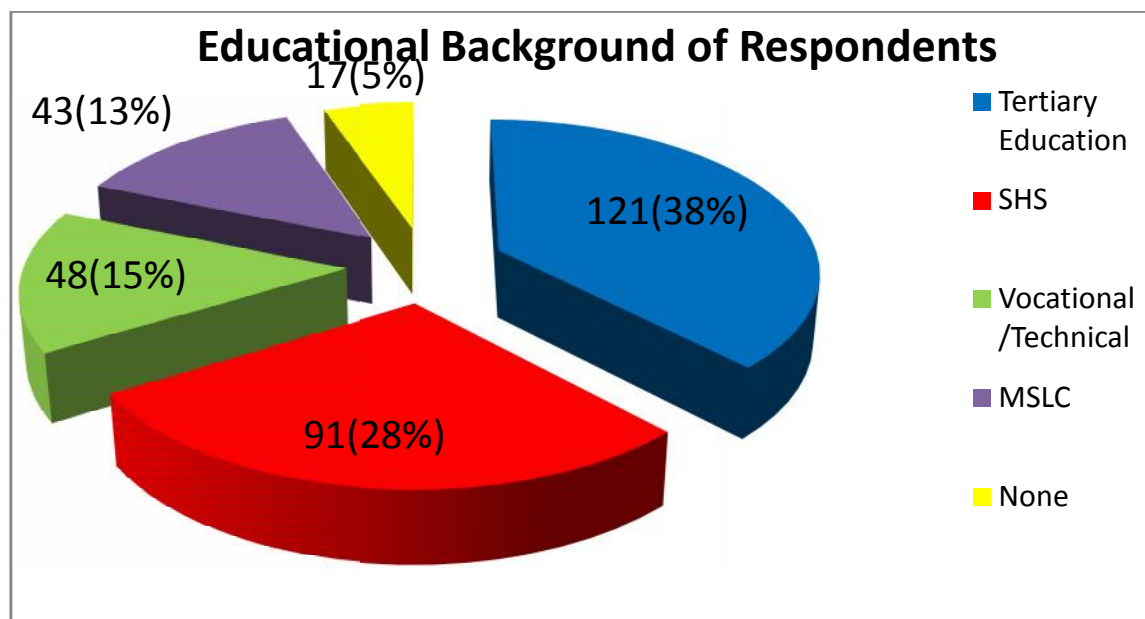
From the data above, 69 respondents representing 22% of the sample size were between the ages of 18 and 24, 103 respondents representing 32% were between the ages of 25 and 29, 35 respondents also representing 11% were between the ages of 30 and 34. Again, 48 respondents, representing 15% of the respondents interviewed were also between the ages of 35 and 39, 34 representing 11% were also between the ages 40 and 44, 19 respondents, representing 6% were between the ages of 45 and 49 whilst 12 representing 4% were respondents who were 50 years and above. The observation that can be made is that different categories of ages were represented in the study. The dynamics in the ages of the respondents also imply that majority of the respondents were the youth which has been defined as below 40 years.



#### 4.1.2 Educational Qualification of Respondents

Education levels vary substantially among regions of a nation and affect considerably on need and wants of each region (Proctor, 1996). A higher level of education can be expected to increase the amount of search, as educated people are more likely to engage in more meaningful search for information, thereby contributing to a higher level of search (Kiel and Layton, 1981). In this study the educational level of the respondents is significant because it likely to impact on how they react to sales promotion on issues including information search. The information below shows the educational background of respondents.

**Figure 4.2: Educational Background of Respondents**



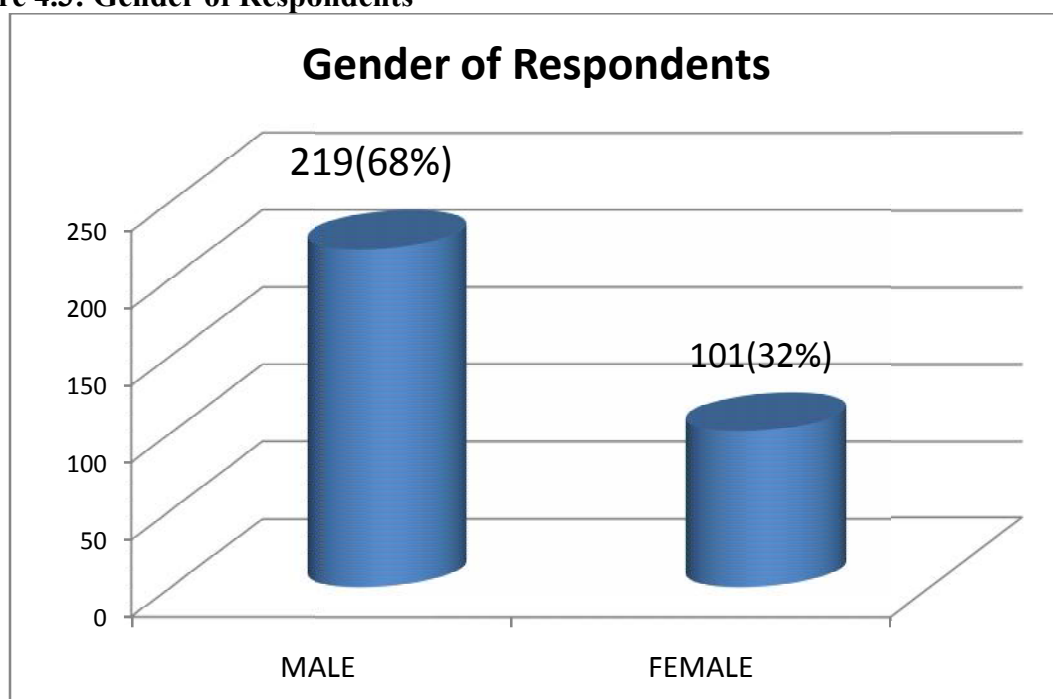
Source: Field survey 2011

From the table, 121 respondents representing 38% of the people interviewed had Tertiary Education qualification, 91 respondents representing 28% had SHS qualification, again 48 respondents representing 15% had Vocational or Technical Skills, 43 respondents also representing 31% had their Middle School Leaving Certificate whilst 17 representing 5% had no educational background.

### 4.1.3 Gender of Respondents

Within every society, it is quite common to find products that are either exclusively or strongly associated with the members of one sex. Sex roles have an important component in determining the behaviour or reaction of respondents towards sales promotion campaigns. It is therefore significant to examine gender as a category in this study. (Schiffman, Kanuk, 1997). The data below show the gender distribution of respondents.

**Figure 4.3: Gender of Respondents**



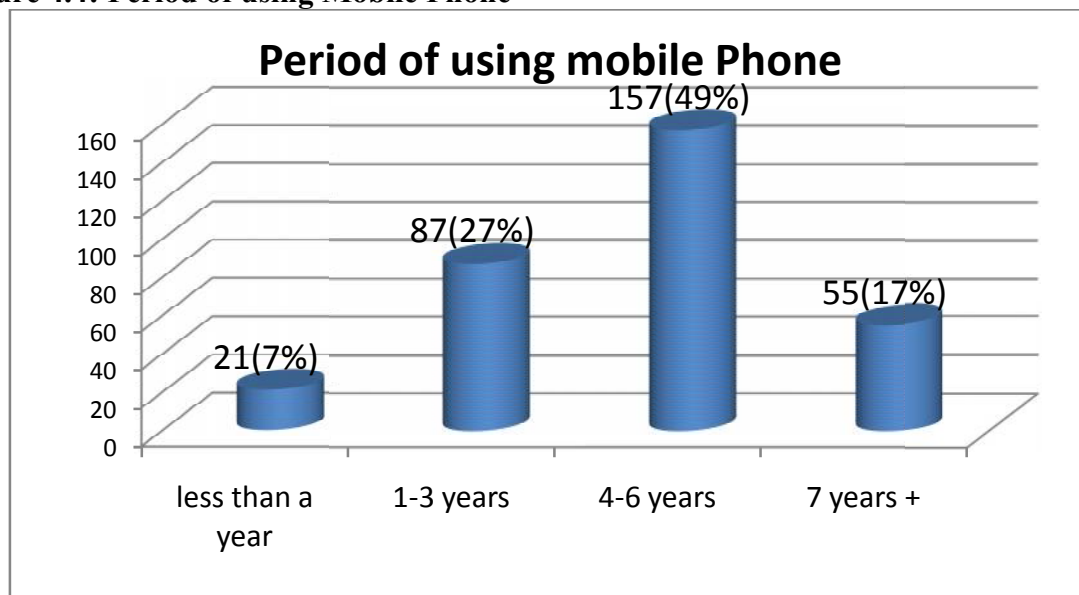
Source: Field survey 2011

The respondents both males and females were represented in the study with males dominating. 136 respondents representing 62% were male whilst 84 respondents also representing 38% were females.

## 4.2 PERIOD OF USING A MOBILE PHONE AND THE COMPANY RESPONDENTS SUBSCRIBE

The number of years a person has been using a particular product or services may determine his/her understanding and appreciation of issues relating to the said product or service. In this study the period in which a person has been using a mobile phone and particular to a specific network may influence the person's ability to evaluate the sales promotion programmes by the telecom companies. The respondents indicated the period for using a mobile phone and the network or company they subscribe.

**Figure 4.4: Period of using Mobile Phone**



Source: Field survey 2011

From the table, 21 respondents representing 7% of the people interviewed had use mobile phone for a period less than a year, 87 respondents representing 27%% had use phone for a period between 1-3 years.

Respondents who have used mobile phone for a period between 4-6 recorded 157(49%) of the total respondents. 55(17%) respondents have used mobile phone for more than seven years.

It has been established that most of the people have been using mobile phone for a very long time. It means that majority of the respondents might understand and appreciate the promotional activities of the company especially sales promotion.

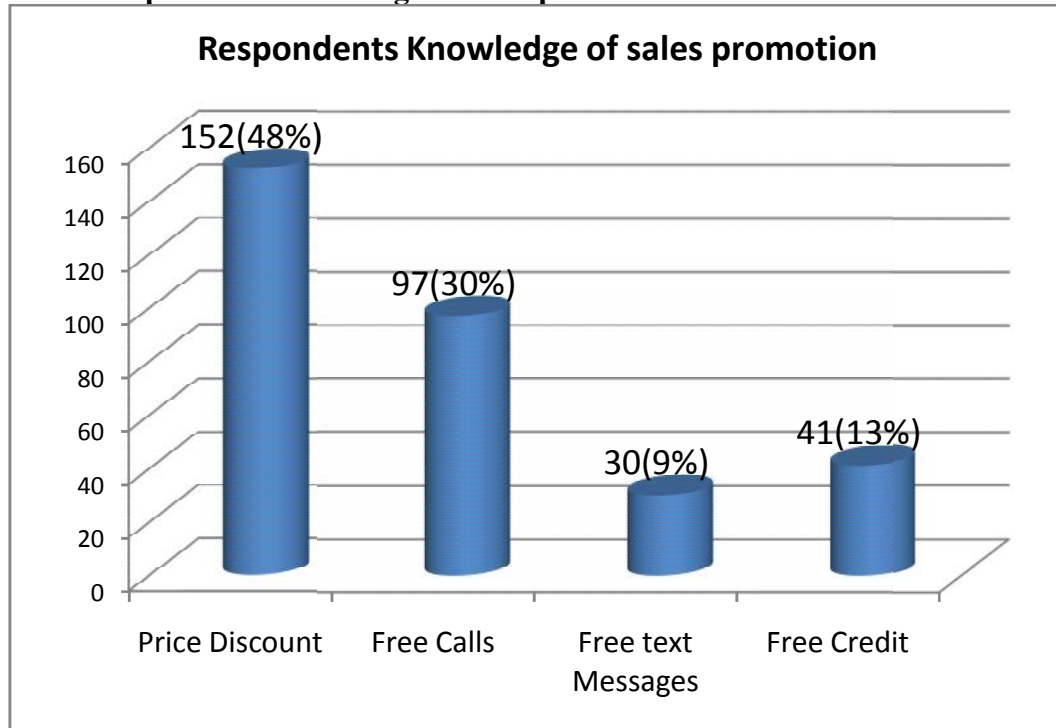
In a follow-up question, respondents were asked to indicate the mobile network they subscribe.

Respondents who subscribe to Tigo recorded 47 representing 15% of the respondents. 11(3%) use Expresso, 51(16%) use Vodafone, 167(52%) subscribe to MTN whilst respondents who use Airtel recorded 44 indicating 14% of the total respondents. Thus, it has been establish from the findings that more than 50% of the respondents subscribe to MTN. The implication is that most of the views expressed by respondents are likely to reflect the sales promotional activities by MTN.

#### **4.3 RESPONDENTS KNOWLEDGE OF SALES PROMOTION BY THE COMPANIES**

In assessing the impact of sales promotion on the subscribers, it is important to first know from the respondents their knowledge of the various sales promotional programmes use by the mobile network companies. The responses by the respondents on their knowledge of sales promotion is presented in the chart below.

**Figure 4.5: Respondents knowledge of sales promotion**



Source: Field survey 2011

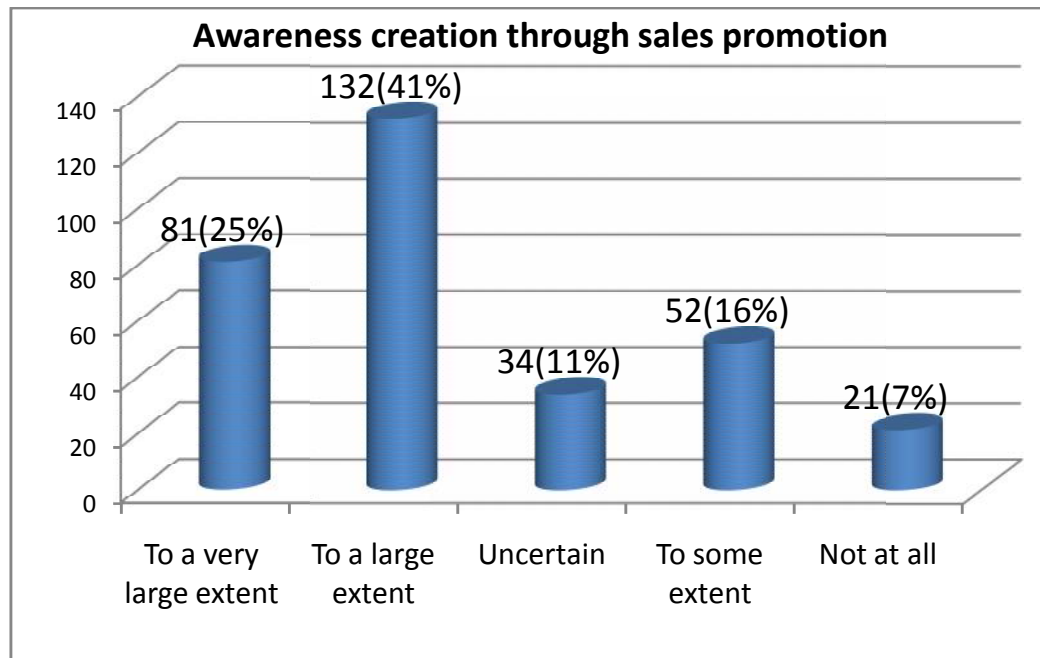
As presented in the chart above, the respondents who are aware of price discount as a sales promotion tool recorded 152(48%) of the total respondents. Free calls recorded 97(30%) of the respondents, free text messages recorded 30(9%) of the respondents, whilst respondent who mentioned free credit recorded 41(13%). The findings here have established that of the numerous promotional programmes the respondents are conversant or familiar with price discount. It also suggests that companies that use price discounts are likely to increase their subscribers or be able to penetrate the market.

#### **4.4. THE EXTENT TO WHICH SALES PROMOTION CREATE AWARENESS ON THE NEED TO PATRONIZE A MOBILE NETWORK**

The need to purchase a service or product can be awakened by information on past experiences stored in memory, basic motives, or cues from reference groups. According to Kotler (2006) a need can be aroused by an external stimulus such as promotional activities; sales promotion, advertising, newspaper and so on. In this study respondents were asked to

indicate the extent to which sales promotion by the mobile network companies create aware the their need to patronize a particular mobile company

**Figure 4.6: Awareness creation through sales promotion**



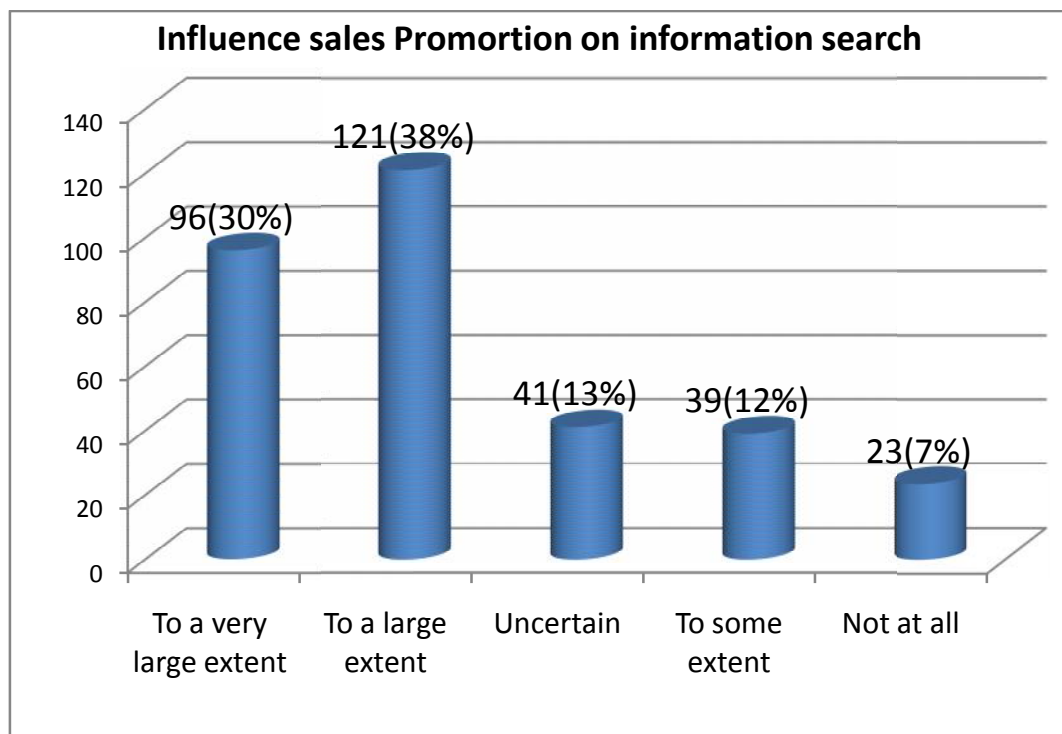
Source: Field survey 2011

The chart above depicts the views on respondents on the extent to which sales promotion create awareness about the need to patronize a particular mobile telecommunication network. It is noted that respondents who are influence by sales promotion to a very large extent recorded 81 representing 25% of the total respondents. 132 respondents said the nature of influence of sale promotion is to a large extent indicating 41%. 34(11%) decided to remain uncertain on how sale promotion influence them to subscribe to a particular mobile network. This means that the 34 respondents are influenced by some other factors to determine the need to patronize a particular mobile network. 52(16%) revealed that sales promotion create awareness to some extent about the need to patronize a particular mobile network, whilst 21(7%) indicated that not at all. This means that they never rely on sales promotion in determining the need to patronize a particular network.

#### 4.5 THE EXTENT TO WHICH SALES PROMOTION HELP IN SEARCHING INFORMATION ON A PARTICULAR MOBILE NETWORK

The second stage in the consumer buying process is information search. In searching for information on a particular product, consumers rely on many sources which include promotional campaigns by the companies. In this study the respondents were asked to indicate the extent to which sales promotion help in searching for information on a particular mobile network. The responses are depicted in a figure below;

**Figure 4.7: influence sales promotion on information search**



Source: Field survey 2011

The respondents who rely on sales promotion for information on a particular network recorded a very high percentage. 96(30%) indicated that to a very large extent sales promotions by the mobile network operators provide information on a particular network to patronize.

121(38%) said that to a large extent sales promotion help them with information on a particular mobile network to patronize. The respondents who are uncertain as to the role of sales promotions in providing information on a particular network to patronize recorded 41 representing 13%

39(12%) revealed that sales promotion help to some extent in searching for information on a particular mobile network to patronize. 23(7%) respondents however said that sale promotions do not play any role in providing information on a particular mobile network to patronize.

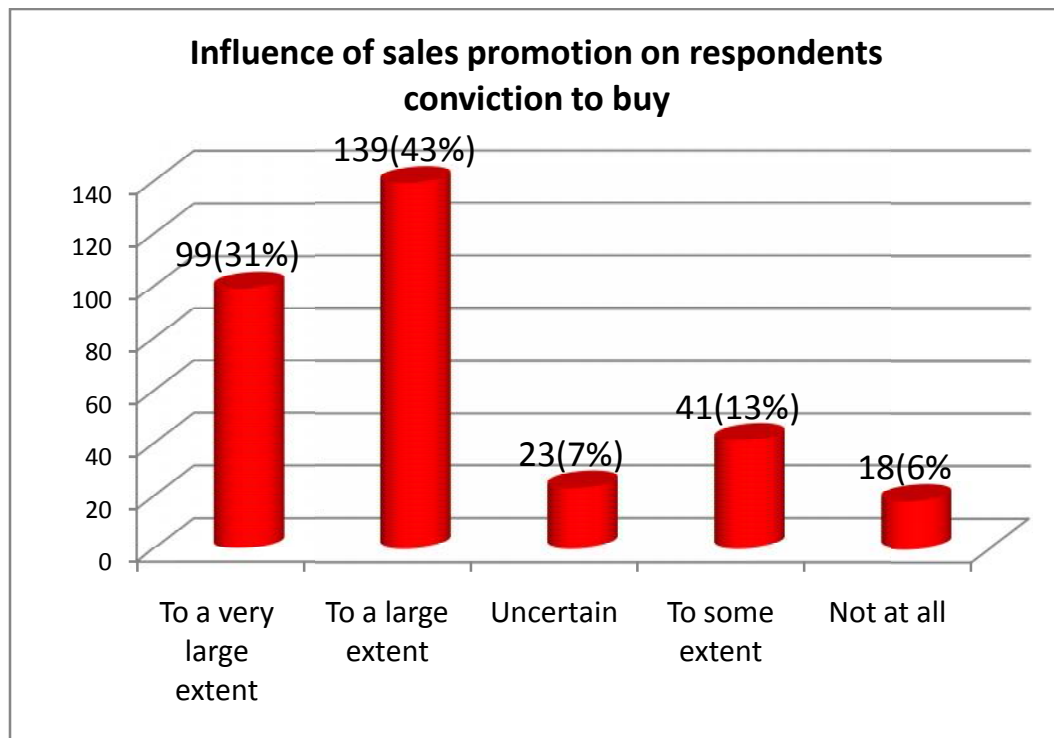
This means that majority of the respondents rely on sales promotion in searching for information on a particular mobile network to patronize. This is shown by a percentage more than 50% of the total respondents.

#### **4.6 THE EXTENT TO WHICH SALES PROMOTION INFLUENCE THE RESPONDENTS CONVICTION TO PATRONIZE A PARTICULAR NETWORK**

Consumer choices are sometimes based on extremely simple decision rules such as “buy the cheapest brand available.” At other times, they are extremely complex, involving multiple stages and process (Hawkins et al., 2001). Ability for sales promotion to create a desire in the respondent to patronize a particular network cannot be underestimated. The researchers ask the respondents to show the extent to which sales promotion create the desire to patronize a particular mobile network.



**Figure 4.8: influence of sales promotion on respondents' conviction to buy**



Source: Field survey 2011

The figure above depicts the extent to which sales promotion influence the respondents desire to patronize a particular mobile network. From the distribution, 99(31%) of the respondents indicated that sales promotions to a very large extent influence the conviction to patronize a particular mobile network.

139(43%) revealed that sales promotion influence them to patronize a particular mobile to a large extent. 23(7%) of the respondents were undecided. This indicated by the choice of uncertain. This means that the 23 respondents may be influenced by other factors in determining the patronage of a particular mobile network.

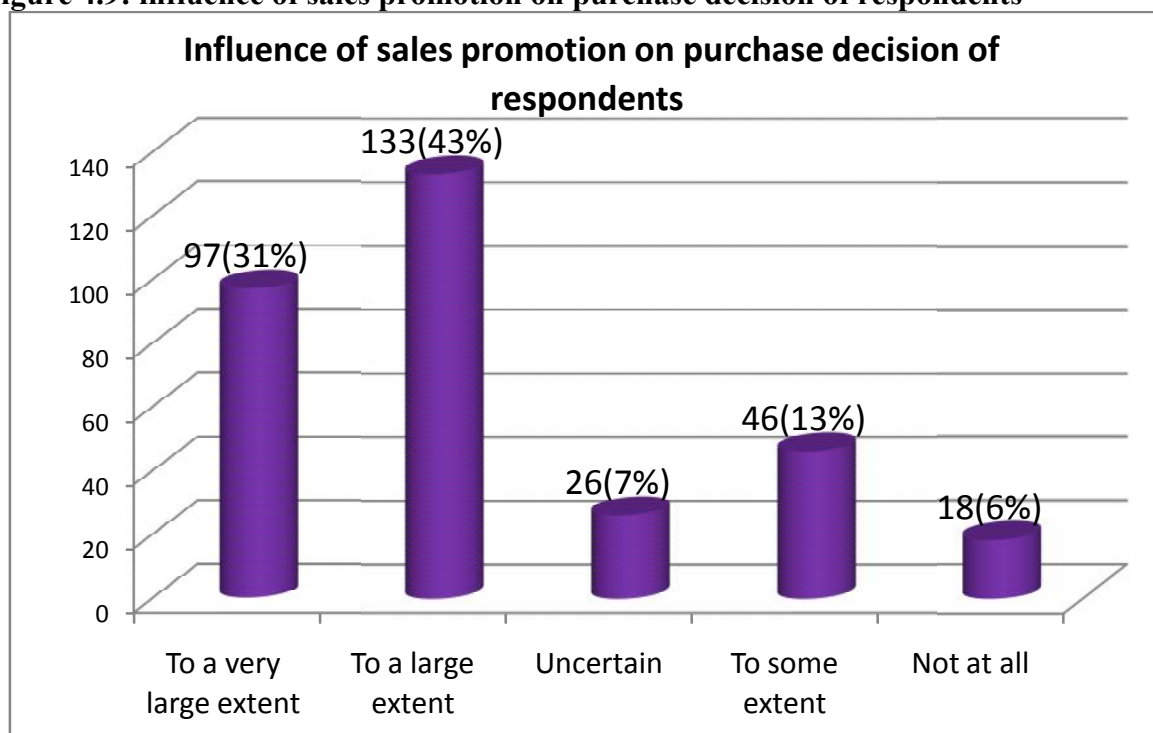
41(13%) indicated that sales promotion influence their decision to some extent to patronize a particular mobile network, whilst 18(6%) revealed that they are never influence by sales promotion n deciding which mobile network to patronize.

In a follow-up question, respondents were asked to indicate satisfaction level after they have been influenced by sales promotion to patronize a particular mobile network. Respondents who mentioned that they were very satisfied were 34 representing 11%. Satisfied respondents recorded 170 showing 53%. Respondents who decided to be neutral were 82(26%) of the total respondents. Very dissatisfied respondents recorded 19(6%), whilst dissatisfied respondents were 15(6%). This findings has therefore establish that majority of the respondents become satisfied after being influenced by sales promotion to patronize a particular network.

#### 4.7 THE INFLUENCE OF SALES PROMOTION ON A PURCHASE DECISION OF A PARTICULAR MOBILE NETWORK

The final decision to make a purchase may also be influence by certain factors. In this study the researchers believe that effective and attractive sales promotion campaigns by the mobile network companies can influence the people to make a final decision to purchase or not. The responses are presented in the chart.

**Figure 4.9: influence of sales promotion on purchase decision of respondents**



Source: Field survey 2011

The conviction to buy or patronize a particular product or service may determine the actual purchase of the item. In this study the objective is to assess how sales promotion influence of a particular mobile network in a very competitive industry such as the mobile telecommunication industry. The respondents were asked to indicate the actual nature of influence of sales promotion on their purchase decisions. The responses are presented in the figure below;

97(31%) revealed that the decision to purchase the mobile network they use is to a very large extent influenced by sales promotion of the network operator. 133(43%) also mentioned that their decision to purchase a particular network is to a large extent influenced by sales promotion programmes organized by the network operator.

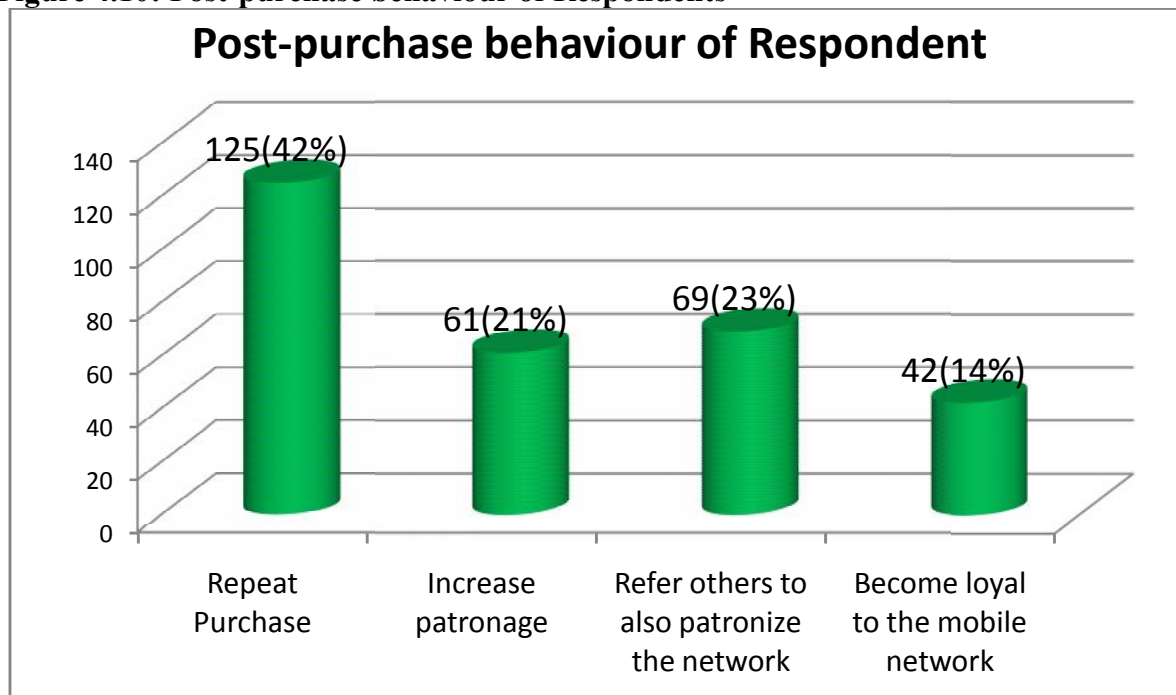
Respondents who were influenced to some extent recorded 46(13%) of the total respondents. 26(7%) were uncertain whether their decision to patronize a particular network is actually influenced by sales promotional campaigns by the mobile network operators.

18(6%) however indicated that their decision to patronize a mobile network is never influenced by sales promotion. It means that the sales promotional activities by the mobile telecommunication operators impact positively on majority of the customers. This is shown by over 50% of the respondents claimed that they influenced to patronize a particular mobile network.

#### 4.8 THE POST PURCHASE DECISIONS AFTER THE INFLUENCE OF SALES PROMOTION

The consumer always reacts positively or negatively after patronizing a product or service. This action by the consumer determines the satisfaction levels of the consumer after consumption. According Kotler et al., (1994), once the choice has been made, a number of post-purchase processes occur. These processes encompass the customers' feeling of consonance or dissonance about the purchase. In this study the respondents were asked to indicate their reaction after being influenced by sales promotion to make a decision. The respondents were asked to choose from a list option; repeat purchase, increase patronage levels, refer others to also patronize the network and become loyal to the mobile network. The views are presented in the figure below;

**Figure 4.10: Post-purchase behaviour of Respondents**



Source: Field survey 2011

The respondents who responded to this item were 297. Out this number 125 (42%) indicated that once they are satisfied after making a purchase decision they subsequently repeat purchase. 61 respondents showing 21% revealed that they increase their patronage of the

products of the network. 69(23%) mentioned that once they refer others to also patronize the network, whilst 42 representing 14% indicated that they become loyal to the network once they are satisfied.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.0 INTRODUCTION**

This chapter talks about the summary of the findings obtained from questionnaire administered to respondents which was intended to solicit for their views on the impact of sales promotion on the purchase decision of a mobile telecommunication services. It also deals with the conclusion of the research study and also gives recommendations based on the findings obtained from the questionnaire administered.

#### **5.1 SUMMARY OF FINDINGS**

The research study was aim at evaluating the impact of sales promotion on purchase decision of a mobile telecommunication service.

- The dominant post-purchase behavior as indicated by the respondents was repeat purchase, 125 (42%) indicates that consumers behaved positively.
- It was found that sales promotion play a critical role in creating awareness on the need for the people to patronize a particular mobile network. Majority of the respondents 213(66%) are influenced by sales promotion in terms of need awareness.
- The study again found that majority of the respondents 217(68%) rely on sales promotion for searching information on a particular mobile network to patronize. The extent to which sales promotion influence the respondents' conviction to patronize a particular network proved positive as majority of the respondents 238 (74%) indicated.
- At the end of the data collection, it was discovered that most of the customers who patronize mobile services in the telecommunication industry were below the age of

40years. This is encouraging because relatively youthful customers make the industry potential market for growth. Again it was found that most of the customers are predominately males. Majority of the respondents were also found to have formal education.

- On the knowledge of sales promotion programmes by the respondents, it was found that majority of the respondents 152(48%) were conversant with price discount.
- According to the data collected majority of respondents, they have been using mobile phone for a period more than a year shows their understanding of the various sales promotional activities of the mobile telecommunication companies. Respondents who subscribe to MTN were found to be in the majority with 167(52%) of the total respondents. This is a confirmation to the fact that MTN leads the marketing in the industry.
- The study established that sales promotion has impact on the purchasing decision of respondents. 230(74%) of the respondents mentioned that to a large extent sales promotion impact on the decision to patronize a particular mobile network.

## 5.2 CONCLUSION

The study has established many findings which draw a conclusion on whether it has achieved its objective or not. The research objectives and the research questions stated were to provide answers to the statement of the problem. The impact of sales promotion on consumer purchase decision of a mobile telecommunication service has been well researched into. This has been done through a review of relevant literature, design appropriate methodology- determine the population, sample and sampling technique and data collection techniques. The findings of the study have proven the potential of sales promotion to influence the subscriber

base of the companies in the mobile telecommunication industry. The researchers have therefore made recommendations and suggestions to the industry players.

### **5.3 RECOMMENDATIONS**

- It is recommended that the firms that are behind MTN should increase their sales promotions in order to also increase their market share.
- Also firms should introduce appropriate platform that can publicize the various sales promotion programmes they offer to their clients.
- It again recommended that considering the keen nature of competition in the industry firms should be innovative so that they can introduce unique sale promotion programmes that can influence customers to their favour.



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## APPENDIX 1

### QUESTIONNAIRE DESIGN

#### 1. Age of the respondents

- a) 18-24 ☐      b) 25-29 ☐      c) 30-34 ☐      d) 35-39 ☐  
e) 40-44 ☐      f) 45-50 ☐      g) 51+ ☐

#### 2. Educational background of respondents

- a) Tertiary ☐  
b) SHS/WAECE ☐  
c) Vocational/Technical ☐  
d) MSLC ☐  
e) None ☐

#### 3. Occupation of respondents

- a) Public servant ☐  
b) Teacher ☐  
c) Trader/Businessman ☐  
d) Student ☐  
e) Unemployed ☐  
f) Others ☐

#### 4. Gender

- a) Male ☐      b) Female ☐

#### 5. Do you use mobile phone?

- a) YES ☐      b) NO ☐

#### 6. If yes, for how long have you been using the mobile phone?

- a) Less than a month ☐      b) 1 year ☐      c) 2 years ☐  
d) 3years ☐      e) 4years ☐      f) 5years ☐      g) 6years ☐  
h) 7years ☐      i) 8years ☐      j) 9years ☐      k) 10years + ☐

#### 7. Which mobile telecommunication network do you patronize?

- a) MTN ☐
- b) TIGO ☐
- c) VODAFONE ☐
- d) EXPRESSO ☐
- e) AIRTEL ☐

8. Which of the following factors influence you most to buy the services of the network operator?

- a) Call rate ☐
- b) Service quality ☐
- c) Wider service coverage ☐
- d) Sales promotion offers ☐
- e) Prompt customer service ☐
- f) Others ☐

9. Are you satisfied with the services of the network you use

- a) Very satisfied ☐
- b) Satisfied ☐
- c) Neutral ☐
- d) Very unsatisfied ☐
- e) Unsatisfied ☐

10. What other benefits do you get from using the network you subscribe?

- a) Price discounts ☐
- b) Service quality ☐
- c) Reliable service ☐
- d) Reduction in call rate ☐
- e) Free text messages ☐

11. Which sales promotion by the mobile network operators do you know?

- a) Price discounts ☐
- ☐

- b) Free calls
- c) Free text messages ☐
- d) Free credit ☐

12. How does price discounts by mobile telecom operators influence your patronage

- a) More influential ☐
- b) Influential ☐
- c) Less influential ☐

\*key (response within 3days – more influential, within one week – influential, within one month or more – less influential)

13. Do you enjoy price discounts from the mobile network you patronize? a)YES b) NO

How does that influence you?.....

15. To what extent does sales promotion create awareness about your need to patronize mobile telecom services?

- a) To a very large extent
- b) To a large extent
- c) Uncertain
- d) To some extent
- e) Not at all

16. To what extent does sales promotion help you in searching information on a particular mobile network?

- a) To a very large extent
- b) To a large extent
- c) Uncertain
- d) To some extent
- e) Not at all

17. To what extent does sales promotion influence your conviction to patronize a particular mobile network?

- a) To a very large extent
- b) To a large extent

- c) Uncertain
- d) To some extent
- e) Not at all

18. Does sales promotion actually influence your purchase decision of a mobile network?

- a) To a very large extent
- b) To a large extent
- c) Uncertain
- d) To some extent
- e) Not at all

19. Are you satisfied after patronizing the mobile network through sales promotion?

- a) Very satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very dissatisfied

20. What do you do after realizing your satisfaction level?

- a) Repeat purchase
- a) Increase patronage levels
- b) Refer others to also patronize the network
- c) Become loyal to the mobile network

21. Comment on how your patronage of mobile services are influenced by the sales promotions programmes by the mobile network operators.

.....  
 .....