

**THE EFFECTS OF BRANDING ON CONSUMER BUYING BEHAVIOUR IN LOCAL
GHANAIAAN MOVIE INDUSTRY.**

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DECLARATION

We have read the university regulation relating to plagiarism and clarify that this report is our own work and do not contain any acknowledged work from any other source. We also declare that we been under supervision for this report herein submitted.

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Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in Accordance with the guideline on supervision laid down by Christian Service University College.

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ABSTRACT

Brand is a powerful tool to attract more consumers to buy particular products. Some may even regarded it as equity as it can add values to the products. This research work examines the impact of branding on consumer behavior with respect to the movie industry in Ghana. In conducting this research work, the four aspects of brand equity, notably brand awareness, perceived quality, brand loyalty and brand association were all addressed.

In this research work, questionnaires were distributed to solicit for responses from a randomly selected people for the analysis. The findings from the analysis showed that most of the people were highly preferred movies produced from Kumawood to that of Ghallywood produced movies. Having known that most people preferred Kumawood movies to that of Ghallywood, the producers of such movies should join hands and liaise with the consumers in order to have better control of the quality of movies that they produce. Notwithstanding this, more emphasis should be placed on other marketing strategies such as rewarding customer loyalty with the view to enhancing the sustainability of the Kumawood movie industry.

DEDICATION

This work is dedicated to the Almighty God for the wisdom given to us throughout this research work successfully.

We also dedicate it to our families and lecturers for their support.

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CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

In this era, globalization is increasingly important. Most of the industries are thinking of expanding their market worldwide. However, before they can do so, they need to study their respective market and identify the factors that will steer them to success.

Thus, the same concept applies here where the factors which influence consumer purchasing behavior should be identified in order to ensure the success in the FMCG industry for a manufacturer. Without the purchasing stage, the consumer decision-making process is considered not complete or not success since there will be no action taken after the evaluation stage. A set of ideas that made sense a century ago shaped the modern perspective on shopping. Some of these old-fashioned ideas are people shop for dollar value, which shopping decisions make practical sense or that shopping is mostly about acquiring needed goods and services. The new mode of thought in the shopping environment is no longer sufficient to identify simple customer demand and try to satisfy them. Modern shoppers buy things to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers buy things because they are expensive. They buy things to make a statement, to show off their personality or to boost their self-esteem. Purchased items have become an affirmation of the psyche. Retailers need to change in order to suit the modern shopping behaviour. It is no longer significant to see a shopper as a rational creature making decisions. It is no longer enough to think that the shopper acts in a way that makes sense from an economic or logical point of view (Pooler, 2003)

The buying process is a combination of mental and physical activities that ends with an actual purchase almost daily. Thus it is interesting to study the connection within “what we buy” and “why we buy it”. In this scenario, brands play a leading role in customer decision making. In present days, brands not only represent the name or the symbol of the company that produce products (or provide services). Nowadays consumers are so genuinely connected to brands that when they purchase any product (or utilize any service), brands so often influence their final choice.

As the connection within brand and consumer behavior seems very interesting and appealing, the researcher takes a closer look at how the purchase of Kumawood movies has shot up or is preferred to the other movies produced in the country.

1.2 STATEMENT OF THE PROBLEM

With the high influx of movies produced in Ghana, a lot of people have develop so much interest in the movies supposedly produced by Kumawood. This interest in such movies has changed the face of the Ghanaian movie industry. This research work seeks to study and analyze the effects of branding on the Ghanaian movie industry. This is in view of the current upsurge in the interest of Ghanaian movies from Kumawood.

1.3 OBJECTIVES OF THE STUDY

1. To identify the kind of movies mostly preferred by consumers.
2. The study intends to investigate the level of satisfaction consumers get after buying their preferred Ghanaian movie.
3. To identify the price effect on the brand of movies chosen by the consumer.

1.4 RESEARCH QUESTIONS

1. Which brand of Ghanaian movie do consumers prefer?
2. How are consumers satisfied with the brand of Ghanaian movie they buy?
3. Has price got any effect on the brand of movie preferred?

1.5 JUSTIFICATION FOR THE STUDY

The research work is significant because of the following.

To provide policy recommendations as a way forward in the branding of movies in Ghana. To inform the appropriate authorities involved in the movie industry about the need to brand the movie industry properly. The study is also to help identify some of the impediments associated with the branding of movies in Ghana.

1.6 METHODOLOGY

The research method for this study was qualitative. Survey was used with questionnaires as the main tool of the data collection. This was made up of background information or responds to the effects of branding on consumer buying behavior in the local Ghanaian movie.

1.7 SCOPE OF THE STUDY

The scope of the study captured respondents from a section of the Kumasi metropolis.

1.8 LIMITATIONS OF THE STUDY

The research work was limited by time and financial constraints.

1.9 ORGANISATION OF THE STUDY

This research work is in five chapters. Chapter one talks about the background to the study, problem statement and objectives of the study. The chapter also talks about the research questions, justification for the research work and the scope of the study. Chapter Two focuses on review of relevant related literature, while methodology is dealt with in Chapter Three. This talk about the research design and the data collection instrument and procedure used in gathering data for the research work. Chapter four deals with discussion and presentation of findings. The summary of findings, conclusion and recommendations make up Chapter Five.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter basically discusses related literature that is directly related to the research topic. Review of related literature is imperative in order to provide a clear understanding of the overall background of inadequate research studies done on this particular topic. Discussion in this chapter has covered topic related to the effect of brand image on consumer buying behavior on the local Ghanaian movie industry.

2.1 BRANDING EXPLAINED

Brand, it is a symbol, name, phrase, design or any of the combination above. The use of brand is to bring ease to everyone in identifying a product and tell it's apart from its competitors. A product with brand name and logo is given its identity, value and meaning. According to Prasana Rosaline Fernandez (2009), to fully understand the potential of branding in terms of its growth in markets, marketers are more likely to identify the sources of brand meaning, understanding the meaning, and also to manage it in a fast changing environment. Brand image is also important for fashion clothing as it can help represent a person's identity, **Kwok Kueng Tam**, (2007). Besides, shopping is also one of the most popular entertainments among people no matter in what age range, gender, and background. The purchasing processes alienated into three different stages which are the stage of pre-purchase, stage of purchase and stage of post-purchase. Each of the stages is equally importance that it can change the consumer buying decision. Consumer may need to be familiar with the possible need if their product, at least generally understanding the

product, decides where to buy and which to buy, and lastly settle on whether to buy from the same seller after they have made any purchasing decision. Consumer will also be able to choose the buying modes, show satisfaction to the product and services quality, then finally come to being loyal to a satisfied brand.

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Therefore it makes sense to understand that branding is not about getting a particular target market to choose a product over the competition, but it is about getting a particular market prospects to see the product as the only one that provides a solution to their problem. The influence of brands on consumer buying behavior is a very critical subject and is of great importance in marketing.

2.2 THE CONCEPT OF BRANDING

Branding more or less for centuries has been a means to differentiate goods of one producer from that of another. Brand studies have always remained a key attention of marketers because of its importance and direct relationship with consumers. Several studies illustrate that, marketers use brands as the primary point of differentiation to get that competitive advantage on other competitors playing an imperative role in the success of the company. Brand holds a very significant place in the life of a consumer. Consumers choose brands and trust them to avoid uncertainty and quality related issues.

“Aname, term, sign, symbol or design, or a combination of these, that is intended to identify the goods and services of one business or group of business and to differentiate them from those of competitors” **Bennett**(1995).

The definition above is one of the most numerous descriptions of the word brand.essentially; brand is a way of differentiating a company’s good, or services, from those of its competitors **Kotler** (2009).

A significant factor of company’s strategy to increase their market share and then profit is to strengthen their brand image thereby creating the proper product identity and customer loyalty. DePelsmacker (2001) defines investment in brand awareness and brand image as powerful instrument of marketing strategy, as they are important vehicles on the road to long term profitability.

Brand serves as a pivotal role for distinguishing goods and services from those of the competitors. Aaker (1991) and Murphy (1998).the emergence of brand equity underlies the importance of brand in marketing tactics and hence provides useful insights for managers and further research, **Keller** (2003).

2.2.1 The important roles of brand

Brand is a name in every customer mind Mooij (1998) and it is characterize by a noticeable name or symbol which can differentiate the goods and services from the rivals Aaker(1991) and Keller(1998).in addition to a specific brand name, a brand is composed of products, packaging,

promotion, advertizing as well as its overall presentation, **Murphy**(1998). From the consumer's perspective, brand is a guarantor of reliability and quality in consumer products. Roman et al (2005) added to this, consumers would like to buy and use brand-name products with a view to highlight their personality in different situational contexts, **Aaker** (1999) and **Fennis and Pruyn** (2006).

Nowadays, consumers have a wide range of choice to choose from when they enter a shopping mall. It is found that consumers' emotions are one of the major determinants which affects their buying behavior **Berry** (2000).According to a research conducted by Freerdie Media LLC (1998) on shopping habits, nearly one-fourth of the respondents are impulse –buy products they have not budgeted for. When deciding which products to purchase, consumers would have their preference, which are developed in accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's product and services,**Doyle** (1999)

2.2.2 The characteristics of successful brands

A brand can be an everlasting and lucrative asset as long as it is maintained in a good manner that can continue satisfying consumers' needs,**Batchelor**(1998) and**Murphy**(1998). Although successful brands can be totally different in nature, they share something in common, for instances well-priced products and consistent quality,**Murphy**(1998).

As mentioned by Levitt (1983), there are four elements for building a successful brand, namely tangible product, basic brand, augmented brand and potential brand. Tangible product refers to the commodity which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after-sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers' mind.

2.2.3 Brand equity

The term brand equity refers to a set of assets and liabilities associated with a brand, including its name and symbol, which could impose beneficial or detrimental effects on the values arising from the products or services **Aaker** (1991) and **Yasin et al.** (2007). Added to this, Keller (1998) points out that brand equity signifies the unique marketing effects imposed on the brand. Concerning the positive side of brand equity, it happens when consumers are willing to pay more for the same level of quality just because of the attractiveness of the name attached to the product **Bello** and **Holbrook** (1995). However, brand equity could be ruined if it is not properly managed. For instance, poor product quality and customer services could adversely affect the brand image, giving rise to a reduction in sales volume.

One of the quintessential examples regarding brand as a kind of equity is the imposition of laws to protect intellectual property, **Murphy** (1998). In countries with well-established legal system, the values of brands have been recognized to both the consumers and producers. In order to

combat piracy, many countries have set up laws to protect trademarks, patents, designs as well as copyright. In addition, brand is also a tradable product with measurable financial value, **Murphy** (1998). It is not uncommon to find some familiar brands listed on the stock markets in which they could be bought or sold. Brands like HSBC, Marks and Spencer, Vodafone, Sainsbury and Tesco are all listed on the FTSE 100 index (London Stock Exchange, 2007). It is found that the volatility of stock market could affect consumers' purchasing mood, not to mention the growth or declines of retail sales **Blackwell** (2002). This is supported by the fact that brand equity depends on the number of people with regular purchase **Aaker** (1996).

The above examples highlight the values of brand equity for both consumers and the firm. For the consumers, brand equity could provide them with information about the brand which influences their confidence during the purchasing process. There is a high propensity for consumers with good perceptions to buy from the same shop again than those with poor perceptions. Past purchasing experiences and familiarity with the brand could be attributable to the perceptions generated from the consumers, **Aaker** (1991). As for the firm, brand equity could also be a source for the firm to generate cash flow. For instance, the merger between adidas and Reebok in 2005 not only increased their market share so as to compete with Nike in the US sports apparel market, but also attracted more people to invest in the bigger company with high potential (Business Week, 2005). Besides, brand equity could also allow higher margins through premium pricing and reduced reliance upon promotional activities, **Aaker** (1991). Owing to the positive image, consumers no longer focus on the short-term promotion but the brand on the whole.

Brand equity is a broad concept which can be further subdivided into four main areas, namely brand loyalty, name awareness, perceived quality and brand associations, **Aaker**, (1991) and **Keller** (1998). These four main areas are to be discussed in the coming sections.

2.2.4 Brand awareness.

Brand awareness is one of major determinants of brand equity. It refers to the ability of a potential consumer to recall and recognize the brand, linking the brand with its corresponding product class, **Aaker** (1991). The level of brand awareness lies in a continuum, with brand recognition being the lowest level and the first named brand with unaided recall being the highest level. It is important for the potential consumers to be aware of a product so that it can become one of the purchasing choices. This is due to the fact that the product needs to enter the awareness set before it comes to the consideration set, **Blackwell et al.** (2001) and an increase in brand awareness is conducive to a higher chance of entering the later set Nedungadi, (1990). In this way, brands with higher level of awareness would be more likely to be purchased,

Yasin et al. (2007). This could probably explain why consumers tend to buy a recognizable brand rather than an unfamiliar one, **Hoyer** (1990) and **Macdonald and Sharp**, (2000). Several factors can alter the level of brand awareness. In case of China, its geographical location and politics could affect the consumer brand awareness level seriously. According to research conducted by **DeLong et al.** (2004), owing to geographical differences, Chinese consumers cannot distinguish US product brand names from the European ones.

As mentioned by Keller (1998), brand awareness can be enhanced through repeat exposure to the brand. In order to achieve brand awareness, two tasks are to be accomplished, namely increasing brand name identity and associating it with the product class. Advertising and celebrity endorsement could be some useful tools for raising brand awareness. It is found that advertisement attitude is attributable to the influence on brand attitudes, affecting consumer's intention to purchase, **Mackenzie et al.**(1986) and **Tsai et al.** (2007). In recent decades, there is an increasing number of advertising campaigns around the world. Consumers are hence well-equipped with comparative elements to judge which product or service to purchase, **Alvarez and Casielles** (2005). Moreover, celebrity endorsement can give rise to source credibility and source attractiveness. For source credibility, as pointed out by McGuire (1978), celebrities can disseminate messages to particular consumers and hence increase the brand awareness. As for source attractiveness, successful endorsement can associate the culture of the celebrity world with the endorsed product, **McCracken** (1989). This association can raise the public awareness towards the brand.

2.2.5 Perceived quality

Another important attribute to brand equity is perceived quality. It is defined as the customer's perception of the overall quality or superiority of a product or service, **Aaker** (1991), **Keller** (1998) and **Yasin**, (2007). Since it is a kind of intangible, overall feeling towards a brand, it is subjective in nature and hence the knowledge of actual detailed product specifications could have little correlation with the perceived quality. Perceived quality of a brand could help generate values by providing a pivotal reason-to-buy, differentiating the position of a brand, charging premium price, motivating channel members to perform well and also introducing

extensions into new brand categories, **Aaker** (1991). In addition, it is found that perceived quality is of utmost importance in determining brand loyalty as well as repeat purchase Delong et al., (2004). Nevertheless, it is becoming more difficult to obtain satisfactory level of perceived quality owing to the fact that fast and continuous product advancement has already strengthened consumers' expectations on product quality, **Sherman** (1992).

Similar to brand awareness, perceived quality is determined by a number of factors. To be more specific, perceived quality can further be classified into product quality and service quality. Regarding product quality, there are seven dimensions which affect the consumers' perception, namely performance, features, conformance with specifications, reliability, durability, serviceability as well as fit and finish. Service quality, on the other hand, is judged by its corresponding tangibles, reliability, competence, responsiveness and empathy, **Aaker**(1991). In addition to the aforementioned dimensions, the country of origin of a product is found to affect its perceived quality, Khachaturian and Morganosky (1990) and also the perceptions towards the purchased value, **Ahmed** and **d'Tstou** (1993).As mentioned by Srikatanyoo and Gnoth (2002), consumers are inclined to develop stereotypical beliefs about the products from particular countries. Hence consumers could have their preferences for products made from one country over another, **Papadopoulos et al** (1991).Moreover, price is one of the important cues to evaluate perceived quality, **Aaker** (1991).it is found that price is more relevant in judging the perceived quality of a product given that a person lacks the ability to evaluate the quality of a product.

2.2.6 Brand loyalty

Brand loyalty is one of the core components of brand equity and also positively and directly affected brand equity, **Atilgan et al.** (2005). Under the influence of brand loyalty, consumers continue to buy the brand, regardless of the superior features, prices and convenience owned by its competitors **Aaker**(1991). The more loyal the consumers are towards the brand, the less vulnerable the customer base would be. Based on the practice that repeat buying is one of the indicators for brand loyalty, **Keller** (1998), however, challenges that such measure may not be totally accurate. This is due to the fact that some consumers make habitual purchase towards a particular brand just because of its prominence in stock and effective promotions.

Keller (1993, 1998) further divides brand associations into three categories, namely attributes, benefits and attitudes. Attributes refer to the specific characteristics a product has. Attributes can be further categorized into product-related attributes as well as non-product related attributes. For product-related attributes, the overall features of the product or service are concerned. As for non-product related attributes, price information, packaging, user imagery as well as usage imagery are to be considered. Benefits are another category in brand associations. They can be classified into functional, experimental and symbolic. Function benefits signify the physical or basic advantages a brand may have. For experimental benefits, they are related to consumers' emotional feelings. Symbolic benefits, on the other hand, refer to the signal effect that a brand may impose on the consumers. Signal effect is determined by the image of consumers and also the personality of the brand.

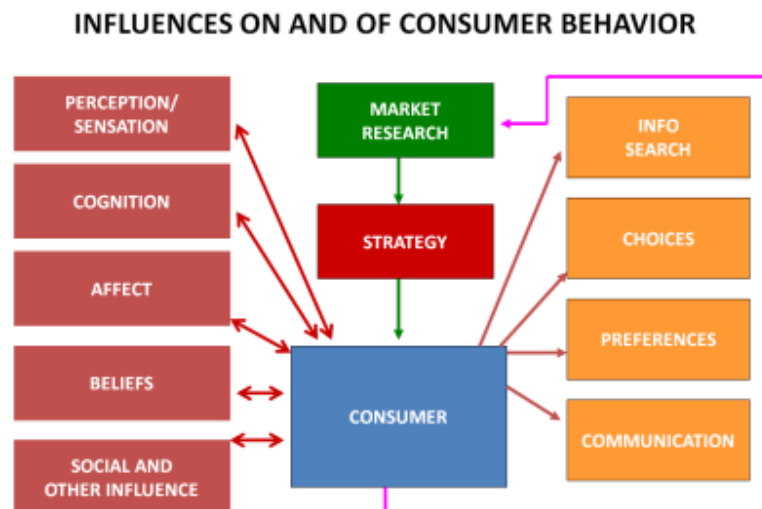
Consumers are attracted by the signal when they purchase a product in a particular brand. Finally, attitudes are regarded as the consumers' overall assessments towards a brand. They incorporate summary evaluations of information which represent how consumers feel in a long run, lying in a continuum from positive to negative, **Gabbott and Hogg**(1998).

Different brands have different associations to their prospective customers. Such kind of associations can provide bases for them to make purchase decisions and even become loyal to the brand, **Aaker** (1991). Associations towards a brand can create value for the firm and so its customers in a number of ways. First of all, they help the customers to process or retrieve information, **Keller** (1998). Customers are sometimes forgetful and associations towards a brand serve as a brief summary for the customers to make their purchasing decision. Associations can also be used to trigger the customers to recall their past experiences, making the customers remember the brand by heart. Second, brand associations can differentiate one brand from another. It is about brand positioning that a well-positioned brand will find it hard to be attacked by its competitors due to its uniqueness. This can make the brand unbeatable but it is quite difficult to achieve since consumer taste changes quite rapidly. Third, brand associations may include some product attributes or consumer benefits which encourage the consumers to purchase the brand. Forth, some associations can engender positive feelings. For examples, adidas slogan 'Impossible is nothing', Madonna appearance in H&M's collection advertisement can stimulate customers their positive feelings about the products.

Once brand associations are constructed in a meaningful way, a vivid brand image is established. Brand image possibly affects how consumers perceive the brand and hence their purchasing behavior. There may be products on the market with similar quality and design. However, the specific brand image attached on a product may differentiate itself from the others, contributing to its higher premium price.

2.3 CONSUMER BEHAVIOUR REVIEWED

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).



Source: Lars Perner, PhD

Consumer behaviour is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individual's motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle.

Any individual who purchases goods and services from the market for his/her end-use is called a consumer. In simpler words a consumer is one who consumes goods and services available in the market

2.4 MODELS OF CONSUMER BEHAVIOR

Several models are developed with a view to provide explanations for the consumer buying behaviors. Although they vary in form of presentation, most of them are composed of stages such as pre-purchase, purchase and post-purchase, **Hoyer and MacInnis (2001)** and **Rayport and Jaworski (2003)**. Blackwell et al. (2001) define consumer behavior as a summation of

acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Arnoud et al. (2004) further propose the circle of consumption that recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods.

As far as the consumer decision process model is concerned, consumers need to go through seven steps before reaching their final decisions. These seven steps include need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post consumption, evaluation and divestment, **Blackwell et al.** (2006). Rayport and Jaworski (2003) propose a similar model with slight difference regarding the terms used. Blackwell et al. (2006) add that most consumer research would primarily base on these seven stages and how different elements affect each stage of consumers' decisions, regardless of the different terms and consolidation of stages.

Stage one is need recognition which occurs when an individual is aware of a difference between their perception and the actual satisfaction level, **Solomon et al.**(2006). The buying process is initiated when people recognize their unsatisfied need, **Levy and Weitz** (1992). There are two kinds of needs, namely functional needs and psychological needs. Functional needs are related to the performance of the product whereas psychological needs are intrinsically obtained when customers feel contented with shopping or owning a product which they long for.

Stage two is the search of information. The length and depth of search vary for different customers and depend on variables like personality, social class, income, size of purchase, past experiences, prior brand perceptions, **Moorthy et al.** (1997), as well as customer satisfaction. As

mentioned by Solomon et al. (2006), search of information can further be divided into pre-purchase search and ongoing search. Pre-purchase search is initiated when consumers recognize a need and hence look for more information from the marketplace. Ongoing search, on the other hand, is more likely to be based on personal interest on a particular brand. Customers pursuing this kind of search would like to obtain the most updated information about the designated brand.

Stage three comes to the pre-purchase evaluation that consumers compare between different products and brands to make a purchasing decision. In this stage, consumers pay particular attention to the attributes which are most relevant to their needs, **Kolter et al.** (2005). Attributes like quantity, size, quality and price are commonly used to judge a brand by customers.

Any changes in these attributes can affect consumer decisions on brand or product choices, **Blackwell et al.** (2006). According to Porter (2004), firms can create value by providing lower price or unique offers to the customers so as to excel their competitive advantages over the others.

Stage four refers to the purchase decisions made by the consumers after evaluating the offers from different retailers. As stated by Blackwell et al. (2006), there are two phases contributing to the decision making processes, including retailer and in-store selection. Retailer selection is made by judging which retailers to buy after investigating the attributes from the previous stage whereas in-store selection is affected by the selling skills of salesperson, visual displays inside the shops, as well as point-of-purchase advertising. In addition to in-store purchase, Rayport and Jaworski (2003) further point out the significant impact of internet on consumer purchasing

decision. As pointed out by Dholakia and Uusitalo (2002), this new kind of non-shop retailing format has begun replacing the fairly established catalogue and TV shopping and its development is rapid albeit it is more recently found in comparison with the existing non-shop retailing modes.

Stage five, stage six and stage seven are under the category of the post-purchase stage. In stage five, customers begin consuming the products whereas in stage six, customers evaluate the consumption process. This gives rise to satisfaction when consumers' expectations are higher than the perceived performance and vice versa, **Blackwell et al.**(2006). Last but not least, stage seven comes to divestment, in which consumers dispose or recycle the products and at the same time. The firms need to think about the possibility of remarketing. This stage is crucial since customers could be possible to make repeat purchases provided that they are satisfied with the aforementioned stages, **Rayport and Jaworski**, (2003).

Nowadays, consumers seem to be more aware of the products they buy, and at the same time, products are developed in an unprecedented way. Only by understanding the consumer behavior can the products or brands be developed in a right way.

2.5 ORGANIZATIONAL PROFILE OF KUMAWOOD

Kumawood is a local Ghanaian movie association which was formed to provide ample platform for existing film makers, new entrant's friends and lovers of Ghanaian movies. The association is open to indigenous films which promotes the rich cultural heritage of the Ghanaian people and produced by Ghanaians, Ghanaian descendents and friends of Ghana in the Diaspora (in and outside Ghana).the film must be in any of the, local Ghanaian languages be they action, fiction,

romance, cultural, comedy, adventure, horror, scientific and shot in all formats and submission is free.

AIMS/OBJECTIVES OF KUMAWOOD

The Kumasi Film Industry (KUMAWOOD) has gradually progressed from the usual unjustifiable criticism to become a household name amongst the young and the old, formal and informal, big and small and therefore needs to be rewarded and appreciated for its pursuit for excellence. Therefore our objectives are thus:

1. To put the local dialect film industry into the spotlight of world event.
2. To open a more distribution link between producers, marketers and the general public.
3. To bring about togetherness in the Kumasi Film Industry and other local dialect (KUMAWOOD)
4. To promote the rich cultural heritage of the Ashanti's/Akan to the outside world through film.

MISSION STATEMENT OF KUMAWOOD

Encourage the use of excellent audio visual (film) in promoting the wealthy cultural heritage of the indigenous Ghanaian tradition and heritage. Celebrating our own who has contributed to the movie industry. The award which is also named Acumen movie awards seeks to trumpet the rich Ashanti culture using the film. Akoben, a wind of instrument made from the horn of an antelope was used in ancient times as a horn to signal warriors to war. This instrument which represents strength also symbolizes the strength and resilience of the indigenous Ghanaian film industry.

CHAPTER THREE

METHODOLOGY

3.0 RESEARCH DESIGN

The research design used is causal research design. The researcher intends to use this type of research design in order to explain the relationship between the effects of branding on consumer buying behavior with the use of questionnaire. The research employed both qualitative and quantitative methods in this research study.

3.1 RESEARCH METHODOLOGY

The researcher employed basically two types of methodologies in this research work. These are qualitative and quantitative methods. In this research, the researcher used quantitative methodology to allow the researcher measure and analyze the dependent variable (consumer behavior) and the independent variable (branding).

3.2 SOURCES OF DATA/ DATA COLLECTION PROCEDURE

The sources of data used by the researcher in this research work are primary and secondary data. The primary source of data mainly used for this research work was through distribution of questionnaires. The secondary data was gathered through already existing information in the database of Kumawood movies production.

3.2.1 Primary Data

This is the kind of data that is collected at first hand. In this research the main instrument used in collecting the primary data is the use of questionnaire. The other forms of primary data collection used are interview and observation.

3.2.2 Secondary Data

This type of data collection is the one based on already existing data. In this type of research, the secondary data was mainly collected from textbooks, articles, journals and already existing information on the sales of the different brands of movies on the local Ghanaian movie industry from selected movie distributors.

3.3 TARGET POPULATION

The target population of this research is based on a section of people from the Kumasi metropolis specifically Adum and Kejetia area.

3.4 SAMPLE SIZE

Upon the many people interviewed, one hundred (100) questionnaires were collected as responses from people of all walks of life.

3.5 SAMPLING PROCEDURE/ TECHHIQUE

The researcher used the simple random sampling method to get responses from the sample size.

3.6 DATA COLLECTION INSTRUMENT

The data collection instrument used was basically questionnaire. This was distributed to the target population and the responses were used for the final analysis of this research work.

3.7 DATA ANALYSIS

SPSS software, Microsoft Word and Excel were used to analyze data into meaningful information and graphs to be understood by all and sundry. This will help the researcher to ascertain the effects of branding which is the independent variable and consumer behavior which is the dependent variable.

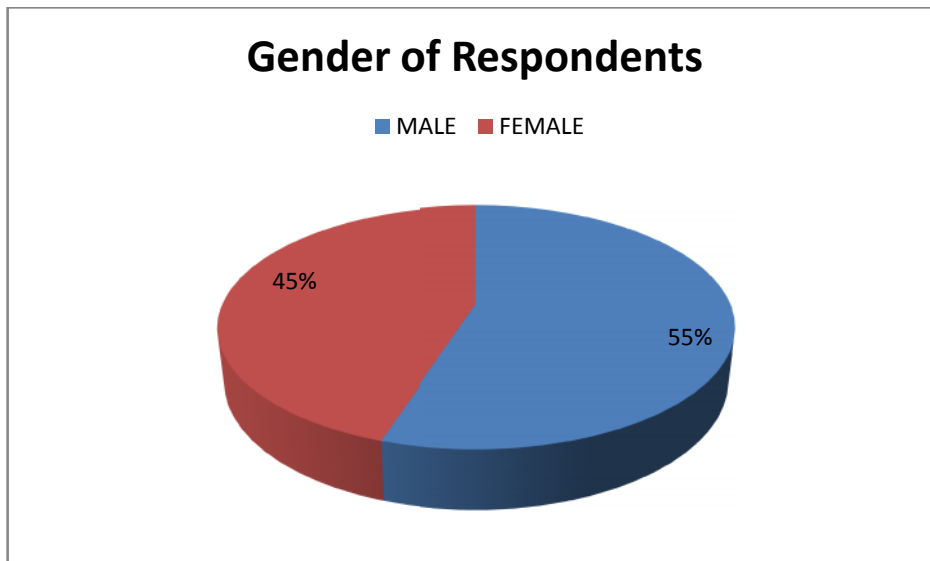
CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 ANALYSIS OF DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The data collected through questionnaires that were administered to randomly selected people from Kumasi specifically from Adum and Kejetia areas. Out of the 110 questionnaires distributed 100 of them were answered.

Figure 4.1.1 Gender of Respondents

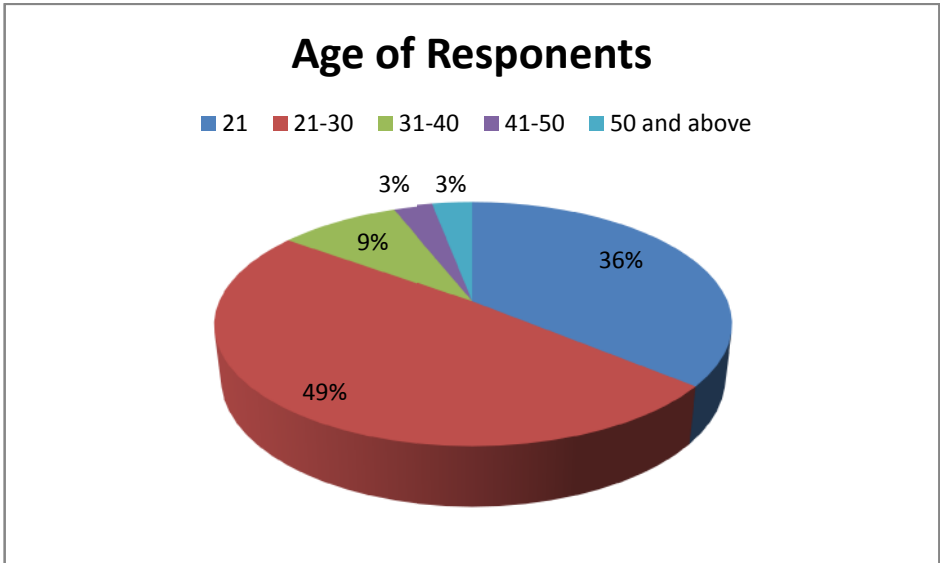


Source: Researcher's field survey, May 2013

4.1.1 Gender of Respondents.

An inquiry made into the gender of the respondents show in figure 4.1.1 that more than half of the respondents are males which represent 55%. Whiles the rest of the 45% of the respondents are females. This shows that majority of the respondents are males.

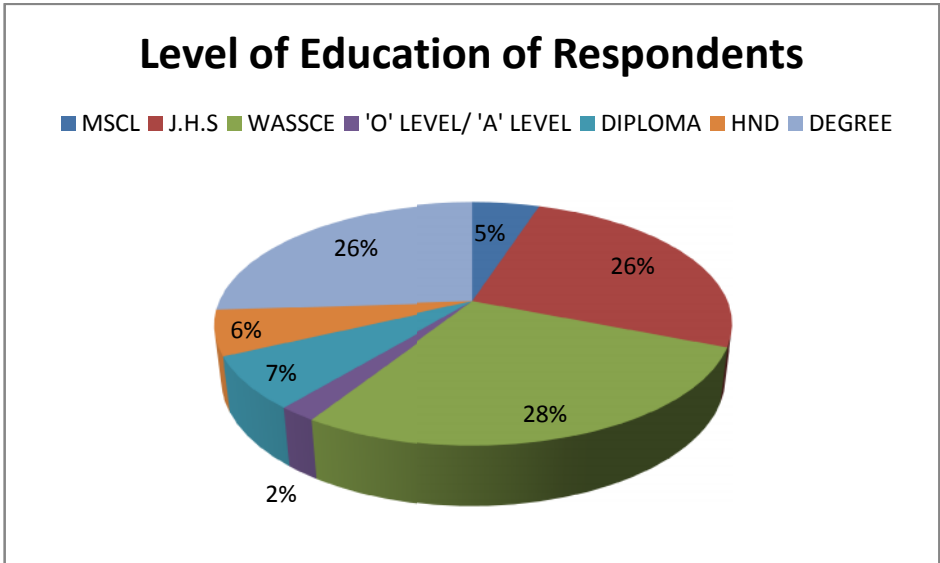
4.1.2 Ages of Respondents



Source: Researcher’s field survey, May 2013

An inquiry into the age of the respondents was made through the questionnaires distributed. The results in figure 4.1.2 show that 49% of the respondents are aged between 21 - 30 years. 36% and 9% of the respondents are aged between 21 years and 31 – 40 years respectively. The results from the inquiry further showed that 3% of the respondents are from 41 – 50 and above 50 respectively. From the data on the ages of the employees, it can be deduced that, majority of the people who buy movies from Kumawood are aged between 21- 30 years and 21 years. This infers that in producing such movies the interest of the people from these age groups should be taken into consideration. That is because majority of the people who buy this type of movies are from this age group.

4.1.3 Level of Education of Respondents

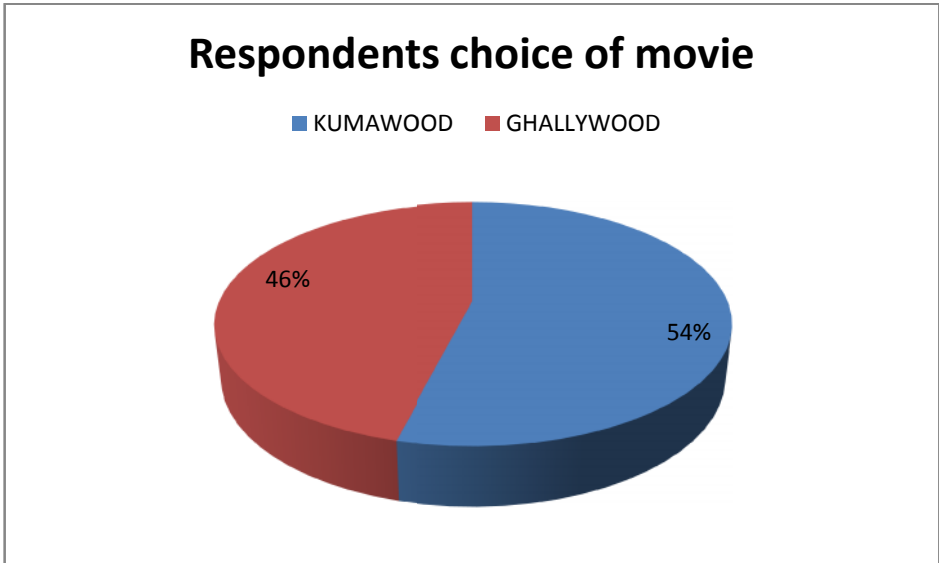


Source: Researcher’s field survey, May 2013

4.1.3 Level of Education of Respondents

The findings from figure 4.1.3 show that the gap between the various levels of education among the respondents is not so wide. 28% of the respondents have WASSCE, 26% have JHS certificate and Degree respectively whiles 7% of the respondents are Diploma holders. From the data, it can also be deduced that 6% of the respondents have Higher National Diploma (HND), 5% are MSCLE certificate and the remaining 2% ‘O’ Level certificate holders. This implies that in producing from Kumawood the differences in the educational levels of the consumers should be considered.

4.2 ANALYSIS AND DISCUSSION OF MAIN DATA
4.2.1 Choice of movies highly purchased by respondents

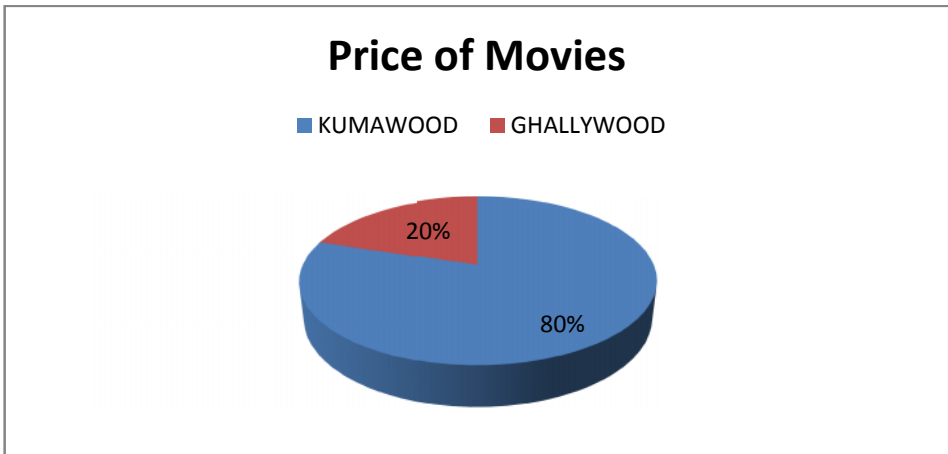


Source: Researcher’s field survey, June 2012

4.2.1 Choice of movies highly purchased by respondents

It is clearly shown from the data that more than half of the respondents representing 54% prefer movies from Kumawood to movies from Ghallywood which is represented by 45% of the respondents.

4.2.2 Prices of the types of movies

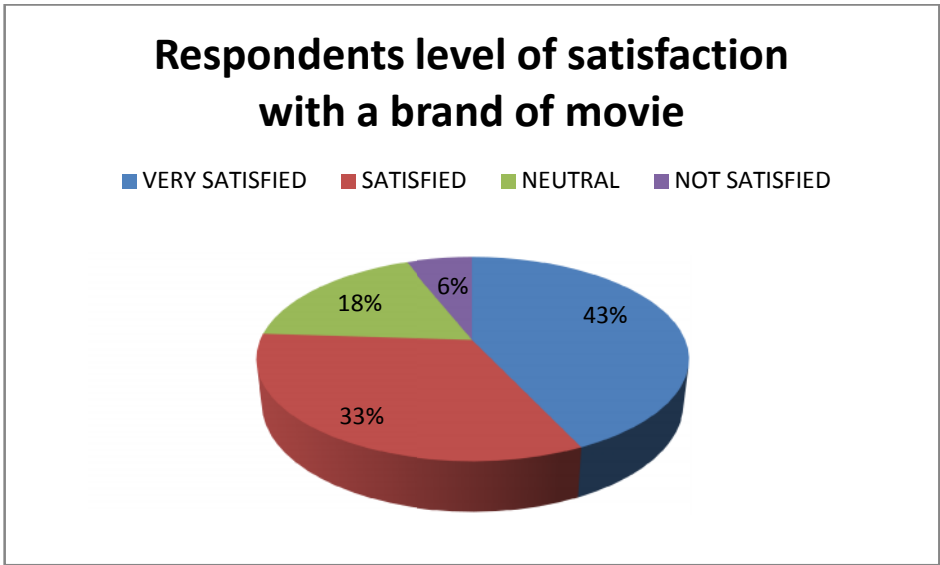


Source: Researcher’s field survey, May 2013

4.2.2 Prices of the types of movies

Data was also gathered from how pricing affects consumers to buy a certain type of movie. The results from the findings show that the price of movies from Kumawood are cheaper than the price of movies from Ghally wood. the inferences drawn from the results show that 80% of the respondents buy Kumawood movies because the price is cheaper than that of Ghally wood which is 20%. This in part also confirms the assertion that pricing plays a major role in how consumers behave towards the purchase of particular product.

4.2.3 Level of Satisfaction



Source: Researcher’s field survey, May 2013

The research inquired into the level of satisfaction with a brand of movie was also gathered. From figure 4.2.3, 43% of the respondents were satisfied with the brand of movies purchased. 33% rated satisfied whiles 18% of the respondents could not identify their level of satisfaction. 6% of the respondents were not satisfied. Figure 4.2.3 indicates that most of the respondents were satisfied with the brand of movie they buy.

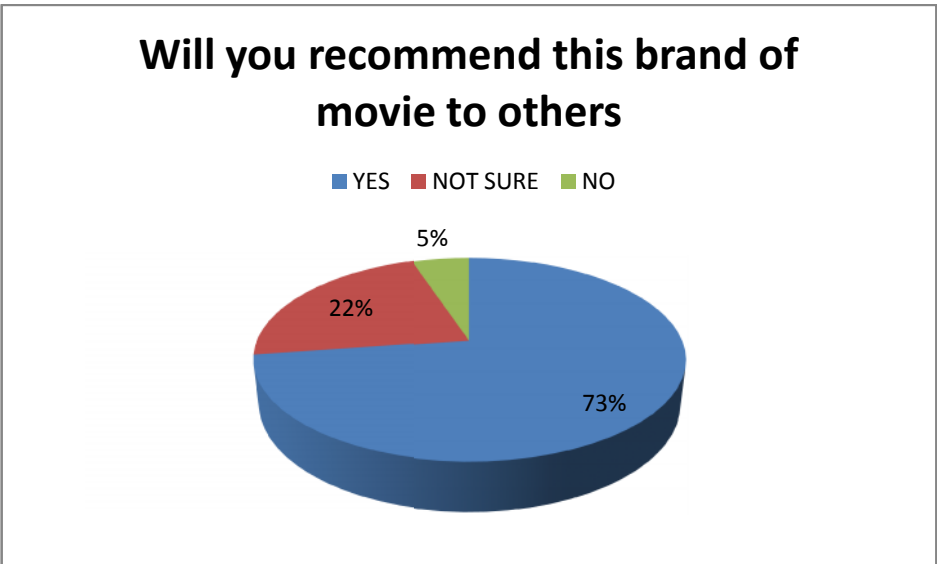
4.2.4 Respondents future bahviour a brand of movie



Source: Researcher’s field survey, May 2013

Information was also gathered on respondents’ future behaviour towards movies from Kumawood. The inferences drawn from figure 4.2.4 shows that more than half of the respondents representing 53% will continue to purchase movies from Kumawood whiles 38% said probably thereby placing a condition on their future behavior towards amovies from Kumawood. Futhermore 9% chose no indicating that there may be change in their purchase of a particular brand of movie in the future.

Figure 4.2.5 Recommending a brand of movie to others



Source: Researcher’s field survey, May 2013

The research inquired into whether consumers will recommend a brand a particular brand of movie they choose to others. The results from figure 4.2.5 shows that more than half of the respondents representing 73% said they will recommend movies from Kumawood to others while 22% respondents responded that they are not sure placing their choice on some conditions. On the other hand, few respondents responded negatively indicating their unwillingness to recommend this brand of movie to others.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

- The results from the findings of the research work shows that movies produced by Kumawood are preferred by majority of the people.
- On the prices of the two types of movies produced by Ghallywood and Kumawood, the analysis showed that the prices of Kumawood movies are far cheaper than that of movies produced by Ghallywood.
- On the other hand most of the people are satisfied with the brand of movie that they purchase.

Furthermore, the consumers indicated that they will continue to purchase movies from Kumawood in the future. There were further indications by the consumers that they will recommend movies from Kumawood to others. This goes on to show that consumers are highly in favour of movies produced by Kumawood.

5.2 CONCLUSION

Branding plays a very important role in enabling consumers to arrive at a decision to purchase a product. The inferences from the analysis show that due the level of branding consumers preferred movies from Kumawood to that from Ghallywood.

5.3 RECOMMENDATIONS

The findings of this project work suggest that:

1. The development of e-branding, for example, might also be an interesting topic to consider.
2. Policy makers have to consider branding as an important aspect of marketing to enhance a product.
3. Other marketing concepts like pricing, promotions can also be researched into.

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APPENDIX
CHRISTIAN SERVICE UNIVERSITY COLLEGE, KUMASI
DEPARTMENT OF MARKETING
QUESTIONNAIRE

A STUDY ON THE EFFECTS OF BRANDING ON CONSUMER BUYING BEHAVIOUR IN
LOCAL GHANAIAN MOVIE INDUSTRY.

Dear Sir / Madam, We are a group of students from Christian Service University College (CSUC), Kumasi conducting a research work on the effects of branding on consumer buying behaviour in local Ghanaian movie industry. Please kindly help us in this survey processes by filling the questionnaire given below. Please kindly ticks where appropriate, thank you so much for your cooperation.

(1)Gender: M () F ()

(2)Age: Under 21 () 21 – 30 () 31 – 40 () 41 – 50 () 50 – above ()

(3)Level of education completed

MSCL () J.H.S () WASSCE () ‘O’ Level / ‘A’ Level () Diploma ()

HND () Degree () Post Graduate () OTHER (please specify).....

(4)Which brand of local movie do you prefer?

Kumawood () Ghallywood ()

(5)Why?

.....
.....

(6)Which of the brand of local movie is cheaper?

Kumawood () Ghallywood ()

(7)On which occasions do you usually buy your preferred brand of movie?

.....

.....

(8)How satisfied are you with the brand of movie that you buy?

Very satisfied () Satisfied () Neutral () Not Satisfied ()

(9)Would you always purchase this brand of movie?

Yes () Probably () No ()

(10)Would you recommend this brand of movie to others you know?

Yes () Not Sure () No ()