

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS & CORPORATE STRATEGY

**BUSINESS –TO-BUSINESS CUSTOMER ATTRACTION AND RETENTION IN
BUSINESS (CASE STUDY OF POKUPHARMA COMPANY LIMITED, GHANA)**

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**A THESIS SUBMITTED TO THE SCHOOL OF BUSINESS CHRISTIAN SERVICE
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STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and does not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report Herein Submitted.

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DECLARATION

We hereby declare that this work is our own research towards the award of a degree in bachelor of business administration and contain no material formally published by any other person or any material which has been accepted for the award of another degree of the universities except where suitable acknowledgement has been made in the text.

DEDICATION

We dedicate our study to the Most High God for his strength and guidance throughout the entire period our study.

ACKNOWLEDGEMENT

We acknowledge God for his love, kindness and mercy in sustaining us through the entire period of our work. We are more than grateful.

We appreciate the immeasurable efforts of our supervisor, Dr Kwaku Ahenkora. His directions and corrections shaped our dream of providing such study. These brought out the gold in us to finish this study successfully. We say “**WE ARE GRATEFUL..**

We are much grateful to the entire management of Pokupharma Company Limited, wholesale and retail pharmacies within Kumasi Metropolis for their support and every service they rendered to us to get our dream realized.

Finally we are grateful to ourselves for the unity, hard work and even conflicts that enabled us to focus on our group objectives of providing this study. We say “**WE MADE IT AT LAST**”.

ABSTRACT

This study sets out the mechanisms to the attraction and retention of business-to-business (B2B) customers in the Ghanaian pharmaceutical industry. A total of 20 wholesale and 20 retail pharmaceutical shops were conveniently sampled at par for the study purpose. Questionnaires were used to collect the data. The results show that B2B customers prioritize buying in the industry mainly because of sellers' product efficacy and discount offer on bulk purchase. In the industry buyers perceive that most sellers including Pokupharma has very high quality products and good corporate image. A multiple-regression analysis showed a positive moderate correlation between customers' reasons for choosing a particular firm in the industry and the frequency of repeat purchase. Bulk discount and attractive after-sales services were important factors for B2B customers, when considering a supplier.

Keywords: B2B, Customer Attraction and Retention, Pharmaceutical Industry, Ghana

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CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0 Introduction

Once upon a time but not too long ago, direct marketing was a major marketing technique for businesses. Today businesses have seen the need to devise other mechanisms' for customer attraction and retention. Business-to-business marketing is one key strategy that firms use to expand and gain competitive advantage.

The ability to sell a company's product by using various tools like sales promotion, discounting or selling in credit is all essential for the growth of a business. But the effort to attract and retain customers is more vital for the continuous existence and expansion of every organization.

Under B2B model, buying organizations' benefit from discounts and credit purchases etc as the seller posits the stance of attracting and retaining the customer for a reasonable duration.

Business-to-business (B2B) is a commerce transaction between businesses such as a manufacturer and a wholesaler, or between a wholesaler and a retailer (Sandhusen, 2008). B2B branding is a term used in marketing. The overall volume of B2B (Business-to-Business) transactions is much higher than the volume of B2C (Business- to- direct consumer) transactions (Shelly, 2011 ; Garbade, 2011; Sandhusen, 2008) The primary reason for this is that in a typical supply chain there will be many B2B transactions involving sub components or raw materials, and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windcreens, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction.

B2B is also used in the context of communication and collaboration. Many businesses are now using social media to connect with their consumers (B2C); however, they are now using similar tools within the business so employees can connect with one another. These efforts are all tailored at easing workflow, attracting, satisfying and retaining customer at the brighter advantage of cost minimization with optimum profitability.

1.1 Problem Statement

The term B2B connotes to industrial marketing in the classical period. In a creeping pace, industrial marketing changed the name to Business marketing and then to B2B. Today, businesses - marketing products and services exclusively to other business are termed business-to-business marketers, according to Bly (2013). The system has indeed had a terrific transition in the global market, but the question is how successful is it contributing to the attraction and retention of customers in the business word. The phenomenon is increasingly being used by a few firms in Ghana; especially the minute produce-selling businesses in the corridors of the state, not over sighting firms in the pharmaceutical industry. The reality is that customers are not prioritizing made in Ghana products quality reasons. Business survival lies on rendering what the market wants.

The study aims at understanding the various means of attracting and retaining B2B customers by pharmaceutical firms such as Pokupharma Company limited.

1.2 Objectives of the study

The objectives of the study were;

-) To determine why a B2B customer buys from Pokupharma company ltd

-) To identify the relationship between frequency of customers purchase and the reasons for choosing Pokupharma
-) To determine the perception of customers on Pokupharma ltd B2B system

1.3 Significance of the study

B2B as a modern way of doing business has gained attention. This study aims at contributing to the existing literature on business-to-business customer retention. It will provide useful information on factors influencing customer retention.

1.4 Scope and limitation of the study

The study is limited to Pokupharma pharmaceutical industry and its B2B customer.

1.6 Chapter Scheme

This study is in five chapters. The current chapter introduced the study. Chapter two covers the literature review and the conceptual framework of the B2B system. The research methodology is captured at chapter three. Chapter four covers the analysis and presentation of findings whereas chapter summarizes the entire research, concludes and provides recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the literature in relation to attracting and retaining customers and how it works in a business-to-business situation.

2.1 Pokupharma and B2B

Much emphasis will be placed on what influences customers to make a repeat purchase from Pokupharma Company Ltd, why B2B customers choose to buy from Pokupharma and the relationship between the frequencies of their purchase, the rationale between different buyers and the cause of their customer loyalty within the central business district of Kumasi. The various forms and strength of medicines compels Pokupharma to manufacture different drugs in order to meet the needs of its customers. Some customers are excellent in distributing infant syrups while others are also good in distributing tablets for adults. Since there's a huge difference in the production of the medicine, Pokupharma is not limited to a section of distributors rather ensures to meet the needs of all its customers with regards to the numerous product line the company possess.

2.2 Concept of B2B Marketing

Business-to-business marketing is different from consumer marketing in deep and fundamental ways and this most certainly affects the way that b2b marketing should be carried out (Hague et al, 2005). As always, we must be clear about our definitions. What are business-to-business markets? Answering this question requires useful consideration to the value chain that starts with

a consumer demand and from which dozens of business products or services are required. Taking example of a simple shirt we buy for instance. They do not arrive in the shops by accident. There is a value chain of enormous complexity that begins with cotton or some other fiber that must then be woven into cloth that in turn is machined into a garment, packed and distributed through various levels until finally we pick it from the shelf. We call this the chain of derived demand since everything is pulled through as a result of the demand for the product. Businesses sell cotton to merchants who sell it to spinners who sell it to weavers who sell it to garment makers and so on. None of the businesses buy the products for pure indulgence. They buy them with the ultimate aim of adding value in order that they can move the products down the chain until they finally reach us, the general public. Business-to-business marketing is therefore about meeting the needs of other businesses through the value chain, though ultimately the demand for the products made by these businesses is likely to be driven by consumers in their homes (Hague et al, 2005).

2.3 Factors affecting B2B marketing

There are four key factors that make business-to-business markets special and different to consumer markets, (Hague et al, 2005)

The complexity of the decision making unit

In most households, even the most complex of decisions is confined to the small family unit while items such as clothes, food and cigarettes usually involve just one person. The decision making unit (DMU) in business-to-business markets is highly complex or at least it has the potential to be so. Ordering products of low value and low risk (such as the ubiquitous paper

clip) may well be the responsibility of the office junior. However, the purchase of a new plant that is vital to a business may involve a large team who makes their decision over a protracted period. Often the DMU changes during this negotiation period as specialists enter and leave it to make their different contributions. This complexity has implications for business-to-business markets. The target audiences for B2B communications are amorphous, made up of groups of constantly changing individuals with different interests and motivations. Buyers seek a good financial deal. Production managers want high throughput. Health and safety executives want low risk. And those are just their simple, functional needs. Each person who is party to the DMU will also bring their psychological and cultural baggage to the decision and this can create interesting variations to the selection of products and suppliers. This raises the most interesting question on the effect of functional as opposed to emotional factors on the buying decisions. People in the business-to-business DMUs often know as much about the products they are buying as the companies that are selling them these products. Research shows that high levels of customer satisfaction and loyalty are driven by the softer issues that are easy to ignore in the so called "rational" buyer. People don't leave their emotions at home when they come to work! Given the complexity of the decision making unit and the many influences (rational and emotional) on these decisions, it should be no surprise that it is difficult to arrive at a needs based segmentation in business-to-business markets.

The complexity of the product

Just as the decision making unit is complex in relation to business-to-business markets, so the same rule applies for the actual products in these markets. Business-to-business products - and their applications - are far more likely to be complex than is the case with their counterparts in

consumer markets. Where the purchase of a consumer product requires little expertise (perhaps nothing more than a whim), the purchase of an industrial product frequently requires a qualified expert. Where consumer products are largely standardized, industrial products are often bespoke and require high levels of fine-tuning. Even relatively complex consumer products tend to be chosen on fairly simple criteria. A car might be chosen because it goes fast and looks nice, and a stereo might be purchased on the grounds that it is tremendously loud. Industrial products, on the other hand, frequently have to be integrated into wider systems and as a result have very specific requirements and need intimate, expert examination and modification. It is difficult to imagine a turbine manufacturer or commercial web-site design buyer having a look at three or four products and then choosing one simply because it looks nice. The choice of turbine will involve a whole host of technical, productivity and safety issues, whilst the choice of web-site might be based on its integration into a wider marketing campaign, its interactivity with users and the degree to which it draws potential clients via search engines.

These differences have a great impact on the way consumer and industrial products are marketed. Buyers of consumer products are not interested in the technical details of what they are buying. The vast majority of car buyers are far more interested in what speed the car will reach than in how it will reach that speed. Similarly, the buyer of a chocolate bar is likely to be far more interested in the fact that the item stops them feeling hungry and tastes nice than in the technology and ingredients that make it so. As a result, consumer products are frequently marketed in ways that are superficial or even vacuous. Car manufacturers frequently completely ignore not only how a car performs, but often the fact that the car performs at all, and instead seek to apply non-physical attributes such as sex appeal to their products. Business-to-business campaigns, on the other hand, seek to educate their target audience by providing specific factual

information. Many target companies in business-to-business campaigns are already well-informed on the product area, in which case promotional material may have to go as far as offering product specifications. Often, however, campaigns are promoting products that the target market is unaware of - in such cases, the physical benefits of the product must be concisely conveyed.

The importance of personal relationships

The fourth distinguishing feature of business-to-business markets is the importance of the personal relationship. A small customer base that buys regularly from the business-to-business supplier is relatively easy to talk to. Sales and technical representatives visit the customers. People are on first name terms. Personal relationships and trust develops. It is not unusual for a business-to-business supplier to have customers that have been loyal and committed for many years. The consequences of this for marketing budgets are a relatively high spends on people (sales and technical support) and a more modest expenditure on other forms of promotion. Advertising budgets for business marketers are usually measured in thousands of Euros and not millions.

The limited number of buying units

Almost all business-to-business markets exhibit a customer distribution that confirms the Pareto Principle or 80:20 rule. A small number of customers dominate the sales ledger. Nor are we talking thousands and millions of customers. It is not unusual, even in the largest business-to-business companies, to have 100 or less customers that really make a difference to sales. Because such small numbers of customers dominate the lives of businesses, database management is a

crucial part of business-to-business marketing. Customer relationship management systems (CRM) now allow databases to be kept up-to-date with personal details of members of the DMU together with every transactional and contact record. There is also a matter of scale. In consumer markets there are reasonable limits to the amount that a single person can buy and use of any product. Certainly there are heavy users of all consumer products but the difference between the light user and the heavy user is a matter of small degree compared with the scale of differences in business-to-business markets. You can fit most buyers of consumer products into a "typical spend per month" with a few heavy spenders and a few light spenders at the extremes. The range of spend between the largest and smallest buyer in a business-to-business universe is likely to be much larger than the range of spend between the largest and smallest buyers in consumer markets. Small numbers of customers of widely different sizes is a major distinguishing feature of business-to-business markets and this requires a completely different marketing approach to that required for consumer markets.

There is a difference

The differences between business-to-business markets and consumer markets that have been outlined in this paper are clearly considerable. So, what does this mean to the business-to-business marketer? Small customer numbers, complex decision making units and complex products and applications throw the emphasis on close targeting and personal relationships. Consumer marketers face the challenge of communicating with a much wider customer base and ensuring that their products or services are in perfect condition at the point of sale. The common challenge for both business-to-business and consumer marketers is to truly understand their customer needs and to be able to communicate that their products or services really are special in

being able to satisfy them. There is usually substantial room for improvement in both respects.

However, the most neglected marketing opportunity in the business-to-business arena is the building of a strong brand. In a world where it is becoming increasingly difficult to distinguish one product from another, it is even more important to have the support of a powerful brand. It is difficult to measure the precise contribution of a company's brand to the buying decision. However, those who have made estimates suggest that in industrial and business-to-business markets, the brand plays less than a 5% role in influencing the buying decision compared with a 30%+ role for consumer products. The opportunities for business-to-business companies to develop their brands to play a more important role in supporting their products and services are the subject of another white paper from B2B International Ltd.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section details the methodology used for the study. The major areas of particular concern to the proper execution of this study included: the Research design, study area, target population, sampling technique and size, data collection instrument, and the data analysis techniques used in arriving at the solution to the problem under study.

3.1 Research Design

The study adopted a general deductive and quantitative process towards the realization of the empirical findings. An explorative and deductive approach helped establish answers to the streamlined questions in the previous chapter. The study focused on a survey strategy. Survey strategy is usually associated with the deductive approach for describing such an exploratory research study. With this strategy and philosophy, the study became comparatively easy to explain using quantifiable research instruments. The survey system allowed the researchers to collect quantitative data necessary to the research purpose-which was analyzed quantitatively using descriptive and inferential statistic (Saunders, 2007).

3.2 Study area

This study was restricted to Kumasi Metropolis and associated economically active territories 'Bantama, Adum and the central market', wholesale and retail pharmaceutical shops. The preliminary survey conducted by the researchers showed that the selected areas are full of

pharmaceutical firms. The chosen areas however were the most convenient as there the researchers are not far located from the named terrains.

3.3 Target Population and Sampling Technique and Sample Size

According to Donald Chester & Asghar, (2006), a population consists of all the subjects a researcher conducts a study on. It consists of (persons, objects, events) that forms a known whole. The process of selecting subsets of the subjects representing an entire population is the sampling.

Population for the study included all wholesale and retail pharmaceutical shops within Kumasi Metropolis. The study considered a representative figure of 60 as its sample size under convenient sampling techniques; 30 wholesale and 30 retail shops respectively. Unbiased apportionment was made in respect to the sampled population selected from the three target terrains (clusters) in the metropolis. Therefore $\frac{60}{3} = 20$ was held for the respondents shops target in each cluster, where denominator 3 represents the total number of clusters. In effect the researchers selected 20 pharmaceutical shops within Adum, Bantama and 20 firms from the central market. To arrive fairly with the 20 retail and wholesale points without limiting to a particular cluster, the researchers' employed purposive sampling technique to select 10 retail shops each from Bantama and Adum and 10 from the other cluster. The remains were targeted on the wholesale firms.

3.4 Data Collection Instruments

Primary data was collected through the self-administered questionnaires. This was designed and structured in a way to remain focused on the deterministic variables to the research investigation.

The questionnaires were self-developed and pretested to ensure reliability.

3.4.1 Questionnaires

As a data collection instrument, questionnaires could either be structured or unstructured. According to key (1997), a questionnaire is most at times very straight to the point already generated set of questions designed to achieve specific information to solve a particular problem about an important study area. A structured self-administered questionnaire with direct questions was used to limit and ease the analysis of response-variation among interviewees. A number of question formats were used in designing questionnaire so as to elicit appropriate information from the respondents.

Opened and close-ended questions with multiple choices were used to limit the interviewees' on the options to be selected from. Closed-ended questions were largely used to ease data collection and avoid engaging respondents for long whiles they have a tight working schedule. A very few open-ended questions were used to elicit further detailed information from the respondents.

The researchers chose questionnaire because it is cost efficient and very easy to administer. Again questionnaire was chosen to ally the collation of respondents' opinions and views on specific areas of the study. Above all, this tool is best used for such an exploratory research. Questions were then designed based on the research objectives to be achieved through the set hypothesis.

3.5 Data Analysis Techniques

The analyses of data collected were expressed most quantitatively, to enable a comparative and statistical inference using Microsoft Excel program and statistical package for social sciences

(SPSS) version 16.0. A multiple regression in analyzing the data was thus employed. Statistical techniques such as frequency distribution tables and pie chart or bar chart were the visual forms of research communication used for further description of the research variables under study. Primarily the data was displayed in percentage but with frequencies where relevant.

CHAPTER FOUR
FINDINGS PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents the significant findings and analysis of the data collected for the study. The results are presented in tables, percentages and bar or pie charts.

4.1 Demographic information:

4.1.1 Respondent firms years in business

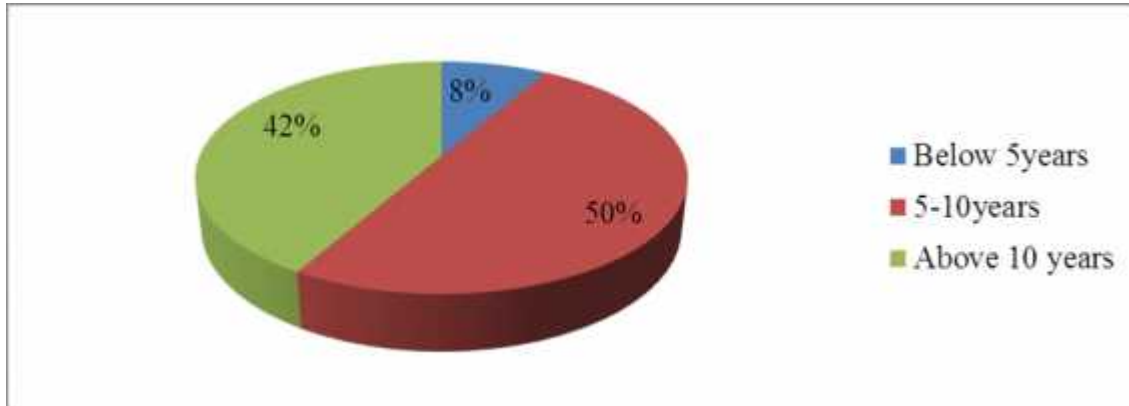
Table1/figure1 shows majority of the respondents having been in business for 5-10years. They grabbed 50% of the total responses given. Very few have existed in the pharmaceutical industry below 5years. (*See beneath table 1*)

Table 1: Respondents years in business

	Frequency	Percent
Below 5years	5	8.33
5-10years	30	50
Above 10 years	25	41.67
Total	60	100

Fifty percent of the respondent firma said they have been in the pharmaceutical industry for 5-10years. 42% (approx.) have traded in it for over 10years now. Only 3% appears newbies to the industry.

Fig 1: Respondents' years in business



4.1.2 Transacts with Pokupharma

Depictions below indicate that every single shop interviewed transacts with the Pokupharma ltd.

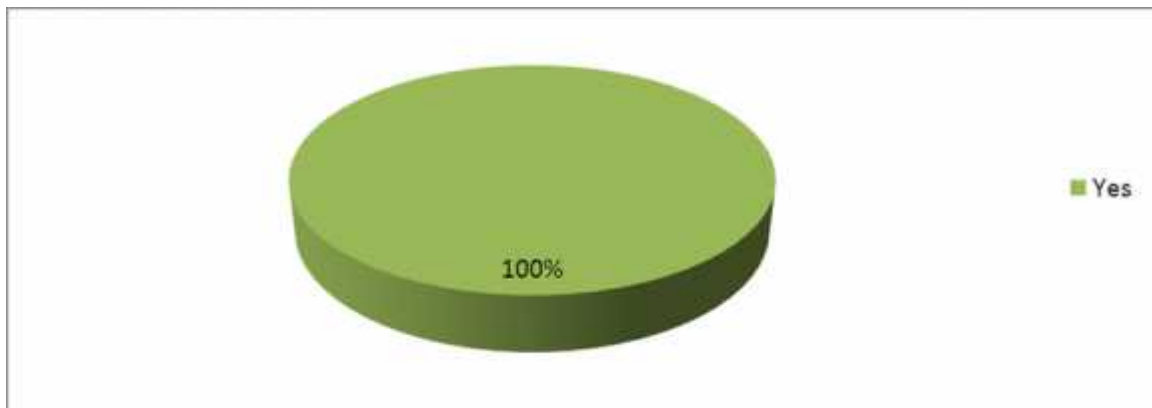
This proves how massive the firm is expanding its market coverage (share) in the pharmaceutical industry. (Check statistics below table 2)

Table 2: Transact with Pokupharma

	Frequency	Percent
yes	60	100

Hundred percent of the respondents' are in business with the Pokupharma.

Fig 2: Transact with Pokupharma



4.1.3 Type of shop/ firm

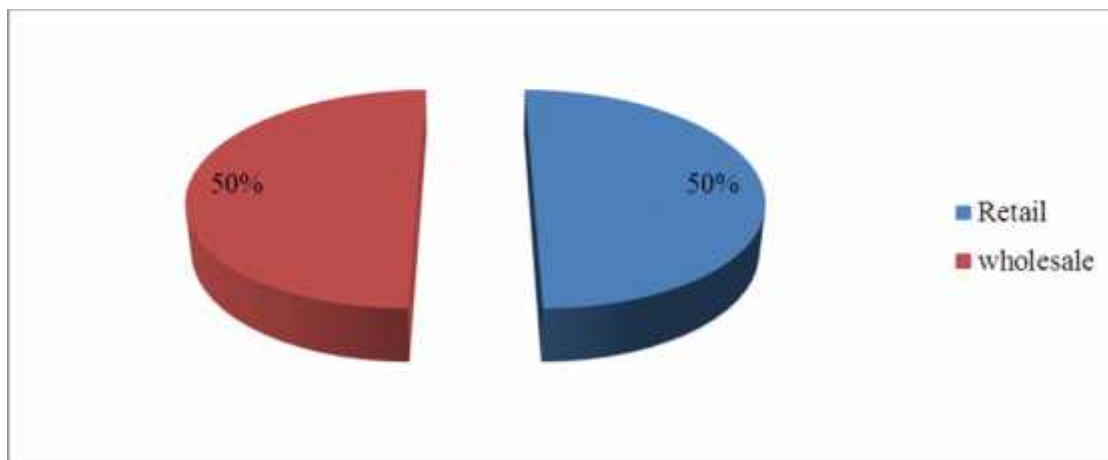
Response from table 3 shows that the equivalent number of the respondents firms was into wholesale and retailing respectively as the penultimate chapter targeted.

Table 3: Type of shop/ firm

	Frequency	Percent
Retail	30	50
wholesale	30	50
Total	60	100

Fifty percent of the respondents were respectively retailers and wholesalers. This is in compliance with the stated methodology, in the previous chapter.

Fig 3: Type of shop/ firm



4.1.4 Frequency of purchase from Pokupharma

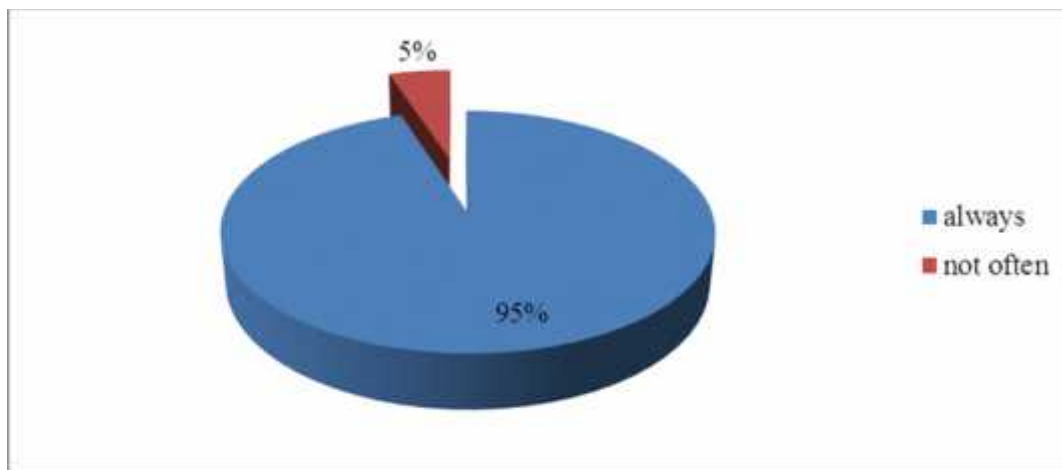
Almost every single firm interviewed purchases from the Pokupharma each day they are run-out- of- stock. Just a meager sect of the respondents does not patronize from the firm on routine base (See below table 1)

Table 4: Frequency of purchase

	Frequency	Percent
always	57	95
not often	3	5
Total	60	100

Ninety-fivepercent of the respondents said they buy on frequent bases fromPokupharma. Merely 5% do not but purchases from Pokupharma though.

Fig 4: Frequency of purchase



4.2 B2B Customers reasons for purchasing from Pokupharma

The illustrations below shows over 50% responds collected in favour of all the indicators enumerated. The implication holds that the B2B clients of Pokupharma prioritize buying from the firm notfor its single attractive feature. The reasons streamlined included the favourable debt collection period, product efficacy, Discounts on bulk purchases; good packaging and aftersales services coupled with the less complain they receive on the firms' products, serving as a plus to

Pokupharma credibility. The products efficacy seems to be doing the magic of the firm in the industry. Apparently, the greatest factor of concern to the B2B customers is the factor stated. The last thing the businesses glimpsed over, choosing the Pokupharma was its aftersales service offer. (See details down table 5)

Table 5: Various Reasons for purchasing from Pokupharma

Reasons	SD		D		Total	N		A		SA		Total
	Freq	%	freq	%	%	freq	%	freq	%	freq	%	%
Debt collection period	2	3.33	2	3.33	6.66	4	6.67	18	30	34	56.67	86.7
product Efficacy	-	-	-	-	-	6	10	40	66.67	14	23.33	90
Bulk discounts	-	-	-	-	-	10	16.7	26	43.33	24	40	83.3
less complains on products	-	-	4	6.67	6.67	8	13.3	30	50	18	30	80
Good packaging	-	-	2	3.33	3.33	20	33.3	22	36.67	16	26.67	63.3
Aftersales services	-	-	6	10	10	18	30	22	36.67	14	23.33	60

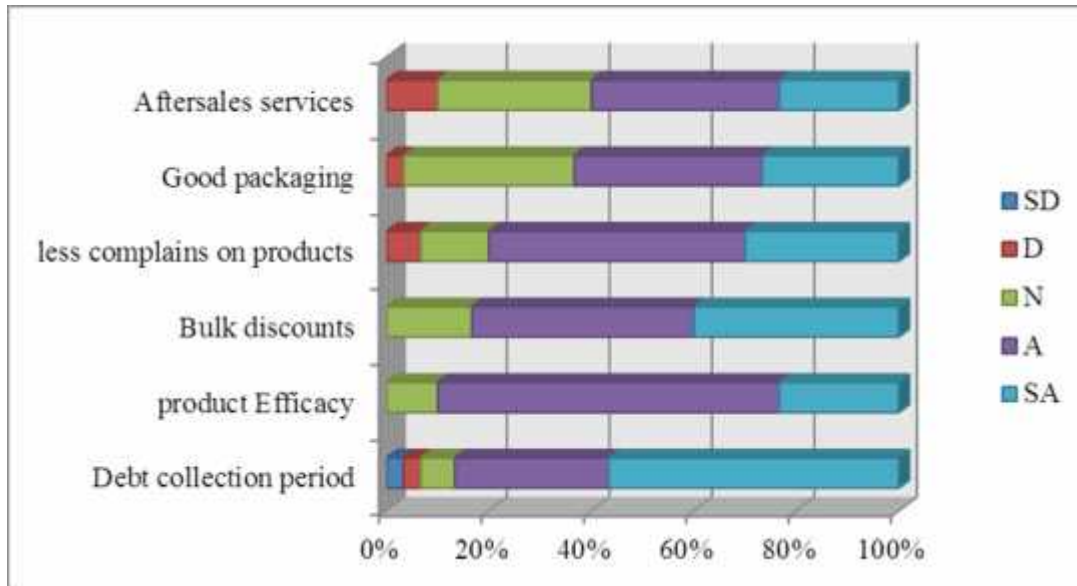
Variables in this table were independently analyzed with the 30 sample respondents

NB: SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

Approximately 87% of the respondents reported that they actually purchased from pokupharma for its favourable customer debt collection period. 7% respectively did not support and were neutral on the other end to this claim.90% proposed the efficacy of the firms products when 83 % (approx.) gets glued to pokupharmafor the routine discounts they enjoy on bulk purchases. 80% of the firms said their customers scarcely complain on pokupharma products as 63% (approx) chipped in with the good packaging to the firm'sproducts. 33% remained silent when

3% arguably refuted the claim.60% attributed their purchase forpokupharma competitive aftersales service offer. As 30% vaguely defined their stance, 10% thoroughly discard the said opinion.

Fig 5: Various Reasons for purchasing from Pokupharma



4.3 Perception of B2B customers on Pokupharma

Pokupharma customers carry positive notions on the firm. The entire sampled B2B customer suggested Pokupharma has a high quality product. Adding to it was their view that the firm posits an exquisite timely delivery vis-à-vis its services and equally renders quick response to customer queries. The buyers then accept for ones that the firm has a good corporate image and quicklyrespond to new products innovations on timely base. No wonder all the firms one way or the other transacts business with the pokupharmaaspoint4.1.2discloses. Details found under table

Table 6: Perception of B2B customers on Pokupharma

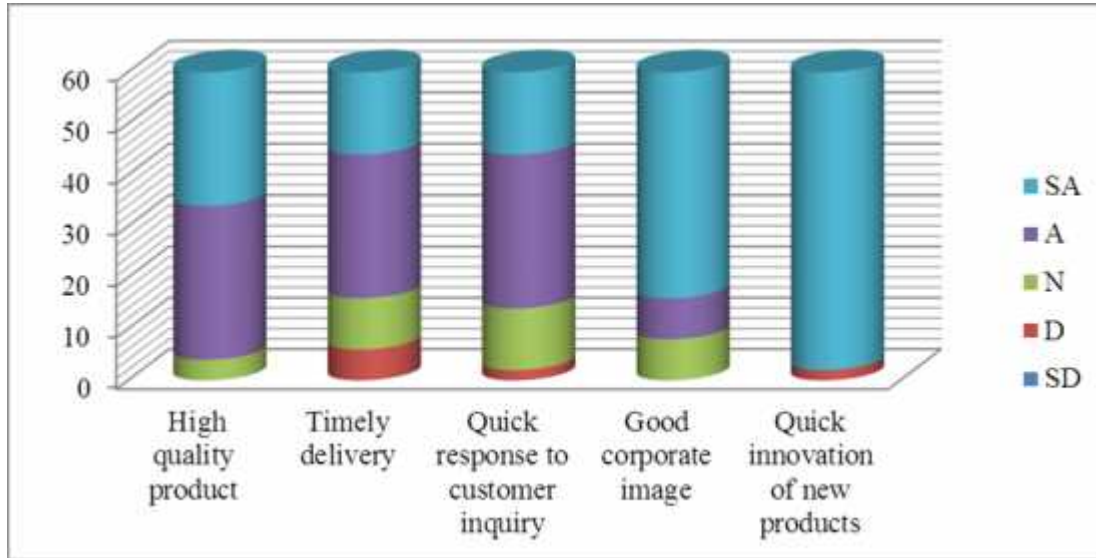
Perception	SD		D		Total	N		A		SA		Total
	Freq	%	freq	%	%	freq	%	freq	%	freq	%	%
High quality product	-	-	-	-	-	4	6.67	30	50	26	43.33	93.33
Timely delivery	-	-	6	10	10	10	16.67	28	46.7	16	26.67	73.34
Quick response to customer inquiry	-	-	2	3.33	3.33	12	20	30	50	16	26.67	76.67
Good corporate image	-	-	-	-	-	8	13.33	8	13.3	44	73.33	86.66
Quick innovation of new products	-	-	2	3.33	3.33	-	-	-	-	58	96.67	96.67

Variables in this table were independently analyzed with the 30 sample respondents

NB: SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

The table shows that 93% of the respondents favouring the argument that Pokupharma has a high quality product; 7% were neutral in the debate when none refuted the assertion made. 73% (approx.) Perceives the firm has a timely delivery 10% argued as 17% could not define. Their stand. 77% opined that Pokupharma offer quick response to customer inquiries. Only 3% argued to the contrary though 20% were neutral. As usual, 87% vogue to share that the firm has a good corporate image, none gave a converse view though 13 % (approx) said nothing on the conjuncture made. to 97% pokupharma quickly respond to innovate new products on timely base. However, 3% in approximation refuted this opinion.

Fig 6: Perception of B2B customers on Pokupharma



4.4 Relationship between the frequency of B2B customer’s purchase and the reasons for choosing Pokupharma

A positive correlation exists between the customers’ reasons for choosing Pokupharma and the frequency of purchase from the firm; the link between the dependent-independent variables was however estimated 0.40, moderate. The frequency of B2B customers purchase is non-rigorously determined by the cited reasons, as far as the strength of correlation is concern. Other peripheral factors or reasons equally account for the routine purchases of the customers. Quantitatively, only 16.1% variation in the customers’ repeat purchase decisions can be explained by the linear relationship between the said dependent variable and the customers claiming reasons for buying Pokupharma products. In synopsis, the behavioral trace of the various predictor variables was captured in relation to the dependent variable, frequency of purchase respectively. According to the regression model under table 9, other factors motivate customers to affect their repetitive purchase by 0.993, holding all variables constant. Pokupharma Debt collection period (1)

reduces customers repeat purchase decision by 0.015 at the slightest attempt to quite this offer. Product efficacy (2) had a positive correlation with the B2B customers repeat purchase decision. A smaller increase in the efficacy of pokupharma products has the power of trucking customers to repeat their patronage and vice versa. However, Bulk discount (3) inversely related to the clients' repetitive purchases; akin to this variable was the minimal complains (4), good packaging (5) and the after sales service (6). In the light of these variables the purchase decision of the customers responds accordingly by 0.027, 0.006 and 0.081

Table 7:Model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
				R Square Change
0.401	0.161	0.066	0.243	0.161

a. *Predictors: (Constant), after sales services, Debt collection period,*

Bulk discounts, product efficacy, good packaging, less complains on product.

Pearson's model(R) reflected a positive moderate correlation between the customers' reasons for choosing pokupharma and the frequency of purchase from the firm. The link between the dependent-independent variables alike was estimated 0.40 (on numerical base). This is to say that the frequency at which B2B customers purchase from the firm is not solely determined by the independent (predictor variables) streamlined (Ref: below table 7). Other peripheral factors or reasonsequally accounts for the routine purchases of the customers. Basically, only 16.1% variation in the customers' frequency of purchase can be explained by the linear relationship between the said dependent variable and the customers claiming distinctive reasons for buying

pokupharma products. 83.9% of the purchasing decision is unexplained by the respondents proposed reasons but implicit externalities like good customer care etc.

4.4.1 Test whether frequency of B2B customers' purchases is affected by the various cited reasons for choosing Pokupharma (as table 7 explains) using the T-test statistic

Statistically, there is enough evidence to assert that the cited reasons have insignificant impact on the B2B customers' frequency of purchase with the exception of two factors comprising of the firm's discount on bulk purchases and aftersales offers (see details below)

Table 8: Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. P-value	Decision
	B	Std. Error	Beta			
(Constant)Y	0.993	0.448	-	2.215	0.031	-
Debt collection period ₁	-0.015	0.04	-0.06	-0.383	0.703	Accept H ₀
product efficacy ₂	0.085	0.073	0.191	1.159	0.252	Accept H ₀
Bulk discounts ₃	-0.1	0.048	-0.288	-2.096	0.041	Reject H ₀
Less complaint on product ₄	-0.027	0.051	-0.091	-0.535	0.595	Accept H ₀
Good packaging ₅	0.006	0.042	0.02	0.138	0.89	Accept H ₀
after sales services ₆	0.081	0.037	0.301	2.19	0.033	Reject H ₀

a. Dependent Variable: Frequency of Purchase(Y)

b. Predictor variables: Predictors: (Constant), after sales services, Debt collection period, Bulk discounts, product efficacy, good packaging, less complains on product

H₀: B2B customers' frequency of purchase is insignificantly affected by their reasons for choosing Pokupharma

H₁: B2B customers' frequency of purchase is significantly affected by their reasons for choosing Pokupharma

Rejection Rule: reject H₀ at P-value < α - level of significance 0.05 or 5%

Decision and conclusion: Table 8 defines a respective p-value to the cited reasons for patronizing from pokupharma. The p-values to the variables seem greater compared to the α - level 0.05 in four variables including debt collection period, product efficacy, product packaging and less complaints received on the firm's products .We fail to reject H₀ on these variables and conclude that the stated factors insignificantly (lessly) affect the B2B customers repeat purchase decision from Pokupharma. On the other hand, bulk discount and the firm's after sales services tested a p-value lower than the significant level 0.05. B2B customers' frequency of purchase is significantly affected by only the two reasons for choosing Pokupharma out of the six. No wonder Table 7 projected the influence at merely 16.1%

4.4.2 Model formulation and Test for overall significance of the regression model:

ANOVA ^b					
	Sum of Squares	df	Mean Square	F	Sig. P-value
Regression	0.599	6	0.099	1.691	0.141
Residual	3.133	53	0.059		
Total	3.733	59			

a. *Dependent Variable: Frequency of Purchase*

b. *Predictor variables: Predictors: (Constant), after sales services, Debt collection period, Bulk discounts, product efficacy, good packaging, less complains on product*

On the bases of Table 8, regression equation was formulated to point-out the underlying relationships between the customers' diverse reasons for choosing Pokupharma and the frequency of their purchases.

Regression model: $Y=0.993 -0.015 X_1 +0.085 X_2 -0.1 X_3 -0.027 X_4 -0.006 X_5 -0.081 X_6$

NB: definition to beta variables has been given on table 8

4.4.2.1 Model interpretation:

From the formulated model, other factors motivate customers to affect their repetitive purchase by 0.993—quantitatively, holding all variables constant. Pokupharma Debt collection period (X_1) reduces customers repeat purchase decision by 0.015 at the slightest attempt to quite this offer. Product efficacy (X_2) had a positive correlation with the B2B customers repeat purchase decision. A smaller increase in the efficacy of pokupharma products has insignificant power of trucking customers to repeat their patronage and vice versa. Bulk discount (X_3) inversely related to the clients' repetitive purchases. Akin to this variable was the minimal complains (X_4), good packaging (X_5) and the after sales service (X_6). In the light of these variables the purchase decision of the customers responds accordingly by 0.027, 0.006 and 0.081.

4.4.2.2 Test for overall significance of the regression model using the F-Test statistic

H₀: the model is insignificant for prediction purpose

H₁: The model is significant for prediction purpose

Rejection Rule: reject H_0 at p -value < α -level 0.05

Decision: the ANOVA- table9 shows a p-value for the f-statistic at 0.141 which is above the - level of significance 0.05. We fail to reject H_0 for that purpose.

Conclusion: at a confidence interval of 95%, the researchers can then say with ample statistical evidence that the regression model generated was insignificant for the prediction of B2B customers' repetitive purchase decisions. This could be attributed to the fact that some meritorious forces to the B2B clients purchase decision yet remain covered at the oversight of the study. Decisively, where as all the stated reasons contribute, one can necessarily rely much on factors such as the bulk discount and the good aftersales service offersto prescribe the phenomenon of a B2B customer makingrepetitive purchase decision at the Pokupharma Ltd.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Today, businesses have seen the need to devise other mechanisms' to ally customer attraction and retention at a wider dimension from the conventional marketing approach. Business-to-business cites one key strategy that global and voluminous produce- distribution firms are resorting to expand and gain differential advantage in the path way to competitive advantage. This study sets out the mechanisms to the attraction and retention of B2B customers in business. Focusing on all wholesale and retail points in the Ghana pharmaceutical industry, the study assumed Pokupharma Company Limited as the center of focus. This chapter presents the summary of the research findings, conclusion and recommendations on the findings there after.

5.1 Summary of findings

Four specific objectives were set for this study. This included:

- Determining the reasons for B2B customer purchase from Pokupharma company ltd
- Establishing the relationship between frequency of customers purchase and the reasons for choosing Pokupharma
- Determine the perception of customers on Pokupharma ltd B2B system

The following summaries are presented on the bases of the prior chapter

B2B Customers reasons for purchasing from pokupharma

The survey ascertained that B2B clients prioritize buying from the Pokupharma not only for a single attractive feature. The reasons outlined included the favourable debt collection period, product efficacy, Discounts on bulk purchases; good packaging and aftersales services coupled with the less complain they receive on the firms' products. Apparently, the greatest factor of particular concern to the B2B customers appeared to be the efficacy of the firm's product. The last thing the businesses considered over choosing Pokupharma seems to be the aftersales service offer of the firm.

Perception of B2B customers on pokupharma

B2B customers have positive notions on the firm. The study shows that the customers believe Pokupharma has a high quality product. Adding to it was their view that the firm provides an timely delivery of its services and equally renders quick response to customer queries. Pokupharma has a good corporate image and quickly respond to new product innovations on timely basis.

Relationship between frequency of B2B customer's purchase and the reasons for choosing pokupharma

A positive correlation exists between the customers' reasons for choosing pokupharma and the frequency of purchase from the firm. The link between the dependent-independent variables was estimated 0.40, moderate. The frequency of B2B customers purchase is non-rigorously determined by the cited reasons, as far as the strength of correlation is concern. Other peripheral factors or reasons equally account for the routine purchases of the customers. Only 16.1%

variation in the customers' repeat purchase decisions can be explained by the linear relationship between the said dependent variable and the customers claiming reasons for buying pokupharma products. Over 80% of the B2B's repeat purchase is attributable to other externalities not captured in the survey. In all Pokupharma discount offer on bulk and its appreciable aftersales service does the attraction of the B2B customers the most. The other variables less contribute to the customers' decision.

5.2 Conclusion

Schematically, wholesale, retail firms in the pharmaceutical industry appreciates transacting in the B2B system with a particular firm for diverse reasons in Ghana. The indicators incorporates]the favourable debt collection period, product efficacy, discounts on bulk purchases; good packaging and aftersales services coupled with the less complain received on the firms' products. The B2B customers have positive notions in the pharmaceutical industry. The firms do not only carry a notion that their benefactor has a high quality product but believes their dealer(s) posits an exquisite timely delivery vis-à-vis its services and equally renders quick response to customer queries and accepts the idea that the benefactor has a good corporate image and quickly respond to new products innovations on timely base. A positive correlation exists between the customers' reasons for choosing to buy a particular firm product in the pharmaceutical industry and the frequency of purchase from the supplier. Whereas this was seen moderate, the frequency of B2B customers purchase is non-rigorously determined by the cited indicators, as far as the strength of correlation is concern. Other peripheral factors or reasons equally account for over 80% of the routine purchases of the customers. Nonetheless, the factors significantly moving firms to make repeat patronage under the B2B system of the

pharmaceutical industry is the bulk discounts and attractive aftersales services some firms like Pokupharma offers in the industry.

5.3 Recommendation

Following the statistical testing of the proposed hypothesis in chapter 1, the study has actualized in a broader scope that, bulk discount offers and attractive aftersales services captures the B2B customer into a particular supplier's business net in the pharmaceutical industry.

To attract and retain B2B customers, suppliers are advised to take cognizance of the two factors and better still improve for competitive edge, giving appreciable attention to the other supportive factors as well (*see 5.1 for the supportive factors*).

5.3.1 Further Research

As a build-up to this study the writers'' recommend to posterity researchers' the underpinned topic:

To examine the true peripheral indicators to the B2B customers repetitive purchase

To set out the relationship between B2B customers' perception and frequency of purchase

To consider B2B customer attraction and retention, from the spectrum of other industry

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APPENDIX

QUESTIONNAIRE

This questionnaire is administered to solicit data on the topic B2B customer Attraction and Retention in business. You are warmly assured of the confidentiality and anonymity of the data requested of your firm. Kindly feel free to respond.

1. How many years have been in business?

Below 5yrs 5-10yrs Above 10yrs

2 Does your firm transact business with Pokupharma.

Yes No

3 Is your firm a retail or a wholesale shop.

Retail wholesale

4 How often do you buy from Pokupharma.

Always not often not at all

5 What influences you to choose buying from Pokupharma than other firms as many possible as applicable to your case.

Possible reasons for choosing Pokupharma	SD	D	N	A	SA
Duration of payment after purchase					
Efficacy of the product					
Bulk purchase discount					
Good packaging					
Pokupharma offers after sales service.					

NB; SA= strongly agree, A=Agree, N=neutral, SD= strongly disagree, D= disagree.

PERCEPTION OF CUSTOMER	SD	D	N	A	SA
Pokupharman's products are high quality					
The firm has a timely delivery					
Pokupharma provides quick response to customer inquiry					
It has a good corporate image					
Quick innovation of new products					