

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS & CORPORATE STRATEGY

**THE EFFECTS OF BRANDING ON SPORTS FAN OF GHANA LOCAL PREMIER
LEAGUE.**

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**A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING, LOGISTICS &
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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 do 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 accepted for the award of any other degree of the universities except where suitable acknowledgement has been made in the text.

DEDICATION

This research study is dedicated to God Almighty, our creator master. Our greatest teacher and messenger Jesus Christ, who taught us the purpose of life. Christian Service University College our second magnificent home. Our great parents who never stop giving of themselves in countless ways. Our friends and fellow colleagues who encouraged and supported us, all the people our life who touch our heart we dedicate this research.

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ABSTRACT

Branding is a powerful tool to attract more consumers to particular products. Some may even regard 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 patronage of the Local Ghanaian Premier League. 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 from the Christian Service University College, Kumasi for the analysis. The findings from the analysis showed that most of the people show less interest in Local Ghanaian Premier League. The findings further revealed that, issues such as cost effectiveness, accessibility, advertisement etc. The foreign leagues are ahead of the local Ghanaian football league. These factors and others make the foreign leagues the preferred choice for students in the Christian Service University College. The study suggests that, the managers of the Local Ghanaian Premier League need to invest in the branding of the local league to ensure that the local people will develop interest in the local Ghanaian league as this can serve as a very good economic venture for other people to engage in.

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CHAPTER ONE

INTRODUCTION

1.0 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 people in Christian Service University prefer to patronize the foreign European league as compared to that of the local Ghanaian league.

1.2 Statement of the Problem

With the ever improvement in technological advancement especially in Ghana, access to internet and digital satellite television, a lot of people can now get access to all sorts of foreign materials so easily and foreign sports is no exception. As compared to the past, a lot of people have now built video centers to show live soccer matches of foreign European leagues. With this influx and high patronage of foreign European leagues as compared to the local Ghanaian Premier League, the researcher takes a critical look at why this is so. This research work seeks to study and analyze the effects of branding on the local Ghanaian Premier League. This is in view of the current upsurge in the interest of most Ghanaians in the foreign European football league to that of the local Ghanaian Premier League.

1.3 Objectives of the Study

1. To know how best to improve the local Ghana Premier League.
2. Also to observe why most student do not watch the premier league.
3. To identify if advertisement has an effect on the patronage of the local Ghana Premier league.

4. To know how accessible the League is to sports fans in terms of ticketing and media broadcasting?

1.4 Research Questions

Which soccer club does sport fan prefer in the Ghanaian Local Premier League?

Has accessibility got any effect on the Ghanaian Premier League?

How are consumers satisfied with the branding of the Local Ghana Premier League they patronize?

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 the local Ghanaian Premier League. To inform the appropriate authorities involved in the running of the local Ghanaian league about the need to brand the local league appropriately. The study is also to help identify some of the impediments associated with the proper branding of the local Ghanaian league.

1.6 Methodology

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

1.7 Scope of the Study

This study focuses on why the patronage of the local Ghana Premier League is low. The scope of the study captured respondents from a section of the student body at Christian Service University Collage. The study centered on respondents who are active or inactive about the local Ghana Premier League.

1.8 Limitations of the Study

Though time and financial constraint was a factor, we were able to work within the limited time and budget to have information relevant to the research.

Also we were limited with the returning of the responses from the sports fan. Due to their tight lecture schedules collection and returning of the questionnaires was an issued but the number we got back was appropriate to use for our analysis. That is 100 questionnaires out of 150.

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, procedure used in gathering data for the research work. Chapter Four deals with discussions and the 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 how the study in Christian Service University College and how some students patronize the Ghana Local Premier League.

2.1 The Concept of Brand

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 entertainment 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 make 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 satisfy 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.

Branding more or less for centuries has been a mean 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.

“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 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, advertising 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)

2.3 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.

2.4 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.

2.5 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.

2.6 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.

2.7 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 positive feelings about the products, high level of sponsorship of the English Premier League (EPL) etc.

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.

2.8 Effects of branding

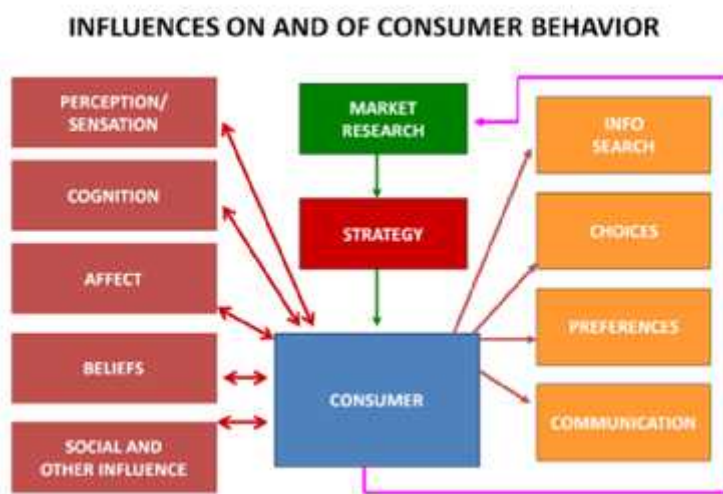
Branding of the Local Ghanaian Premier League which the process of creating distinctive and durable perceptions the minds of soccer fans. Branding can affect consumer behavior in a positive or negative way. In a positive manner branding can help increase the patronage of the local league and good branding can also help maximize sales. With this, the particular brand (Local Ghanaian Premier League) one may feel proud to be associated with it.

The negative effects on branding can drive consumer loyalty and anxiety about the particular product. It degrades the image and its identity of the product(local league).

2.9 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: LarsPerner (1997)

Figure 2.1: Influences on Consumer Behaviour

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

2.10 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, Arnould 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.

2.11 Brief History of the Local Ghanaian Football League

The First Capital Plus Bank Premier League is the top professional football division of the football league system in Ghana. Formed in 1956, the league is organized by the Ghana Football Association and was ranked as the 11th best league in Africa by the International Federation of Football History and Statistics (IFFHS) from 2001-2010 and the league was also ranked 65th in the International Federation of Football History and Statistics (IFFHS') Best Leagues of the World ranking, in the 1st Decade of the 21st Century (2001-2010). On 4 February 2014, the league became known as the First Capital Plus Bank Premier League for sponsorship reasons, it has been dominated by Asante Kotoko and Hearts of Oak. The first professional league in Ghana kicked off 22 years ago. On Sunday 19th December, 1993, the Ghana premier league for the very first time was played and it took place in 6 league centres across the country.

How professional football in Ghana began

The idea for a professional league in Ghana was first raised by the then Minister of Youth and Sports, E.T Mensah on Wednesday 8th, September, 1993 at the Secaps Hotel in Accra. At a dinner in honour of the national Under 17 team, the Black Starlets for emerging runner-up in the FIFA JVC under 17 World Cup in Japan.

The Minister lamented on the amateurish way of the organization of football clubs, saying there was the need for clubs to be turned into corporate entities to ensure a more professional way of running them.

The GFA boss, Nana Brew Butler who had the idea of clubs going commercial complimented the effort of the Minister of Sports, since both parties had similar ideas. The Minister saying the clubs should go professional and the GFA boss wanting clubs to go commercial.

The Winneba declaration

On Thursday 16th September, 1993, the Ministry of Youth and Sports in conjunction with the National Sports Council (NSC), the Ghana Football Association (GFA) organized a three (3) day seminar on the subject at the National Sports College, Winneba.

The Youth and Sports Minister in his opening address urged Ghanaian clubs to go professional. He noted that registering clubs as corporate entities will solve several problems for them and ensure a more professional way of dealing with soccer.

The function was chaired by Mr. ZacBentum, a former Ghana Football Association (GFA) boss. Among the topics treated were the incorporation of football clubs under the companies' code, floating of shares for the clubs, Mr. Ray Whelan, Managing Director of Bobby Charlton enterprise spoke on professionalism, with experience from U.K and Japan, etc.

The declaration indicated among other things that clubs shall be incorporated under the 1963 Act (179), with effect from the 1993/94 season.

It also said that with effect from the 1993/94 season all first division clubs shall enter into a contractual agreement with their players, to bring them to a non- amateur status. Furthermore it urged first division clubs to register not less than 16 non amateur players for the 1993/94 season.

The formation of the Professional/Premier League Board (PLB)

A seven member Professional League Board (PLB), Chaired by ZacBentum, with Mr. E. Lamptey as vice cum treasurer was formed by the Ministry of Youth and Sports in consultation with the GFA headed by Mr. Nana Sam Brew-Butler.

The other members were Mr. W.K Agra (Former National Sports Authority Chief Executive), Mr. Kofi Harley, Registrar- General's Department, Mr. Joe Aggrey, President of SWAG, Mr. KojoQuarshie and Major Yaw Larsen both of the league Clubs Association

Seed money

As an encouragement and capacity building gesture, the Ministry paid GHC 300 to each premier league club to reduce the burden on them in their maiden professional league season.

Since the inception of the Ghana football league in 1956, eight (8) different teams have won the football. Since the beginning of the local premier league, there have been a lot of sponsorships from both local and foreign companies. Notable amongst them are Accra brewery limited (ABL), ABC Golden Lager, Ghana Telecom, Globacom Telecommunication etc. and recently, First Capital Plus Bank.

CHAPTER THREE

METHODOLOGY AND ORGANIZATIONAL PROFILE

3.0 Research Design

The research design used is survey research design. We used this type of research design in order to explain the relationship between the effects of branding on sports fan with the use of questionnaire.

3.1 Research Methodology

There were basically two types of methodology used in this research work. These are qualitative and quantitative methods. In this research, we used quantitative methodology to allow the researcher measure and analyze the dependent variable (sports fan) and the independent variable (branding).

3.2 Qualitative Method

The qualitative method is where the goal is to widen the knowledge and the whole pre understanding through field observations or in laboratories. During the oral method in the qualitative method, the interviewer should guide the conversation as little as possible. The weakness of this method is the effect of the phenomena which will continue to change because of the scientific process.

3.3 Quantitative Method

Quantitative on the other hand are based on already decided and well structured questions which will be asked. The information is reduced to a certain area of interest and respondents

will be asked to answer the questions. The researcher in this research used both the qualitative and quantitative methods.

3.4 Sources of Data/ Data Collection Procedure

The sources of data we used in this research work are primary and secondary data.

3.5 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.

3.6 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 how the foreign European leagues and that of the local Ghanaian league are branded.

3.7 Target Population

The target population of this research was based on a section of people from the Christian Service University College area specifically the student body. Upon the many people interviewed, One hundred and fifty questionnaires were shared for response from people of all walks of life.

3.8 Sample and Sampling Procedure

We used the simple random sampling method to distribute the questionnaire to one hundred and fifty six (150) people from the Christian Service University area. Out of the one hundred and fifty six questionnaires distributed, one hundred responses were returned.

3.9 Data Analysis

The statistical method to be used to analysis the data collected for the research work is the multiple regression method. This will help the researcher to ascertain the effects of branding which is the independent variable and consumer behavior which is the dependent variable.

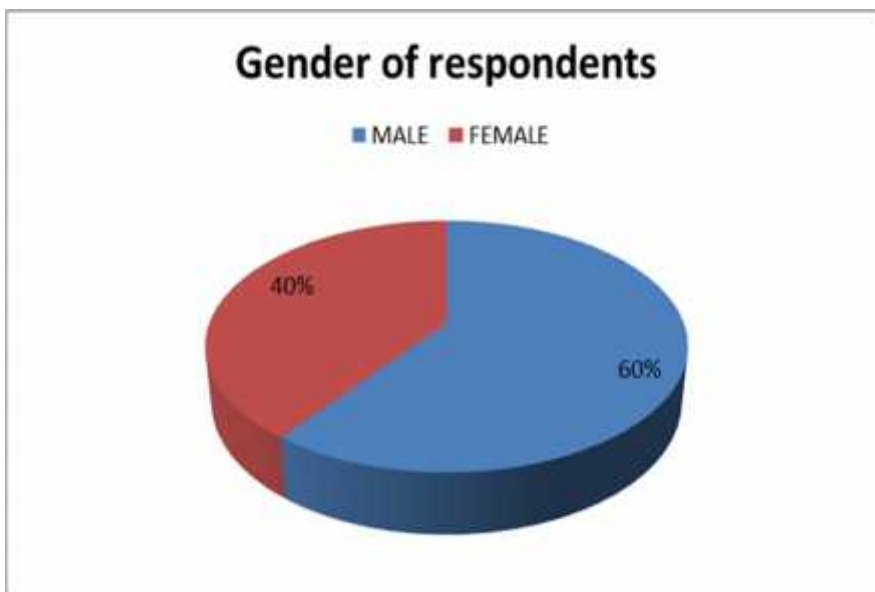
CHAPTER FOUR

ANALYSIS OF DATA

4.1 Analysis of Demographic Characteristics of Respondents

The data collected through questionnaires that were administered to the students of Christian Service University College on the effects of branding on the local Ghanaian Premier League.

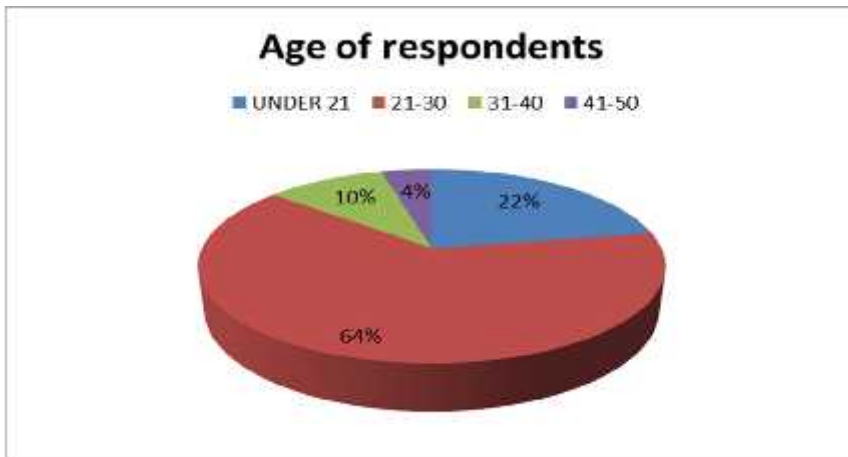
Out of 150 questionnaires that were given out, 100 were answered and returned.



Source: Researcher's field survey, April, 2015

Figure 4.1: Gender of Respondents

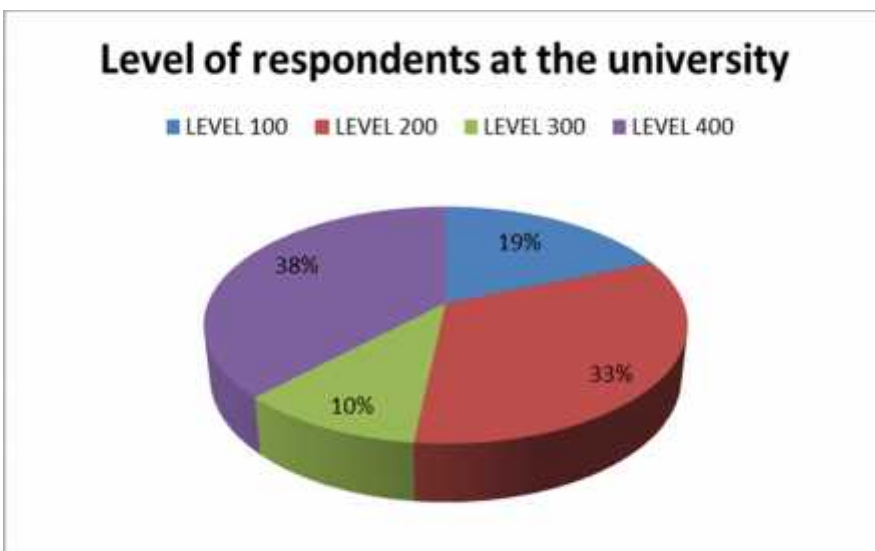
An inquiry made into the gender of the respondents show in figure 4.1 that more than half of the students are males which represent 60%. Whiles the rest of the 40% of the respondents are females. This shows that majority of the respondents who are interested in soccer are males. Therefore their opinion should be of utmost importance to this research work.



Source: Researcher's field survey, April, 2015

Figure 4.2: Ages of Respondents

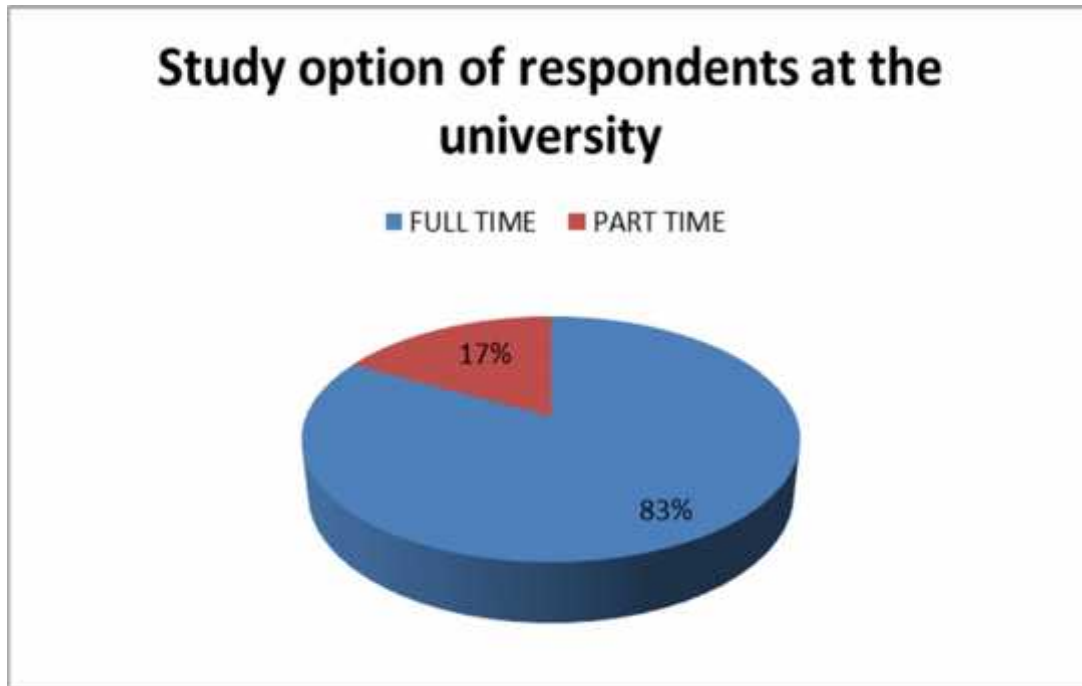
An inquiry into the age of the respondents was made through the questionnaires distributed. The results from the inquiry showed that majority of the respondents representing 64% are aged between 21 years – 30 years. 22% and 10% of the respondents are aged below 21 years and 31 years – 40 years respectively. The remaining 4% of the respondents are aged 41 years – 50 years. Figure 4.1.2 further reveal s that majority of the respondents who have interest in soccer are aged between 21 years – 30 years.



Source: Researcher's field survey, April, 2015

Figure 4.3: Academic level of respondents at the University

The findings from figure 4.3 shows the difference in the various levels of the respondents in the university.38% of the respondents are in level 400 while 33% of the respondents are in level 200.on the other hand,19% and 10% of the respondents are in level 100 and level 300 respectively.

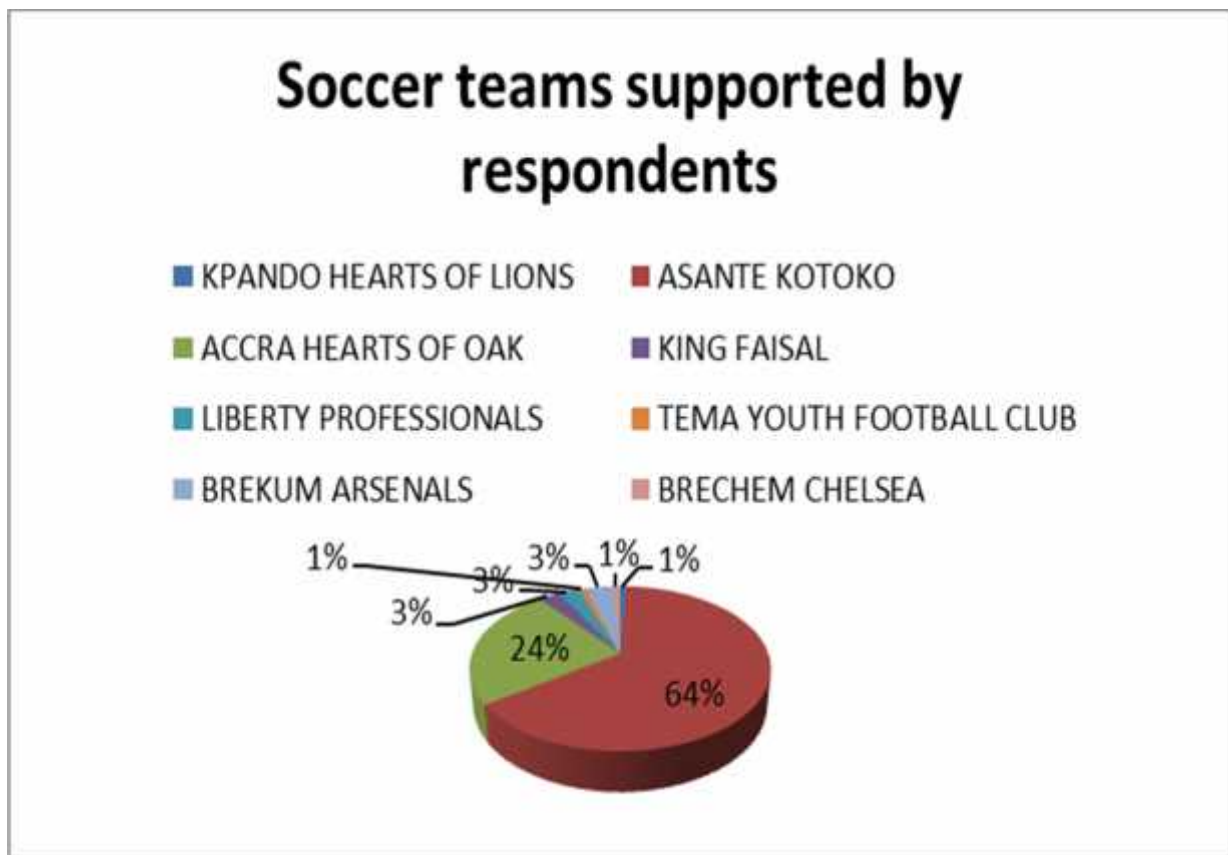


Source: Researcher's field survey, April, 2015

Figure 4.4: Respondents option of study at the university

The result from figure 4.4 shows almost all the respondents are full time students which represent an overwhelming 83% of the total number of respondents. On the other hand 17% of the respondents are part time students.

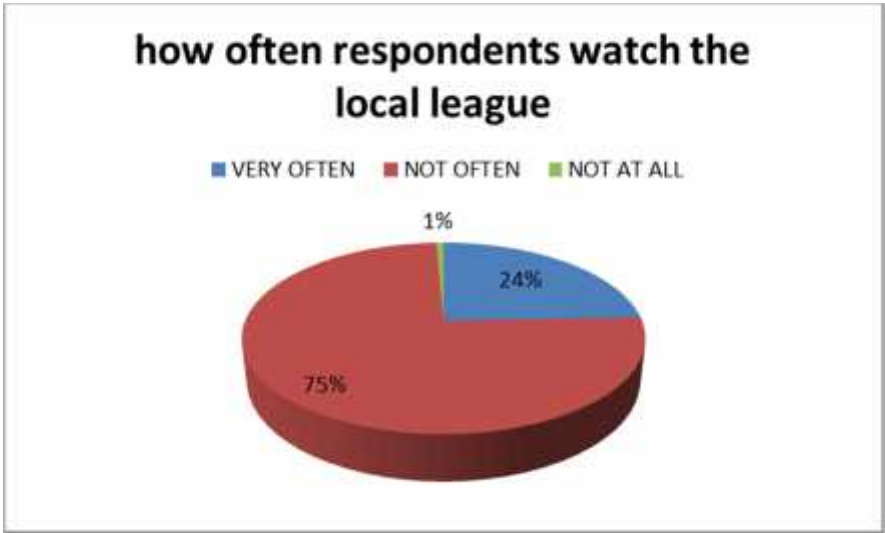
Analysis and Discussion of Main Data



Source: Researcher's field survey, April, 2015

4.5: Soccer teams supported by respondents

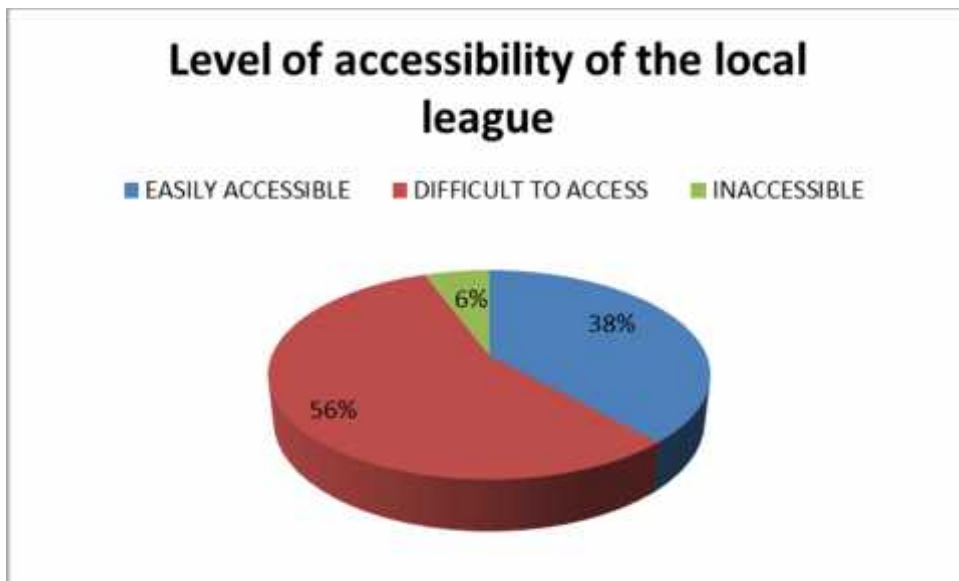
An inquiry was made into the local soccer team supported by the respondents. The result from figure 4.5 shows that, more than half of the respondents support Asante Kotoko and this is represented by 64% of the respondents. 24% of the rest of the respondents support Accra Hearts of Oak. 3% of the respondents are supporters of King Faisal, Berekum Chelsea and Liberty professionals respectively. 1% of the respondents are supporters of Kpando Hearts of Lions, Tema Youth Football Club and Bechem Chelsea respectively. The results further reveal that majority of the respondents are supporters of the two biggest soccer teams in the local league. The input by supporters of these two teams is very helpful and can go a long way to determine how the local Ghanaian Premier League will be patronized.



Source: Researcher’s field survey, April, 2015

Figure 4.6: How often respondents watch the local Ghanaian Premier League

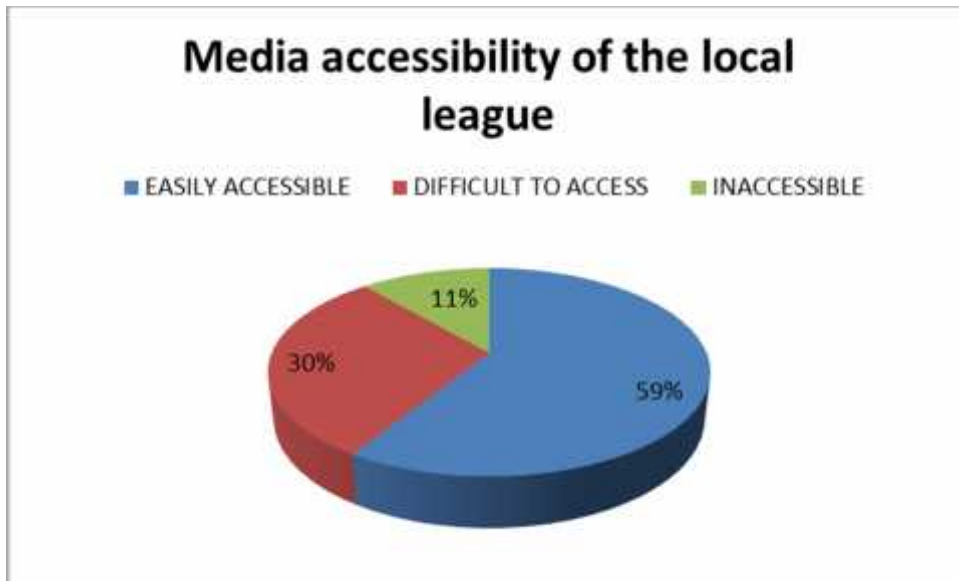
The results from figure 4.6 shows that more than half of the respondents do not watch the local Ghanaian Premier League as often as possible as this is represented by 75% of the total number of respondents. 24% of the respondents watch the local Ghanaian Premier League very often as shown in the result of figure 4.6 the remaining 1% of the respondents rated not at all indicating that they do not watch the local Ghanaian Premier League at all. Doyle (1999), acknowledges that 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. This accretion implies that branding of the local league needs to be improved so that respondents will be aware of the local Ghanaian Premier League so that they can be patronized very often.



Source: Researcher's field survey, April, 2015

Figure 4.7: Respondents level of getting access to the local Ghanaian Premier League

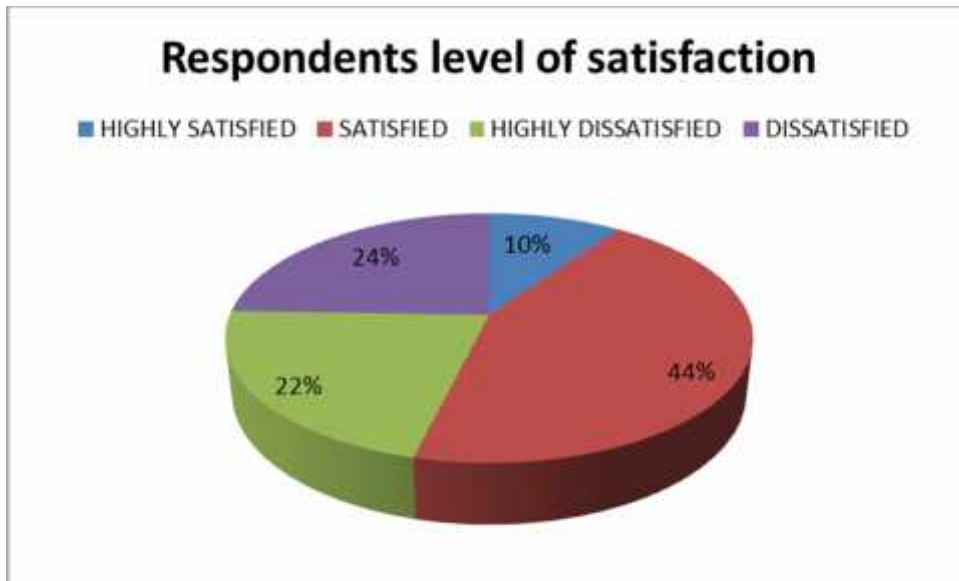
An inquiry was made into the level of accessibility that respondents get in terms of accessing the local Ghanaian Premier League. The result from figure 4.7 shows that more than half of the respondents have a difficulty in accessing the local Ghanaian Premier League as this is represented by 56% of the respondents. 38% of the respondents get easy access to watch the local Ghanaian Premier League as they rated easily accessible. On the contrary, 6% of the remaining respondents do not get access to the local Ghanaian Premier League as they rated inaccessible as shown by figure 4.7



Source: Researcher's field survey, April, 2015

Figure 4.8: Level of accessibility of the local Ghanaian Premier League to the media

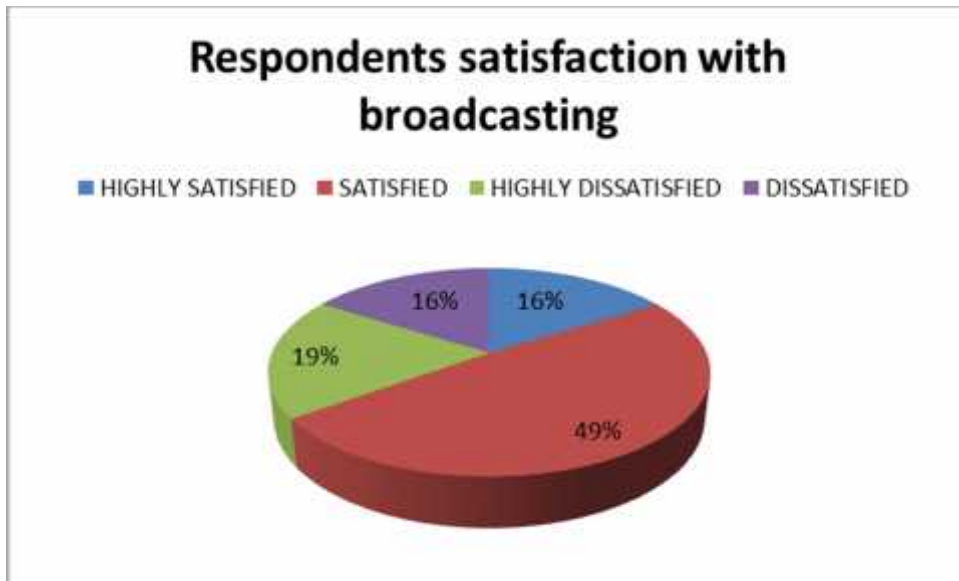
Figure 4.8 shows that in terms of media accessibility of the local Ghanaian Premier League, more than half of the respondents rated easily accessible to indicate that the media get easy access to the local Ghanaian Premier League as this is represented by 59% of the respondents. On the contrary, 30% of the respondents rated difficult to access to indicate that some of the media personnel do not get easy access to the local Ghanaian Premier League. While 11% of the respondents rated inaccessible to show that some of the media do not get access to the local Ghanaian league at all.



Source: Researcher's field survey, April, 2015

Figure 4.9: Level of satisfaction of respondents

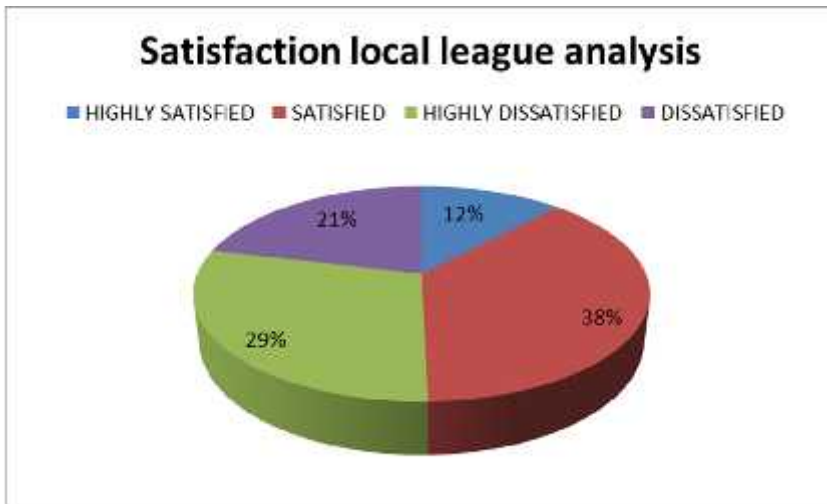
Information was gathered on the level of satisfaction of the respondents. The results from the findings showed that, 44% of the respondents are satisfied with the local Ghanaian Premier League as they rated satisfied. On the other hand 24% of the respondents are dissatisfied with the local Ghanaian Premier League as they rated dissatisfied. 22% of the respondents rated highly dissatisfied to show their level of satisfaction with the local Ghanaian league. However, 10% of the remaining respondents are highly satisfied with the level of the local Ghanaian Premier League. There for further indicates that a sizable number of the respondents are not satisfied with the local Ghanaian league.



Source: Researcher’s field survey, April, 2015

Figure 4.10: How respondents are satisfied with the broadcasting of the local Ghanaian league

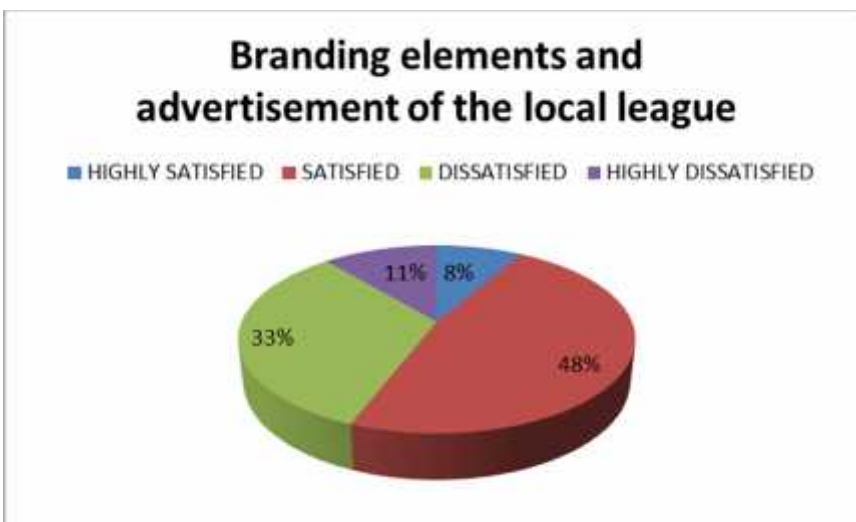
The research inquired into the level of satisfaction of respondents with broadcasting of the local Ghanaian League. Figure 4.10 shows that 49% of the respondents rated satisfied while 19% of the respondents rated highly dissatisfied. 16% of the remaining respondents rated highly satisfied and dissatisfied respectively. The result further indicates that most of the respondents are satisfied with the level of broadcasting of the local Ghanaian league. The level of broadcasting of the local Ghanaian league needs to improve because according to Keller (1998), brand awareness can be enhanced through repeat exposure to the brand.



Source: Researcher’s field survey, April, 2015

Figure 4.11: How respondents are satisfied with the analysis of the local league

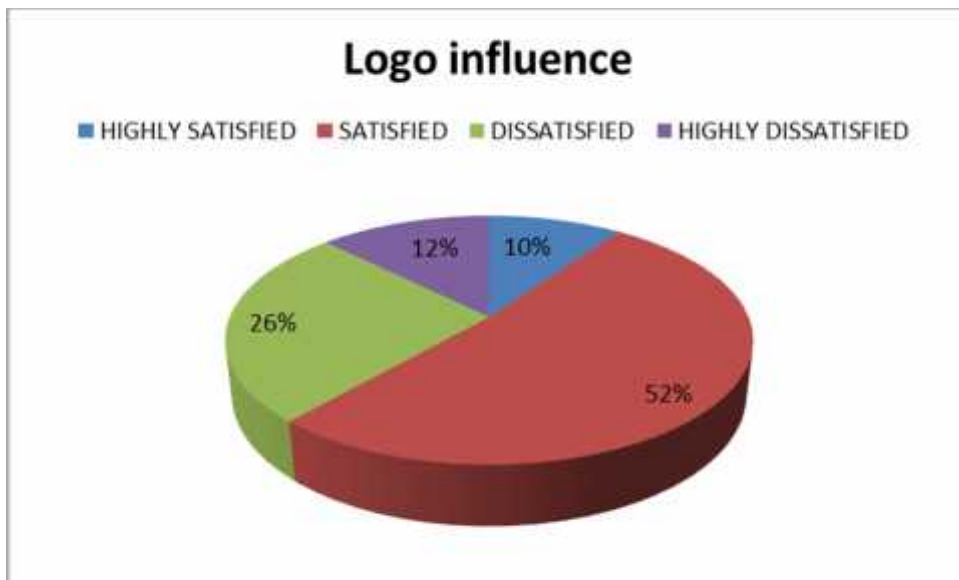
Figure 4.11 shows that 38% of the respondents rated satisfied while 29% of the respondents rated highly dissatisfied. On the other hand, 21% of the respondents rated dissatisfied but on the contrary, 12% of the remaining respondents rated highly satisfied. Figure 4.11 further indicates that there is a sharp contrast in opinion with respect to the level of satisfaction of respondents with how the analysis of the local Ghanaian league is done.



Source: Researcher’s field survey, April, 2015

Figure 4.12: Respondents level of satisfaction with branding and advertisement of the local league

An inquiry was made into how satisfied the respondents are with the branding and advertisement of the local Ghanaian Premier League. The result as shown by figure 4.812 indicates that 48% of the respondents rated satisfied while 33% of the respondents on the contrary rated dissatisfied. 11% and 8% of the respondents rated highly dissatisfied and highly satisfied respectively. A further look at the results indicates that more than half of the respondents are satisfied with the level of branding and advertisement of the local Ghanaian league. Notwithstanding that, the views of the other respondents who are not satisfied with the branding and the advertisement of the local Ghanaian league should be considered very much in order to make improvement. This confirms the assertion made by Mackenzie et al. (1986) and Tsai et al. (2007), that advertisement attitude is attributable to the influence on brand attitudes, affecting consumer's intention to purchase.



Source: Researcher's field survey, April, 2015

Figure 4.13: Influence of branding on the logo of the Ghanaian local league

Figure 4.13 shows that, more than half of the respondents are satisfied with the brand logo of the local Ghanaian league as 52% of the respondents rated satisfied, 26% of the respondents rated dissatisfied while 12% rated highly dissatisfied. On the contrary, the remaining 10% of

the respondents rated highly satisfied. The result further indicates that most of the respondents are satisfied with the brand logo for the local Ghanaian league.



Source: Researcher's field survey, April, 2015

Figure 4.14: Influence of branding on player quality in the Ghanaian league

The research further inquired on the level of influence that branding has on the quality of players that play in the local Ghanaian Premier League. The result of figure 4.14 shows that 41% of the respondents are satisfied with the level of influence of branding on the quality of players playing in the local Ghanaian league as they rated satisfied. On the contrary, 30% of the respondents rated dissatisfied. 23% of the respondents also rated highly dissatisfied and the remaining 6% of the respondents rated highly dissatisfied. Delong et al., (2004) acknowledges that, quality is of utmost importance in determining brand loyalty as well as repeat purchase.

4.2 Other Findings

Gender and Level impact the preferred clubs, media accessibility and Satisfaction.

According to our finding, Asante Kotoko had the highest percentage of 64% and Accra Hearts of Oak been the second highest with 24%. This gives a clear finding that most respondents support the most heard and popular teams. Kotoko and Hearts being the most anticipated teams in the local league. Our findings on the gender respondents gave a highest percentage on male of 60% and 40% been female. It also signifies that the male respondents have much interest in the teams than the female.

With regards to media accessibility of the local league we are in a globalization era, so accessing news about the local league is quiet easy. Sports analysts of various media channels and individuals access information through prints and electronic media. Our highest gender respondents been the male seek and get satisfied most concerning media accessibility of the local league.

Our research shows that male attendance at stadia is greater than that of females. This is because men have higher interest in the local league than females.

Level

Based on our findings the level 400 students are more interested in the local league, followed the level 200 as the second highest participants and the 100 and 300 follows respectively. Due to students lecture hours our research could conclude that the level 400 and 300 had the highest rate in accessing the media on the local league since, they has lesser lectures than that of the 200 and 100. Making them ample time to access the media on information about the local league shared.

The level of our respondents with respect to the satisfaction of the environment(stadium) on which the league are organized show that the level 400 access various stadia more but they are not satisfied with environment(stadium).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

From the data analysis, the following summary of findings, conclusions and recommendations were made. The findings and recommendations are based on the objectives of the study as outlined in chapter one of this study. One of the objectives of this research was to identify the kind of football league generally preferred by the consumers. The findings from that research showed that most of the students in Christian Service University College find branding's effect on the local Ghanaian Premier League. It was revealed from the findings that most of the students do not often watch the local Ghanaian Premier League. This is mainly due to the fact that most of the students in Christian Service University College do not get access to watch the league matches played in Ghana.

One of the reasons why the local Ghanaian Premier League is not preferred by the students in Christian Service University College is the level of satisfaction they get from watching the local league matches. The findings revealed that most of the respondents do not duly get the same or more satisfaction for watching the local Ghanaian Premier League due to proper branding. This is mainly due to the level of advertisement the managers of the local Ghanaian Premier League give to the league matches. Whiles more advertisement is made on the foreign European leagues especially the English Premier League sponsored by Barclays Bank.

In terms of cost effectiveness, the research findings showed that, due to technological advancement, it is easier for the students in Christian Service University College to get access to the foreign European leagues than the local Ghanaian league. This was primarily due to the fact that most of the students have to pay a minimum of GH¢1.00 to get to watch the foreign

European leagues at a nearby video center. While the minimum gate fees charged to get access to a match venue in the local league is GH¢3.00. If transportation is included, the cost will definitely swell up. With increased technology, some the students even watch these foreign European matches on their phones or personal computers.

5.2 Conclusion

Based on the findings it can be concluded that, proper branding of the foreign European league has made students in Christian Service University College that to the local Ghanaian Premier league. This is basically due to factors such inaccessibility, advertisement etc. Students inability to get easy access to watch the local Ghanaian Premier League is a great hindrance as this also affects the football teams in Ghana who basically depend so much on the proceeds they get from the gates to finance the activities of the teams.

The cost of getting access to the local Ghanaian Premier League should be so much a burden on the consumer as this can influence the consumer negatively to opt for the foreign European league. The local league matches should be shown more on television as a lot of people get easy access to televisions now a days. This will go a long way to improve on the level of access the consumer gets with the local Ghanaian Premier League. Properly branding and advertisement will help to improve the interest people show in the local Ghanaian Premier League.

5.3 Recommendations

Upon our research findings the following are some recommendation suggested:

-) The managers of the local Ghanaian Premier League need to invest in the branding of the local league.

-) Proper and consistent advertisement should be prioritized in promoting the local Ghanaian Premier League.
-) The cost of getting access to watch the local leagues should also be looked at and worked on so as to increase patronage.
-) Media access to the Ghanaian Local Premier League should also be of a priority since it will help in the advertisement of the local Ghanaian Premier League. This is due to the upsurge of video centers which usually broadcast the foreign European league matches at the detriment to the local Ghanaian Premier League.
-) The schedule for the playing of the local league matches should also be looked at to enable a lot of people patronize it.

How Policy makers can help improve the local Ghana Premier League

To ensure effective and appropriate local league for the sports fan, policy makers can implement the following:

-) Lucrative sponsorships should be secured for the league to attract a lot of quality players to the local league.
-) Training seminars, workshops, top up courses should be put in place to ensure that the standard of the local Ghanaian Premier League is improved.
-) The infrastructure used in the local Ghanaian Premier League needs to be improved massively for the standard of play to improve as this will not only attract quality players but huge spectators to the various stadia where the local league matches are played. This will also minimize the high level of injuries players suffer.
-) The local Ghanaian Premier League needs to be branded very well so as to attract a lot of investors to invest in the league.

Further research

Further research can be conducted on other aspects of branding of the local Ghanaian Premier League such as the effect of branding of the local Ghanaian Premier League on player exodus.

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WEBSITES

www.businessweek.com

www.bestglobalbrands.com

www.londonstockexchange.com

www.ftse.com

APPENDIX
CHRISTIAN SERVICE UNIVERSITY COLLEGE
SCHOOL OF BUSINESS

As part of our research work, we would like to gather some information from you that can help us in an in-depth study of our research work if you are a soccer fan. Please note these are wholly subscribed to answer questions on your opinion about the Ghana Local Premier League

We would be very grateful if you cooperate by filling the questionnaire because it is been used for academic purposes.

Please write or tick the appropriate answer to each item

PART ONE

1. Gender

Male () Female ()

2. Age

Under 21 () 21 to 30 () 31 to 40 () 41 to 50 () 50 and above ()

3. Level at the university

Level 100 () Level 200 () Level 300 () Level 400 ()

4. Study option at the university

Full time () Part time ()

PART TWO

Please these questions are subscribed to the Ghana Local Premiership league only.

5. Which of the local soccer teams do you prefer?

.....

.....

.....

6. How often do you watch the Ghana Local League matches?

Very often () Not often () Not at all ()

Rate questions 7 and 8 on how accessible the Ghana Local Premier League is.

		Easily accessible	Difficult to access	Inaccessible
7.	Ticketing			
8.	Media(Television/Radio)			

Tick the following in accordance with how satisfied you are with the organization of the

Ghana Local Premier League. (9-11)

	Highly Satisfied	Satisfied	Highly dissatisfied	Dissatisfied
9. Environment (stadium facilities)				
10. Broadcast (Commentary/TV broadcast)				
11. Post- Match Analysis				

Tick the following in accordance with branding elements given below and it's influence on the Ghana Local Premier League.

	Highly satisfied	Satisfied	Dissatisfied	Highly dissatisfied
Advertisement / promotion				
Logo				
Quality of Players				

16 .What do you think can be done for the Ghana Local Premier League to improve?

.....

.....

.....

Thank you very much for co-operation.