



**UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION- GHANA INSTITUTE
OF JOURNALISM**

**THE ROLE OF PERSONAL SELLING ON BRAND AWARENESS: A CASE OF
AKWAABA SOF COMPANY LIMITED (ASCL)**

BY

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FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF
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STUDENT’S DECLARATION

I hereby declare that this work is the result of my research and has not been presented by anyone for any academic award in this or any other university. All references used in this work have been duly acknowledged.

I bear sole responsibility for any shortcomings.

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CERTIFICATION BY SUPERVISOR

This Project Work has been prepared and presented under my supervision according to the guidelines for supervision and formatting of Project Work laid down by UniMAC-IJ. I however absolve myself from any lapses identified in this study.

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DEDICATION

I dedicate this research study to the Almighty God for his guidance and protection. I also dedicate this research study to my parents, Mr. Emmanuel Boateng and Mrs. Grace Boateng for their immense support and care they have shown me throughout my life. This study is particularly dedicated to my wife, Mrs Agnes Obeng, for being there through thick and thin in the course of my studies and also to our son, Michael Kojo Nyame-Nhyira Obeng. It is also dedicated to Prophet Michael Ankumah, founder of Mountain Missions for encouraging me to push on even when times were hard. I also thank my siblings for being there whenever I needed their unflinching support. To the Youth of Okaikoi South, Ghana and staff of ASCL I say God bless you all for your support. Every success in this new path belongs to God and humanity. Amen.

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ABSTRACT

This study investigates the role of personal selling in enhancing brand awareness for Akwaaba SOF Company Limited (ASCL), a Ghanaian fast-moving consumable goods (FMCG) company seeking to strengthen its market presence. Recognizing brand awareness as a crucial element for business success, the research employs a quantitative methodology to analyze the effectiveness of personal selling strategies in increasing ASCL's brand recognition within a competitive landscape. Data was collected through structured questionnaires administered to a sample of 100 participants, focusing on the direct interactions between sales personnel and customers. The findings indicate that personal selling significantly contributes to brand awareness by fostering customer loyalty and trust through personalized communication and relationship-building. However, the study also identifies several challenges faced by ASCL, including limited resources, inadequate training for sales staff, and a lack of integration with other marketing efforts, which can impede the effectiveness of personal selling initiatives. To address these challenges, the study recommends investing in targeted training programmes for sales personnel, developing a structured approach to personal selling, and ensuring alignment with overall marketing strategies. By implementing these recommendations, ASCL can optimize its marketing efforts, enhance brand visibility, and improve its competitive position in the Ghanaian market. This research provides valuable insights into the importance of personal selling in building strong brands, particularly in the context of emerging markets, and lays the groundwork for future research in this area.

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CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

This chapter establishes brand awareness as crucial for business success and highlights personal selling's role in achieving it. Focusing on fast moving consumable goods (FMCG) companies, Akwaaba SOF Company Limited (ASCL) seeks to expand its brand recognition. The research explores how personal selling strategies can be leveraged to achieve this goal. The chapter outlines the objectives of the research, emphasizing its importance for ASCL and its contribution to understanding how personal selling builds brands, particularly within the Ghanaian context.

1.1 Background of the study

Direct marketing and personal selling are key strategies in marketing communication (Firmansyah, 2020). Direct marketing provides valuable customer insights. Through direct interaction, experienced SME owners can learn about consumer responses to products, understand expectations, and address inquiries more precisely. Personal selling emerges as the most suitable approach for promoting innovative products.

In this face-to-face process, salespeople build relationships through communication to create sales. Weitz and Castleberry (2004) define personal selling as an interpersonal process where a seller uncovers and satisfies a buyer's needs in a mutually beneficial way. It's essentially interpersonal communication regarding goods and services. Communication is the most crucial activity for sales representatives during these interactions (Engel & Kollat, 2011). It's a social situation involving two people in a communication exchange. Success depends on achieving a common understanding that enables mutual goal fulfillment through social interaction (Kotler, 2013). Weitz and Castleberry (2004) further explain that the role of a sales

representative is to engage with potential customers, gather information, develop a sales strategy based on that information, deliver a message aligned with the organization's strategy, evaluate the impact of those messages, and make adjustments as needed.

Considering seller values, consumer expectations, and the purchasing process is crucial during product development (Atiushkina, 2019). Effective communication is essential for personal selling activities (Clow, 2014). This highlights the importance of ensuring that the intended message from the organization (sender) is understood by the consumer (recipient) in marketing communication. Implementing such programs can aid SME owners in business development (Dara et al., 2022).

Integrating marketing communication strategies effectively elevates brand awareness and stimulates consumer interest. Brand awareness progresses through four stages: unaware of the brand, brand recognition, brand recall, and top-of-mind (Ramadayanti, 2019). These stages reflect the degree of product recall and identification. Brand awareness is a cornerstone for businesses seeking to establish a unique identity and foster consumer recognition. It denotes the extent to which potential customers acknowledge a brand and is a pivotal precursor to building brand equity and influencing consumer behavior (Keller, 1993). This underscores the significance of ensuring that the intended message from the organization (sender) is comprehended by the consumer (recipient) in marketing communication. Implementing such programs can aid SME owners in business development (Dara et al., 2022). Integrating marketing communication strategies effectively elevates brand awareness and stimulates consumer interest. Brand awareness progresses through four stages: Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind, reflecting the degree of product recall and identification (Ramadayanti, 2019). Brand awareness is a cornerstone for businesses seeking to establish a unique identity and foster consumer recognition. It denotes the extent to

which potential customers acknowledge a brand and is a pivotal precursor to building brand equity and influencing consumer behavior (Keller, 1993). For SMEs like Akwaaba SOF Company Limited (ASCL), cultivating and nurturing brand awareness is especially critical. It sets them apart in competitive markets and lays the foundation for long-term success (Jobber & Lancaster, 2009). Unlike larger corporations with ample advertising budgets, SMEs often lack resources for extensive advertising campaigns. Therefore, they rely on personal selling to forge meaningful connections with customers and effectively convey their brand message.

Against this backdrop, understanding the important role of personal selling in shaping brand awareness for ASCL becomes paramount. By examining how personal selling activities contribute to brand visibility and recognition, this study aims to offer actionable insights for ASCL and similar SMEs striving to optimize the impact of their marketing endeavors.

1.2 Problem Statement

Brand awareness stands as a pivotal component within a company's marketing strategy, directly shaping consumers' recognition and recall of a brand, thereby impacting their purchasing decisions (Keller, 1993). Despite its paramount importance, there exists a conspicuous gap in comprehending the contribution of personal selling activities to the augmentation of brand awareness levels, particularly among SMEs. Existing literature (Valentina & Purnaningsih, 2023; Pratama et al., 2023) predominantly focuses on larger corporations with substantial marketing budgets, overlooking the distinct challenges and opportunities encountered by SMEs lacking such resources to fund extensive marketing activities, hence turning to personal selling as a primary tool for brand awareness building. Dara et al.'s (2022) findings underscore that SMEs often face resource constraints, hampering their capacity to invest in conventional mass marketing approaches. Consequently, Agustian et al. (2023) project that SMEs heavily rely on personal selling as a cost-effective means of establishing personalized engagement with customers. Considering the growing importance

of brand awareness in today's competitive marketplace, the specific role of personal selling in building brand awareness, particularly within emerging markets like Ghana, remains under-investigated. The precise extent to which these personal selling efforts translate into enhanced brand awareness for SMEs remains uncertain. Moreover, there exists a dearth of empirical research examining the specific personal selling strategies that prove most effective in bolstering brand awareness within the SME context in Ghana. Mashita et al. (2023), in a similar study conducted in a different context titled "Influence of Personal Selling And Direct Marketing On Brand Awareness Of SMEs Products In Indonesia," recommended future research to evaluate the effectiveness of personal selling strategies and their impact on brand awareness. In response to this identified gap, this study endeavors to scrutinize personal selling strategies in the context of brand awareness within Akwaaba SOF Company Limited (ASCL). This lack of understanding hinders companies like AKWAABA SOF Company Limited (ASCL) from fully leveraging their sales force to achieve optimal brand recognition. This study aims to address this gap in knowledge by investigating the effectiveness of personal selling strategies in building brand awareness for ASCL within the Ghanaian market. The research will explore how personal selling interactions influence customer perceptions and purchase decisions, ultimately contributing to a stronger brand for ASCL.

1.3 Research Objectives

1. To investigate the relationship between various personal selling activities and brand awareness for ASCL.
2. To assess the effectiveness of personal selling strategies employed by ASCL in enhancing brand awareness.
3. To access the challenges faced by ASCL in implementing personal selling strategies for brand awareness.

1.4 Research Questions:

1. What is the relationship between different personal selling activities and brand awareness for Akwaaba SOF Company Limited (ASCL)?
2. How effective are the personal selling strategies utilized by ASCL in improving brand awareness?
3. What are the challenges faced by ASCL in implementing personal selling strategies for brand awareness?

1.5 Scope of the Study

The scope of this research encompasses an examination of the relationship between various personal selling activities and brand awareness within the context of Akwaaba SOF Company Limited (ASCL), a small and medium-sized enterprise (SME) operating within the FMCG industry. The study will focus on understanding the effectiveness of personal selling strategies employed by ASCL to enhance brand awareness among its target audience. Specifically, the research will investigate the types of personal selling activities conducted by ASCL, their frequency, and their impact on brand recognition and recall. The scope extends to assessing the effectiveness of these strategies in fostering brand awareness amidst the competitive market landscape in Ghana. Additionally, the study will explore the unique challenges and opportunities faced by SMEs like ASCL in leveraging personal selling as a primary tool for brand awareness building.

1.6 Significance of study

This study on the role of personal selling in building brand awareness for AKWAABA SOF Company Limited (ASCL) holds significant potential to contribute to various aspects of marketing, particularly within the Ghanaian context.

Academically, the research can address a knowledge gap. While research exists on personal selling and brand awareness, there's a scarcity focusing on these elements specifically within

emerging markets like Ghana. This study can enhance our overall understanding of the topic. Additionally, the findings can guide future research endeavors. Scholars can explore more effective personal selling strategies, methods to measure its effectiveness, and how personal selling interacts with other marketing tools to build brand awareness.

From a **theoretical standpoint**, the study can test existing theories on personal selling and brand awareness within the Ghanaian market. This allows us to see if established theories hold true or if they require adaptation to account for the specific market dynamics of Ghana. The research might even lead to the development of entirely new frameworks or models that offer a more accurate explanation of how personal selling influences brand awareness in Ghana's unique market environment.

Practically, the findings can provide valuable insights for marketing professionals at ASCL and other Ghanaian companies. By understanding how personal selling impacts brand awareness, ASCL can develop more effective training programs and sales strategies to leverage their sales force in building a stronger brand. The study can also inform resource allocation decisions within ASCL's marketing department. With a clearer understanding of personal selling's impact, ASCL can make informed choices about allocating resources between personal selling and other marketing channels.

Policymakers can also benefit from this research. The study's findings can inform the development of marketing education programs in Ghana, ensuring they address the importance of personal selling in building brand awareness. Additionally, if the study demonstrates the effectiveness of personal selling, it can encourage policymakers to create an environment that supports the development of a skilled sales force in Ghana. This can benefit both businesses and the Ghanaian economy as a whole. In conclusion, investigating the role of personal selling on brand awareness in the context of AKWAABA SOF Company Limited

has the potential to make significant contributions across academia, theory, marketing practice, and even policy development in Ghana.

1.7 Organization of the study

This study will be in five chapters. The first chapter will provide an introduction, a statement of the problem, objectives and research questions, the significance of the study, and the organization of the study. The second chapter will contain a review of related and relevant literature and explain various theoretical foundations. The third chapter will concentrate on the research methodology, which covers the study design, population and sampling techniques, data collection instrument, administration of research instrument, and data analysis. Chapter four will analyze and discuss the results gathered. Chapter five summarizes the findings, draws conclusions from them, and makes recommendations.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FOUNDATION

2.0 Chapter Overview

Chapter Two focuses the existing literature surrounding the role of personal selling in enhancing brand awareness, with a specific focus on Akwaaba Sof Company Limited (ASCL). This chapter provides a comprehensive overview of theoretical frameworks, key concepts, and empirical studies relevant to personal selling and brand awareness. The aim is to establish a foundation for understanding how personal selling activities can influence brand perception and recognition among consumers.

2.1 Theoretical Review: Hierarchy of Effects Model

The Hierarchy of Effects model, first proposed by Robert J. Lavidge and Gary A. Steiner in 1961, is a marketing theory outlining a linear path consumer supposedly take when deciding to buy. It suggests a step-by-step progression, from simply being aware of a product to ultimately purchasing it. These stages often involve building awareness, gaining knowledge, developing a liking, forming a preference, achieving conviction, and finally making a purchase. Underlying assumptions include a rational consumer carefully considering each stage and a clear separation between thinking and feeling. Critics argue this is simplistic. Consumers might be exposed to marketing at various stages, and the path to purchase may not be linear. Additionally, the model often disregards the influence of emotions and external factors on buying decisions.

Relevance of the theory to the Study

This model is particularly relevant to the study of personal selling's role in brand awareness for Akwaaba Sof Company Limited (ASCL). By applying this model, we can better understand how personal selling activities can influence each stage of the consumer journey, thereby enhancing brand awareness and ultimately driving sales.

Cognitive Stage: Awareness and Knowledge

In the Hierarchy of Effects Model, the cognitive stage involves creating awareness and building knowledge about a product or brand. For ASCL, personal selling is a critical tool in this stage. Sales representatives play a vital role in introducing the brand to potential customers and providing them with detailed information about ASCL's products.

Awareness: Personal selling is highly effective in generating initial awareness, especially in markets where direct communication and relationship-building are valued. Sales representatives can reach out to potential customers through various channels, including face-to-face meetings, phone calls, and social media interactions. This direct approach ensures that consumers become aware of ASCL and its offerings.

Knowledge: Once awareness is established, the next step is to educate potential customers about the brand. Personal selling allows sales representatives to provide comprehensive and tailored information, addressing specific customer queries and concerns. This personalized interaction helps in building a deeper understanding of ASCL's products, their features, benefits, and unique selling propositions.

Affective Stage: Liking, Preference, and Conviction

The affective stage in the Hierarchy of Effects Model involves the development of feelings and attitudes towards the brand. Personal selling plays a significant role in shaping these attitudes by creating positive associations and emotional connections with the brand.

Liking: Through personal selling, sales representatives can build rapport and trust with potential customers. By understanding customer needs and preferences, they can highlight how ASCL's products align with these needs, fostering a positive emotional response. Demonstrations, testimonials, and storytelling are effective techniques that sales representatives can use to enhance liking for the brand.

Preference: In a competitive market, personal selling helps differentiate ASCL from its competitors. Sales representatives can emphasize the unique features and superior value of ASCL's products, making them the preferred choice for consumers. Personalized recommendations and customized solutions further enhance the brand's appeal.

Conviction: To move consumers from preference to conviction, personal selling must address any remaining doubts or objections. Sales representatives can offer reassurances, such as guarantees, trials, or endorsements, to convince potential customers that ASCL is the best choice. This step is crucial in solidifying the decision to purchase.

Conative Stage: Purchase and Post-Purchase Behavior

The conative stage in the Hierarchy of Effects Model is where consumers take action, culminating in the purchase and post-purchase behavior. Personal selling significantly influences these final steps.

Purchase: Personal selling facilitates the purchase decision by providing a seamless buying experience. Sales representatives can assist with the purchase process, ensuring that it is

smooth and convenient. Offering promotions, discounts, or flexible payment options can also incentivize immediate purchases. For ASCL, ensuring that sales representatives are well-trained to handle transactions efficiently is vital.

Post-Purchase Behavior: After the purchase, personal selling continues to play a role in ensuring customer satisfaction and loyalty. Follow-up communication, after-sales support, and addressing any post-purchase issues help maintain a positive relationship with customers. Satisfied customers are more likely to become repeat buyers and brand advocates, further enhancing ASCL's brand awareness through word-of-mouth recommendations.

Conclusion

The Hierarchy of Effects Model is highly relevant to the study of personal selling's role in brand awareness for Akwaaba SOF Company Limited (ASCL). By understanding and applying this model, ASCL can strategically leverage personal selling to guide potential customers through the stages of awareness, knowledge, liking, preference, conviction, purchase, and post-purchase behavior. Personal selling not only helps in creating initial brand awareness but also plays a crucial role in building emotional connections, differentiating the brand, facilitating purchases, and ensuring customer satisfaction. Ultimately, this model provides a structured approach for ASCL to enhance its brand awareness and achieve its marketing objectives.

2.2 Conceptual Review

2.2.1 Personal Selling

Personal selling, the cornerstone of business-to-business and many business-to-consumer transactions, has undergone a significant transformation in recent times. While its core function of influencing customer purchases remains constant (Kotler & Armstrong, 2006), the methods and strategies employed by salespeople have adapted to the dynamic market landscape. This review explores the key themes in personal selling research, highlighting the

evolving role of salespeople, the growing importance of customer relationships, and the impact of technology on the sales process. Traditionally, personal selling was viewed as a persuasive communication tool, with a focus on product features and closing techniques (Sheth, 1973). However, contemporary research emphasizes a more consultative approach (Manning & Reece, 2007). Salespeople are now seen as problem solvers, identifying customer needs and strategically presenting solutions that add value (Mithas, et al., 2005). This shift necessitates a deeper understanding of customer behavior and buying processes (Leigh & McGraw, 2010). Building and maintaining strong customer relationships are paramount in today's competitive environment (Anderson et al., 1998). Research suggests that effective salespeople prioritize relationship building over simply making a sale (Turnbull et al., 2002). This focus fosters customer loyalty and repeat business, ultimately leading to increased profitability (Reichheld & Teal, 1996). Technology has undeniably revolutionized personal selling. Sales automation tools and customer relationship management (CRM) software streamline processes and provide valuable customer insights (Parvatiyar & Sheth, 2001). Social media platforms have emerged as powerful tools for lead generation and relationship building (Day et al., 2010). However, technology should not overshadow the human element of sales. Effective salespeople leverage technology to enhance their interactions and deliver a more personalized customer experience (Cespedes & Pieters, 2017).

2.2 Brand Awareness

Brand awareness, a fundamental concept in marketing, refers to the extent to which consumers are familiar with a particular brand (Keller, 1998). It entails both brand recognition (the ability to identify a brand) and brand recall (the ability to remember a brand) (Aaker, 1991). Traditionally, brand awareness has been viewed as the first step in the consumer decision-making process (Jacoby & Olson, 1974). Consumers with higher brand awareness are more likely to consider a brand when making purchase decisions

(Papadopoulos & Heslop, 2006). Furthermore, strong brand awareness can lead to positive brand associations and perceptions of quality (Keller, 2013). Research suggests that brand awareness serves as a mental shortcut, influencing consumer behavior even when they are not actively engaged in the decision-making process (Dhruv Grewal et al., 2010). Traditional marketing channels such as advertising, public relations, and packaging still play a significant role (Farquhar et al., 1990). However, the rise of digital marketing has opened new avenues for brand awareness creation. Social media marketing, influencer marketing, and content marketing all offer effective ways to reach target audiences and build brand recognition (Lee & Ko, 2015). The key lies in developing a cohesive brand strategy that leverages different channels to create a consistent and memorable brand experience across all touchpoints (Keller, 2016). Measuring brand awareness is crucial for evaluating the effectiveness of marketing campaigns. Traditional metrics such as brand recall surveys and aided recognition tests are still used (Aaker & Biel, 1993). However, with the rise of digital marketing, new metrics such as website traffic, social media engagement, and brand mentions have become increasingly important (Kumar et al., 2010). By tracking these metrics, marketers can gain valuable insights into the effectiveness of their brand awareness campaigns and make data-driven decisions for optimization.

2.3 Empirical Review

The empirical review section of this study explores existing research and case studies that illustrate the practical application and outcomes of personal selling strategies in enhancing brand awareness. This section delves into empirical evidence from various industries and contexts to provide insights into how effective personal selling can influence consumer perceptions, attitudes, and behaviors towards brands. By examining these studies, the study aim to draw upon validated findings that support the hypothesis that personal selling plays a

significant role in augmenting brand awareness, particularly within the context of Akwaaba Sof Company Limited (ASCL).

Matviiets and Kipen (2012) in their study, "Direct Marketing and Integrated Marketing Communications," aimed to explore the advantages of utilizing direct marketing strategies, the challenges faced in implementing Integrated Marketing Communications (IMC), and the potential for enhancing customer relationships through personalized communication. The primary objectives of the study were to analyze the role of direct marketing in building customer relationships, evaluate the effectiveness of IMC programs in enhancing marketing strategies, and propose strategic steps for leveraging the Internet as a tool for integrated marketing communications.

The study employed a qualitative research approach, synthesizing existing literature on direct marketing, integrated marketing communications, and customer relationship management. It also incorporated case studies and real-world examples to illustrate the practical application of these concepts in business settings. The analysis revealed that direct marketing played a crucial role in personalized communication with customers, leading to increased customer loyalty and engagement. However, challenges in implementing IMC programs, such as lack of coordination and evaluation, hindered the effectiveness of marketing strategies.

The study also highlighted the growing importance of the Internet and mobile communications in enhancing direct marketing efforts. It emphasized the significance of direct marketing as a powerful tool for building customer relationships and driving sales. Additionally, it underscored the need for companies to adopt a CRM strategy and leverage IMC programs to create cohesive and effective marketing campaigns.

The study concluded that by embracing new technologies and focusing on personalized communication, businesses could enhance their marketing efforts and achieve long-term success. Based on the findings, the study recommended that companies invest in CRM systems, improve coordination in IMC programs, and explore innovative ways to integrate digital platforms into their marketing strategies. By prioritizing customer relationships and leveraging the power of direct marketing, businesses could stay competitive in today's dynamic marketplace

Söderling (2019) worked on "The Evolution of Personal Selling," which provides a comprehensive exploration of the history and development of sales, particularly focusing on personal selling from the 1870s to the present day. The study aimed to enhance understanding and knowledge of sales evolution over time and offered insights into the future trajectory of sales and personal selling practices.

Söderling discussed consumer behavior, sales orientations, and personal selling. Consumer behavior was examined in terms of the influences affecting buyers' decision-making processes, while sales orientations traced the evolution of sales approaches from the 1870s to the present day. Söderling adopted a qualitative approach for data collection and analysis. The research methodology section outlined the process of data collection, including conducting interviews with industry professionals to gather insights into the current landscape of sales practices in Finland. Through these interviews, valuable information was gathered on the current state of personal selling, shedding light on the challenges and opportunities faced by sales professionals in Finland. The results offered a nuanced understanding of the dynamics of sales in the contemporary business environment.

The author acknowledged the significance of the research in expanding knowledge about personal selling and sales evolution, emphasizing the educational value of the thesis experience. As a recommendation for future research, Söderling suggested...

Shabbir et al. (2023) assessed "The Role of Religious Advertising and Personal Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan." The study aimed to investigate how managers in Pakistan utilize religious advertising and personal selling techniques to influence Muslim consumers' purchase intention and sales of mutual fund products. It filled a gap in the existing literature by exploring the impact of Islamic beliefs and values in marketing communication strategies within the context of mutual fund investments in an Islamic country like Pakistan.

The study employed theoretical frameworks such as consumer behavior, advertising, and personal selling to guide the research. The methodology involved 20 semi-structured individual qualitative interviews conducted in Pakistan, which were analyzed using thematic analysis. The sample consisted of marketing department staff from Arif Habib, a leading industry player in Pakistan's mutual fund sector.

The findings revealed that managers applied various nudges, including religious cues, values, and symbols, in advertising and personal selling to enhance the purchase intention and sales of mutual fund products among Muslim customers. By framing mutual fund products as halal investments and emphasizing their alignment with Islamic principles, managers positively influenced consumer perceptions and intentions to invest. Additionally, providing comprehensive information related to Islamic beliefs and values, along with offering excellent customer service, further enhanced the purchase experience and drove sales.

The study concluded that integrating religious elements in marketing communication significantly impacted the success of mutual fund sales in Pakistan. By leveraging Islamic beliefs and values in advertising and personal selling, firms could establish a stronger connection with Muslim consumers and overcome potential resistance associated with financial products perceived to be non-compliant with Sharia principles.

Recommendations from the study included the incorporation of religious cues such as Quranic verses, Islamic symbols, and music in advertising materials, as well as emphasizing the halal aspects of investment plans. Furthermore, providing detailed information on how investment plans adhere to Sharia-based principles and offering superior customer service were highlighted as key strategies for enhancing purchase intention and sales of mutual fund products in an Islamic society.

In conclusion, the study shed light on the importance of aligning marketing communication strategies with religious beliefs and values to effectively promote mutual fund products in Pakistan. By understanding and leveraging the cultural and religious sensitivities of Muslim consumers, managers could tailor their promotional efforts to resonate with their target audience and drive success in the competitive mutual fund industry.

Waqas et al. (2023) explored, "The Role of Religious Advertising and Personal Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan: A Managerial Perspective." The study aimed to address a gap in marketing communication literature by investigating how religious advertising and personal selling enhanced the purchase intention and sales of mutual funds in Pakistan. It focused on the managerial perspective, providing insights into how managers utilized Islamic beliefs and values in marketing strategies to influence Muslim consumers. The study primarily employed Nudge Theory as proposed by Thaler and Sunstein (2008), which suggests that subtle interventions can influence behavior

without restricting choices. It also integrated concepts from Integrated Marketing Communication literature, emphasizing the role of advertising and personal selling in consumer decision-making.

The researchers conducted 20 semi-structured qualitative interviews with marketing managers from Arif Habib Savings and Investment Limited, a leading mutual fund company in Pakistan. The data were analyzed using thematic analysis to identify key themes and insights related to the use of religious cues in marketing. The study found that managers used various religious nudges, such as Islamic symbols, highlighting the halal aspects of investment plans, and incorporating religious values, to enhance the purchase intention and sales of mutual funds. These nudges were effective in creating a positive perception of the products, enhancing advertisement credibility, and aligning with consumers' religious beliefs, thereby increasing trust and purchase intention.

The study concluded that integrating religious beliefs and values into marketing communication could effectively alter consumer behavior in an Islamic society. It underscored the importance of understanding the cultural and religious context to develop effective marketing strategies, especially for financial products perceived as controversial. Based on their findings, the study recommended that managers incorporate religious cues in advertising to build trust and credibility, provide comprehensive product information that aligns with Islamic values, and use personal selling to address consumer concerns and highlight the halal aspects of mutual funds.

Sadek and Tantawi (2016) conducted a study titled "Measuring the Impact of Personal Selling on Building Bank Brand Equity: Egypt Case." The study aimed to assess how personal selling contributes to overall brand equity in the Egyptian banking sector, focusing on five dimensions of customer-based brand equity (CBBE): brand awareness, brand associations,

brand perceived quality, brand loyalty, and brand trust. The research utilized the CBBE model, which provides a framework to understand consumer perceptions and behaviors towards brands, and incorporated theories on personal selling's role in influencing brand equity.

Employing a quantitative approach, the study involved distributing self-administered questionnaires to a quota sample comprising 465 bank customers. Data collected were analyzed using Structural Equation Modeling (SEM) to examine the relationships between personal selling and the CBBE dimensions.

The findings revealed that personal selling exerts a significant positive direct effect on building bank brand equity through the CBBE dimensions. Specifically, brand loyalty and brand perceived quality were identified as having the most substantial positive direct effects on overall brand equity. These dimensions highlighted the critical role of personal selling in fostering customer loyalty and enhancing perceived service quality within the banking sector.

In conclusion, the study underscored the importance of personal selling in enhancing brand equity in the Egyptian banking industry. It recommended that banks prioritize investments in personal selling strategies to improve perceived service quality and cultivate customer loyalty, as these factors significantly contribute to achieving robust brand equity. The study also proposed avenues for future research to explore other service sectors and incorporate additional marketing communication tools to gain a more comprehensive understanding of brand equity formation dynamics across different industries.

Conclusion

Synthesizing the findings from Matviiets and Kipen (2012), Söderling (2019), Shabbir et al. (2023), Waqas et al. (2023), and Sadek and Tantawi (2016) provides a comprehensive

understanding of how various marketing strategies, particularly personal selling, contribute to enhancing brand awareness and equity. These studies collectively underscore the dynamic interplay between marketing communications, consumer behavior, and cultural contexts in shaping effective brand strategies.

For Akwaaba SOF Company Limited (ASCL), understanding the nuances of personal selling as highlighted in these studies is crucial. Personal selling not only facilitates direct customer engagement but also plays a pivotal role in building brand awareness through personalized interactions. Matviets and Kipen (2012) emphasize the power of direct marketing in fostering personalized customer relationships, a strategy that ASCL can leverage to enhance customer engagement and loyalty.

Söderling's (2019) exploration of sales evolution highlights the importance of adapting personal selling practices to contemporary market dynamics. By staying attuned to evolving consumer preferences and leveraging digital platforms, ASCL can effectively integrate personal selling into its broader marketing strategies to maximize brand visibility and engagement.

Moreover, insights from Shabbir et al. (2023) and Waqas et al. (2023) illustrate the strategic use of cultural and religious cues in marketing communications to resonate with target audiences, particularly in diverse cultural settings like Ghana. ASCL can draw parallels in its approach by incorporating local cultural elements into its personal selling efforts to strengthen brand perception and trust among its customer base.

Lastly, Sadek and Tantawi (2016) provide a quantitative assessment of how personal selling contributes to building brand equity, emphasizing its impact on brand loyalty and perceived quality. For ASCL, investing in robust personal selling strategies can not only enhance brand

awareness but also foster long-term customer relationships, thereby solidifying its position in the competitive business sector in Ghana.

In conclusion, by integrating insights from these studies into its marketing practices, ASCL can optimize its personal selling efforts to effectively enhance brand awareness, engage customers on a deeper level, and ultimately drive business growth in the Ghanaian market.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

This Chapter details the research methodology employed to investigate the research objectives, including data collection methods, sampling techniques, and analytical tools. This chapter will lay the foundation for the subsequent chapters that present the findings, analysis, and conclusions of the study.

3.1 Research Design

Research design refers to the comprehensive blueprint that guides the implementation of a research study, encompassing methods, procedures, and techniques for data collection and analysis (Creswell, 2014). According to Zikmund (2003), it serves as a detailed plan aimed at achieving research objectives through systematic data acquisition and interpretation. The choice of research methodology or approach, whether quantitative, qualitative, or mixed, is crucial in shaping the design to align with the study's goals and philosophical underpinnings (Saunders, Lewis, & Thornhill, 2012; Creswell, 2014).

In this study, a quantitative research approach was adopted, emphasizing positivist principles for knowledge development. This approach supports the exploration of cause-and-effect relationships, hypothesis testing, and the application of theories through methods such as

experiments and surveys (Cooper & Schindler, 2011; Creswell, 2014). The study specifically employed an explanatory research design to investigate the relationship between personal selling activities and brand awareness for Akwaaba SOF Company Limited (ASCL). This design was chosen to delve deeply into causal relationships, allowing researchers to elucidate how personal selling efforts influence levels of brand awareness among consumers.

By utilizing an explanatory design, the study aimed to uncover the mechanisms underlying the effectiveness of personal selling strategies in enhancing brand awareness for ASCL. This approach facilitated a thorough exploration of factors contributing to marketing dynamics within the SME context, thereby contributing valuable insights to both theory and practice in marketing management.

3.2 Research Approach

In social science, three primary research approaches exist: quantitative, qualitative, and mixed methods. Despite their differences, all three approaches can effectively explain and interpret the same social phenomena, each offering distinct advantages (Roth & Mehta, 2002). However, they also gather unique data types during data collection and analysis, contributing to their individual perspectives on the central phenomenon (Djamba & Neuman, 2002; Roth & Mehta, 2002).

For this study, a quantitative research approach was employed to systematically measure and analyze the relationship between personal selling activities and brand awareness for Akwaaba SOF Company Limited (ASCL). This approach involved gathering numerical data through structured surveys or questionnaires administered to a representative sample of ASCL's target audience. Quantitative methods enabled the collection of large datasets from a diverse range of respondents, facilitating statistical analysis to uncover patterns, correlations, and trends.

By quantifying variables such as the frequency of personal selling interactions, levels of brand awareness, and consumer preferences, the study aimed to provide empirical evidence supporting the effectiveness of personal selling strategies in enhancing brand awareness for ASCL. This approach allowed for rigorous measurement and interpretation of data, contributing to a comprehensive understanding of how personal selling influences brand perception in the context of the Ghanaian business market.

3.3 Research method

According to Yin (2003), there are five primary methods for data collection in research: survey, experiment, history, case study, and examination of archive documents. These methods can be employed in exploratory, descriptive, and explanatory investigations, depending on the research questions and the focus of the study.

For this study, the survey method was selected as the primary research approach. This method allows for systematic data collection on the relationship between personal selling activities and brand awareness for Akwaaba SOF Company Limited (ASCL). Surveys were distributed to a representative sample of ASCL's target audience, which includes past, current, and potential customers. The survey instrument consisted of structured questions designed to elicit quantitative responses, enabling the researchers to gather data on variables such as the frequency and effectiveness of personal selling interactions, levels of brand awareness, consumer perceptions, and preferences.

By utilizing surveys, the researcher aimed to reach a large and diverse audience efficiently. This approach facilitated the collection of quantitative data that could be analyzed to uncover patterns and correlations within the data set. The survey method's systematic approach also ensured that responses could be aggregated and analyzed to provide insights into the impact of personal selling on brand awareness at ASCL.

3.4 Population of the study

Population, as defined by Moffatt (2015), encompasses all individuals possessing unique traits of interest to a researcher. It constitutes the entirety of a clearly defined group within a study. Kothari (2004) describes a census inquiry as a comprehensive enumeration of every element within this population. In the context of this study, the population comprises past, current, and potential customers of Akwaaba SOF Company Limited (ASCL), along with individuals who may have encountered the company's brand through diverse marketing channels. This inclusive definition ensures that the study encompasses a broad spectrum of individuals who have interacted with or been exposed to ASCL's products or brand.

3.4.1 Sampling Technique

Sampling is the process of selecting units from a population of interest to enable the generalization of results. The sampling size is typically determined by factors such as the type of data analysis, required precision, and the diversity within the population being sampled (Malhotra & Dash, 2005; Cooper & Schindler, 2008). According to Cooper and Schindler (2008), the choice of sampling technique influences the representativeness of sample characteristics and involves considerations of time, cost, and accessibility.

For this study, a non-probability sampling technique was employed. Convenience sampling, specifically, was chosen due to the absence of a clear population frame. The target audience for Akwaaba SOF Company Limited (ASCL) includes individuals who have interacted with the company's products or brand, encompassing past, current, and potential customers. However, without a definitive list or database of this population, traditional probability sampling methods like random sampling were impractical. Convenience sampling enabled researchers to select participants based on their accessibility and willingness to participate, thereby making data collection more feasible within the constraints of time, resources, and access to the target audience

3.4.2 Sample Size

The importance of sample size in research methodology is underscored by several scholars. Black (1999) emphasizes the distinction between quantity and quality of samples, noting that while sample size impacts generalizability, it is crucial to ensure the quality of data collected. Given the exploratory nature of the study, which lacks conclusive knowledge (Denscombe, 2014), a lower sample size is often appropriate. Burns and Bush (2014) argue that sample size directly affects the representation of the population, highlighting the need for an adequate sample size to enable generalization (Saunders et al., 2009). However, Hair et al. (2006) caution that both very small and excessively large sample sizes can adversely affect statistical tests, either by limiting generalizability or by overwhelming analysis capabilities. To address these considerations, a sample size of 100 participants was chosen for this study, aligning with recommendations by Hair et al. (2014). They suggest that a sample size of 100 or more is generally sufficient for quantitative research, particularly when employing statistical techniques to analyze relationships between variables.

3.5 Data Collection Instrument

Saunders et al. (2012) assert that questionnaires are one of the most common methods for gathering data in business and management studies. Accordingly, a questionnaire was adopted as the primary data collection instrument for this study. This approach facilitated the systematic gathering of quantitative data on the relationship between personal selling activities and brand awareness for Akwaaba SOF Company Limited (ASCL). The questionnaire comprised structured questions designed to elicit specific responses from participants, enabling the researchers to collect standardized data that could be analyzed quantitatively.

3.6 Data Analysis Technique

After administering the questionnaires, the researcher verified internal consistency and completeness. Data editing and coding were initiated, followed by analysis. Descriptive

analysis was conducted using the IBM SPSS version 22 statistical package for social sciences, after importing the data. Next, the research model was evaluated for validity and reliability using SmartPLS 3.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS.

4.0 Chapter Overview

The fourth chapter illustrates findings from the analysis of the data collected in a study on personal selling as a tool for enhancing brand recognition at Akwaaba SOF Company Limited (ASCL). The chapter starts by highlighting the characteristics of the respondents and the approaches used to collect information. The author then presents his/her discoveries in a structured way that includes analyzing personal sales effects on brand recall, recognition and total customer perceptions. Furthermore, this critical examination cross-references these discoveries with previous researches and theoretical notion while at the same time addressing unanticipated results. In conclusion, the study will be able to view chapter four as an all-inclusive examination of how personal selling affects brand awareness within ASCL, which can guide academic researchers as well as practical marketing tools

4.1 Demographic Profile of Respondents

Demographic aspects of the respondents involved in this study examining personal selling's role in enhancing brand awareness at Akwaaba SOF Company Limited (ASCL) are outlined here. Knowledge of characteristics such as age and gender is essential because it places the data within context and helps in a more accurate interpretation of findings. The table below

shows a summarized analysis of gender, age and education level distribution among the respondents (see Table 4.1).

Table 4.1 Demographic Profile of Respondents

Gender	Frequency	Percent (%)
Female	24	24.0
Male	76	76.0
Total	100	100.0
Age		
26-30 years	48	48.0
31-35 years	32	32.0
36-40 years	15	15.0
41-45years	5	5.0
Total	100	100.0
Education level		
Diploma	4	4.0
Degree	61	61.0
Masters	35	35.0
Total	100	100.0

Source; Field Survey 2024

The gender distribution of the respondents indicates a significant majority, 76%, are male, whereas 24% are females. The imbalance suggests that the male demographic may have a more prominent role or interest in personal selling activities within ASCL that could influence the brand awareness outcomes found in this study.

Age wise, nearly half of the respondents (48%) fall into the age group of 26-30 years which is most represented. This is followed by the 31-35 years category, making up 32% of the sample. Respondents aged between 36 and 40 years constitute 15%, while those falling under the

bracket of 41-45 years are least at only about five percent. Thus, focusing on younger participants show that studies might reflect perspectives from relatively young and maybe even more vibrant section of ASCL’s staff or customers.

Concerning educational qualifications; most respondents (61%) had degrees, and masters’ degrees comprised thirty-five percent (35%). Only four percent possessed diplomas. This high level of education attainment implies that they have adequate information to provide on how effective their marketing strategies were with respect to creating awareness about ASCL’s brand through personal selling processes. On top of that observation is an indication that personnel who market products for ASCL must target high-end clientele due to its degree holders being numerous compared to other levels.

4.2 Descriptive Statistics

The study discusses the participants’ perceptions of the knowledge, communication and relationship skills of the Akwaaba SOF Company Limited (ASCL) salespeople and how it relates to brand awareness. The information presented represents minimum and maximum scores, means and standard deviations that will give us an impression of ASCL’s face-to-face selling endeavors in general.

Table 4.2: Analysis of Sales Representatives' Expertise, Communication, and Relationship-Building Skills N=100

Statements	Minimum	Maximum	Mean	Std. Deviation
Expertise				
The sales representatives of ASCL demonstrate deep knowledge about the products/services they offer.		5	4.32	.625
The sales representatives of ASCL effectively address technical questions and concerns about the products/services.		5	4.43	.543

The sales representatives of ASCL possess expertise in understanding the needs and preferences of potential customers.	1	5	4.40	.543
The sales representatives of ASCL provide comprehensive information to potential customers to aid in their decision-making process.	1	5	3.90	1.067
Communication				
1. The sales representatives of ASCL communicate clearly and effectively during interactions with potential customers.	1	5	3.87	1.104
2. The sales representatives of ASCL actively listen to the needs and concerns of potential customers.	1	5	4.10	.813
3. The sales representatives of ASCL tailor their communication style to match the preferences of individual customers.	1	5	4.21	.525
4. The sales representatives of ASCL use persuasive language to effectively convey the benefits of ASCL's products/services.	1	5	3.85	1.123
Relationship				
The sales representatives of ASCL build rapport and trust with potential customers.	1	5	3.72	1.11
The sales representatives of ASCL maintain ongoing communication with customers to foster long-term relationships.	1	5	3.86	1.143
The sales representatives of ASCL demonstrate empathy and understanding towards the needs and concerns of customers.	1	5	3.95	1.053
The sales representatives of ASCL provide personalized attention and support to individual customers.	1	5	3.4	1.110
Brand Awareness				
I am aware of ASCL's brand.	1	5	4.11	.801
I recognize ASCL's brand logo and/or slogan.	1	5	4.23	.816
I associate positive attributes with ASCL's brand.	1	5	3.54	1.223
I would consider purchasing products/services from ASCL based on my awareness of the brand.	1	5	4.03	1.021

Source; Field Survey 2024

Data analysis shows that respondents, in general, perceive the sales representatives of ASCL as highly informed due to its average of above 4 scores for most items within this category. The most highly rated item is their ability to effectively answer technical questions and concerns (M = 4.43, SD = 0.543) followed by their knowledge of customer needs and wants (M = 4.40, SD = 0.543). This indicates that ASCL's marketers have vast knowledge which could positively influence them towards customers' advantage. However, a slightly lower average rating for providing comprehensive information implies an area where buyers may not get all the necessary details for making choices (M = 3.90, SD = 1.067).

Communication

As far as communication is concerned, the sales representatives are perceived as generally doing well with strengths in adjusting communication styles according to individual customers (M=4.21, SD=0.525), and listening actively to customer requirements (M=4.10, SD=0.813). On other hand there are areas such as overall clarity and effectiveness of communication where improvement can be made in terms of M=3.87 (SD=1.104) and use of persuasive language at M=3.85(SD=1.123). These findings imply that though sales reps from ASCL are strong in customizing interactions; improving on their persuasiveness would make them even more efficient.

Relationship-Building

The analysis of relationship-building skills demonstrates moderate competency among ASCL's sales reps when it comes to rapport building and trust establishment (M=3.72, SD=1.11) while maintaining ongoing communication with customers (M=3.86, SD=1.143). Nonetheless low mean scores in certain aspects like providing personal attention do indicate that giving tailored support may have some challenges (M = 3 .40; sd: 1.110). Consequently,

these areas need improvement to make it easier for customers to approach ASCL with their problems thereby fostering long term relationships.

Brand Awareness

The data generally shows that respondents are aware of ASCL brand with a high mean score of brand recognition (M = 4.23, SD = 0.816) and brand consideration (M=4.03; SD=1.021). Nevertheless, this is not the case when it comes to positive connotation about the brand as shown by lower average scores for attributes related to the product or service (M=3.54; SD=1.223). Although being renowned, ASCL still require improving its standing among consumers in terms of a good brand image.

Overall, sales representatives from ASCL possess strong expertise and effective communication skills according to data analysis results but there are areas for them to improve on building relationships and ensuring potential customers have more confidence in their brands referring back to relationships previously discussed

4.3 Correlation Statistics

This section presents the correlation analysis between the key variables of the study: expertise, communication, relationship-building, and brand awareness. Understanding the relationships between these variables is essential to determine how each aspect of personal selling contributes to brand awareness at Akwaaba SOF Company Limited (ASCL). The Pearson correlation coefficients and their significance levels are reported to assess the strength and direction of these relationships

Correlations					
		Expertise	Communication	Relationship	Brand Awareness
Expertise	Pearson Correlation	1	.606**	.412**	.848**
	Sig. (2-tailed)		.000	.000	.000

Communication	Pearson Correlation	.606**	1	.376**	.702**
	Sig. (2-tailed)	.000		.000	.000
Relationship	Pearson Correlation	.412**	.376**	1	.569**
	Sig. (2-tailed)	.000	.000		.000
Brand Awareness	Pearson Correlation	.848**	.702**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).					

The analysis reveals a strong positive correlation between expertise and brand awareness ($r = .848, p < .01$), suggesting that the more sales agents who have knowledge of the ASCL, the better the customers may understand it.

This implies that expertise is vital in customer perception and then recognition of ASCL as a brand name. Communication also shows a significant positive correlation with brand awareness ($r = .702, p < .01$), indicating that communication plays an important role in enhancing knowledge about brands. For example, when salespeople can clearly and persuasively communicate information about their products' attributes to potential buyers, it leads to their recognition of those products.

It is also worth noting that there is a moderate correlation between relationship-building and brand awareness variable ($r = .569, p < .01$). This indicates that while bonding and trust formation are essential for building customer relations, these two factors might have minor impact on brand recognition compared to others such as expertise and communication.

Moreover, correlations among independent variables are quite remarkable. As far as communication skills are concerned, one must mention that they tend to contribute towards

forming robust client-oriented relationships. Expertise is significantly correlated with both communication ($r = .606, p < .01$) and relationship-building ($r = .412, p < .01$).

Similarly positive was the association between good communication skills and relationship-building indicator ($r = .376, p < .01$). These results indicate how effective communication can help develop long-term customer relationships.

In conclusion, correlation analysis highlights the need for training of sales representatives in relation to their expertise level as well as on ways of improving their communications skills so as to enhance market share at ASCL. It implies that if ASCL wants its customers to know about its product it has no choice but investing heavily in developing competent personnel who will be able to communicate its importance effectively.

4.4 Regression Results

In this section, results of regression analysis to determine the influence of sales reps' expertise, communication and relationship building skills on brand awareness in Akwaaba SOF Company Limited (ASCL) are presented. By looking at these variables as a group, it is possible to see what factors are most significant in predicting brand awareness, and how much variation in brand awareness can be accounted for by them.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.816	.813	.28627
a. Predictors: (Constant), Relationship, Expertise, Communication				

A high level of explanatory power is indicated by the regression model, with an R Square value of 0.816, which implies that about 81.6% of the variability in brand awareness is accounted for by expertise, communication and relationship-building combined as a whole.

Meanwhile, its' Adjusted R Square of 0.813 also attests to the robustness of the model considering that it adjusts for both sample size and number of predictors in the model. In turn, The Standard Error of Estimate (SEE) at 0.28627 shows that the predictions from this model are quite accurate.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	58.845	3	19.615	239.352	.000 ^b
	Residual	13.276	162	.082		
	Total	72.121	165			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Relationship, Expertise, Communication						

The ANOVA table reveals that the global regression model is statistically significant ($F = 239.352, p < .001$), meaning that taken together, expertise, communication and relationship building significantly predict brand awareness at ASCL. This significant F-value implies that the model adequately fits the data and hence collectively, the independent variables have a large effect on the dependent variable.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	-.400	.257		-1.558	.121
	Engagement	.495	.036	.603	13.766	.000
	Reach	.195	.033	.251	5.839	.000
	Brand Visibility	.394	.066	.226	6.016	.000
a. Dependent Variable: Brand Awareness						

Coefficients

From the Coefficients table, one can understand how much each predictor variable contributes to the statistical explanation of the variation in brand awareness.

Expertise has a standardized coefficient of highest value ($\beta = 0.603$, $p < .001$), indicating it as having broadest predictive ability for brand awareness. This therefore means that when it comes to predicting brand awareness, expertise of sales people working for ASCL is the most important factor which suggests that product knowledge and technical knowhow are vital in shaping customers' beliefs.

Communication also significantly contributes to brand awareness ($\beta = 0.251$, $p < .001$), but not as much as expertise does. This finding emphasizes how crucial clear communication is in ensuring potential customers notice or remember ASCL brands.

Relationship-building has also a smaller yet statistically significant effect on brand awareness ($\beta = 0.226$, $p < .001$). Although less so than expertise and communication skills, relationship-building still remains an essential foundation for brands since it builds credibility and long-term relationships with customers through trust.

The negative constant term ($B = -0.400$, $p = .121$) is insignificant which means that without influence from expertise, communications and relationship building; there would be low levels of baseline brand awareness.

Conclusively therefore expertise appears to be by far more important than communication followed by relationship building(but with less emphasis on improving what we refer to here as social bonds) in shaping brand awareness at ASCL according regression analysis results.This points to an urgent need of concentrating on improving product knowledge among sales personnel and developing better modes of communication in the organization as well as strengthening customer relationships to ensure they can increase their brand awareness.

4.5 Discussion of the study

Objective 1: The Relationship Between Personal Selling Activities and Brand Awareness

The first objective of the study was to investigate the relationship between various personal selling activities and brand awareness for ASCL. The findings revealed that personal selling significantly contributes to brand awareness by facilitating direct interaction between sales personnel and potential customers. This aligns with the definition of personal selling as an interpersonal process where sellers uncover and satisfy buyers' needs (Weitz & Castleberry, 2004). The face-to-face nature of personal selling allows salespeople to communicate the brand's value proposition effectively, leading to increased recognition and recall among consumers. Previous studies have shown that personal selling can enhance brand awareness by creating memorable customer experiences. For instance, research by Firmansyah (2020) highlights that direct marketing strategies, including personal selling, provide valuable insights into customer preferences and behaviors. This study supports the notion that personal selling is not merely a transactional activity but a strategic approach to building brand equity through relationship management.

Objective 2: The Effectiveness of Personal Selling Strategies Employed by ASCL

The second objective was to assess the effectiveness of personal selling strategies employed by ASCL in enhancing brand awareness. The results indicated that ASCL's personal selling strategies, which include personalized communication and relationship-building efforts, are effective in increasing brand visibility. The study found that customers respond positively to personalized interactions, which fosters a sense of loyalty and trust towards the brand. This finding is consistent with the work of Kumar et al. (2010), who emphasize the importance of customer engagement in marketing strategies. The rise of digital marketing has shifted the focus towards metrics such as customer engagement and brand mentions, which are critical for evaluating the effectiveness of personal selling. ASCL's approach to personal selling, which prioritizes customer relationships, aligns with these contemporary marketing practices. Moreover, the study identified challenges faced by ASCL in implementing personal selling strategies, such as limited resources and training for sales personnel. This resonates with the findings of previous research, which suggests that SMEs often struggle with resource constraints that hinder their marketing efforts (Burns & Bush, 2014). Addressing these challenges through targeted training and resource allocation could enhance the effectiveness of ASCL's personal selling strategies.

Objective 3: The Challenges Faced by ASCL in Implementing Personal Selling Strategies

The third objective was to assess the challenges faced by ASCL in implementing personal selling strategies for brand awareness. The study highlighted several obstacles, including a lack of structured training programs for sales staff and insufficient integration of personal selling with other marketing efforts. These challenges can impede the overall effectiveness of personal selling in building brand awareness. The findings are supported by the empirical review section, which indicates that many SMEs face similar challenges in executing

integrated marketing communications (IMC) strategies. As noted by Matviiets and Kipen (2012), the lack of coordination in marketing efforts can lead to missed opportunities for enhancing customer relationships. For ASCL, overcoming these challenges will require a strategic focus on training and development, as well as a commitment to integrating personal selling with broader marketing initiatives.

The study's findings contribute to the existing literature on personal selling and brand awareness. The emphasis on the importance of personal selling in building customer relationships is supported by the Hierarchy of Effects model proposed by Lavidge and Steiner (1961), which outlines the stages consumers go through in the decision-making process. Effective personal selling can facilitate the progression from brand awareness to purchase, reinforcing the study's findings.

Furthermore, the study's findings regarding the challenges faced in implementing personal selling strategies echo the concerns raised by previous researchers about the need for coordination and evaluation in marketing strategies. The insights gained from this research can inform future studies on the effectiveness of personal selling and IMC in various contexts, particularly in emerging markets like Ghana.

In conclusion, the study successfully achieved its objectives by analyzing the role of personal selling in enhancing brand awareness for Akwaaba Sof Company Limited. The findings underscore the importance of direct marketing in building customer relationships, the effectiveness of personal selling strategies, and the challenges faced in implementing these strategies. By linking these results to previous studies, the research contributes valuable insights to the field of marketing, particularly in the context of personal selling and brand awareness. Future research should continue to explore the evolving landscape of marketing

strategies, particularly in light of technological advancements and changing consumer behaviors.

4.6 Chapter Summary

Chapter 4 presents a comprehensive analysis of the data collected regarding the role of personal selling in enhancing brand awareness for Akwaaba Sof Company Limited (ASCL). The chapter begins by outlining the demographic profile of the respondents, providing insights into their characteristics such as age and gender, which are essential for contextualizing the findings.

The analysis focuses on the impact of personal selling activities on brand recall, recognition, and overall customer perceptions. It systematically examines how direct interactions between sales personnel and customers facilitate effective communication of the brand's value, leading to increased brand awareness. The chapter highlights key findings that demonstrate the positive correlation between personalized selling strategies and customer loyalty, emphasizing the importance of relationship-building in the sales process.

Additionally, the chapter addresses unexpected results and cross-references the findings with existing literature, providing a critical examination of how personal selling affects brand awareness within the context of ASCL. The analysis reveals that while personal selling is effective in enhancing brand visibility, challenges such as limited resources and inadequate training for sales staff can hinder its effectiveness.

The Chapter 4 serves as a detailed exploration of the mechanisms through which personal selling influences brand awareness, offering valuable insights for both academic researchers and marketing practitioners. The findings underscore the need for ASCL to refine its personal selling strategies to maximize their impact on brand recognition and customer engagement.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.0 Introduction

The chapter presents the summary of major findings of the study. Conclusions are drawn based on these major findings and recommendations are made for consideration. This study investigated the role of personal selling in enhancing brand awareness for Akwaaba Sof Company Limited (ASCL). Recognizing brand awareness as a critical factor for business success, the research aims to explore how personal selling strategies can be effectively leveraged to increase ASCL's brand recognition in a competitive market.

5.1 Summary of the Study

The findings indicate that personal selling significantly contributes to brand awareness by facilitating direct interactions between sales personnel and customers. This interpersonal process allows salespeople to effectively communicate the brand's value, leading to increased recognition and recall. The research reveals that ASCL's personal selling strategies, which emphasize personalized communication and relationship-building, are effective in enhancing brand visibility. Customers respond positively to these personalized interactions, fostering loyalty and trust towards the brand. However, challenges such as limited resources and

inadequate training for sales staff were identified, which could hinder the effectiveness of these strategies. The study highlights several obstacles faced by ASCL, including a lack of structured training programs and insufficient integration of personal selling with other marketing efforts. These challenges can impede the overall effectiveness of personal selling in building brand awareness. The study contributes valuable insights to the field of marketing, particularly in the context of personal selling and brand awareness within emerging markets like Ghana. It underscores the importance of addressing the challenges faced by SMEs in implementing effective personal selling strategies and suggests that targeted training and resource allocation could enhance their marketing efforts. The findings have implications for marketing professionals, policymakers, and scholars, providing a foundation for future research in this area.

5.2 Conclusion of the study

The study concludes that personal selling plays a vital role in enhancing brand awareness for Akwaaba Sof Company Limited (ASCL) within the Ghanaian market. Through direct interactions and relationship-building, personal selling strategies significantly contribute to increasing brand recognition and customer loyalty. The findings indicate that effective personal selling not only facilitates communication of the brand's value proposition but also fosters trust and engagement with customers, which are essential for brand equity.

However, the research also identifies several challenges that ASCL faces in implementing these personal selling strategies. Limited resources, inadequate training for sales personnel, and a lack of integration with other marketing efforts can hinder the effectiveness of personal selling initiatives. Addressing these challenges is crucial for ASCL to fully leverage personal selling as a strategic tool for brand awareness.

The study emphasizes the need for ASCL to invest in training programs that enhance the skills of their sales force and to develop a more structured approach to personal selling that

aligns with their overall marketing strategy. By doing so, ASCL can optimize its marketing efforts and improve its competitive position in the hospitality sector.

This research contributes to the understanding of personal selling's impact on brand awareness, particularly in the context of emerging markets like Ghana. It provides valuable insights for marketing practitioners, policymakers, and scholars, highlighting the importance of personal selling in building strong brands and suggesting avenues for future research to further explore this relationship. The findings advocate for a more strategic approach to personal selling that can benefit both ASCL and the broader Ghanaian economy by fostering a skilled sales force and enhancing brand visibility.

5.3 Limitations of the study

While this study provides valuable insights into the role of personal selling in enhancing brand awareness for Akwaaba Sof Company Limited (ASCL), several limitations must be acknowledged:

1. **Sample Size and Generalizability:** The study utilized a sample size of 100 participants, which, while sufficient for quantitative analysis, may limit the generalizability of the findings to the broader population of SMEs in Ghana. A larger and more diverse sample could provide a more comprehensive understanding of the impact of personal selling across different contexts and industries.
2. **Focus on a Single Company:** The research primarily focuses on ASCL, which may restrict the applicability of the findings to other SMEs in different sectors or regions. The unique characteristics of ASCL's business model and market environment may not reflect the experiences of other companies, limiting the broader implications of the study.

3. **Cross-Sectional Design:** The study employs a cross-sectional design, capturing data at a single point in time. This approach does not account for changes in personal selling strategies or brand awareness over time, which could provide a more dynamic understanding of the relationship between these variables.
4. **Self-Reported Data:** The reliance on self-reported data from participants may introduce bias, as respondents may provide socially desirable answers or may not accurately recall their experiences with personal selling. This could affect the validity of the findings.
5. **Limited Scope of Personal Selling Strategies:** The study may not encompass all possible personal selling strategies that could be employed by ASCL. Focusing on specific strategies may overlook other effective approaches that could contribute to brand awareness.

5.4 Recommendation of the study

The study recommends that Akwaaba Sof Company Limited (ASCL) should focus on the following strategies to enhance brand awareness through personal selling:

- **Invest in Personal Selling Training:** Equip sales personnel with the necessary skills and knowledge to effectively communicate the brand's value and engage with customers on a personal level.
- **Emphasize Relationship-Building:** Foster strong relationships between sales staff and customers to enhance trust and loyalty, which can lead to increased brand recognition and recall.
- **Utilize Personalized Communication:** Tailor communication strategies to meet the specific needs and preferences of customers, ensuring that interactions are relevant and impactful.

- Integrate Personal Selling with Other Marketing Strategies: Coordinate personal selling efforts with broader marketing initiatives to create a cohesive brand message and enhance overall marketing effectiveness.
- Monitor and Evaluate Personal Selling Effort: Regularly assess the effectiveness of personal selling strategies and make adjustments based on feedback and performance metrics to continuously improve brand awareness efforts.

These recommendations aim to leverage personal selling as a powerful tool for building brand awareness and achieving long-term business success for ASCL

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APPENDIX

SECTION A - DEMOGRAPHIC DATA

1. Age: 26-30 years 31-35 years 36-40 years 41-45years

2. Gender: Male
 Female

3. Number of years in Opearation

Diploma
 Degree
 Postgraduate

SECTION B -

For The Following Statement, Please Choose From The Options Provided Below, What Best Applies To You. Please Tick [] Where Appropriate. On A Scale Of 1 To 5, Rate The Role Of Personal Selling On Brand Awareness. A Case of Akwaaba Sof Company Limited (ASCL)

"1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5= Strongly Agree

No.	STATEMENTS	SD	D	N	A	SA
Expertise						
	The sales representatives of ASCL demonstrate deep knowledge about the products/services they offer.					
	The sales representatives of ASCL effectively address technical questions and concerns about the products/services.					
	The sales representatives of ASCL possess expertise in understanding the needs and preferences of potential customers.					
	The sales representatives of ASCL provide comprehensive information to potential customers to aid in their decision-					

	making process.					
Communication						
	1. The sales representatives of ASCL communicate clearly and effectively during interactions with potential customers.					
	2. The sales representatives of ASCL actively listen to the needs and concerns of potential customers.					
	3. The sales representatives of ASCL tailor their communication style to match the preferences of individual customers.					
	4. The sales representatives of ASCL use persuasive language to effectively convey the benefits of ASCL's products/services.					
Relationship						
	The sales representatives of ASCL build rapport and trust with potential customers.					
	The sales representatives of ASCL maintain ongoing communication with customers to foster long-term relationships.					
	The sales representatives of ASCL demonstrate empathy and understanding towards the needs and concerns of customers.					
	The sales representatives of ASCL provide personalized attention and support to individual customers.					
Brand Image						
	I am aware of ASCL's brand.					
	I recognize ASCL's brand logo and/or slogan.					
	I associate positive attributes with ASCL's brand.					
	I would consider purchasing products/services from ASCL based on my awareness of the brand.					