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**THE IMPACT OF BRANDING ON CUSTOMER PURCHASING DECISION: A STUDY OF
THE TELECOMMUNICATION SECTORS IN GHANA.**

BY

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(M.A. IN PUBLIC RELATIONS)

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DECLARATION

I hereby declare that this submission is my own work towards the Master of Arts Degree in Public Relations. To the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the Institute, except where due acknowledgement has been made in the text.

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Date

DEDICATION

I dedicate this piece of work to the Almighty God for His mercies on me throughout the study and my parents and siblings and to my beloved friend, SAMUEL BADU.

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ABSTRACT

The number of telecommunications service providers in conjunction with the implementation of mobile phone number portability has resulted in increasing competition for prospective and current telecom consumers. Corporate organizations must first understand their present and potential clients in order to attract and retain them. The purpose of this research is to determine the impact of branding on consumer purchasing decision in the Ghanaian telecommunication sector. The research took a quantitative approach. A total of 250 respondents took part in the survey. Views of respondents were explored based on brand, service quality, consumer loyalty, Price, Trust and Consumer purchasing decision. According to the survey analysis and discussion of the findings, consumers in Ghana's telecoms business responded slowly to price changes even when there was a significant change to service quality, although all the other variables correlated positively and significantly with brand and Consumer purchasing decision respectively. As a result, organizations in the telecoms service market cannot compete on price-service quality to increase their consumer base. In addition to the foregoing, service quality and network coverage were the two most essential factors or motivations for choosing a specific network provider in Ghana's telecommunications service business.

Consumers' loyalty and Trust in Telecommunication brands were very significant. Service quality was a major factor for those consumers who switched from one service provider to the other. Using regression analysis and Pearson correlation the test hypothesis, outcome concluded that, the relationship between brand and consumer purchasing behavior is significant and cannot be ignored in telecommunication strategic decisions.

The research suggests that, the scope of the current study should be expanded to include respondents from other places or regions of the country. This should give a far larger picture of the factors that influence consumer purchasing intentions in the telecoms industry.

CHAPTER ONE

1.0. Introduction

This chapter of the research study serves as a general introduction to the entire thesis work. It focuses on the background of the study, problem statement, objectives, research question and justification of the study. It also covers the significance of the study, scope and limitations of the study. Finally, the chapter entails the organization of the study.

1.1. Background of Study

Consumers are faced with a profusion of product and/or service options in today's intensely competitive business market. According to Yakup and Jablonsk (2012), the key to acquiring and maintaining a competitive edge in the telecommunications business is to focus on and influence consumer behavior. As a result, in order to attract and retain customers, corporate organizations must first understand their current and potential consumers. In less than an hour, the average shopper would have already purchased roughly 50 products (Bird & Leighton, 2012). As a concern, consumers are faced with the onerous burden of analyzing a myriad of identical products/services before selecting or settling on one. Consumers rely on their own principles to guide their decisions so that they can make quick decision. The environment is full of these generalizations. Consumers are sometimes unaware of environmental clues or make accurate judgments. Social, cultural, and psychological aspects have also been established as having an impact or effect on consumer purchase behavior.

The most effective mental shortcut available to the consumer, according to Leighton and Bird (2012), is a brand or branding. In other words, brands occupy a delicate position in the minds of consumers (Sawat 2012). A brand, according to the American Marketing Association, is a "name, term, sign, symbol, or design, or a combination of them, designed to identify the goods and services of one seller or group of sellers and to distinguish them from those of competitors". A brand can be a permanent entity capable of surviving or remaining in the minds of consumers indefinitely. A successful brand is a name, design, symbol, or mix of these elements that distinguishes a company's product or products as having a distinct competitive advantage that can be sustained. A brand can be as simple as a name, a combination of both name and logo or symbol, but it can

also be a promise, a guarantee, reputation, or an identification to the publics. Symbols are used to stimulate brain processes and carry messages as well.

A brand can be used to position a product or service in a way that conveys a sustained image of quality and value for money (Pathan & Sharma 2011). In the perspective of consumers, a brand that symbolizes value for money ensures that the consumer(s) develops recurrent preferences. That is, once a consumer is satisfied with a brand, he or she is less likely to look for and analyze alternative products or services available on the market. Brands allow consumers to recognize known products and services (Wiedmann, Hennigs, & Siebels, 2009; Kotler & Gertner 2002). The results of Leighton and Bird (2012) back up this claim. Leighton & Bird conducted a study on the effect of reduced branding on consumers, which revealed that, reduced branding may have a negative impact on consumers' attention and the ability to recognize a certain product or service, despite the fact that a variety of factors influence the consumer's choice of product(s) or service(s).

Branding has been a significant and fundamental aspect of company planning and marketing during the last three decades. Businesses are devoting substantial amounts of money to improving their product/service and corporate brands. Because of the changing face of marketing, there is a greater emphasis on branding. As per Kapoor and Si (2014), marketing has shifted to a more consumer-focused approach. As a matter of fact, the emphasis placed on brand strategy has increased to bring satisfaction to consumers by providing them with their preferred brands.

Brand strategies are created to make a product/service, as well as an entity/organization, more attractive to current and potential consumers. Thus, companies are now using branding as a strategy to influence consumer spending and purchase decisions (Yakup & Jablonks, 2012; Jesper 2007).

Branding as a tool or a marketing strategy is very vital to business. The growing number of studies on products/service and company branding, both in practice and in academia, demonstrates the importance of branding. A lot of studies have been conducted over the years on various aspects of branding as a marketing technique. Recent branding research has concentrated on effects of brand country of origin on consumer purchase intention (Godey et. al. 2012). Other examples include; brand origin and brand equity (Hamzaoui-Essoussi, Merunka & Bartikowski, 2011), brand awareness and market outcome (Zhan and He 2012), and purchase intention for luxury brands,

(Bian, & Forsythe, 2012). Also, the effects of corporate branding on consumer purchase decisions; brand awareness and consumer decision, brand awareness and firm performance (Homburg, Klarmann & Schmitt, 2010). It is important to highlight that most branding research has focused on the impact of brands or brand awareness on consumer buying decisions.

It is also worth mentioning that the majority of these studies have focused on industrialized economies. Macdonald and Sharp (2000), for example, investigated the impact of brand awareness on consumer decision-making in Australia. Birtwistle and Tsim (2012) investigated the UK clothes market's consumer purchasing behavior. Aside from several research on the impacts of branding and/or brand awareness on consumer purchase decisions, the telecommunications industry do not have any interest on sponsoring research work on the effects of brand or brand awareness on consumer purchasing decisions.

1.2. Statement of the Problem

Per the findings of Denmark (2010), the concept of corporate branding is critical because it promotes collaboration among organizational resources (human resources, tangible and intangible resources) and the organization's strategic objectives for achieving competitive success. Telecommunication firms, as service providers, must deliver services that meet or exceed consumers' expectations in order to remain profitable. To accomplish this, they must first appreciate consumer purchasing behavior in order to assist them in evaluating the service being provided. There is increased competition among telecommunications companies for the largest market share, which has resulted in certain companies, such as the merging of Airtel and Tigo. This is because the sector is dynamic and fast growing in its innovations around the world. It is critical that MTN, Vodafone, Glo, and AirtelTigo utilize more proactive branding strategies than they now have to capture the hearts of more consumers. With the increasing competition among service providers, consumers have many options to choose from. This increased number of telecommunication service providers, together with the implementation of mobile number portability, has enhanced competition for both potential/prospective and present telecommunication consumers. As stated by Schultz (2005), there is a connection between brand loyalty and continuing demand. This is because a satisfied consumer buys more and for a longer period of time.

Consumers all over the world today desire to associate themselves with brands. But the question is, why? Is it quality of service or product that attracts consumers towards the brand or some other related factors?

This study thus focuses on how telecommunications companies can use branding to impact consumer decision making process. Along with finding an in-depth knowledge of what actually is branding and consumer behavior in relation to the telecommunication sector.

1.3. General Objectives of the Study.

The main objective of the study is to evaluate the impact of branding in light of other business factors on organizational performance in telecommunication sector. To help achieve this are the following specific objectives;

- i. To investigate the branding strategies engaged by the telecommunication sectors
- ii. To investigate the determinants that affect consumer behavior in the telecommunication sector.
- iii. To study the influence of brands on consumer buying behavior in relation to the telecom industry.
- iv. To assess the relationship between branding and consumer purchasing behavior in Ghana's telecommunications industry.

1.4. Research Questions

1. What branding strategies are employed or used by telecommunication sectors?
2. What are the factors affecting consumer behavior in the telecommunication sector?
3. What impact does branding have on consumer purchasing behavior in the telecommunication sector?
4. What is the relationship between branding and consumer buying behavior in the Ghanaian telecom sector?

1.5. Hypothesis

The hypothesis of the study is to test if there is a positive relation between brand and consumer buying decision in the telecommunication sector or not.

H₀: There is **no** significant relationship between brand and Consumer buying in the telecommunication sector

H₁: There is a significant relationship between brand and consumer buying decision in the telecommunication sector.

1.6. Significance of the Study

The findings of this study are intended to make a substantial contribution to the impact of branding on consumer behavior in the telecommunications sector. This is to re-energize and remind telecommunication providers of their target consumers' perceptions and attitudes towards the branding strategies they have been employing. Thus, there will be an understanding of what genuinely influences consumers of branded telecoms products, which will assist them in developing the best strategies for gaining the hearts of their publics. This research is also expected to add to existing knowledge on branding in the telecommunications sector in Ghana and globally. It is expected, in particular, to act as a reference document for potential researchers who may wish to repeat and expand on this work.

1.7. Scope and Delimitations of the Study

The geographical scope of the study was limited to the capital town of Ghana, the Greater Accra Region which encompasses a greater collection of a mix of all the various regional individuals. In perspective, the study is to determine the impact of branding on consumer behavior in the telecommunication sector. The study will be considering telecommunication service providers; MTN, Vodafone, Tigo and Airtel now AirtelTigo, Glo Mobile and Expresso. Random sampling of individuals for data collection will include all persons who are using any of the network services in the Greater Accra.

1.8. Limitations of the Study

In the process of gathering information there are several challenges in this study that could be encountered. Among such problems are as follow: Time limitation in conducting the research, Non-compliance and unwillingness of some respondents creating an unnecessary delay in getting data from the respondents.

A large number of these obstructions, challenges and limitations would be alleviated by consistency on the part of the researcher and the unflinching support from the project supervisor.

1.9. Organization of the Study

Organization of the study outlines how the research work will be organized. The study will be organized in five chapters. Chapter one will form the introductory part of the study, problem statement of the research, research objectives and questions, its scope, justification and limitations of the study. Chapter two will cover an existing literature review on branding and will seek to give more insight to the study. Chapter three will give a detailed description of the various methodology that is used in the research. Chapter four will comprise data analysis, findings and discussion of results. Lastly, Chapter Five will present the conclusions and recommendations that will be imperative and instrumental to future research works in the field of study.

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

The primary goal of this research is to evaluate the impact of branding on consumer purchasing decision: A study of Ghana's telecom sector. This activity is required in order to discover gaps in previous studies, as well as to appreciate the framework within which the studies were done, in order to establish the necessary foundation for this investigation.

2.1. Theoretical Framework

Kotler and Andreasen (1991) link the concept of a brand to the buying qualities demonstrated by consumers. They defined it as "a name, symbol, or sign assigned to a product or service in order to assist them build their own identity, improve consumer recognition, and express what the product can offer." Furthermore, the definition of Zeithaml, (1988) states that, the indicators; price, brand name and shop name are the three external cues that influence product quality and value judgments, and therefore willingness to buy. The model is important because it does not limit external cues to only price as is the case of Scitovszky (1945) and Monroe and Krishnam (1985) theories. These theories are expounded in the next section. The primary effect of the additional cues of brand name and store name to price is to enhance the effect of price on buyers' quality perceptions. For instance, a consumer willing to buy a footwear from any store would not mind adding a little extra money to obtain a branded footwear like Nike or Adidas because of the higher perceived quality and higher perceived value it has on the minds of consumers. Zeithaml's (1988) definition is the most relevant to the aims of this study, given to the emphasis it places on willingness of a consumer to purchase based on brand.

2.1.1. Zeithaml's Price, Brand and Store name model

The theory was inspired by the theories of Scitovszky (1945) and Monroe and Krishnam (1985) theories. Scitovszky (1945) theory states that price as an indicator of product quality is not irrational but rather price is determined by demand and supply of a product in the market place

resulting in a "natural" ordering of competing products on a price scale, and therefore leading to, a strong genuine positive relationship between price and product quality. For instance, if there is a high demand for Apple iPhones but the quantity on the marketplace is small then it is perceived the quality is good so its price can be priced accordingly. A test by Tellis and Wernerfelt (1987) on Scitovsky's (1945) model was to confirm if a strong relationship exists between price and quality. The results showed a positive correlation coefficient $r = 0.27$ across product markets and that though a positive relationship exists it was not significant. Monroe and Krishnam (1985) expanded on Scitovszky (1945) by providing a model relating price, perceived quality, perceived sacrifice, perceived value and willingness to buy. Perceived price because what one consumer considers cheap is expensive for another (Cooper, 1969). Just like a GHS2000 priced Xiaomi Pro phone may be only cheap for a few consumers in Ghana. Higher prices lead to a perceived quality which means higher price sacrifice as well. The consumer then decides on the tradeoffs between perceived quality and price sacrifice whether to purchase the value outcome or not. Thus, by going for high quality results in high perceived sacrifice and vice versa. According to Zeithaml's (1988) the consumers' willingness to buy is based on the three indicators; Brand name, store name and objective price and not just price as Scitovszky (1945) and Monroe and Krishnam (1985) proposed.

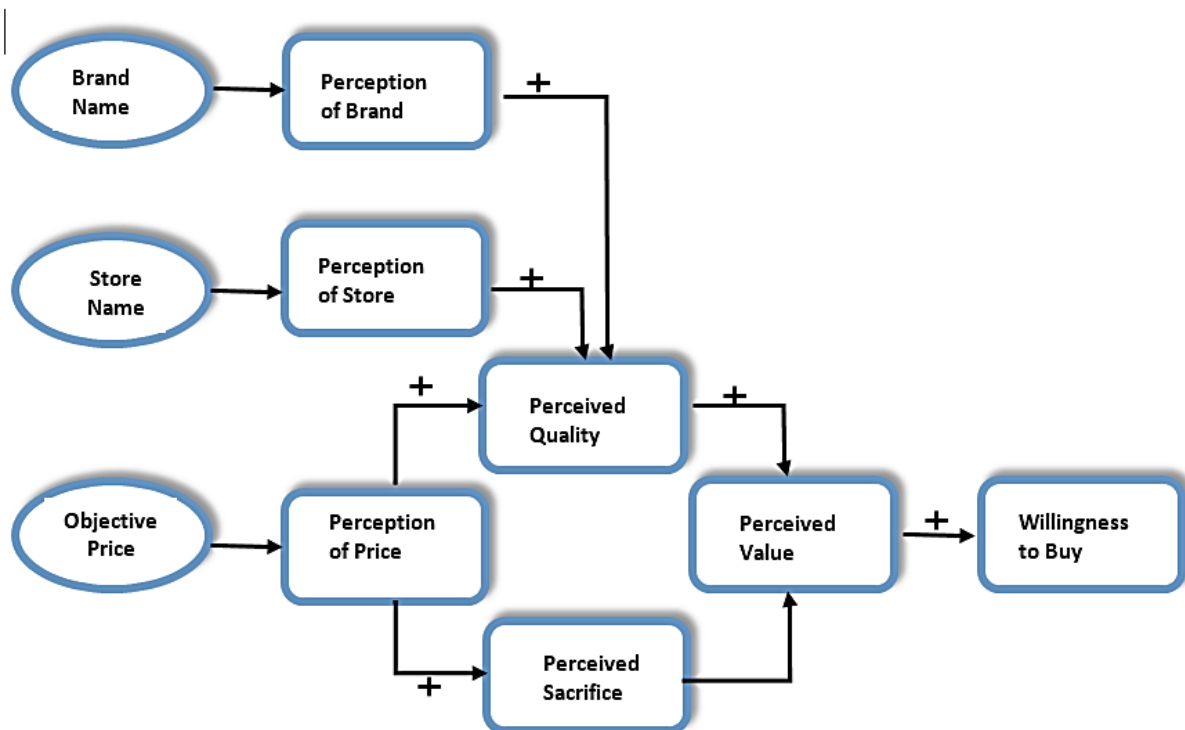


Figure 1.1: Conceptual Relationship of Price, Brand name and Store name effect (Zeithaml, 1988).

The inclusion of brand name and store name is important because some consumers buy based on brands and not on only price. For instance, a consumer will prefer a Casio watch due to its long standing trust in perceived quality at a perceived price.

The figure above shows how the model flow from left to right with the consumer purchasing process indicated in between the ‘three indicators’ and the ‘willingness to buy’ icons. In the model there exist a combination of three intermediate sections. The first section talks about the perceptions of brand name, store name and price. The second the perceived quality and sacrifice associated in parting with money. Then the third section perceived value. From the model, it shows that the flow is not reversal among the model sections. The theory was tested by Rao and Monroe (1989) on a range of products from non-durable products such as margarine, butter and the like as well as durable products like sound systems and the like. With price range from \$0.11 to \$400. A sample of 54 data points were considered. Using a Chi square test with a 95% confidence interval, the associations between 1) brands and quality, 2) Price and quality and 3) Store name and quality were examined. The scenarios were also tested under Hedges and Olkin (1985). The results of Association are as found in Table A below.

Table A – Test of Association for Price, Brand name and Store name on quality effect

Test Of Association	Best Estimate Weighted Average Effect, μ^2	State
Rao and Manroe (1989)		
Price – quality	0.12	Significant
Brand name – quality	0.14	Significant
Store name – quality	0.05	Not significant
Hedges and Olkin (1985)		
Price – quality	0.16	Significant
Brand name – quality	0.11	Significant
Store name – quality	0.06	Not significant

Source: (Rao & Manroe 1989; Hedges & Olkin 1985).

Price and brand name have both been proven to have significant but moderate effect on consumers' perceptions of quality as there is a positive correlation, whereas Shop name has a minor and insignificant effect (Rao & Monroe, 1989). There was inconsistency in weighted average effect values μ^2 for price-quality and Brand name-quality. On one hand, price –quality is higher in value than brand name-quality and vice versa. As shown above, the effects of the three cues or indicators have been studied, with conflicting statistical results, but some correlations were discovered. Rao and Manroe (1989) gave some additional reasons for inconsistencies as ‘price manipulations’ and ‘varied number of cues’. Under price manipulation it was said that people have varying perceptions of price for a given item which leads to different responses about the absolute price expected. Also under varied number of cues it was said that consumers use various cues to determine product quality (Olson, 1973). For example, for a quality breakfast with nutritional gratification, consumer may consider to explore external indicators like brand name, price and store name whiles, another consumer may consider an indicator such as price or brand name (Rao & Manroe, 1989).

The Zeithaml's (1988) model is important for this study: it allows the researcher to determine under the model 1) if brand has impact on consumer behavior in the telecom sector and 2) if the relationship between branding and consumer buying behavior in the Ghanaian telecom sector is significant. There will also be an investigation to check if the indicators; brand name and price are the only cues to impact willingness to buy in consumers in the telecom sector.

2.2. Concept of Branding

Branding has a long history, dating back to the tradition of branding livestock to deter theft. Images of cattle branding can be found in ancient Egyptian tombs dating back to about 2,700 BCE (Khan et al.2007). Various researchers have defined the term "brand" in a number of ways. Branding has been defined as the use of distinct variables such as names, symbolisms, terminologies (slogans), terms, signs, and, in a broader sense, the combination of all of the aforementioned variables with the intent of associating it with specific services and products in an organization that is distinct from competitors' brands (Bennett, 1995). This definition is supported by researchers such as Watkins, (1986), Aaker, (1991) and Kotler (2003). Ind (1997) defined a brand (or corporate) brand as the values that identify an organization; this includes more than just the organization's logo, name, or visual appeal or presentation.

A brand, according to Sawant (2012), is a description of a value package that consumers can count on to be the same or better over time. Sawant (2012) went on to say that branding is the process of imprinting an identifiable name and mark or a combination of both on a product or group of products or anything offered by a marketer. In business, marketing, and advertising, brands are used to establish awareness and, more importantly, to build and store value as brand equity for the object specified, to the benefit of the brand's consumers, owners, and shareholders. (Aaker, 1991).

According to the American Marketing Association (2014), products and services are branded to highlight their uniqueness, distinguishing them from other products and services offered by competitors in the industry in which they operate. A brand that has been thoroughly developed and executed has become a critical instrument for commercial organizations to enter into any market since it dominates the subconscious minds of consumers who do not struggle to recall them whenever the necessity arises. When it comes to mobile networks in Ghana, renowned names like MTN, Vodafone, Airtel, Tigo, and Glo spring to mind.

People also associate Nestle with beverages when they hear the name. As a result, branding serves as a signal to consumers, allowing them to instantly recognize a product as one they are familiar with or enjoy. It's a memory cue that allows consumers to recall pertinent information from memory. According to Hestad (2013), brand helps people to make decisions. Consumers stick to or recognize specific brands and buy them because of previous experiences with them or because of what they promise to deliver.

Consumers form an emotional bond with the product and the company as a result of branding. When people form emotional attachments to a company's product, it's easier for that product to be associated with a significant increase in market demand. Consumers attach meanings and interpretations to brands based on the services or satisfaction they promise. Thus, branding, according to Xie and Boggs (2006), is "the strategy in which a brand and company name are the same." Corporate branding entails communicating with the government, the financial sector, the labor market, and society as a whole.

“Corporate branding is an avenue for organizations to strengthen and sustain their originality by connecting corporate principles to products and services, allowing for the development of unique synergies” (Anisimova, 2007). Corporate branding enables a company to use a consistent vision. With respect to the product/service, brands can significantly boost firm visibility, recognition, and

reputation (Xie & Boggs, 2006). Strong corporate recognition draws both consumers and staff. Existing literature has identified several fundamental characteristics of strong or successful brands. Successful brands, for example, vary from all other products or brands (Li & Kambele, 2012). They distinguish themselves from all other brands on the market. According to O'cass and Frost (2002), brands that are viewed as unique by stakeholders have a far larger potential for growth than other brands on the market. Despite this, Li and Kambele (2012) suggest that brands must be considered to be different in a meaningful way to consumers.

The superiority of a product is no longer enough to ensure its success. Product lifecycles have been substantially shortened as a result of the rapid rate of technical advancement and the increased speed with which imitations appear on the market. Thus, product-related competitive advantages run the risk of being transformed into ordinary products in demand in the market. Hence, an increasing number of businesses are seeking for new, more durable, competitive tools — such as brands.

2.3. Brand Strategy

In respect to Murphy (1990), brand strategy entails creating and nurturing a brand in order to separate an organization from its competitors by providing value to consumers. In consequence, Kapferer (1992), stated that, brand strategy entails creating the proper perception in the minds of buyers. According to Aaker (1996), brand strategy comprises adjusting to changes in market conditions.

In general, a 'brand strategy is a collection of integrated strategies and sub-strategies employed by brand owner to meet the brand owner's objectives.' Brand strategy consists of six components: positioning, personality, identity, values, architecture, and communications.

2.3.1. Brand positioning

Brand positioning is the targeting of a specific market segment through the presentation of an image directed at that group (Keller, 2002; Schreiber, 2002; Osler, 2003; Kotler and Pfoertsch, 2006; Kapferer, 2008). It involves forming a mental image in the minds of consumers about what the brand represents. Brand positioning is "the act of creating the company's offer and image such that it occupies a distinct and valuable place in the minds of the target consumers" (Kotler, 2003).

2.3.2. Brand personality

Brand personality refers to a brand's human likeness in order to boost its appeal. Giving a brand a personality, or persona, implies bestowing inanimate things with human characteristics (Aaker, 1997; Kotler and Pfoertsch, 2006; Kapferer 2008). According to Aaker (1997), brand personality is "the set of human characteristics associated with a brand."

2.3.3. Brand identity

The connotations that a brand evokes in the minds of consumers are referred to as brand identity (Aaker, 1996; Aaker and Joachimsthaler, 2000; Keller, 2002; Kapferer, 2008). Aaker and Joachimsthaler (2000) describe brand identity as "a collection of associations that the brand strategist seeks to develop or maintain." Aaker (1996) differentiates between core and extended identity, where core identity reflects the 'timeless core of the brand' and extended identity adds 'elements that provide texture and completion.'

2.3.4. Brand values

Brand values are concerned with what a brand may provide in terms of benefits (Aaker 1996; Osler 2003; de Chernatony et al., 2004). According to Osler (2003), brand values are "those unchangeable traits that establish consistency for the brand's behavior."

2.3.5. Brand architecture

Brand architecture is concerned with how a brand is promoted in relation to other brands generated by the same firm or organization. Brand architecture is defined by Aaker and Joachimsthaler (2000), Osler (2003), and Petromilli et al (2002) as "the way in which corporations organize, manage, and market their brands."

2.3.6. Communications strategy

The term "communications strategy" refers to all of the methods by which a company promotes its brand (Ind, 1997; Dewhirst and Davis, 2005; Madhavaram et al, 2005). Communications strategy comprises of creating a strategy based on a brand identity (Ind, 1997). A communications strategy is a brand image that allows a company to fulfill its strategic goals.

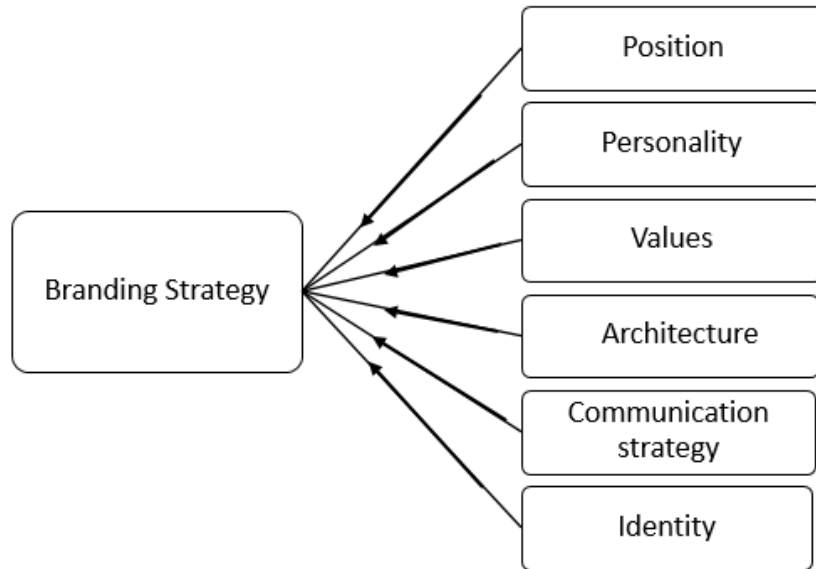


Figure 2.2: *Components of Branding Strategy*

Source: (Murphy 1990; Kapferer, 1992; Aaker, 1996; Ind, 1997; Keller, 1998)

2.4. Consumer Buying Behavior

A consumer's purchasing decision is the result of a series of choices he or she makes before making a purchase, which begins once he or she is willing to meet a need. The consumer must make decisions about where to buy, what brand to buy, what model to buy, how much to buy, when to buy, how much money to spend, and how to pay. It combines aspects of psychology, sociology, social psychology, and economics. It also attempts to measure the impact of groups such as family, friends, reference groups, and society in general on the consumer. Marketers can impact these judgments by giving information about their products or services that can help consumers make better decisions.

Schiffman and Kanuk (2007), stated that, before turning to external sources of information, consumers typically look for knowledge relevant to a certain consumption-related demand from their past experiences. In other words, a consumer's previous purchase history is seen as an internal source of knowledge that he or she consults before making a decision. Furthermore, numerous consumers' judgments are most likely to be influenced by a combination of previous purchase history, marketing programs, and non-commercial information sources (Schiffman & Kanuk, 2007). Previous literature has emphasized that while making a purchase decision, buyers usually want to reduce the risk involved (Chaipradermsak, 2007).

2.4.1. Factor Affecting Consumer Buying Behavior

Several factors influence consumer purchasing behavior, which are roughly categorized by Kotler and Armstrong (2008) as follows: -

- i. **Social Factors:** These are the factors that other people exert on consumers' purchasing behavior. Role and, status as well as family and reference groups, are examples of social influences.
- ii. **Cultural Factors:** These are the powerful influences on people that determine their purchasing behavior. These are the beliefs, desires, wants, preferences, perceptions, and behaviors that a consumer observes and learns from close family members and other key individuals in their lives. Culture, subculture, and social class are examples of cultural factors.
- iii. **Psychological Factors:** These are influences within a person that impact his or her purchasing behavior. Motives, perception, learning, attitude, and beliefs are among the key forces.
- iv. **Personal Factors:** These are characteristics that are distinctive to a person and influence purchasing behavior. These include demographic characteristics, lifestyle factors, and situational considerations.
- v. **Economic factors:** Employment, wages, prices/inflation, interest rates, and consumer confidence are all factors that influence consumer purchasing behavior in the demand for products and services.

Blackwell et al. (2001) reported that, in order to understand consumers' purchasing decisions, marketing managers must first grasp their consuming process and the benefits of organizational products and services in their perspectives. The authors also stated that when consumers want to acquire specific products, they go through a number of stages that influence their buying selection process and post-purchase behavior. The first phase comprises problem identification, in which consumers intend to meet their needs and desires. Marketers' role in this phase develops when they employ commercials, personal selling, and packaging to awaken recognition of desired requirements or wants. In the second phase, consumers begin to seek information on the products from either internal sources (typically past experiences) or external sources, such as friends, family, relatives, neighbors, annual reports, periodicals, sales people, social media, or packaging

labels. Finally, buyers examine the options and choose the brands that best suit them and meet their needs.

2.5. Impact of Branding on Consumer Purchasing Decision in the Telecom Industry

Purchase settings in mobile telecommunications are continuous and distinct from purchase settings in retail stores (Ranaweera & Prabhu, 2003). Most clients in this industry have long-term relationships with the operators (Ranaweera & Prabhu, 2003). Where variables such as trust, image, and satisfaction are difficult to quantify. However, factors such as switching are easier to quantify however, switching in this market necessitates more than merely traveling to another store. For the presence of switching barriers, it takes a significant amount of time and effort to switch, and the choice to switch is considered after substantial thinking. Most importantly, this industry creates a high-automation environment that makes clients reconsider leaving (Ranaweera & Prabhu, 2003).

A company's brand equity and competitive position illustrate the relationship between core values and corporate brand (Ozer, 2004). A consumer is thinking about brand building with his mind through the process of controlled and uncontrolled communication (Ozer, 2004). Today, a vital concern for each company's success is how to keep its current consumers and make them loyal to the brands.

Loyal consumers play a significant part in business development by making various moves such as purchasing more, paying higher prices, and, most importantly, presenting organizations with various sets of new consumers through positive word of mouth (Ganesh et al. 2001 was cited by Aydin and Ozer, 2004). In truth, telecom businesses frequently lose consumers. As a result, it is a difficult effort for mobile phone providers to maintain existing consumers while also attracting new consumers and instilling loyalty in them. It is believed that when clients are tied to a certain service provider or operator, their long term relationship with the operator is of major importance for the company's performance in the competitive market (Gerpott et al. 2001 referenced in Aydin and Ozer 2004).

Price is another critical issue in the telecom sector. Price is a very sensitive issue in this sector, which is a very dynamic component; consumers in this industry are quite price sensitive.

According to Kay (2006), brand meanings are absorbed into consumers' lives, therefore brands are social or cultural property rather than corporate property.

Several studies undertaken by researchers have indicated a considerable positive association between brand and consumer or consumer purchase behavior (Macdonald and Sharp, 2000; O'cass and Frost, 2002; Weiwei, 2007; Zhan and He, 2012). For example, while researching consumer views of well-known brands, Zhan and He (2012) claim that as consumers become more value conscious, they rate well-known brands more favorably, demonstrating that luxury products are not necessarily costly purchases.

As a consequence, value-conscious consumers or consumers are more likely to consider the benefit-cost ratio and, hence are more likely to go out of their way to find items or brands that provide the best value. Chen and Chang (2008) discovered a substantial positive link between brand equity and consumer purchase intentions in a comparable study.

They went on to say that for consumers with low switching costs, the influence or connection between brand equity and consumer purchase intention is low. Strong brands can boost consumers' or consumers' faith in the quality of the product or service purchased, as well as enable them to better envision and grasp intangible qualities. According to Yoo and Donthu (2001), brand image can influence a consumer's or consumer's willingness to pay a premium price, which can have a favorable impact on a company's future profitability and long-term cash flows.

Cobb-Walgren, Ruble, and Donthu (1993) provided a framework for investigating the many causes and effects of brand equity from the perspective of consumers in their paper. They proposed that a consumer's or consumer's impression of a product or brand has a substantial impact on brand value or brand equity.

There are various factors that consumers consider important when making a decision or purchasing a connection from a particular service provider. Thus;

2.5.0. Service quality:

The consumer's overall assessment of the service's excellence and superiority is known as service quality. The degree of perceived risk is greatest when consumers are unable to evaluate the service quality before buying (Ozer et al., 2005). Service satisfaction is one of the most important factors influencing consumer loyalty and purchasing behavior (Munnukka, 2005). There is a direct correlation between price and the product or service being offered by a firm.

2.5.1. Trust:

It is generally stated in the telecom industry that once a consumer has become connected to a certain service provider, mutual trust and long-term interactions are far more important to the company's success in competitive markets than they are in other industries (Gerott et. al. 2001 referred in Ozer et. al. 2005). Trust is a stronger emotion than satisfaction and it may be able to better anticipate consumer retention (Ranaweera & Prabhu, 2003). There is trust between the two parties when one believes that the other's activities will be advantageous to them. When a client has faith in a brand, it indicates that the consumer has a favorable purchasing behavior toward the brand (Ozer & Aydin, 2005). In this situation, trust helps to maintain long-term relationships between the partners.

2.5.2. Switching Costs:

Switching Cost is basically the cost involved in switching from one service provider to another. Switching costs might include not only monetary expenditures, but also economic, psychological, and physical costs, according to Ozer et al (2005). This could also include the time it takes to switch from one service provider to the next.

2.5.3. Price:

In the service industry, price is extremely significant because the consumer must pay each time he or she uses a service. There are various factors that will almost certainly influence your company's pricing policy, notably competitor pricing, product life cycle position, corporate positioning policy, perceived amount of differentiation and perceived value, and so on" (Fifield, 1998). Pricing strategy must be followed to maintain a balance between the profit of the company and the desire of the marketer to pay the correct price for the right product/service (Fifield, 1998).

2.5.4. Consumer loyalty:

“A firm promise to repurchase or patronize a particular product or service in the future, despite the fact that situational effects and marketing activities have the potential to trigger switching behavior, this results in repeating same-brand or same-brand-set purchases” (Oliver,1997 referred in Ozer, et. al. 2005). Consumer loyalty is critical to the long-term survival of a brand. And, in order to attain this goal, companies must track consumer satisfaction and trust over time (Ozer et. al. 2005).

2.5.5. Brand Image:

The company brand must be strong, meaningful, have distinct connotations, and have a good reputation that consumers can easily recognize. “Corporate identity should be aligned with the organization's core values, and this can help with corporate branding” (Kay, 2006). According to Souiden et al., (2006), corporate image and the development of loyal consumers have a direct impact on sales and market share. Singh (2006) goes even farther, claiming that ‘there is little distinction across product offerings, 'implying that brand may play a significant impact. More specifically. Karjaluo et al (2005) suggest that the mobile phone industry is one of the most unstable market today, as a result of competition and change.

2.6. Branding Strategies in the Ghanaian Telecom Sector

Ghana has four telecom service providers: The providers with their respective market shares as at 2020 are MTN-69%, Vodafone-14%, Glo-one percent and AirtelTigo-16% (NCA, 2021).

MTN entered the Ghanaian market and acquired Investcom in 2006; under the brand name Areeba which was previously Spacefon under Investcom Limited.

In 2007, Areeba was rebranded MTN Ghana (Okine, 2020). In 2008, Vodafone became the largest shareholder in Ghana Telecom which was with the brand name GT. In the same year the brand GT was rebranded as Vodafone (Okine, 2020).

Millicom rebranded to Tigo in 2006 whilst Zain rebranded to Airtel in 2010. A merger of Tigo and Airtel brands resulted in a rebrand to AirtelTigo in 2017. Glo entered the Ghanaian market in 2010.

As at 2020, about 94 per cent of Ghanaian households owned mobile Phones. However, landline use subscription rates have been falling (Devex 2009; Okine 2020; JoyNews 2010).

The impact of brand strategies employed by the service providers on consumers can be seen in the performance chart in Figure 3 below.

2.6.1. MTN:

MTN Ghana from that era when it took the lead in the industry in 2009, its story as the front runner has not changed; as seen in Figure 3 below. The company's brand strategy focusses on building a strong brand with a high quality and up-to-date services. Showing Leadership, Integrity, creating relationships with the consumers under the slogan 'everywhere you go', being innovative and having an 'I can do' attitude. MTN aspires to the mass market (GCA.M. 2019).

MTN strengthened its brand image and positioning in response to aggressive competition. The brand strategy is formulated largely by the company's top management. Branding for mobile phone services and internet services are integrated (GCA.M. 2019).

During the period between 1994 and 2006, Vodafone then GT was the first and only Ghanaian telecom service provider, and mobile phone use was a status symbol as only the affluent could afford it. Thus, GT targeted rich people and its promotional activities were largely beneficial to them and supported by word-of-mouth (Okine, 2020).

While the other players planned slowly to expand, MTN took over from Areeba which had already endeared many youths with self-employment through their 'space-to-space' landline service as many could not afford mobile phone use. MTN aggressively penetrated the market with very affordable mobile subscription packages, affordable handsets and a good network coverage. There was a massive rash from the publics to purchase the packages (Okine, 2020; GCA.M. 2019). The rebranding was successful with MTN brand image being a bright yellow with blue MTN inscription on it. MTN's logo, slogan and other messages regularly appeared on billboards, on buildings, shops, on television and in other media. MTN developed a persona to appeal to Ghanaian values. This persona, as portrayed by MTN, under the slogan 'everywhere you go,' is a blend of one who is dependable, a family member and socially responsible global citizen. MTN made philanthropic gestures in Ghanaian sport and community development to sustain and attract both existing and new consumers. (Okine, 2020; GCA.M. 2019).

Table 3.1: Components of MTN’s brand strategy

Constituent	Summary
Positioning	Market leader. Mass market and international. Penetration of strategic markets.
Personality	High quality yet cheap, ‘human’, Aggressive, ‘nice’ (Slogan: everywhere you go)
Identity	Global technology.
Values	High-quality technology, affluent yet economic
Architecture	Integrated.
Communications	Word-of-mouth, endorsement by celebrities, publicity, media, advertising and philanthropy.

2.6.2. Vodafone:

After MTN and Tigo had entered the Market, Vodafone became more proactive by offering service quality coupled with low price which appealed to the youth and quickly firmed the second position in the market (Okine 2020).

Vodafone positions itself as a powerful, magnanimous, caring global company and building relationships with the government and private sector) – one that subscribers could feel proud to be associated with. It thus incorporated being ‘nice’ (powerful and friendly) and being part of an international community (global). The company aims to provide the kind of innovative and responsive service for which the Vodafone Group is recognized in Ghana and worldwide (GCA.V, 2019). Vodafone made philanthropic contributions in Ghanaian education and health under the Corporate Social Responsibility CSR and helping SMEs, Corporate and government agencies with businesses solutions. These and many others have sustained and attracted both existing and new consumers there by contributing to its growth (GCA.V, 2019). The company had been second-ranked operator after MTN up until the merging of Tigo and Airtel into AirtelTigo. AirtelTigo is now ranked second and Vodafone third; as seen in Figure 3.3 below. Vodafone brand image is Vodafone in white inscription on red background.

Table.3.2: Components of Vodafone’s brand strategy

Constituent	Summary
Positioning	Corporate Social Responsibility CSR, ‘Patriotic’. Mass market and international. (Business, government).
Personality	Caring and socially responsible. Team builder (Slogan: Together we can)

Identity	High-quality technology.
Values	Affluence, pioneering.
Architecture	Integrated.
Communications	Word-of-mouth, endorsement by celebrities, publicity, media, advertising and philanthropy.

2.6.3. AirtelTigo:

AirtelTigo merger was to bring a major boost in both rural and urban network coverage to attract more consumers (GCA.A. 2019). AirtelTigo has a personality of being caring, socially responsible and business minded in line with its slogan, ‘Making a business simple’. AirtelTigo is making philanthropic contributions in Ghanaian education and sports under the Corporate Social Responsibility CSR which appeals to new and existing consumers. Its brand image is an AirtelTigo inscription on a vertically halved red and blue background instilling to new and existing consumers that Blue for Tigo and Red for Airtel have become one and equal. Airtel’s business promotions are on the lines of Word-of-mouth, media, celebrity endorsements, advertising and philanthropy (GCA.A. 2019).

Table 3.3: Components of AirtelTigo’s brand strategy

Constituent	Summary
Positioning	CSR, Broad-based Ghanaian market. (Rural and Urban).
Personality	Loving and socially responsible. Business minded (Slogan: Making a business simple)
Identity	High-quality technology.
Values	Pioneering
Architecture	integrated
Communications	Word-of-mouth, media, advertising and philanthropy.

2.6.4. Globacom (Glo):

The last entrant into the competition in 2008, remained in the fourth position (Okine 2020). It relies on limited media advertising and word of mouth to promote its services. It focuses on Mass market especially strategic markets in regional capital and providing affordable service. Glo’s persona is youthful, innovative and affordable. The slogan ‘rule your world’ portrays the company

as ambitious contrary to its performance on the market share. It carries the values of being affordable, serviceable and technology. It basically rides on a one percent of the full pie of the market share; as seen in table 3.3. Aside affordability and innovation, Glo does not appeal much, to many potential consumers, mainly because of its very limited coverage throughout the country. The brand image is Glo in white inscription on a bright green background.

Table 3.4: Components of Glo’s brand strategy

Constituent	Summary
Positioning	Mass market; strategic markets
Personality	Cheap, youthful, and ‘human’. Ambitious (Slogan: Rule your world)
Identity	Youthful, innovative and affordable.
Values	Affordable and serviceable technology
Architecture	Integrated.
Communications	Word-of-mouth and limited media advertising.

Mobile Money is a fast, simple, convenient, secure and affordable way of transferring money, making payments and doing other transactions using a mobile phone. Mostly for the unbanked and Small and Medium scale enterprises SMEs (GSMA, 2020).

Mobile money was first launched in Ghana in 2009 by MTN. This attractive feature brought in more consumers to MTN. Vodafone then launched its version, Vodafone Cash in 2015 to become competitive. There was Tigo Cash in 2011 and Airtel Money in 2016 all of Tigo and Airtel respectively (GSMA.2019; Media 2016). Uptake has increased quickly since then, and today Ghana is one of the most mature mobile money markets (Okine 2020).

The figure 3.3 below shows that MTN since the year 2015 has experienced a steady growth from 48% to 70% of market share. Tigo and Airtel both saw a decline in their market share from 15% to 12% and 11% respectively in the same period, 2015 and 2020. Similarly, Glo experienced a decline from 3% to 1%. Vodafone maintained a stable 18%. Strategic brand management by Airtel and Tigo to merge and rebrand in to AirtelTigo in 2019 caused some shake up in the telecom sector. In 2020, AirtelTigo market share dropped from 21% to 16% as well as Vodafone dropping slightly from 15% to 14%. Glo maintained its 1%. It appears some few consumers switched service operators to MTN. The fear of failure as not all people like change and the mobile money accounts under branding could account for this.

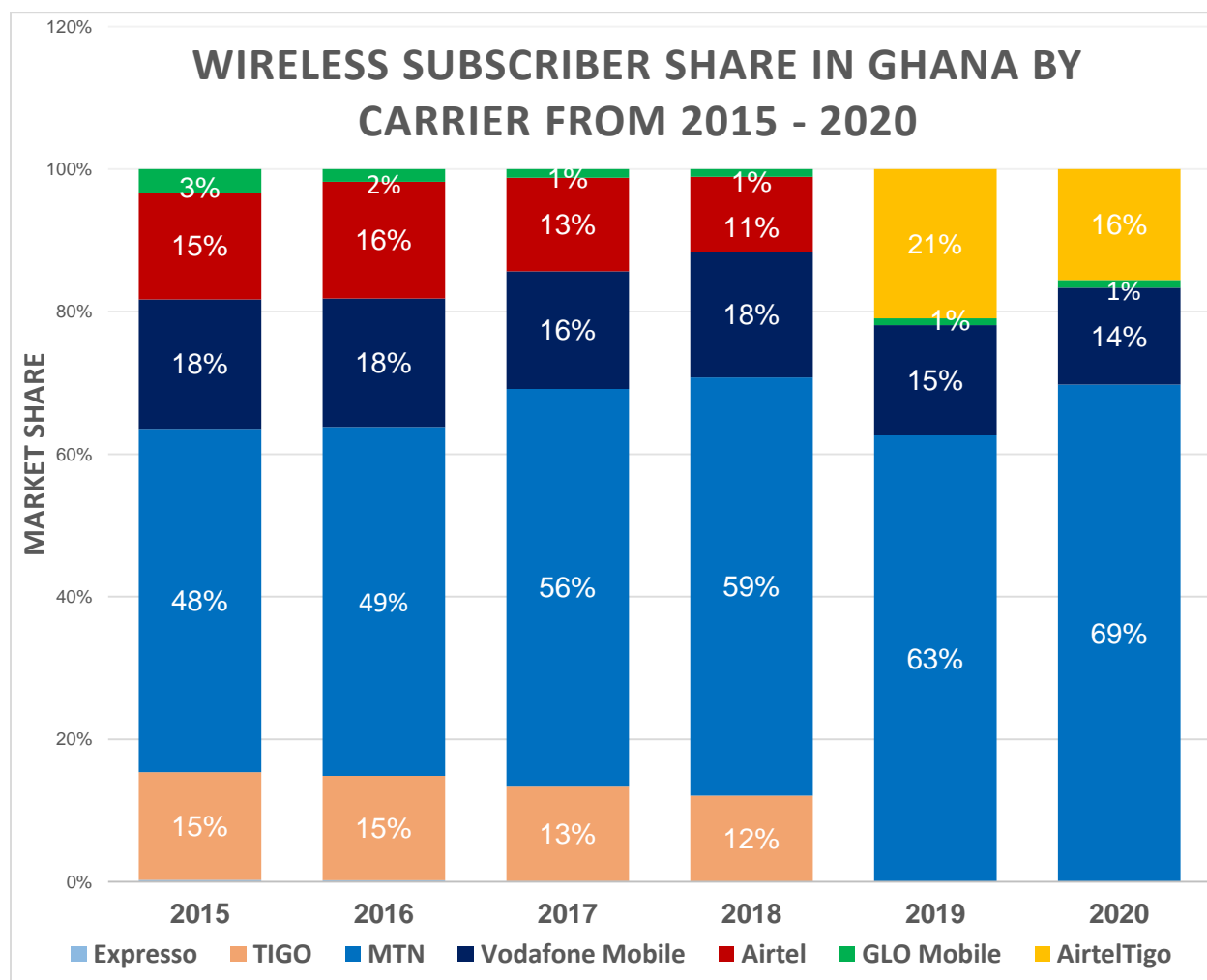


Figure 3.3: Data subscriptions among Service Providers in Ghana from 2015 to 2020. Source: National Communication Authority (NCA, 2021)

2.6.5. Related Studies

Owing to the relevance of the study of brand impact on consumer purchasing behavior, there have been some research works in this study; Neyati (2015), researched the effect of brand on consumer buying behavior in relation to Fashion goods and accessories and discovered that brands once established in the mind becomes permanent for consumer to identify with it and that brand loyalty declines with age owing to a lack of desire to be a status symbol. A similar study by Muhammad, Madiha, Mehwish (2017) in relation to the footwear industry of Pakistan after investigating, if there exists any relationship between consumer buying behavior and the variables; advertisement, brand image, brand association, and brand loyalty, discovered in their regression analysis model

on a 170 respondents, showed a good fit among all the various relationships and that there is a significant positive relationship between branding on consumer buying behavior.

To the study, Fatima, Muzamil, and Muhammed (2014) performed series of hypothesis to include testing if there exist any relationships between branding and reference groups, age as well as consumer behavior. A regression analysis test on 78 respondents confirmed that all hypothesis was significant except age which when is increasing causes consumers to become less loyal to any specific brand. As a result, they also concluded there is strong relationship between branding and consumer purchasing behavior.

There appears to be less emphasis on the effects of branding on consumer buying behavior in the telecom industry despite the numerous research on the study. The increased number of telecom service providers, together with the implementation of mobile number portability, has increased competition for prospective and existing telecom consumers. Therefore, this research focuses on how telecommunications providers can utilize branding to affect consumer buying behavior.

2.7. Summary

This chapter explained, the concept of branding and branding strategy with its components; brand positioning, brand personality, brand value, brand identity, brand architecture and communication strategy. Consumer buying behavior and its determinants as well as the branding strategies engaged in the Ghanaian Telecom sector was also investigated. Finally, impact of branding on the consumer buying behavior in the telecom industry were expounded in terms of Service quality, Trust, Switching cost, price, consumer loyalty and brand image.

CHAPTER THREE

METHODOLOGY

3.1. Introduction

This chapter explains the methodologies to be utilized in the Ghanaian telecom sector to test the relationship between branding and consumer purchasing behavior. The research design, research population, sampling technique, data sources, data collection method, data collection instruments and data analysis were all covered in this chapter.

3.2. Research Design

This is the primary method adopted to investigate the various components of the study in a coherent and logical manner, enabling successful addressing of the research problem; it serves as the blueprint for data collecting, measurement, and analysis (De Vaus, 2001; Trochim, 2006).

Saunders et al. (2007), posit that there are three types of research designs: explanatory, descriptive, and exploratory.

For this study, a quantitative, descriptive approach was implemented. The choice of the design was informed by the objectives of the study as outlined in chapter one. This approach of research design provided a quick, efficient and accurate means of assessing information about the population of interest. Under the descriptive study of design, data can be obtained using a survey, and a statistical analysis of that data can be made to infer the desired results (Bhasin, 2019).

According to Bhasin (2019), data obtained under the descriptive research can be quantitative or qualitative. In contrast to qualitative data which is obtained from description of qualities or characteristics, quantitative deals with data that is numeric in nature hence this study implemented the quantitative approach.

Hopkins (2008) claims that quantitative research designs or approaches produce unbiased outcomes. In addition, Neuman (2007) claims that in the quantitative study, findings can be generalized across other jurisdictions. This research design investigated the relationship between branding and consumer buying behavior in the telecom sector. The study was conducted in the Greater Accra region.

3.3. Research Population

A research population is a large collection of persons or things that are the focus of a scientific investigation (Salgado, 2002). A population is made up of all the units covered by the study that can be generalized Neuman (2006). As it is not always humans who are being sampled, the term "units" is used. The researcher has the option of selecting a sample from a world of nations, regions, schools, and other entities Bryman (2001). The population of the study was the consumers of the services of all telecom service providers in the Greater Accra region.

The study's geographical scope was limited to Ghana's main city, the Greater Accra Region, which included a larger group of people from all across the country. The goal of the study was to investigate the impact of branding on consumer buying behavior in the telecommunications industry. MTN, Vodafone, Tigo and Airtel (now AirtelTigo), and Glo are the telecom companies that was examined in this study. For data collection, a random sample of 250 respondents was used from all of the telecoms service providers in the greater Accra region.

For the sake of efficiency, the researcher chose to consider 230 consumers and 20 service providers out of a total of 250 respondents. Random sampling of individuals for data collection included all persons who were using any of the network services in the Greater Accra.

3.4. Sampling Technique

A sample is a set of individuals or objects collected or selected from a population by a defined procedure (Peck et al., 2008). The process of picking a sample from a population is known as sampling. The assumption with sampling is that what is revealed about the sample will be true about the population as a whole. This is only true if the sample is a true representative of the population otherwise, the sample is biased, and inferences about the population will not be true. Random sampling eliminates bias when collecting a sample from a population. The errors in a random sample are minimal and can be quantified. (Ddeku, 2018).

Any two or more researchers working on the same study using unbiased samples that are a true representative of the same population should not have conflicting findings, though they may have different interpretations. (Ddeku, 2018). Sampling helps save time, energy and cost.

Probability sampling and non-probability sampling are the two main types of sampling techniques.

3.4.1 Probability Sampling

This is a form of sampling in which the researcher selects samples from a broader population using a method based on probability theory. (LCWU, 2017). In this method, the researcher's discretion is not involved in the sampling of units from the population rather units of the population are randomly chosen to have a known chance of entering the sample. Probability sampling is ideal for quantitative research because sample results can be generalized to the larger population.

3.4.2 Non-Probability Sampling

In this method, the sampling is based on human judgement and has no theoretical basis for estimating population characteristics (Ddeku, 2018). Thus, sample unit selection is based on availability and interviewer conclusions. This sampling method is used where there is not enough sample data and some characteristics of the population is needed within a short time. It can also be utilized when there is no information obtained about the population. Non probability sampling is mainly for qualitative research and cannot be generalized to the larger population (Ddeku, 2018). This study is a quantitative research hence probability sampling was considered.

3.4.3 Sampling Method

Sampling method is the procedure for selecting units or members from a population to create a sample (Stattrek, 2018). The various forms of random sampling include; simple random sampling, stratified random sampling and cluster random sampling. This study will focus on the Simple random sampling.

Simple random sample is a randomly selected subset of a population with each member of the population having an exact equal chance of being selected (Lauren, 2020). This method of sampling is preferred because the observations of the samples can be used for inferences and a minimum knowledge of the population is required. Not only that, the simple random sample provides appropriate data and reduces bias in the study. The simple random sampling was used in selecting the sample of 250 consumers in this study.

3.4.4. Sample Size

Sample size is defined as the number of individuals who are included in a research study to represent a population. The sample size references the total number of respondents included in a study, and the number is often broken down into sub-groups by demographics such as age, gender,

educational level, and location so that the total sample achieved will represent the entire research population.

Determining the appropriate sample size is one of the most important factors in statistical analysis. If the sample size is too small, it will not yield valid results or adequately represent the realities of the population being studied. On the other hand, while larger sample sizes yield smaller margins of error and are more representative, a sample size that is too large may significantly increase the cost and time taken to conduct the research. (Frankline Kibuacha, 2021)

It is always advisable to use the largest sample possible. Larger sample sizes offer more accurate mean values, reveal outliers that may skew data in a smaller sample, and provide a lower margin of error (Zamboni, 2018).

The size of the sample has an impact on inferential accuracy. This is because a smaller sample produces less accurate results since they do not represent the population well. In this research, a simple random sample of 250 respondents was used from all of the telecoms service providers in the Greater Accra region as the sample size was a good representation of the Greater Accra population.

Sampling Justification

In the first place, choosing a sample was more cost-effective for 250 consumers who subscribed to the services of telecom providers in Greater Accra, instead of studying the entire population of telecom providers in Greater Accra. Secondly, it was not necessary to collect data from the entire population of the telecom service providers in Greater Accra because information obtained from the sample selected can be used to achieve close estimates of the population. Thirdly, a minimum sample size was required for data normality and estimation (Schreiber et al., 2006). In this research, the minimum sample size for data normality and estimation was 250.

3.5. Sources of Data

Data are individual pieces of factual information recorded and used for the purpose of analysis (Dewitt, 2021). The primary and secondary data sources were used in this research.

3.5.1. Primary Source of Data:

Primary data is data gathered directly from a data source without going through any other sources. (Formplus, 2020). For instance, in a national population census, to collect primary data, government census representatives approach individuals in their homes and interview them.

Primary data can be obtained using self-administered surveys, interviews, field observation, and focus group discussion. Primary data is often reliable and accurate as it is specific to the needs of the researcher at the moment of data collection (Formplus, 2020). It is also authentic and data obtained is recent. However, it is expensive and time consuming to obtain primary data.

This research work made use of primary data. Individual subscribers of any of the mobile networks in the Greater Accra region were randomly approached by the researcher who provided a brief summary of what the Survey was all about. Questionnaires were then given to consumers to complete. These data were used to test the formulated research questions.

3.5.2. Secondary Source of Data:

Secondary data is information gathered by someone other than the user (Stevenson et al., 1999). Information collected by organizational records, and data acquired for other research purposes are all common sources of secondary data for social science (Thurik & Wennekers, 1999).

Secondary data was also employed in this research. Secondary data, was acquired from existing literature as well as other publicly available sources such as National Communications Authority publications. These sources were primarily used to create the ideas that served as the foundation for the ‘Branding Strategies in the Ghanaian Telecom Sector’ study in the literature review chapter. Secondary data is easily available, affordable and data collection is not time consuming.

3.6. Data Collection Method

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes (NIU, 2019).

There are four data collection methods namely observation, interview, survey and focus group discussion. The most commonly used ones are the interview and survey methods. This study primarily focused on the survey method. A survey is a research method. It is both the set of questions and the process of collecting, aggregating, and analyzing the responses from the questions (Survey. M, 2018). According to Shaughnessy, Zechmeister, and Jeanne (2011), a survey is a set of questions that is sent to a random sample of people. Surveys can be performed via the phone, by mail, online, or even on street corners or in shopping malls. The Survey research

is frequently used to analyze people's views, opinions, and feelings (Shaughnessy, Zechmeister & Jeanne, 2011).

One can describe the attitudes of the population from which the sample was collected using a representative sample of the larger population of interest, and one can also compare the attitudes of various populations and track changes in attitudes through time. A good sample selection is critical because it allows one to extrapolate findings from the sample to the entire population, which is the goal of survey research (Wikipedia, 2021).

In other to minimize cost, time and energy in reaching the 250 consumers, surveys were given over the internet by Email, WhatsApp and on face-to-face bases. Researchers addressed individual consumers of any of the mobile networks in the Greater Accra region at random and gave them a quick overview of the Survey. Consumers were then given questionnaires to fill out. These data were used to test the formulated research questions.

3.7. Data Collection Instrument

This is referring to the instruments that researchers use to collect data during the research process. The term "data-collection instruments" refers to tests, survey, inventories, interview schedules or guides, rating scales, and survey plans, as well as any other forms used to collect information on roughly identical items from ten or more respondents (CFR, 2018). Among the instruments types stated above, the paper and electronic forms of questionnaires were used for this study. The questionnaires were mainly closed-ended as they allow for responses from a limited set of information, provide homogeneity, and have a high response rate. The Likert scale was used in this study's survey since it is an excellent way of measuring respondents' attitudes toward a given attribute. According to Myers (1999), the Likert scale is user-friendly and decreases doubt, confusion, and misunderstanding. It allows for Closed-ended questionnaires which provides consistency, reliability, saves time and gives high response rate unlike the open-ended questionnaires. The questionnaire is structured to have Likert-type questions usually with 2 to 5 options for a question.

3.8. Data Analysis

Regression Analysis and Pearson correlation were used to analyze the data acquired quantitatively. The raw data from a study is useless unless it is converted into information that can be used to

make decisions (Couper and Emery, 2003). The data analysis entailed condensing the raw data into manageable units, creating summaries, and making statistical judgments. Analysis of data as indicated by Ader (2008) is a process of editing, cleaning, transforming and modelling data with the goal of highlighting useful information, suggestions, conclusions and supporting decision making.

The completed questionnaires were collected, edited and analyzed. The Excel Data Analysis Tool pack - an add-on of the Microsoft Excel application software was employed in the analysis of the data. All data were analyzed in tables, the tables were used to present relevant information which included clarifications and Regression analysis statistical technique used to test the formulated hypothesis.

3.9. Summary

The research design was explained in this chapter and the research population identified as consumers of all Telecom service providers in the Greater Accra region. A sample size of 250 was considered. For a quantitative research, the simple random sample was then utilized under the probability sampling technique to acquire primary data through the administration of survey instruments. The Pearson correlation and Regression Analysis were used in data analysis.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.0. Introduction

This chapter presents the outcome of the analysis based on the stated research topic: ‘The Impact of Branding on Consumer Purchasing Decision: A study of the Telecommunication Sectors in Ghana,’ to make a valid conclusion. It also presents the analysis and the interpretation of the data collected from the field. Data collected was examined using Pearson’s correlation coefficients and the Regression Analysis to determine the validity of our test case.

The surveys were completed by 250 people. It's worth noting that the respondents completed and returned all of the questionnaires. As a result, the researchers received a 100% response rate. The results of the questionnaires were presented in tabular format and discussed.

4.1. Demographics data

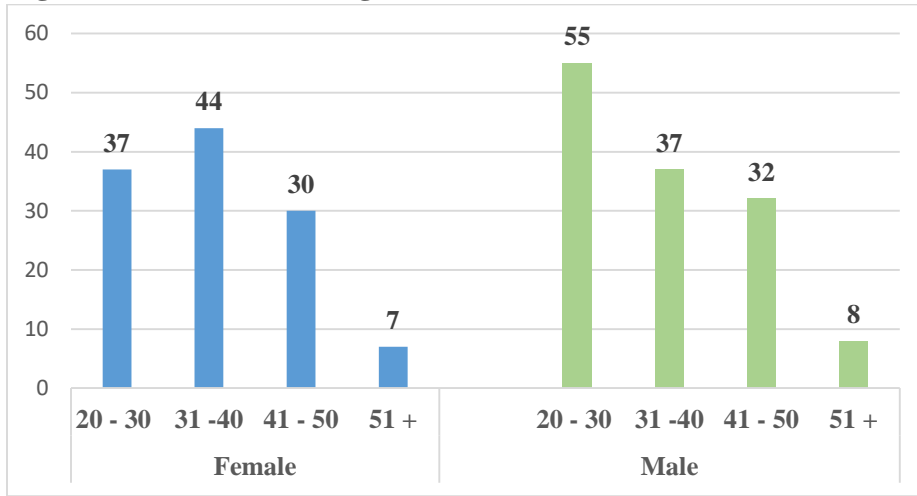
In general, the data gathering method revealed that the majority of the respondents of the study are males, as shown in table 4.1 below. For example, males account for 53% of the respondents of the study, while females account for 47%. With 37% of subscribers in the 20-30year age group, followed by 32% in the 31-40 year age range, and 25% in the 41-50 year age range.

Table 4.1: Gender and Age distributions of the respondents

Respondents Demographics	Frequency	(%)
Male	132	53
Female	118	47
Less than 20 years	-	-
20 – 30 years	92	37
31 – 40 years	81	32
41 – 50 years	62	25
Above 50 years	15	6

Source: Field Survey (2021)

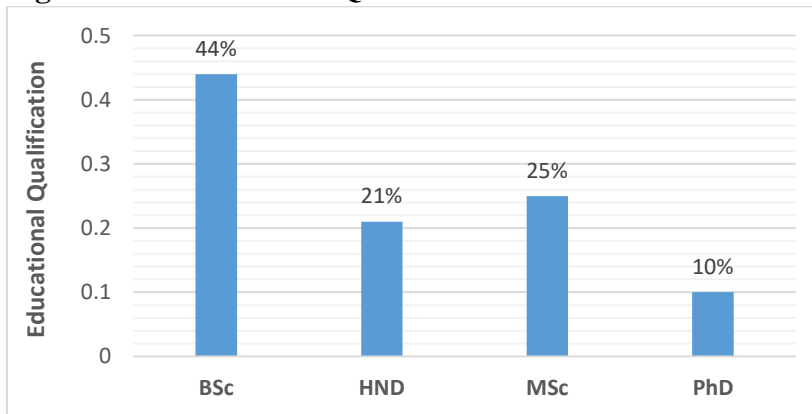
Figure 4.1: Gender and Age Distribution



Source: Field Survey (2021)

Figure 4.1 shows that the greatest male subscriber group was between the ages of 20 and 30, with 55 subscribers and the lowest 51plus at 8, while the female subscriber group was between the ages of 31 and 40, with 44 subscribers and the lowest still 51plus at 7. This outcome implies that all of the respondents had some type of formal education and hence could relate to the data collection instrument's questions.

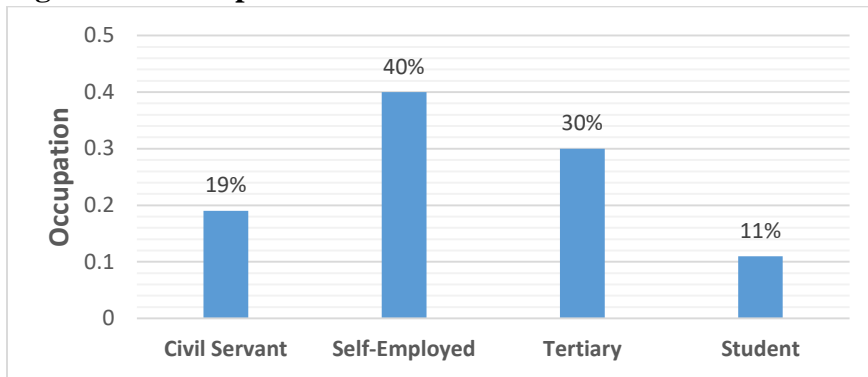
Figure 4.2: Educational Qualification Distribution



Source: Field Survey (2021)

Regarding educational qualification, all of the respondents have completed some type of tertiary education, such as university or polytechnic schooling except one respondent who had no educational background but could read and write basic English. 44% of the respondents have a BSc, 21% have an HND, 25% have an MSc, and 10% have a PhD.

Figure 4.3: Occupational Distribution



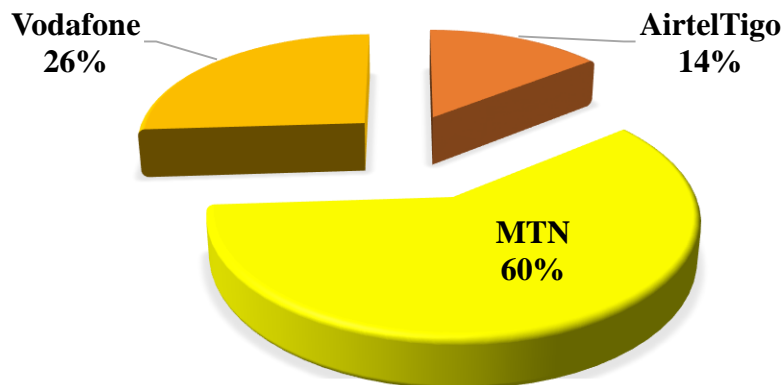
Source: Field Survey (2021)

According to Figure 4.3, 89% of the respondents had a higher degree, while 11% were students (undergraduates) still in university. 19% of the respondents were Civil Servants, 40% were Self-Employed, 30% were Tertiary and 11% were Student.

4.2. Network Subscribers of Respondents

Every respondent had a network. Below is how they are distributed among the respondents.

Figure 4.4: Network Distribution among Subscribers



Source: Field Survey (2021)

4.3. Reasons for remaining with a Network

Generally, among the reasons for remaining with network, 22% indicated Affordability, 10% preferred to stay on the same network as their callers, three percent indicated Name of Service Provider (Brand), 29% indicated Service Quality, whereas, 36% indicated Wide Coverage. Table 4.2 below, summarizes the reasons for sticking with a network provider.

Table 4.2: Reasons why Respondents have remained with a Network.

Reasons For Remaining With Network	Affordability	My Callers Use The Same Network	Name Of Service Provider (Brand)	Service Quality	Wide Coverage
AirtelTigo	8	-	-	28	-
MTN	11	24	6	18	90
Vodafone	37	-	1	27	-
Grand Total	56	24	7	73	90

Source: Field Survey (2021)

4.4. The Question, ‘What is a brand?’

The vast majority 60%, demonstrated a thorough comprehension of a brand. Stating brand to be all of the following; slogan, logo, label or company name. 26% of respondents think of a brand as a corporate name only, whereas 14% think of a slogan only as a brand. Table 4.3 shows the results below.

Table 4.3: Understanding of Brand.

What is a brand?	Frequency	(%)
All of the above	150	60
Company image	66	26
Slogan	36	14
Logo	-	-
Label	-	-
Grand Total	250	100

Source: Field Survey (2021)

4.5. Switching Network

Concerning switching of networks, 54% indicated they had never switched networks whereas 46% said they had switched networks.

4.6. Motives of Respondents for Switching Network

Of the 46% who had switched networks, 36% indicated it was due to high network service charges, four percent indicated most of their callers use the same network. 58% specified poor quality of service and two percent indicated wide coverage. As shown in Table 4.4 below.

Table 4.4: Motives of Respondents for Switching Network.

Reason for Switching from Previous Network	Frequency	(%)
High network service charges	41	36
Most of my callers use the same network	5	4
Poor quality of service	67	58
Wide coverage	2	2
Total	115	100

Source: Field Survey (2021)

4.7. Scale Measures:

The second half of the questionnaire had 23 questions under the variables Brand Image, Service Quality, Consumer Loyalty, Price and Trust. The questions were analyzed on Likert's scale ranging from Strongly Agree (5) to Strongly Disagree (1) based on the 5-point scale. The first five questions assessed consumer behavior by inquiring about brand name, emotional attachment to brand, confidence in brand, ability to recall brand and brand as a personality choice. The second variable, Service Quality considered the next five questions by inquiring about High service quality, unique services, satisfaction from additional value of services, innovation, and product performance. The next four questions on Consumer loyalty were centered on ability to recommend, faithfulness, switching and satisfied consumer support. Regarding, the variable Price, inquiry was about the reasonability of price charged, price as a key factor, price commensurability with service and price satisfaction. Finally, regarding Trust, the inquiry was on satisfaction from provider, sincerity and honesty, reliability and faith in brand.

4.8. Analysis of Result:

Table 4.5. Descriptive Statistics Result

	Mean	Minimum mean point	Maximum mean point	Standard deviation	rank
Brand Image	3.75	2	5	0.86	2nd
Service Quality	4.03	3	5	0.91	1st
Consumer Loyalty	3.57	2	5	1.12	3rd
Price	2.73	1	4	1.32	5th
Trust	3.20	2	5	1.18	4th

Source: Field Survey (2021)

Table 4.5 above, shows, how the variables Brand Image, Service Quality, Consumer Loyalty, Price and Trust were distributed about their respective means and Standard deviations. This is based on respondent's responses to survey questions.

The mean of Brand Image is 3.75 with its maximum and minimum values respectively 5 and 2; its standard deviation is 0.86. Service Quality shows mean value of 4.03, the maximum value is 5 and minimum value is 3 with standard deviation 0.91. Consumer Loyalty shows mean value of 3.57 the maximum value is 5 and minimum is 2; standard deviations is 1.12. Price has mean value 2.73 and maximum and minimum values respectively 4 and 1 standard deviation is 1.32. Trust has mean value 3.20 and maximum and minimum values respectively 5 and 2 standard deviations is 1.18.

The mean point range of 2 and 5 suggests that respondents gave more positive responses to Brand Image, Service Quality, Consumer Loyalty and Trust than they were with Price which mean point range is range 1 and 4. In the category of Service Quality, respondents were enthusiastic about a network that provided high-quality services, added value services, being innovative, and had good product performance.

4.9. Relationship between branding and consumer buying behavior in the Ghanaian Telecom Industry.

The relationships of variables associated to brand and consumer purchasing behavior are deliberated on in this section. A hypothesis test is also conducted to further test earlier findings as shown in the Table 4.6 below. The resulting table below shows the correlational results of the relationship between all variables. The outcomes of these variables in the table indicate the relationship as well as the significance of the variables. Brand Image positively and significantly correlate with Service Quality at 59%, Consumer Loyalty at eight percent, Price at 84%, Trust at 93% and Consumer Purchasing Behavior at 71%. Service Quality correlates positively and significantly with Consumer Loyalty at 79%, Trust at 48%, and Consumer Purchasing Behavior at 71%. Consumer Loyalty positively and significantly correlate with Price at 60%, Trust at 79%, and Consumer Purchasing Behavior at 93%. Price positively and significantly correlate with Trust at 92 %, Consumer Purchasing Behavior at 48%. Trust positively and significantly correlation with Consumer Purchasing Behavior at 64%.

Table 4.6: Correlations between the variables.

	<i>Brand Image</i>	<i>Service Quality</i>	<i>Consumer Loyalty</i>	<i>Price</i>	<i>Trust</i>	<i>Consumer Purchasing Decision</i>
Brand Image	1					
Service Quality	0.5865	1				
Consumer Loyalty	0.8420	0.7865	1			
Price	0.8373	0.1366	0.5950	1		
Trust	0.9283	0.4808	0.7927	0.9216	1	
Consumer Purchasing Decision	0.7106	0.7126	0.9324	0.4815	0.6384	1

Source: Field Survey (2021)

The correlation values show significant positive linear relationships except for relationship between Service quality and Price; the relationship between Service quality and Price is not significant and has a weak positive correlation at $R = 0.1366$. This means that as Service quality improves rapidly, Price very slowly increases and vice versa. R values ranging from 0.5 to 1 are considered to be linear and significant. The closer it is to 1 or -1 the stronger the relationship being significant and linear. The value of R is always between -1 and 1 (Rumsey, 2016).

Table 4.6 above, shows, that the relationship between Brand Image and Consumer Purchasing Decision is significant with a positive linear relationship at $R = 0.71$. Thus, as Brand Image value increases consumer purchasing behavior value also increases accordingly. The coefficient of determination, R^2 is the proportion of variation in the dependent variable that can be predicted by the independent variable (s) (Draper and Smith, 1998). The coefficient of determination for this relationship is $R^2 = 0.71 * 0.71 = 0.50$. It means that, 50% of the variance in Consumer purchasing behavior output can be accounted for by Brand Image values (Draper and Smith, 1998).

Further testing is done to confirm the relationship of interest below;

4.10. Testing of Hypothesis

H₀: There is **no** significant relationship between brand and Consumer Purchasing behavior.

H₁: There is a significant relationship between brand and Consumer Purchasing behavior.

Computation using Regression Analysis.

Using the Excel Analysis Tool Pack, the data summary output on regression analysis obtained between brand (independent variable) and consumer purchasing behavior (dependent variable) was as shown in Table 4.7 below.

Table 4.7: Summary Outputs (ANOVA)

$\alpha = 0.05,$ N=250	Df	Sum of Squares	Mean Square	F	P-Value	Critical Value
Regression	1	1174.85	1174.85	252.98	9.66E-40	3.84
Residual	248	1151.72	4.64			
TOTAL	249	2326.57				

Source: *Researcher Data Analysis (2021)*

At Significant level: $\alpha = 0.05$ and from the table above,

Test Statistic, F = 252.98 is greater than the **Critical Value, c** = 3.84. At this point the Null hypothesis H_0 is likely to be rejected. To confirm this decision, the p-value and the significant level α at 0.05 are examined.

P-Value = $9.66 \times 10^{-40} \approx 0.00 < 0.05 = \alpha$. This outcome of P-value being less than the significant level α is also a criteria confirming the rejecting of the Null hypothesis H_0 . (McLeod S, 2019)

Conclusion:

Both pairs, Test Statistic, F and the Critical Value, c as well as P-Value and significant level α confirm the rejecting of the Null hypothesis H_0 . Hence, **H_0** is rejected; therefore, there is enough evidence to conclude that there is significant relationship between brand and Consumer purchasing behavior.

4.11. Summary

The demographics data on the 250 respondents of the Ghanaian Telecom Industry were analyzed based on gender, age, educational qualifications and occupation. Their understanding of brand and why they will like to remain or switch networks was also examined.

The strength of Correlations that exists between each pair of variables Brand Image, Service Quality, Consumer Loyalty, Price, Trust and Consumer Buying Behavior were analyzed and found

to be positively and significantly correlated except for Service Quality and Price which had a weak positive correlation at 0.1366.

Finally, regression analysis was used to further test the null hypothesis which stated, there is **no** significant relationship between brand and Consumer Purchasing behavior. The null hypothesis was rejected as there is enough evidence to conclude that there is significant relationship between brand and Consumer purchasing behavior.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. Introduction

This study focused on how telecommunication companies can use branding to impact consumer decision making process. Along with finding an in-depth knowledge of what actually is branding and consumer purchasing behaviour in relation to the telecommunication sector. The literature review confirmed that the hypotheses developed throughout the investigation were correct. It's worth noting that the majority of branding research has been on the impact of brands or brand awareness on consumer purchasing decision.

The telecommunications industry appears to pay less attention to or emphasis on sponsorship on the effects of brand or brand awareness on consumer purchasing behaviour, despite the fact that this has been the topic of several studies. This study considered a sample size of 250 from the population of all Telecom service providers in the Greater Accra region. The simple random sample was used in a quantitative study as part of the probability sampling technique to collect primary data via survey instruments. In order to analyse the data, the Pearson correlation and regression analysis from the Excel Analysis tool pack were employed.

5.1. Summary of Findings

The study revealed that service providers employ a variety of branding strategies. Brand positioning, brand personality, brand identity, brand values, brand architecture, and communications strategy are all examples of these strategies. According to the survey, 60% of respondents had a good understanding of a brand. Furthermore, all respondents stayed with their networks for the following reasons: 22% indicated affordability, 10% preferred to stay on the same network as their callers, t indicated Name of Service Provider (Brand), 29% indicated Service Quality, and 36% indicated Wide Coverage.

Again, 54% of respondents indicated they had never switched networks whereas 46% said they had. For those who had switched networks, 36% indicated it was due to high network service charges, four percent indicated most of their callers use the same network. 58% specified poor

quality of service and two percent indicated wide coverage. Brand Image, Service Quality, Consumer Loyalty, Price and Trust are among the various factors that consumers consider important when making a decision or purchasing a connection from a particular service provider. The strength of Correlations that exists between each pair of these variables; Brand Image, Service Quality, Consumer Loyalty, Price, Trust and Consumer Purchasing Behavior were all analyzed and found to be positively and significantly correlated except for Service Quality and Price which had a weak positive correlation at 14%.

The relationship between brand and Consumer purchasing behaviour was further tested, using the regression analysis and the Pearson correlation which gave an outcome $p\text{-value} = 0.00 < 0.05$ and $R = 71\%$, an indication, that there is a significant relationship between brand and Consumer Purchasing Behaviour. The null hypothesis was rejected as there is enough evidence to conclude that there is a significant relationship between brand and Consumer purchasing behaviour.

5.2. Conclusions

The branding strategies used in the telecommunications industry are fantastic. Respondents had adequate knowledge of these branding strategies. While some respondents agreed that branding is about the logo, company image, label, and slogan, others disagreed. The vast majority were right in specifying it was a combination of all of the above. The data analyzed in the study also showed that service quality has a significant positive correlation with consumer purchasing behavior with $R = 71\%$. According to the study, Consumer loyalty has a positive and significant correlation with consumer purchasing behavior at $R = 93\%$. With a correlation of 48%, price has a positive and significant relationship with consumer purchasing behavior. Finally, at 64%, trust has a positive and significant relationship with consumer purchasing behavior.

The study had also discovered from the data analyzed that, Service quality has a significant correlation with consumer purchasing behavior at $R = 71\%$. It also revealed that Consumer loyalty has positive and significant correlation with consumer purchasing behavior at $R = 93\%$. Price also has positive and significant correlation with consumer purchasing behavior at 48%. Finally, Trust has positive and significant correlation with consumer purchasing behavior at 64%.

According to the survey analysis and discussion of the findings, consumers in Ghana's telecoms business are not sensitive to changes between service quality and price. As a result, organizations in the Telecoms service market cannot compete on price-service quality to increase their consumer base. Pricing of Telecom services is not influenced by satisfaction in service quality.

From the analysis of the survey, 54% of respondents which is slightly above half the number of respondents indicated they had never switched networks, however, the seeming longer consumer loyalty periods are due to the perceived lack of significant differences between the quality of services provided by the various telecommunications service providers operating in Ghana as well as the strong correlation $R=92\%$ which exist between brand and consumer loyalty. In addition to the foregoing, it can be stated that service quality (29%) and network coverage (36%), are the two most essential factors or motivations for choosing a specific network provider in Ghana's telecommunications service business. Price (22%) and brand (three percent) are the least important variables in the selection of service providers in the telecommunications business.

The need to justify the claim, that there is no significant relationship between brand and Consumer purchasing behavior, resulted in, further testing the null hypothesis by using the regression analysis and the Pearson correlation. However, test gave an outcome $p\text{-value} = 0.00 < 0.05$ and $R = 71\%$ which is an indication, that there is a significant relationship between brand and Consumer Purchasing Behavior. The null hypothesis was rejected as there is enough evidence to conclude that there is significant relationship between brand and Consumer purchasing behavior.

It is worth noting, that research and development are critical to the success of any business venture. According to this viewpoint, telecommunications companies are urged to do regular scientific investigations in order to develop measures to improve and sustain their brand. These could be consumer surveys on a specific brand or brand performance evaluations.

Furthermore, the telecom industry should implement effective branding strategies in order to attract more consumers. At all times, service quality and network coverage continual improvement must be maintained. In this perspective, quality services would be done by providing a tailored service or product that satisfies the needs of the consumers. As to network coverage, the wider the coverage the easier consumers can have service reception from any town in Ghana. Alternatively, this is done to eradicate any and all types of flaws linked with the product or service. When

exceptional service is provided, the consumer is always satisfied, and the service provider's brand is promoted on a variety of platforms, most commonly through word of mouth.

Moreover, consumer satisfaction is very essential in today's business. Consumer satisfaction is meant to attract and retain consumers, particularly in the telecommunications industry environment, where rivalry among firms is intense and unremitting. Consumer services such as complaint handling, waiting time, and consumer relationship management must be prioritized, and the brands must have a significant impact on their behavior in order to establish a strong relationship between their brand and consumer behavior.

5.3. Recommendations for Further Research

From the conclusion above, the following recommendations are therefore very important and can help bring success in the telecommunication sectors in Ghana. These include; Network coverage improvement, Consumer satisfaction, excellent consumer service, quality of service, strategic branding, and research.

Firstly, research plays a very important role in the development of every organization or business. Various telecommunication sectors are therefore encouraged to conduct research in order to help identify areas where they lack in satisfying their consumers and put in measures that will help improve and maintain their brands and image as well.

Consumer satisfaction is very vital in business especially where there is tight competition. Once a consumer is fully satisfied with a particular service they help in building business. Excellent consumer service such as addressing and solving complaints, waiting time, relationship between consumer service representatives, management and consumers must be given a maximum attention as well as to their brands and behaviors.

Additionally, telecommunication sectors should work on improving their network coverages especially areas where there is poor coverage. Quality of service should be consistent. Quality of service can focus on products and services that meets the needs of consumers

In terms of future research, the study suggests broadening the scope of the current study to include respondents from different areas or regions of the country. This is expected to provide a far broader view of the elements that influence consumer purchasing intentions in the Telecoms business.

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APPENDIX A: RESPONDENT QUESTIONNAIRE

Ghana Institute of Journalism (GIJ)
School of Graduate Studies and Research (SoGSaR)
Master of Arts in Public Relations.

Dear Respondent,

My name is Prospera N-yelkebo Lekuu and a final year Masters student from the Ghana Institute of Journalism, majoring in Public Relations.

I am investigating ‘The Impact of Branding on Customer Purchasing Decision: A study of the Telecommunication Sectors in Ghana.’

The study is in partial fulfilment of the requirement for the award of a Master’s Degree in Public Relations at the School of Graduate Studies and Research of the Ghana Institute of Journalism. To accomplish this research, you qualify to participate in this study by responding to these questions.

Please note that your responses are **confidential** and solely for academic purposes. **Please tick (✓) where appropriate**

Thank you for your co-operation.

SECTION A [DEMOGRAPHIC QUESTION]

Instruction: Please tick [✓] the appropriate answer to the questions below:

- 1. **GENDER:** [a] Male [] [b] Female []
- 2. **AGE:** [a] 20 – 30 years [] [b] 31 – 40 years []
[c] 41 – 50 years [] [d] 51 years and above []
- 3. **EDUCATIONAL QUALIFICATION:**
[a] HND [] [b] BSc [] [c] MSc [] [d] PhD [] [e] None []
- 4. **OCCUPATION:**
[a] Tertiary Student [] [b] Civil Servant [] [c] Self Employment [] [d] Unemployed []
- 5. In your own view, what is a brand?
[a] Slogan [] [b] Logo [] [c] Company image [] [d] Label []
[e] All of the above []
- 6. Which is your **main** network? (Please select all if applicable)
[a] MTN [] [b] Vodafone [] [c] AirtelTigo [] [d] Glo []
- 7. How many years have you been with your chosen network?
[a] less than 1 year [] [b] 1 year [] [c] 2 years [] [d] 3 years []
[e] 4 years and above []
- 8. What is the reason for your choice of service provider? (Please select all if applicable)
[a] Name of service provider (Brand) [] [b] Service quality []
[c] Affordability [] [d] Wide coverage [] [e] My callers use the same network []
- 9. Did you switch from a previous network to this one? [a] Yes [] [b] No []
- 10. If yes, why did you switch if switched before? And if no please give reasons;
.....
[a] Most of my callers use the same network [] [b] Poor quality of service []
[c] High network service charges [] [d] Wide coverage []

SECTION B: [BRAND IMAGE, SERVICE QUALITY, CONSUMER LOYALTY, TRUST AND PRICE]

Instruction: Please tick [✓] under the response with the most honest and accurate answers.

BRAND IMAGE	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I can instantly recall the brand image or logo colors of my telecom provider.	[1]	[2]	[3]	[4]	[5]
I have confidence in this brand	[1]	[2]	[3]	[4]	[5]
I have an emotional attachment with my telecom brand	[1]	[2]	[3]	[4]	[5]
The company's name was a major factor in deciding on a service provider.	[1]	[2]	[3]	[4]	[5]
My chosen brand suits my personality	[1]	[2]	[3]	[4]	[5]

SERVICE QUALITY	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I chose this network because of the high quality of services.	[1]	[2]	[3]	[4]	[5]
I am satisfied with the additional value services.	[1]	[2]	[3]	[4]	[5]
The network provider provides unique services.	[1]	[2]	[3]	[4]	[5]
My option for mobile telecom is based on innovation.	[1]	[2]	[3]	[4]	[5]
I will purchase brand with Product Performance.	[1]	[2]	[3]	[4]	[5]

CONSUMER LOYALTY	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I will always recommend this network to others.	[1]	[2]	[3]	[4]	[5]
I would continue to use this brand, even if the cost of phone calls increased.	[1]	[2]	[3]	[4]	[5]
I will switch from this network anytime soon.	[1]	[2]	[3]	[4]	[5]
I am satisfied with my network's customer support.	[1]	[2]	[3]	[4]	[5]

PRICE	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
The price charged by my network provider is fair.	[1]	[2]	[3]	[4]	[5]
Price was not a key factor in my choice of a network provider.	[1]	[2]	[3]	[4]	[5]
I am satisfied with the price I pay for the services I enjoy.	[1]	[2]	[3]	[4]	[5]
The price I pay is commensurate with the services I receive from the network provider.	[1]	[2]	[3]	[4]	[5]

TRUST	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
This provider makes every effort to ensure my satisfaction.	[1]	[2]	[3]	[4]	[5]
This provider is sincere and honest in its explanations.	[1]	[2]	[3]	[4]	[5]

I could rely on the brand.	[1]	[2]	[3]	[4]	[5]
I have no disappointments from the network provider.	[1]	[2]	[3]	[4]	[5]
I trust this brand very much.	[1]	[2]	[3]	[4]	[5]

THANK YOU FOR YOUR CO-OPERATION IN COMPLETING THIS QUESTIONNAIRE.