

**GHANA INSTITUTE OF JOURNALISM**



**ASSESSING THE EFFECTS OF BRANDING ON ORGANIZATIONAL  
PERFORMANCE IN THE TELECOMMUNICATION INDUSTRY IN  
GHANA**

**BY**

**ABDUL AZIZ SURAIYA GOMDA**

**(MADC19001)**

**A TERM PAPER SUBMITTED TO THE SCHOOL OF GRADUATE  
STUDIES AND  
RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR A MASTER OF ART  
DEGREE IN DEVELOPMENT COMMUNICATION**

**OCTOBER 2020**



## DECLARATION AND CERTIFICATION

I, Suraiya Gomda, hereby declare that this paper is my own work and has not been presented for a degree in any other university, and all materials used in this thesis have been duly acknowledged.

.....

SURAIYA GOMDA  
STUDENT

.....

DATE

**SUPERVISORS DECLARATION**

I hereby certify that this project work was done under my supervision. I thereby approve that the work is adequate in scope and quality for the partial fulfilment of their requirements for the award of a Mater of Art in Development Communication.

.....

DR. STANLEY SEMARCO

.....

DATE

## **DEDICATION**

I dedicate this academic work to God, first and foremost, without whom I would not have been able to accomplish this. The constant prayers for strength, resilience, and fortitude to traverse this journey was answered and culminated in this work.

I finally dedicate this work to myself to crown the many sleepless nights and the unending pressure to meet timelines and deadlines

## **ACKNOWLEDGEMENT**

I will first want to express my deepest appreciation to my supervisor, DR. STANLEY SEMARCO whose sage advice, insightful criticisms and patient encouragement help me to shape this work to its current stage. Your contribution to this work has been outstanding and it will be an error on my part to forget your immense contribution to this work. I really appreciate you.

## ABSTRACT

Branding plays a very important role in the success of organizations. Branding helps maintain customers, attracts new customers, and puts the organization on a different level in the minds of customers in the face of competition. The telecommunication industry is one of the most competitive markets in which the leader of the market must continually innovate and brand itself to distinguished from competitors. It was found that branding has a direct influence on the attainment of organizational goals as well as give telecommunication networks a competitive advantage over their contemporaries. When the market is competitive, branding will be the defining element. Telecommunications networks must therefore take branding seriously if they want to standout in the market, become competitive and profitable.

***Keywords: Branding, organizational performance, telecommunication, competitive advantage.***

## TABLE OF CONTENT

<b>Content</b>	<b>Page</b>
<b>DECLARATION AND CERTIFICATION .....</b>	<b>i</b>
<b>SUPERVISORS DECLARATION .....</b>	<b>ii</b>
<b>DEDICATION .....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>TABLE OF CONTENT .....</b>	<b>vi</b>
<b>CHAPTER ONE.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	4
1.3 Objectives of the Study.....	5
1.4 Research Questions.....	6
1.5 Significance of the Study.....	6
1.6 Limitations of the Study.....	7
1.7 The Scope of the Study.....	7
1.8 Organization of the Study.....	8
<b>CHAPTER TWO.....</b>	<b>9</b>
<b>LITERATURE REVIEW.....</b>	<b>9</b>
2.1 Theoretical Review.....	9
2.1.1 Theory of Reasoned Action.....	9
2.1.2 AIDA Model.....	12

2.2 Conceptual Review .....	14
2.2.1 The Concept of Branding .....	14
2.2.2 The Concept of Organizational Performance .....	17
2.2.3 Understanding Consumer Buying Behaviour.....	19
fig 2.1 how branding affects organizational performance (source: Researcher, 2020) .....	20
2.3 Conceptual Framework.....	21
2.3.1 3Review of Empirical Literature .....	22
2.3.2 Customers' Views on Branding.....	23
2.3.3 Influence of Branding on Consumer Buying Behaviour .....	24
2.3.4 Effects of Branding on Organizational Performance.....	28
<b>CHAPTER THREE.....</b>	<b>32</b>
<b>METHODOLOGY .....</b>	<b>32</b>
3.1 Introduction .....	32
3.2 Research Design .....	32
3.3 Data Collection Criteria .....	33
3.3. Sampling .....	33
3.4 Research Design .....	34
3.5 Population .....	36
3.6 Instrument of Data Collecting .....	36
3.6.1 Sample and Sampling procedure .....	37
3.6.2 Data analysis.....	38
3.7 Conclusion.....	38
<b>CHAPTER FOUR .....</b>	<b>39</b>

<b>CONCLUSION</b> .....	<b>39</b>
4.1 Introduction .....	39
4.2 Evaluation of Extracted Material.....	40
4.3 Branding and Organizational Performance .....	43
4.4 Recommendations for Future Studies.....	45
4.5 Conclusion.....	46
<b>REFERENCES</b> .....	<b>47</b>



# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

The increasing globalization and homogenization of consumers' preferences in the world has made branding become the most widespread marketing tool used by businesses to achieve superior performance and win competition in modern times (Bornmark & Svensson, 2005). However, the effects of branding on organizational performance has not yet gain the much deserve attention from researchers.

According to Kerin (2009), branding is a basic decision in marketing in which an organization uses a name, phrase, design, symbols, or combination of these to identify its product and distinguish them from those of competitors. It represents consumer's perception and feeling about a product and its performance and it is everything that the product means to the consumer (Kotler & Armstrong, 2006). Branding involves creating a unique name and image for a product in a consumer's mind, which can be through some form of advertisement, campaigning word of mouth, celebrities etc. Brands perform valuable functions for firm; thus, function of a brand is a consumer being able to distinguish two different products and being able to make a choice out of the two products (Ghodeswar, 2008). The American Marketing Association defines branding as name, term, design, symbol, or any other feature that identifies one seller good or service as distinct from those of other sellers, which makes trademark as the legal term for brands.

Consumer buying behaviour, however, is the process by which the individual search for, selects, purchase, use and dispose of goods and services, in satisfaction of their needs and wants. The consumers' behavior has a direct effect on the success of the firm and therefore

must ensure that they create a marketing mix that satisfies consumers. The consumer mostly goes through about five steps in taking one purchase decision. These are: problem recognition; information search; evaluating of alternatives; purchase decisions; purchase and post purchase evaluation. Consumer decision-making varies with the type of buying decision in which every consumer exhibit in purchasing a particular product and the feeling attached to the product or brand, and the loyalty felt towards it (Baawah, 2016). According to Zhang (2015), the perceived and real satisfaction of customers has been long linked with the brand image of a product or an organization. Through customer satisfaction, consumers build loyalty towards a particular brand and influence their buying behavior both directly and indirectly (Baawah, 2016). More often, consumers consciously do not know what they go through in making a decision of their choice of a particular product and when this happens, it comes to the state where consumers need a shortcut to finally choose a product and the available shortcut made to the consumer is Branding. This way, a branded product makes it much easier for any consumer to choose from and be satisfied with the product chosen by him or her (Mensah, 2006). Branding place an important role in the life's of consumer in making a decision, which influence their final choice.

Ghodeswar (2008) submits that branding has been used extensively in all facets of business all over the world. Branding involves creating a unique name and image for a product in a consumer's mind, which can be through some form of advertisement, campaigning word of mouth, celebrities etc. Brands perform valuable functions for firm, thus function of a brand is a consumer being able to distinguish two different products and being able to make a choice out of the two products (Ghodeswar, 2008).The increased competition in the industry has resulted in a lot of communication tools employed by the companies to help

in succeeding in the era of competition, one of the tools commonly used by companies in contemporary time is Branding. Telecommunication companies like the notable ones mentioned create brand image that would attract most consumers to purchase that the brand.

The Telecommunication industry in Ghana has really become competitive recently regarding its growth in this 21st century. There are at least five (5) current telecommunication companies in Ghana, and they include Vodafone, MTN, Glo, Airtel and Tigo, all these five compete with each other in the industry and therefore make their possible best to attract more customers and satisfy them accordingly. To succeed however, in this industry a broad variety of marketing techniques are used to increase sales, gain market share, attract new users and retain existing customers, and branding is the groundbreaking and the most celebrated marketing tool often adopted by the telephony companies to achieve this organizational success.

Branding plays an essential role in the success of a business, especially in a competitive environment where survival of a business depends on the customers' preferences. In the mobile Telecommunication industry where consumers have many alternatives to choose from importance of effective branding prevails. Companies are anxious to separate themselves from their competitors in a unique and inimitable way; brands play an enormous role in achieving these objectives and are almost invariably considered to be the most effective way to attain a strong position in the market (Bassey et al, 2011).Based on this background, the current study examines the effects of branding on organizational performance in the Ghanaian telecommunication industry.

## **1.2 Statement of the Problem**

Branding is one of the most critical aspects of a business strategy and it provides a sustainable competitive advantage. According to Amplimark (2018), we live in a world that is driven by perception and brand represents customers' opinion of a company's credibility, product reputation and customer experience. Undoubtedly, branding is acknowledged to be one of the most fascinating marketing strategies used for the purpose of winning or overcoming competition (Ogbuji et al, 2011). This argument is supported by Lampety (2016) who also contends that in this present day marketing practice, branding has become an active weapon marketers use to strengthen their competitive advantage and which helps in the accomplishment of their pre-determined objectives.

Following globalization and technological advancement, the telecommunication industry in Ghana has witnessed steady growth and several competitions among key players in the industry, all in the bid to improve the image and increase patronage of the company's brand. This therefore raises the concerns of how companies in the industry strive to improve business performance and customer service and branding are key factors to consider. In Ghana, most telecommunication companies such as Airtel, Vodafone, Glo, MTN, often adopt few branding strategies to win the heart of customers. It must be emphasized that the core maintenance factor for managing a brand in telecommunication is to keep subscriber base, which can gain through customer loyalty and believes on service provider (Aydin & Ozer, 2005).

The telecommunication companies as service producers need to render services that really satisfies and exceeds consumers' expectations in ensuring that the company survives economically. To be successful in achieving this, the company need to understand

consumers' buying behaviour in order to help them evaluate the service being offered. Consumer behaviour in the Ghanaian Telecommunication industry can be determined by a number of factors of which branding is fundamental. However, the extent to which product branding affects organizational performance and consumers' decision-making remains a critical area that needs a thorough investigation. A good portion of the research on branding is devoted to building better understanding in the area of brand choice; brand switching, brand loyalty and brand extension (Moore et.al 2008). Furthermore, the very few works such as those conducted by Baawah (2016) and Bansah et al, (2015) on branding in Ghana focused on either assessing brand knowledge and consumer behaviour or brand image and customer satisfaction. To add to the foregoing discussion, the literature on branding and consumer behaviour lacks analysis on the implication of branding on organizational performance. In a bid to fill this gap and add to the existing body of knowledge, the present study generally assesses the effect of branding on organizational performance in the Telecommunication industry in Ghana.

### **1.3 Objectives of the Study**

Primarily, this study examines the effects of branding on organizational performance in the Ghanaian Telecommunication Industry. The following specific objectives remain critical in providing comprehensive literature on the subject matter:

1. To investigate customers' view on branding in telecommunication companies
2. To examine the influence of branding on consumer buying behaviour in telecommunication companies.

3. To assess the effects of branding on organizational performance in the telecommunication companies.

#### **1.4 Research Questions**

Keeping the above objectives in mind, the following research questions are set to achieve objectives of the study:

1. What are customers' views on branding in the telecommunication companies?
2. What is the influence of branding on consumer buying behaviour in the telecommunication companies?
3. What are the effects of branding on organizational performance in the Ghanaian telecommunication companies?

#### **1.5 Significance of the Study**

The findings of this study add to the existing body of knowledge on the effect of branding on organizational performance in the Ghanaian Telecommunication Industry. Management and Staff of the various Telecommunication Companies in Ghana, Marketing Practitioners, and other Corporate Managers whose role bears on promoting brand awareness and brand image can draw useful lessons and experiences from the study. Particularly, the outcomes of this study would be of great benefit to Companies as it would provide them with relevant information to evaluate whether the branding strategies being adopted has an impact on organizational performance.

Furthermore, the study provides relevant and insightful information and thus reminds the telecommunication companies about the perception and attitude of their target customers

on the very branding strategies they have been deploying. Thus, there will be an insight into what product influences consumers of branded telecommunications product to help them develop the best strategies in winning the heart of its consumers.

Finally, the contribution of this study to academia is not in doubt as it would provide a good premise for future research. This study is therefore, expected to contribute value towards existing knowledge on branding and telecommunication business environment in Ghana and beyond. Particularly it is expected to serve as a reference document to prospective researchers who may endeavour to repeat and expand on this study.

### **1.6 Limitations of the Study**

The present studies use content analytical framework to establish the link between branding and organizational performance. The is based on a careful consideration of the various literature on the two concepts. The limitation of the paper however is the lack of adequate local literature on the subject, although a few works are available.

Tight academic schedules, as well as work related schedules since the study is conducted within the period of the unfortunate outbreak of the coronavirus pandemic also posed as a limitation for this study.

### **1.7 The Scope of the Study**

The present study will consider the effects of branding on organizational performance. Using content analysis as a framework to analyse literature on the concepts,

telecommunication industries will be carefully studied. Attention will be paid to their branding strategies, based past literature and the effects of their strategy based on their present performance.

### **1.8 Organization of the Study**

The study was organized into four different chapters. Chapter one gives an overview of the background of the study, problem statement, the research objectives, research questions, the significance of the study, limitations of the study as well as the scope and organization of the study. Chapter two also examines the applicable theories from both a positive inquiry and analysis and gives some perspectives on some related empirical works. Chapter three deals with the research design, population of the study, sampling techniques used, and data collection methods and data analysis There will be a last part that will present researchers conclusion and a conceptual framework based on the discussions that have been advanced in this paper.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter provides an overview of theoretical and empirical literature on the effects of branding on organizational performance in the Ghanaian Telecommunication Industry. The theoretical literature presents and attempts to explain concepts and theories that relate to the subject matter, under investigation. The empirical literature examines what has been practically observed and validated objectively by prior researchers in relation to this study area. Based on the various specific objectives outlined in chapter one, this chapter provides relevant insights on related theoretical, and empirical reviews.

#### **2.1 Theoretical Review**

This section of the literature review discusses relevant theories, which underlies the study. Theories are propositions and assumptions that underpins a particular event or phenomenon. In this study, the theory of Reasoned Action and, the AIDA Models are considered very crucial.

##### **2.1.1 Theory of Reasoned Action**

Martin Fishbein and Icek Ajzen developed the theory of reasoned action in the late 1960s. The Theory of Reasoned Action focuses its analysis on the importance of pre-existing attitudes in the decision-making process of individuals. The core of the theory posits that consumers act on a behaviour based on their intention to create or receive a particular outcome. (Fishbein 2008).

This theory represents the cognitive processes that consumers go through in order to take a decision. It shows how consumers decide to either associate themselves with a particular brand or not. That is why this theory is considered as a relevant framework that will guide the present analysis. As the theory holds, consumers evaluate the implications of their actions carefully before they decide to take an action. Consequently, it is suggested that positive implications are associated with action whilst negative implications usually deter consumers from associating themselves with a brand or taking an action.

There are two important changes. First, Reasoned Actions adds another element in the process of persuasion, behavioural intention. Rather than attempt to predict attitudes, as does Information Integration theory (and several others), Reasoned Action is explicitly concerned with behaviour. However, this theory also recognizes that there are situations (or factors) that limit the influence of attitude on behaviour. For example, if our attitude leads us to want to go out on a date but we have no money, our lack of money will prevent our attitude from causing us to go on a date. Therefore, Reasoned Action predicts behavioural intention, a compromise between stopping at attitude predictions and predicting behaviour. Because it separates behavioural intention from behaviour, Reasoned Action also discusses the factors that limit the influence of attitudes (or behavioural intention) on behaviour.

This concept represents the extent to which people believe they can perform the behaviour because they have adequate capabilities and/or opportunities or are lacking in these. It is very easy to see that this factor can substantially improve the generality of application of the model because there are many behaviours that need specific skills or external facilities. For example, recycling is virtually impossible if no collection system is available.

According to this theory, individuals will decide to engage in an activity after positively evaluating the implications of such actions. Thus, before an individual decides to engage in an action, he or she carefully considers the implication of such an action before taking the decision. This means that the type of action taken by individuals is influenced by the amount of information or what type of information they have. As argued by (Fishbein & Cappella 2006). Attitudes are determined by an individual's belief about the consequences of performing the behaviour (behavioural beliefs), weighted by his/her evaluation of these consequences (outcome evaluations). Thus, attitude is an individual's salient belief as to whether the outcome of his or her behaviour will be positive or negative (Fishbein & Cappella 2006, Fishbein 2008).

As a persuasive model, telecommunications companies are reminded of the several options available for trying to persuade people for them to associate themselves with their brand. Scholars have suggested the following as identified by the information integration theory which can be used by communicators in their persuasive communication campaigns. In this analysis, consumers are rational actors who choose to act in their best interests. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action. The relevance and the application of this theory in the current study is premised on the fact that it will help Managers and Marketers to market the products/ services of the telecommunication companies in several insightful and useful ways. First, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific (Fishbone 2008). This is because we have seen for the discussion on persuasion

(based on the theory) that consumers usually evaluate the consequence of their associations before making a decision. In addition, the theory provides us with valuable insights into assessing how companies' strategies may affect customers decisions. This also reveals whether branding indeed influences customers, as we have seen that customers actions are based on whether they believe they can take that action, and whether they anticipate positive results from the action. The theory will also help us assess the extent to which all these translate in the overall organizational performance of telecommunications companies in Ghana, having carefully studied their branding techniques, influenced by their persuasive strategies to achieve positive results.

. Marketers of the telecommunication services must therefore understand that long lags between initial intention and the completion of the action allows consumers plenty of time to talk themselves out of a purchase or question the outcome of the purchase.

### **2.1.2 AIDA Model**

The AIDA model was propounded by Elmo Lewis, an American advertising and sales pioneer, to explain how advertising works. This model is a communication strategy that is designed to capture the process that firms go through to reach prospective buyers to sell their products and services. As a branding model, the AIDA model underscores the importance of positioning the company in a positive light so that the attention of customers will be captured. As the theory holds, attention is the first and most important process customers go through before finally making a decision to associate themselves with the brand. Secondly, the theory will help us understand the various strategies used by

telecommunication communication in order to capture the attention of customers, persuade them, stimulate demand and get them to purchase their products.

The AIDA Model represents Attention, Interest, Desire and Action. It simplifies and describes the stages a consumer moves through to become a customer. AIDA Model is classified as a hierarchy of effects model, suggesting the stages consumers move through in order to achieve a desired action (Clifford, 2016). The steps proposed by the AIDA Model are explained below.

**Attention** – The consumer becomes aware of a category, product, or brand (usually through advertising). The attention of consumers can be grabbed through the boosting of brand awareness where companies within the Ghanaian Telecommunication Industry embark on researching about the problems and passions of consumers of the Telecommunication business environment. The essence of attention can be achieved if services provided by the Telecom Companies raise their curiosity.

**Interest** – The consumer becomes interested by learning about brand benefits and how the brand fits with lifestyle. Interest of the consumers should be focused on getting them abreast with the needed information about the necessary benefits or solutions that the products offers on the market. (Clifford, 2016). The Telecommunication Companies in Ghana can make the interest stage easier by describing the benefits and solutions that their products/ brands offer.

**Desire** – The consumer develops a favourable disposition towards the brand. The Ghanaian Telecommunication Companies must increase its prospecting ability where the consumers envision a future with their products. (Clifford, 2016). The process of prospecting should

compel them to act; where the company must ensure that brand affinity reaches a certain threshold. The efficacy of the prospecting is largely based on how well the Telecom

Companies can continually serve the consumers with relevant and insightful content.

**Action** – The consumer forms a purchase intention, shops around, engages in trial or makes a purchase. After the company is able to generate considerable amount of desire, there is therefore, the need to increase the act of prospecting for consumers by giving action leads such as request a demo, free trials and contact sales representatives among others (Clifford, 2016).. It follows therefore, that the basis of any marketing activity by way of building relationships with consumers and creating content should eventually lead to a purchase (Clifford, 2016).

## **2.2 Conceptual Review**

### **2.2.1 The Concept of Branding**

The concept of branding has been variously explained and discussed by researchers, commentators and the learned in the business discourse and academia. Branding has been defined as the use of identifiable variable like attractive names, symbolisms, terminologies (slogans), terms, signs and in an extended version, the combination of all the aforementioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand (Bennett, 1995). Branding has been in existence hitherto large commercial activities (before the industrial revolution) to identify one product from the other particularly among the artistic workers. A brand that is meticulously planned and executed dominates the subconscious minds of

consumers who do not struggle to recall them whenever the need arises and hence has become a vital tool for business organizations to break into every market. For instance, in Ghana, popular names like MTN, Vodafone, Airtel, Tigo and Glo comes into their mind when mobile networks are mentioned. Also, when the name nestles comes to mind, beverage is what people think about. In that accord, the American Marketing Association (2014) asserted that products and services are branded to bring out the uniqueness of the product making it different from other products and services of competitors within the industry the organization finds itself. The American Marketing Association (2014) emphasized that products and services can be branded using a name, symbol, logos, terms, designs and can be a combination of these variables. Researchers such as (Watkins, 1986; Aaker, 1991 and Kotler, 2000) adheres this definition. This is similar to Aaker (1996) who also said that the brand is a name and/ or symbol that distinguishes (in the form of a logo or symbol, stamp or packaging) to identify the goods or services of one seller or group of sellers (Aaker, 1996). Kottler (2000) mentioned that a good brand will come to boost the company's image. Brand is the front-liner of a product, an initial view that allows consumers to identify those products. In principle, brand is a promise of sellers or producers who continually brings a unit series of performance, benefits, and service to buyer. In the perspective of brand communication, Wijaya (2011) defined brand as a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling. Thus, the brand is more than just a logo, name, symbol, trademark, or the name attached to a product. Brand is a promise (Morel, 2003). Brand is a relationship (McNally and Speak, 2004) -kind of relationship that involves trust. A brand is the sum of an entity, a psychic connection that creates a bond of loyalty with a buyer/ potential buyer, and it includes the

perceived added value (Post, 2005). Nilson (1998) mentioned several criteria to describe the brand is not just a name: a brand must have clear value; the difference can be identified with other brands, attractive, and have a prominent identity. Meanwhile, branding is the process of creation or legacy of certain trail signs in the minds and hearts of consumers through a variety of communication ways and strategies so that create specific meaning and feeling which affect consumers' lives (Wijaya, 2011). It follows therefore that branding activity is the implementation of the brand communication strategy and is part of the brand development process. Through branding, customers develop an emotional connection with the product and the organization. When individuals develop emotional attachments with the product of the organization it becomes easy for the product to be identified with an increasingly choked market. Communicating the brand of a product to potential customers is very important. Proper communication measures make it easy for potential customers to understand and associate themselves with a particular brand. Communication removes all ambiguities concerning the purpose of a brand and easily creates brand awareness. The study enumerated four stages including brand positioning, brand communications; brand performance and brand equity and leveraging. Branding qualifies a product to become more than a product because of the emotional and mental connection they develop (Kapferer, 2008).

Formally, branding was defined as names, associations and other ingredients that is used to identify a product (Kotler 2000). Potential and aggregate consumers see branding as an integral part of every product, assign meaning to it and in the long run producers or service providers like MTN, Vodafone, Airtel and the likes wins customers heart through branding. When a brand is perceived to be of high quality, there is still prestige highlighted on that

product. For example, if any telecom industry has a high-quality product and prestige, consumer will still be with that telecom industry. Based on this finding, it is obvious that brands have an immense role on consumer behaviour and therefore, its effect on telecommunication companies will make consumers to shift from one Telecommunication Company to another.

### **2.2.2 The Concept of Organizational Performance**

Several researchers have varying views of performance and it continues to be a controversial topic among researchers. According to Javier (2002), performance is synonymous to the popular 3Es (economy, efficiency, and effectiveness) of any activity or program. Daft (2000) however in his definition stated that organizational performance is the ability of the organization to use its resources effectively and efficiently in order to attain its goals. Richardo (2001) also defined organizational performance as a company's ability to achieve its objectives and goals. Consistent with this definition, Cho and Dansereau (2010) referred to organizational performance, as the performance of a company as compared to its goals and objectives. In addition, Tomal and Jones (2015) defines organizational performance as the actual results or output of an organization as measured against that organization's intended outputs.

Several other definitions have been propounded for organizational performance and this also brings about conceptual problem. According to Hefferman and Flood (2000), the term organizational performance, as a concept in modern management has suffered from problems associated with clarifying its concepts in a number of areas. One was with the issue of its definition whiles the other was the issue of its measurement. Performance was

sometimes substituted for productivity. However, Ricardo (2001) mentioned that there was a variation between productivity and performance. He said that productivity was a ratio representing the amount of work done in a given time frame. Performance is a broader indicator, which includes productivity and quality, consistency, and other factors. In oriented evaluation results, productivity procedures were generally considered. Ricardo (2001) said that the results- oriented behaviour (based on criteria) and relative (normative) measures, concepts and instruments, education and training, management development and leadership training are needed skills and attitudes for building performance management. Therefore, from the above, performance must be defined in a broader view to include economy, effectiveness, quality, efficiency, consistency behaviour and normative measures (Ricardo, 2001).

In the context of this current study however, the organizational performance of the telecommunication companies used for the study are measured using the following criteria: the sales and profitability level of the companies, the penetration rate in the market (market leadership), competitive and customer advantage (competition level), the market share of the companies, corporate image and reputation of the companies among others. Branding as a strategic marketing tool would therefore be examined thoroughly to determine its impact on the above variables within the telecommunication companies in Ghana as pertains to this present investigation.

### **2.2.3 Understanding Consumer Buying Behaviour**

Walters (1974) defines consumer behaviour as "...the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services". Mowen (1993) provides a different definition by explaining consumer behaviour as: "... the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas". This definition focuses on buying units in an attempt to include not only the individual but also groups that purchase products or services. Schiffman and Kanuk (2004) defines Consumer behaviour as the behaviour that customers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer buying behaviour incorporates the acts of individuals directly involved in obtaining, using, and disposing of economic goods and services including the decision process that precede and determine these acts (Huctings, 1995). Schiffman and Kanuk (2004) further contend that consumer behaviour is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviours that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

As Sanjoli et al (2016) puts it, ' Consumer Behaviour is a branch which deals with various branches that a consumer goes through before purchasing any particular product or services for his/her use'. For the buyers, it is a decision-making process, both, individually and in a group too. The characteristics of individuals, such as demographic factors and behavioural

variables are studied so that the needs and wants of the individuals can be understood and also the influence on an individual coming from the groups such as friends, family and society. It is basically the study of why, how, when and where the consumers do or do not buy a particular product, taking in mind all the essential elements such as psychology, sociology, economy (Sanjoli et al, 2016). According to Thangasamy and Gautam (2014), a Consumers' buying behaviour is normally influenced by cultural, social, personal, and psychological factors.

According to Schiffman and Kanuk (1997), two different types of consumers can be distinguished, namely personal and organizational consumers. Personal consumers purchase products and services for personal or household use or as a gift to someone else. Personal consumers, therefore, purchase for final consumption. Organizational consumers on the other hand purchase products and services to run an organization, including profitable and non-profitable organizations, government organizations and institutions.



**fig 2.1 how branding affects organizational performance (source: Researcher, 2020)**

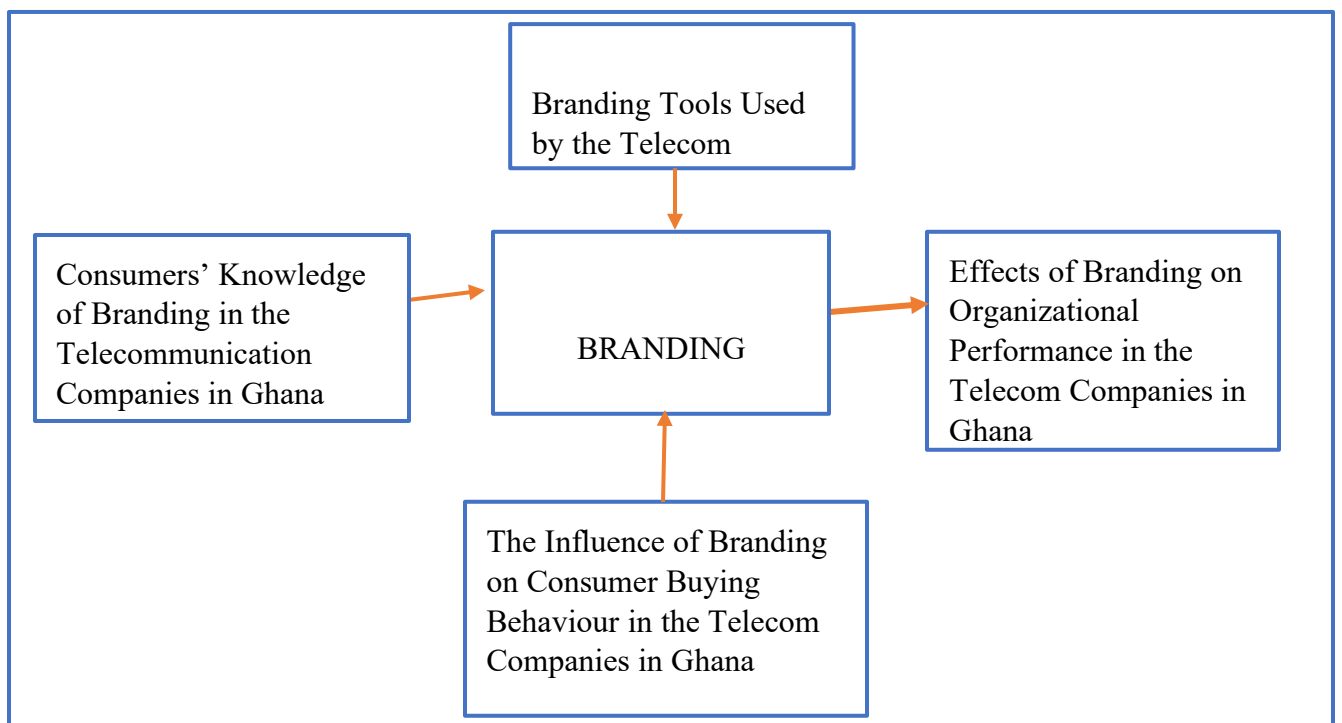
## 2.3 Conceptual Framework

This study examined the effects of branding on organizational performance in the Ghanaian Telecommunication Companies. **Figure 2.1** below depicts the conceptual framework for this study. The investigator used conceptual framework in answering the research objectives. The researcher contends that branding place an important role in the life's of consumers in making a decision, which influence their final choice. Conceptually, this study argues that if the telecommunication companies in Ghana adopt strategic branding tools, it will result in significant influence on their overall organizational performance. This will bring about sustained competitive advantage, improved sales and profits margins, increased market share, increased customer base and several others.

The researcher further posits that branding undoubtedly add a significant amount of value to a particular product that instigate consumers to purchase it, and hence, branding has major impact on perception since perception is regarded as the recognition and interpretation of sensitive information. In similar fashion branding could be thought or picture in the mind of the customer. In this manner, perception that is the recognition and interpretation a customer assign to a product or service is been influenced by the efficacy of the brand. When this happens, the buying decisions of the consumers are also affected through perception of the brand in question. From this analysis, it can be said that branding and customer buying behaviours are mutually related.

The researcher thus, concludes that telecommunication companies that position themselves strategically through the adoption branding positively influences their overall business performance and are better able to control greater market share of the telephony service

users by influencing their perceptions and purchase decision-making of such services and products.



**Figure 2.1:** *Conceptual Framework between Branding and Organizational Performance*  
**Source:** *Researcher's Own Construction (2020)*

### 2.3.1.3 Review of Empirical Literature

This portion of the study provides relevant contributions to the subject matter as it examines practical evidence of related studies carried out by other researchers. Over the years, there have been various scholarly publications on branding and organizational performance as

well as consumer behaviour. The empirical literature review provides a summary of related works of literature on the subject to establish the vacuum that necessitates this investigation. This section mainly looks at the methodologies and findings of previous related studies done on the topic under discussion.

### **2.3.2 Customers' Views on Branding**

Branding undoubtedly add a significant amount of value to a particular product that instigate consumers to purchase it. This unseen value is delivered together with the physical product that customers buy from cosmetic shops, groceries, convenient shops, telecommunication industries and among others. Consumers prior to acquiring a product develop a perceived level of expected satisfaction or experience through the brand of the product especially when they understand the brand of the organization (Baawah, 2016). A brilliant case is, before a prospective customer purchases an Apple product, they are assured of originality, quality, having a good experience and prestige for the brand of Apple. The customer towards the brand develops a special attachment both emotional and mental. Similarly, the vibrant telecommunication industries in Ghana such as Mtn, Vodafone, Airtel, Tigo and Glo can possibly adopt these strategies; low cost of charges, promotional packages, charge exemptions and other aspects of dealing with value addition. From the ongoing it can be said that branding and customer buying behaviours are mutually related (Baawah, 2016). In previous publications, it was found that the telecommunication companies such as Vodafone, Tigo, Airtel, MTN and Glo in Ghana have adopted and used prominent branding strategies ranges from the cost drive quality service, core identity and differential. Other strategies include coverage, accessibility, availability and pricing and

promotions. According to the study's results, customers have good knowledge about these branding strategies often used by the telephony companies in Ghana. However, to majority of the customers, branding is about logo, service quality, pricing, coverage image, signage and slogan (Baawah, 2016).

Furthermore, Bassey et al (2011) investigated on Branding Strategies and its influence on the Consumer Preference in the Mobile Telecommunication Industry with a special reference to Mobile Phone users in the Kumasi Metropolis. It was found that customers were aware of the existence of branding strategies and its influence on their choices. Customers were however divided on the exact nature of influence branding has on consumer preference. The study recommended that the firms in the telecommunication industry should redefine their branding tools in order to effectively measure its impact on the customer.

### **2.3.3 Influence of Branding on Consumer Buying Behaviour**

Branding plays a vital role in determining the purchasing behaviour of the customers across the world. Every customer has a specific reason to choose or not to choose a particular brand on the basis of taste and preference. Brands use marketing strategies and social media strategies to know the customers what they want and are actually looking for. Customers always maintain a good relationship with a particular brand (Sanjoli et al, 2016). Social behaviour of the customers makes them to choose a particular product based on the social environment they are living and always depends on the opinion of other people while choosing a product. Purchasing behaviour of the customers depends on the cultural environment from which they are brought up (Sanjoli et al, 2016).

To further this discussion, the factors, which drive the consumer behaviour, vary according to the type of brand the consumer decides to buy. Brand loyalty is very important for the success of every type of brand. Consumers can be loyal to a specific brand according to the dimensions of consumer behaviour (Fatima et al, 2016). Loyal consumers help in gaining a high market share. To make new customer loyal, it needs to invest five times more cost than to retain the current and existing consumers. Loyal consumers can provide the competitive edge against competitors, which is a significance factor for success. The word loyalty usually refers to the association and recognition. When a consumer is loyal to brand, he will always prefer that brand to other brands, and he is purchasing that product from many years. Whenever he will need to buy a particular product, the same brand will come to his mind, which he always buys due to his attachment and satisfaction, which he expects from that brand. With the growing pace of globalization, competition is increasing and to compete with other brands, innovation is needed. Brands create the sense of status consciousness in many consumers, which leads to the sense of recognition, and using different brand product/ service is the new trend of fashion (Aaker, 1991). People feel pleasure when they are recognized in society, friends, and family in connection of specific brand, which is mostly used by a person. Now people want to have very thing branded from the food they eat, clothes they wear to the decoration of their homes. Status and conspicuous consumption are also factors, which affect the consumer behaviour. Consumers now use the expensive and branded products in order to show their status (Fatima et al, 2016). The brands, which are used for showing off the luxury, power, and wealth, are known as status brands. The wish to have a high status is the factor, which compels the people to use brands as status symbol. Brands are consumed to show that the

person who used it is highly status conscious, trendy and wealthy and these brands can be categorized as status brands. As the wish increases, the usage of brands increases. When branded products are displayed intentionally or shown especially to others for making them realize the power and wealth, by the person who uses them, we can say that it is conspicuous consumption.

It means the display of your wealth through the consumption of different brands for just showing the high status is conspicuous consumption and it is a very important dimension of consumer behaviour for influencing his behaviour towards brands and also the impact and power of branding in influencing and modifying consumer behaviour. Brands are mostly used by rich females to show their wealth and high-class status. It is a trend in Pakistan due to the increasing number of brands and fashion that if you are rich, you cannot buy the unbranded products (Fatima et al, 2016). So, it is further argued that status consumption and conspicuous consumption are related to each other and status consumption is the reason of conspicuous consumption. Consumers should have the brand awareness. It basically includes awareness of brand and the information or image of brand in the mind of consumers. Awareness of brands help consumers to recall the brands easily and it creates a positive image about the brand in consumers' mind. Awareness of brand leads to the creation of brand image in consumer's mind, which helps in future purchases of the same product. Brand image is basically the association and attachment of consumer with the brand. Whenever he thought about it, the image of brand means how the brand looks and its usage comes to his mind. On the other hand, relationship of consumers with brands has significant effect on consumer behaviour. Relationship with the brands build through trust and satisfaction provided by the brand to consumers and satisfaction and trust

leads to the attachment with the brand (Fatima et al, 2016). In this regard, for creating a relationship in long term with brands, attachment and association with the brand is necessary because these are the variables that affect the current and future prices of consumers. Association with a brand also helps the consumer in saving the switching cost. Brand Image and Brand Awareness leads to Brand Knowledge. It is said that consumers behaviour towards branded products or services according to their age, gender and personality traits and people get social according to their personality traits (Schiffinan & Kanuk, 2004).

Consistent with the above expositions, Bansah et al, (2015) found that brand awareness, brand loyalty and brand image through various means do affect the buying behaviour of consumers. For example, advertisements (medium for brand awareness) was discovered as the best medium that helps consumers to become aware of a product brand. It was also discovered that as consumers are frequently exposed to all forms of advertisements, they are constantly reminded about the product features i.e.name, logos and slogans and other product offerings of the company. As exposure to a brand increases, customer's knowledge about the brand also increases making it easier to recall the brand and also have the ability to detect imitations. Also, it was found out that brand loyalty contributes significantly to the behaviour of consumers since loyal customers do not only recommend their favourite textile brand to family and friends but are also ready to make repeated purchases of the same product brand and still purchase the same textile even if other companies have a better offer. With brand image, it was revealed that, other people's opinions and perceptions about a brand affects the buying behaviour of other customers. Finally, the study found variables such as personal factors and price as other important factors that affect consumers' buying

behaviour. Under personal factors, self-image, status, and lifestyle were identified as some of the main influences on consumer buying behaviour. It was also discovered that price was one of the factors that prevents non-users of Textile Ghana brands from purchasing the brand. Culture did not have a significant effect on the brand of textile fabric consumer's purchase (Bansah et al, (2015).

#### **2.3.4 Effects of Branding on Organizational Performance**

Previous researchers in different perspectives have discussed the effects of branding on organizational performance. The success and sustainability of any organization in a competitive environment such as the Ghanaian Telecommunication Companies is determined by its choice of strategy. However, most strategies are replicated by competitors and thus a company must position itself in the minds of the consumer in order to remain competitive (Chelimo, 2012). To succeed however, in the telecommunication industry a broad variety of marketing techniques are used to increase sales, gain market share, attract new users and retain existing customers, and branding is the ground-breaking and the most celebrated marketing tool often adopted by the telephony companies to achieve this organizational success (Bassey et al, 2011).

According to Denmark, (2010) the concept of corporate brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles, and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through corporate branding, maintaining, and managing the brands reputation becomes integral to be the market leader. Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that

enable successful corporate brand management are not clearly understood. The researcher argued that there are floods of branding within the market, therefore uniqueness in the market helps for easy identification and can catch the eye of potential customers. When telecommunication services were first introduced in Ghana, the perception was that these kinds of services were geared towards the rich but subsequently strategic branding has eluded all those pre-conceived mentalities and restores positive images about the industry. Today the impact of the telecommunication industry which historically thought to be for the rich is evidence in their provision of corporate social responsibilities in the area of health, education, agriculture, social life religion and business with lot of life changing testimonies (Baawah, 2016). This to a large extent enhances the corporate image and reputation of the telecommunication companies in Ghana.

Furthermore, in the real business environment, branding performs multidimensional activities through its complex semiotic models. Branding through its model assists organizations to strategically align themselves with other organizations they share similar characteristics with and to a larger extent share the same policy arrangements, corporate goals and objectives and their visions and missions are similar geared toward a common destination. Branding also informs the type of employees an organization seeks to employ and how they can project the image of the organization (Leitch and Richardson, 2000). Branding may have a percentage of risks, which needs to be thoroughly evaluated to see whether it will not overly affect the image of the organization and the loyalty of customers. For instance, using celebrities to brand an organization, a product and the likes inadvertently transfers the negatives of the celebrity to the organization or product they stand for.

Again, Hatch et al (2001) describes corporate branding as an organizational tool whose successful application depends upon attending to the context in which it is used. Branding and particularly, corporate branding should be sensitive to three key elements: organizational culture, organizational vision and most importantly the image of the organization. There should be a proper coordination between stakeholders, management, and the employees of the organization to have a wider scope and deliberations about corporate branding and image. A very good corporate brand inspires confidence on employees, stakeholders who develop association with the organization and glues customers to the brand when they come in contact with it.

To add to the foregoing discussions, Leiser (2004) explained that there exist many factors that attribute to the brand being successful when extended into new markets or products categories; the prominent one among them being brand credibility. The imagery and stature of the brand is sold alongside with the service delivered to the customers who buy the brand, (O'Loughlin & Szmigin, 2005). Telecommunication branding is to make mindfulness among potential clients about the advantage of mobile telecommunication services. The marketing procedure and brand give people in general, prepared learning of what the item is about and makes a state of distinguishing the brand amongst numerous other comparable items in the market (Blackett, 2005). In addition, the whole branding process has esteem for an organization as it helps the business concentrate on, improve and be predictable with its message. Also, it permits an organization to constantly test the message and check whether it is being understood in the correct way (Malone, 2004) Making brands will empower the organizations to separate their products from those of competition utilizing both intangible and intangible advantages. Branding can maintain

brand against non-specific items after the lapse of the patent. A solid brand will profit by high purchaser loyalty, permitting solid deals even after the patent has lapsed. Further, brands will affect the conduct and state of mind of customers and telecommunication service providers (Schuiling & Moss, 2004).

In a recent investigation by Lamptey (2016), who studied on the effect of branding on organizational performance in the retailing of pharmaceutical products; the mediating role of customer service revealed that branding is often used by the company as a strategy to achieve competitive advantage in the marketing of its products. The study's findings raise the concerns of how companies strive to improve business performance and customer service through the adoption and utilization of branding. The findings of the study revealed that branding had a positive significant effect on organizational performance, and that customer service also had a positive significant effect on organizational performance. It was recommended that firms improve upon their branding activities while strengthening their customer service activities in order to improve organizational performance.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

Research methodology describes the various methods used in conducting research. For the purposes of this research, a qualitative research approach has been adopted. According to Bhandari (2020). Qualitative research involves the collection of data that is non numerical, in order to understand concepts, opinions or experiences. According to him, is used to gather data in order to get deeper understanding into the problem at hand in order to generate new ideas and insights into the various concepts or problems.

#### **3.2 Research Design**

A qualitative literature review has been used for the present study. According to Smart David, Denyer and Smart (2003), a literature review can be described as a way of collecting data based on previous research. According to him, the data in the literature review design is previous studies on the topic under consideration. Webster & Watson makes the point that a review of literature provides a solid foundation for advancing arguments that promote the generation of knowledge (Webster & Watson, 2002) by integrating discoveries from findings of previous studies.

Snyder (2019) suggests that qualitative literature review can help provide an overview of areas in which research is not adequately covered as well as providing a base for exploring gaps in existing literature. The present studies will make use of this approach, as the

researcher reviewed what has already been done from the research conducted over the last few months in 2020 from march. The review process was employed to integrate results from three main studies on the subject matter, as well as five other supplementary literature on the concepts.

### **3.3 Data Collection Criteria**

A purposive sampling technique was used to sample relevant literature for the purpose of the present discussion. According to Saunders, Lewis, & Thornhill (2012), purposive sampling is a sampling technique in which the researcher relies on his or her personal judgement and selection criteria in choosing data in a research. It is a non-probability sampling strategy in which elements are chosen by judgement of the researcher in question. The non-probability sampling technique is used when researchers believe they can obtain the best representative sample based on their judgement, to save time and resources (Saunders et al., 2012). This approach was adopted because it allowed the researcher to sample only literature that were related to the study. This gave the researcher time to adequately cross check and reject literature that was not relevant to the present discussion.

### **3.3. Sampling**

The process for data collection (search for relevant literature on the subject) begun with an electronic search of literature on google using keywords such as branding and organizational behaviour, effects of branding on customer behaviour and branding in the telecommunication industry in Ghana and organizational performance . Google scholar was used widely in the search for related literature. In some instances, the researcher put the

topic in the search engine of google scholar and all related literature on the topic popped up. The researcher then carefully selected only literature that had similar topics to what is being addressed in this paper. Also, literature that is more recent in the Ghanaian context was chosen over those that were not conducted in the Ghanaian context. This is because the present analysis as much as possible seeks to examine how branding in the telecommunication industry affects organizational performance. Thus, only studies that document the relationship between the branding and organizational performance were considered.

This part of the work looks at the methodology that can be used for the study for future researchers considering the topic. It explains the research design appropriate for the study, gives details on the population, sample and sampling procedures and the instruments that can be used in collecting data for the study. It also discusses the data collection procedure appropriate for collecting data in the process of future studies.

### **3.4 Research Design**

This research shall use quantitative research method. For a research of this nature it is important to survey the views of the public on branding of companies and how they see it. Quantitative research is defined as a systematic investigation of phenomena that quantifies data. In other words, quantitative research is the type of research that gathers quantifiable data by performing statistical, mathematical, or computational techniques (QuestionPro,2020).

According to Atieno (2009) and cited by Ochieng (2009) many researchers view quantitative research design as the best approach to scientific research because it offers precise measurement and analysis. In quantitative research design the researcher will count and classify and build statistical models to then explain what is observed. Data collected using this research approach is in the form of numbers and statistics. In the article entitled, "An Analysis of the Strengths and Limitations of Qualitative and Quantitative Research Paradigms". Atieno (2009), suggests that quantitative research paradigm is empirical in nature. It also known as the scientific research paradigm. This research process includes a method of deductive reasoning by use of measurable tools to collect relevant data. Quantitative research then results in precise measurements. In quantitative research, the aim is to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population. Quantitative research designs are either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment). A descriptive study establishes only associations between variables. For an accurate estimate of the relationship between variables, a descriptive study usually needs a sample of hundreds or even thousands of subjects.

The researcher will use the descriptive study as this method seeks to gather information so that a description of what is going on can be made. The data collection for this study involved quantitative methods. The reason for the choice of the Accra is because the researcher is familiar with the working environment which enables easy access to respondents and the gathering of any additional information that might be needed for the study. It is also because Accra is the business centre for telecommunication networks and all of them have their head offices in Accra.

For the purpose of this study, the survey research method will be used because this method is the most appropriate for a study of this nature. According to Baran (2009) cited by Nwodu (2000), survey allow mass communication researchers to measure characteristics, opinions, or behaviours of population by studying a small sample from that group, then generalizing back to the population, which is of the group.

### **3.5 Population**

Oswala (2001) refers to population as the number of persons or objects covered by the study or with which the study is concerned. In other words, it is a set of people items under consideration in a study. A research study population is also known as a well-defined collection of individuals or objects known to have similar characteristics. In this research, the population considered for the study is Accra. According to the 2010 population census, the population of Accra is 1.5 million residents.

### **3.6 Instrument of Data Collecting**

The primary data collection tool that can used to collect data for the research is the survey questionnaire. According to McLeod (2018), a questionnaire is a research instrument consisting of a number of questions aimed at gathering information from respondents in a research. According to him, questionnaires can be seen as a written interview which seeks the views of respondents in a research exercise. This interview can be carried out face to face, on telephone or via email or post. However, for best results, it is proposed that the face to face administering of questionnaires should be done in order to increase the chances of getting more responses.

Using a questionnaire allows the researcher to collect data quickly because the researcher can administer a lot of questionnaires to many respondents at a time. This technique is useful for studies that involve large populations. It should be noted however that the questionnaire has a problem associated with it, in which respondents, according to McLeod can lie in order to present a positive image of themselves. Some may also exaggerate in their responses, especially in open ended questions.

Both open ended and closed ended questions should be used in the data collection process. Closed ended questions are questions that allow respondents to choose from predetermined answers that fit the question posed. On the other hand, open ended questions are questions that give respondents the opportunity to express their views in their own words. This gives respondents the opportunity to answer in more detail.

### **3.6.1 Sample and Sampling procedure**

According to McCombes (2019), research sample refers to the group or number of individuals who will participate in the research. A simple random sampling is proposed as the sampling technique for this study. In this technique, every member of the population will have an equal chance of being selected. The sample for the study as proposed is 500 residents of the Accra who use the services of telecommunication networks in the country. This number is proposed based on the timely nature of responses anticipated. The number can be modified to suit the needs of the researcher in question, and to increase the chances of generalizing the findings on the population.

### **3.6.2 Data analysis**

Data analysis is the process of refining and transforming data to discover useful information. The purpose of this is to extract useful information from collected data upon which a conclusion can be arrived at. In analysing data in this study, charts, graphs, tables and illustrations should be used to represent data. The use of these mathematical illustrations is based on the proposed method, and it will help the researcher to graphically represent data for easy interpretation.

### **3.7 Conclusion**

This section of the study presented the methodological approach that was used for the present study as well as a proposed methodology for future researchers. Based on the topic, we used a qualitative literature review approach, basing our discussions on previous works done by scholars.

As possible work to be considered for future interrogation, a quantitative research approach is suggested, using survey as a design that will adopt the questionnaire as a data collection tool. The research population is eighteen thousand and the proposed sample is 500, although future researchers can choose their own samples based on contextual and peculiar needs.

## CHAPTER FOUR

### CONCLUSION

#### 4.1 Introduction

The aim of the present analysis has been to investigate the role of branding on organizational performance as well as interrogate what customers think about telecommunications branding strategies on their behaviour. Consistent with this, we also looked at exactly what customers think about telecommunications brands. In the end, the discussions have been widened on branding and the role it plays in the success or failure of organizations and the discussion below presents some ideas on what has been determined from the analysis.

In this analysis, the researcher analysed three major works done by past scholars in the area. Specifically, we analysed the work of Baawah (2016), Bassey, Aboagye-Asamoah, Sarpong, Nsiah Ababio & Obeng-Tuffoh (2011) and Fatimah (2016). We also took relevant notes from Demark (2010), Bemet (1995) and the American Marketing association. According to the analysis, we discover that a brand that is well planned will dominate the conscious of consumers. What this means is that a brand that is able to actively position itself in the minds of customers will remain in their minds, so that when they get the opportunity to choose between different brands, there is a high probability that they will choose the best positioned brand, or the brand that easily comes in to their minds. This suggestion means that the best telecommunication brand will be chosen over others by consumers should they decide to take the services of a telecommunications network.

Essentially, a brand has been defined as a name, logo, symbol, or term that differentiates one company or product from the other. Thus, the company that is able to capitalize on any of these brandable areas to project themselves will lead the market in the, minds of consumers as Bemet (1995) has argued. A good brand has consequently been found to boost the company's corporate image as argued by The American Marketing Association

#### **4.2 Evaluation of Extracted Material**

The present analysis of literature on the concepts of branding and organizational performance. It was found that branding is a way of creating a relationship between the company and its customers. According to McNally & Speak (2004), the relationship that exist between the public and brands is based on how the brand has been able to reach put to the public, and this can result in winning customers heart so that they will be retained. Retaining of customers is very important in the marketing and profitability of companies as that ensures repeated buying from customers.

It was also found from the texts that, branding and buying behaviour are mutually related (Baawah,2016). This suggests to us that the number of customers a company has, in this case, telecommunication networks have is dependent on how they have been able to brand themselves. What this further suggests is that, if a company is able to brand itself very well, it will have a bigger customer base than those who do not. For example, in MTN has been cited as having a larger market share or customer base in Ghana and this has been directly influenced by their superior branding strategies.

According to Baawah (2016), companies that want to have a competitive edge over others adopt strategic branding models and strategies such as competitive pricing, quality service

and promotions to be at the competition. This message is strategically delivered to convince consumers that they have the best price and best services among all other competitors.

MTN does this well, as they promote their 'everywhere you go' and 'fastest internet' messages to remind consumers that they are the best option for data and calls anywhere in Ghana.

In addition to the analysis thus far, Bawaah (2016) makes the point that the brand of a company influences consumer preferences, thus, when consumers want to choose a product offering, they are more likely to choose a brand that aligns with their preferences or has been able to strategically position themselves positively in their minds.

On organizational performance, Daft (2000) makes the point that it is the ability of a well branded company to use resources effectively. This was seen to be supportive of what Javier (2000) posited, when he argued that organisational performance is the reality of the three Es namely Economy, efficiency and effectiveness. In the context of our discussion, we settled on this definition to stress organizational performance as the effective use of resources. We argued from the discussions that a company's profitability, market share and competitive advantage are indicators of good organizational performance. This also ties into the argument of Daft when he extended his definition to suggest the ability of a company to achieve their objectives and goals. From the discussion, we have seen that companies primary goals have been to make profit and lead the market, and once this has been achieved, the company can be said to be doing well.

Branding has been found to determine the purchasing behaviour of customers. As we have seen, the way a company brands itself determines how customers associate themselves with organizations. Marketing strategies such as social media use have been found to be widely

used by telecommunications networks in Ghana to determine customer preferences. Hence, while other networks use other marketing strategies in order to respond to customer needs, we can say that MTN, which has been the leader in the telecommunications industry in Ghana has been using social media to monitor what consumers are interested in. We get this from the discussions advanced thus far.

On consumer behaviour and branding, we also found that consumers loyalty is advanced based on how a network is positioned in the market (Fatimah et. al., 2016). This could explain the reason why MTN seems to have a sizeable number of the Ghanaian public as customers despite many complaints and challenges. Loyalty Is very important in business because it allows a repetition of behaviour (purchasing), which is the focus of business. Thus, if branding can promote customer loyalty, then it must be taken very seriously by companies.

In addition, we have found that customers associate themselves with brands because of social recognition (Aaker,1991). Customers want to feel proud of associating themselves with popular corporations that are being used widely especially by celebrities and popular people in society. Thus, they always want to be recognized as part of the few people who use certain products. This is especially true for brands that are considered ‘prestigious’ in society and is used by important people in society. This is automatically associated with anyone who subsequently uses the brand or services of the brand, and brands that understand this association and strategically position themselves will be able to lead the market.

Consistent with this finding, Fatimah also reveals that branding promotes a sense of social status among consumers as they associate themselves with a brand that is considered

popular among a certain class of users, especially when only a few high profiled persons in society use the services of the brand. Thus, using the services of a certain telecommunication network has been associated with having a particular social class that promotes social recognition, a sense of class and good feeling. We infer from this then that, product offerings of telecommunications networks, based on their pricing for example can allow only a certain class of people use their services, subsequently leading to the association of the use of the brand to a certain social status.

#### **4.3 Branding and Organizational Performance**

In this section, we discuss how branding affects organizational performance. We found from the analysis that branding contributes to the success and sustainability of organizations and telecommunication networks by giving brands a competitive advantage over others (Bassey et. al.,2012). What this means is that because a brand is able to separate or distinctively identify companies based on their product offerings, logo, name and other related positive associations, companies are easily separated in the market, and makes it easy for consumers to choose between two or more telecommunication networks although they all offer similar products and services. Brands that are positively distinctive in the market thus will have a competitive advantage over the others and will have a consumer coming back to them for services, leading to repeated activity with is good for business sustainability and success.

Secondly, we found that branding gives telecommunications networks an edge over competitors (Denmark,2010). This is consistent with what Bassey and his friends suggest. Being special or different in the market has been found to be the surest way of remaining

in business because brands that offer similar services can only be distinguished by how they are able to separate themselves from the others to attract consumers.

Branding also builds a positive reputation for companies. We find from the discussion that branding can build a positive image of the company which supports positive ratings and boosts the competitive advantage that the company has, leading to more customers and leading to business success.

Branding also helps telecommunications networks to strategically align themselves with other brands that share similar characteristics for better service delivery. Partnerships with phone producing companies for example, as well as public programs such as festival celebrations or television reality shows are positive collaborations that boost the operation of businesses. Phone manufacturing companies looking to reach a section of the country or public can approach the most rated telecommunication network for business. In addition, programs that seek to reach strategic viewers, public or consumers can partner the best branded network that people easily associate themselves with. These collaborations boost the visibility of the network and promote the success of the company.

Furthermore, branding has been found to attract the best employee set for telecommunication networks that result in better organizational performance. Brands that have been able to positively appeal to a larger section of the public and have been able to distinguish themselves from their competitors are able to attract the best of the best of employees to work for them. This is because everyone wants to associate themselves with the best, and before that association can happen, the one seeking to associate themselves with that brand must be the best in their own rights, or must have matching competencies that can allow them to be able to make that association possible.

As a result of this principle, big brands such as MTN and Vodafone have been able to attract very high skilled employees who use their expertise to cushion the work of the company, leading to better performance and further deepening the competitive advantage of the ,company in the market.

Finally, we discover from the study that branding helps the public to be aware of the existence of the company, as well as the product offerings and services of the company. Branding places the name of the company in the public domain, as well as makes the services of the company known to potential customers. Thus, branding can be seen as playing a publicity role which attracts customers and subscribers, essential contributors to the success and survival of the company.

#### **4.4 Recommendations for Future Studies**

This study found that branding plays a very important role in the success of telecommunications companies in Ghana by positively positioning them in the minds of the public. Notwithstanding the findings of this study, the researcher makes the following recommendations to be considered by future researchers.

- Future researchers should examine the relationship between social status, branding, and its effects on organizational performance
- Future research can also focus on the impact of branding on consumer buying behaviour in a global context
- Researchers should also consider the role branding plays in attracting employees future researchers can also consider what branding strategies are used by telecommunication companies to boost their operations

## **4.5 Conclusion**

From our discussions so far, we have defined organisational performance in the context of the sales and profitability of companies, the penetration rate of the market as well as the competitive and customer advantage of the company. We also considered organizational performance in terms of corporate image of the company in addition to the amount of market share of telecommunication networks in Ghana

We have been able to underscore the importance of branding in achieving these determinants of organizational performance. We found that branding promotes a sense of recognition among consumers as well as being viewed as a social status being associated with particular brands. This leads to more subscription of the most prestigious brand and results positively in sales and profitability of telecommunication networks.

Also, by attracting best employees to work for the company, the efficiency of the company is boosted, giving it a competitive advantage over the others through innovation and cutting-edge service delivery. This also leads to more subscription and boosts the corporate image of the company.

In all, branding has been found to boost the corporate image, profitability and competitive advantage of companies leading to larger market share, good service delivery, profitability and general positive ratings that lead to success of the company.

## REFERENCES

- Aaker, D. A. (1999). *Managing Brand Equity: Capitalizing on the value of a Brand Name*. New York: The Free Press.
- Aaker, J. L. (1997). Dimension of Brand Personality. *Journal of Marketing Research*, Vol. 34, pp. 47-56.
- Aydin S. & Ozer G. (2004) “The Analysis of Antecedents of Customer loyalty in the Turkish Mobile Telecommunication Market”, *European Journal of Marketing*, vol.39, (7/8), pp. 910- 925.
- Azjen, I., & Fisbein, M. (1980). *Understanding attitudes and predicting social behaviour*. New Jersey: Prentice Hall.
- Azjen, I., & Fisbein, M. (1985). *From intentions to actions: a theory of planned behaviour*. New Jersey: Prentice Hall.
- Baawah, E. K. (2016). *Assessing the effect of Branding on Consumer Behaviour in the Telecommunication Companies in Ghana*.
- Bansah, P. F., Dabi, M., Dzorvakpor, S. E., & Nwodo, H. (2015). The Effect of Branding on Consumer Buying Behaviour among Textile Ghana Fabric Users in the Ho Municipality of Ghana. *European Journal of Business and Management*, Vol. 7 (26).
- Bassey, A. M., Aboagye-Asamoah, F., Nsiah-Ababio, P., Sarpong, A. P., & Obeng-Tuffoh, I. (2011). Branding Strategies and its Influence on the Consumer Preference in the Mobile Telecommunication Industry: A Case Study of Mobile Phone Users in the Kumasi Metropolis.

- Bhandari P., (2020) An introduction to qualitative research accessed on August 20<sup>th</sup> 2020 at <https://www.scribbr.com/methodology/qualitative-research/>
- Blackett, E. (2005). Corporate branding: Toward integrating corporate social responsibility and corporate sustainability. ANZMAC.
- Chelimo, C. (2012). Positioning Strategies Used by Firms in the Telecommunications Industry in Kenya.
- Cho, J. and Dansereau, F. (2010), "Are transformational leaders fair? A multi-level study of transformational leadership, justice perceptions, and organizational citizenship behaviors", *The Leadership Quarterly*, Vol. 21 (3), pp. 409- 421.
- Denmark, J. R. (2010). *Corporate Branding: The Role of Vision in implementing the corporate innovative Marketing* (Vol. Vol. 6 (1).
- Fatima, S., Muzamil, A., & Muhammad, T. I. (2016). *The impact of Branding on Consumer Buying Behaviour*.
- Ghodeswar, M. B. (2008). Building Brand Identity in competitive markets: A Conceptual Model. *Journal of Product and Brand Management*, Vol. 17(1), pp. 4-12.
- Hatch, M. Schultz, M. & Williamson, J. (2001). Bringing the Corporation into Corporate Branding. *European Journal of Marketing*.
- Kapferer, J. N. (2004). *The new strategic Brand Management: Creating and Sustaining Brand Equity long term*.
- Kotler, R. A., & Armstrong, G. (2006). *Principles of Marketing*. New Jersey: Pearson Prentice Hall.
- Lamptey, D., I. (2016). The Effect of Branding on Organizational Performance in the Retailing of Pharmaceutical Products: The Mediating Role of Customer Service

- Mensah, S. (2006). Corporate Branding and Consumer Loyalty in the Telecommunication Industry: A Case Study of MTN Ghana. *Net Journal of Business Management*, Vol. 3(3), pp. 36-42.
- Sanjoli, S., Aayushi, P., & Vaishali, L. (2016). *Consumer Behaviour- Impact of Branding on Consumer Buying Behaviour*.
- Saunders, M. N. (2012). Choosing research participants. *Qualitative organizational research: Core methods and current challenges*, 35-52.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer Behaviour*. New Jersey: Prentice Hall.
- Schiffman, L. G. & Kanuk, L. (2004). *Consumer behavior*. Upper Saddle River, NJ: Prentice Hall.
- Schuilng, I. & Moss, G.D. (2004), "A brand logic for pharma? A possible strategy based on FMCG experience", *International Journal of Medical Marketing*, Vol. 4 (1), pp. 55-62.
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333-339.
- Thangasamy, E., & Gautam, P. (2014). Factors Influencing Consumer Buying Behaviour: A Case Study. *Global Journal of Management and Business Resarch: Electronic Marketing*, Vol. 14(5).
- Tomal, D.R. and Jones, K.J. (2015). A comparison of core competencies of women and men leaders in the manufacturing industry; *The Coastal Business Journal*, Vol. 14 (1), pp. 13-25.
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British journal of management*, 14(3), 207-222.

Webster, J., & Watson, R. T. (2002). Analyzing the past to prepare for the future: Writing a literature review. *MIS quarterly*, xiii-xxiii.

Zhang , N. (2015). The impact of brand image on consumer behaviour: A Literature Review. *Open Journal of Business and Management*, Vol. 3, pp.58-62.

