

Exploring the Influence of Sales Promotions on Consumer Buying Behaviour Towards Ghanaian Mobile Telecommunications Industry: A Study of Mtn Ghana

Boahen Afoakwah

Doctorate Fellow in Marketing (USA)

MBA Marketing (Ghana)

Chartered Marketing Analyst, Fellow GAFM (USA)

Certified Practising Marketer (Australia)

Associate Marketer (South Africa)

Member of GAFM Honorary Global Advisory Council

Full Member (MCIM) UK

Email: boahenafoakwah23@gmail.com

ABSTRACT

The deregulation of the Ghanaian telecommunications sector in 1994 has led to the increase in the number of telecommunications industries in the country which render similar services. The increasing competition in the industry has prompted telecommunication firms to be determined and ensure satisfaction of customers' needs and wants more effectively than their competitors. In order for these telecommunication industries to succeed in this increasing competitive market, they employ a lot of different promotional tools to attract and retain their customers. One of the most commonly used promotional tools is sales promotion which provides incentives to customers or to the distributor channel to stimulate demand for a product. The objectives of this study were to investigate the influence of sales promotions on consumer buying behaviour in the Ghanaian mobile telecommunications industry in the case of MTN Ghana. The sample populations of the study were MTN users in the Kumasi Metropolis, Ghana. Quantitative research approach and non-probability sampling, particularly purposive and convenience sampling were adopted in selecting a sample size of 331. Data were collected using five point Likert scale structured questionnaire and analysed using Statistical Package for Social Science (SPSS) and descriptive research design was also used. The results of the study indicated that there was a significant influence of sales promotions on consumer buying behaviour. Also, this study has established that, consumers buying behaviour is positive in that the Mobile Telecommunication Industry are providing services that make the consumers make repeat purchases of services and products and have become loyal to the service providers. The research therefore recommended that mobile telecommunications in Ghana should embark on more sales promotional marketing activities, especially amongst the youth. This is because it is considered as a direct inducement, proposing special added value for goods to customers and it's more efficient than advertisement. Also, Ghana's Mobile Telecommunication Industry can use sales promotion as a tool to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers and improve sales. In addition, service providers should include more research activities before designing relevant marketing strategies that can help the retailers and marketing personnel of their merchandise.

Keywords

Sales Promotions, Consumer Buying Behaviour, Mobile Telecommunications

INTRODUCTION

One crucial task firms are confronted with in today's competitive business is building and maintaining successful long-term relationships with most of their share of market (Hegner-Kakar et al., 2018). Kyei and Bayoh (2017) identified growing competition in the telecommunication industry especially, which they attributed to globalisation, e-commerce, deregulation, new technologies and increasing global and domestic competition. The telecommunication sector, especially the mobile telecommunication industry, continues to experience massive growth. It has helped billions of people to stay connected (Milovic, 2013). Ghana's mobile telecommunications industry is regarded among the fastest-growing sectors of the economy, and there exists strong competition among the players in the sector. Currently, there are five mobile telecommunication companies in Ghana – MTN Ghana, Vodafone Ghana, Expresso, Globacom and AirtelTigo Ghana. Chandra et al. (2018) argue that sales promotions are crucial assistance in the promotional elements which is a process of imparting knowledge, persuading, convincing, and reminding customers directly or indirectly concerning the product and service. Sales promotion tools used by the telecommunication companies include: branded souvenirs, offer of internet bundles at reduced costs, talk and text promotions, among others. Consumer buying behaviour is the selection, buying and use of goods and services by consumers for the satisfaction of their needs and wants (Ramya & Mohammed, 2016). Consumer behaviour, further, concerns consumers' needs, consumers' motivations for specific buying decisions and consumers' thought processes of buying decisions (Orji et al., 2017)

As a result of the stiff competition that exists among the mobile telecommunication companies in Ghana, most of them have employed various promotional strategies to gain and retain a good share of the consumers. Studies on ethical behaviour have argued that consumers are increasingly concerned about the ethical dimensions of product, service and business process, and this concern of consumers' can have positive financial influence for the business that handles them efficiently (Wong, 2012). One strategy mobile telecommunication companies in Ghana have used to influence the awareness, buying behaviour and loyalty of consumers is promotions. The primary purpose of promotional strategies is to provide information to targeted consumers and persuade them to buy a product or patronise a service. It is, however, not easy arousing the interest or the buying behaviour of consumers without the right promotional strategies, making it important for mobile telecommunication companies to harmonise all seller-initiated efforts of setting up information channels to convince the consumer to patronise their goods and services. All the MTN researches carried so far on sales promotion and consumer buying behaviour has been conducted in Accra, the capital city of Ghana, where the head office and the senior executives are all found. However, its effect at a regional level devoid of the direct influence of senior executives is yet to be measured. This research therefore seeks to find out to what extent the sales promotion practised by MTN affects consumer buying process at the regional level.

METHODS

Structured questionnaires and non-probability sampling were employed for this study. Particularly, the purposive and convenient sampling methods. The research was taken by 331 respondents from MTN subscribers. Frequencies and percentages were used for the study's analysis. It was important to test the relationships between the variables under study, and this

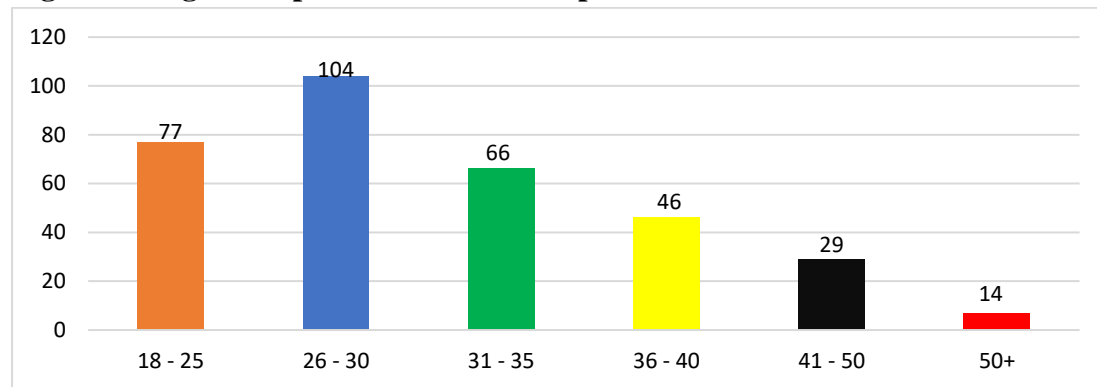
was done using the correlation and regression analysis. The study's findings were also presented, using figures and tables. The completed structured questionnaires were edited, coded and analysed, using the Statistical Package for Social Science (SPSS). Furthermore, the correlation and regression analysis were performed to examine the relationship between sales promotions and consumer buying behaviour. The five-point Likert scale statements was ranged from 'strongly disagree' to 'strongly agree.'

RESULTS

The study used a sample of 350 respondents who were MTN subscribers. Out of this, 331 questionnaires were received by the researcher. There was however no explanation from the respondents for the questionnaires which were not returned; but the researcher deduced that it could be as a result of the unwillingness on the part of the respondents not to answer the questionnaire being administered to them.

Analysis of Findings

Figure 4.1 Age Group Distribution of Respondents.

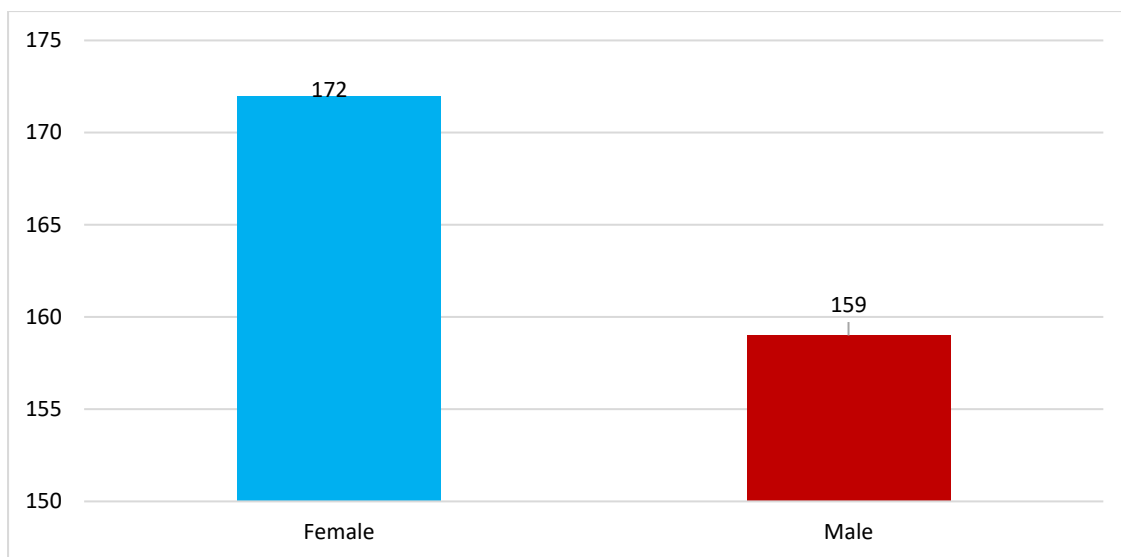


Source: Field Survey, 2024

Age of Respondents

From Figure 4.1, 77 of the respondents representing 23.4% were between 18 and 25 years old, 104 of the respondents representing 31.6% were between 26 and 30 years old, 66 of the respondents representing 20.1% were between 31 and 35 years old, 46 of the respondents representing 14% were between 36 and 40 years old, 29 of the respondents representing 8.8% were between 41 and 50 years old and 14 of the respondents representing 2.1% were above 50 years old. This distribution shows that the youth and young adults made up most of our respondents.

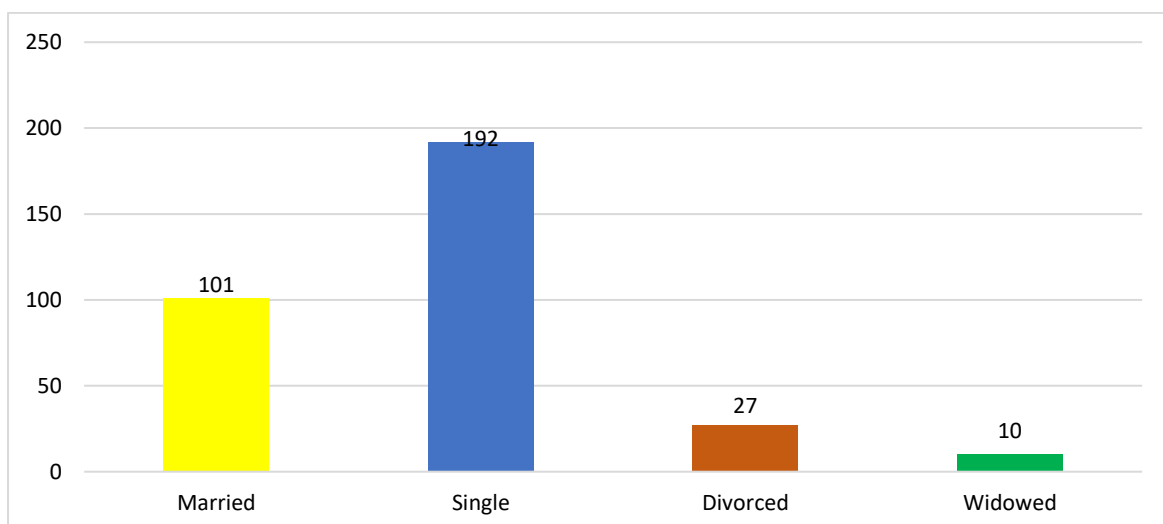
Figure 4.2 Gender Distribution of Respondents



Source: Field Survey, 2024.

From the Figure 4.2, out of 331 questionnaires that were administered to the respondents, 172 representing 52% were females while 159 representing 48% were males. This shows that most of the respondents were females and this is understandable as females make up the majority of the Ghanaian population.

Figure 4.3 Marital Status of Respondents



Source: Field Survey, 2024

The Figure 4.3 above shows that 101 of the respondents representing 30.6% were married, 192 respondents representing 58.2% of the respondents were single while 27 and 10 respondents representing 8.2% and 3% were divorced and widowed respectively. This is not surprising as majority of the respondents were young and were less likely to be divorced or widowed.

Table 4.1 Educational level of Respondents

Educational level	Frequency	Percent
No formal education	5	1.5
Primary	6	1.8
Junior High School	3	0.9
Senior High/ Technical	81	24.5
HND/Diploma	15	4.5
First degree	175	52.9
Master's degree	46	13.9
Total	331	100

Source: Field Survey, 2024

The Table 4.1 above shows that out of the 331 respondents 5 representing 1.5% had no formal education, 6 representing 1.8% had up to primary school education, 3 representing 0.9% had up to Junior High School education, 81 representing 24.5% had up to Senior High School or technical education, 175 representing 52.9% had a first degree, 15 representing 4.5% had a diploma and 46 representing 13.9% had gained a master's degree. This reveals that most of the respondents were highly literate which agrees with the age distribution as most youth or young adults are usually found in second cycle and tertiary institutions.

Table 4.2 Respondents Major Use of Service

Major Use of Service	Frequency	Percent
Calls and browsing	272	82.2
Calls	17	5.1
Calls, Texting and Browsing	19	5.7
Calls and Texting	8	2.4
Mobile Money	3	0.9
Calls and Mobile Money	9	2.7
Calls, Mobile Money and Browsing	2	0.6
TOTAL	331	100

Source: Field Survey, 2024

The Table 4.2 above shows that 272 respondents representing 82.2% revealed that their major use of the MTN network was for calls and browsing, while 17 representing 5.1% said they used the network for just calls, 19 representing 5.7% claimed their major use of the network was calls, texting, and browsing, 8 respondents representing 2.4% had calls and texting as their major use of the network, 3 people representing 0.9% claimed they only used the network mainly for mobile money, 9 representing 2.7% found calls and mobile money to be their main purpose of using the network, while 2 respondents representing 0.6% used the network majorly for calls, mobile money, and browsing. This reveals that a huge majority of the respondents use the network for calls and browsing which is expected of young highly literate people.

Table 4.3 Age Group of Respondents against Major Use of MTN Service

	18 - 30	31 - 50	> 50	Total
Calls	106	68	7	181
Calls, Texting and browsing	69	64	7	140
Calls and mobile money	6	4	0	10
TOTAL	181	136	14	331

Source: Field Survey, 2024

The Table 4.3 above illustrates the relationship between the age groups and their major use of MTN services. From the Table, 106 respondents, between the ages of 18 and 30 years representing the youth use MTN mostly for calls and a slight majority of 69 respondents also within this same age group use MTN services for a combination calls, texting, and browsing. 6 respondents within this age group have their major use of MTN being a combination of calls and mobile money services.

136 out of the total 331 respondents who belong to the age group 31 to 50 years old use MTN network for various activities but majority representing 68 respondents of this group use MTN network for calls only, 64 also use MTN network for a combination of calls, texting and browsing while just 4 of them use the network for a combination of calls and mobile money.

The next age group of greater than 50 years old records a lower frequency of 14 respondents. 7 of the respondents representing half used the MTN network for mainly calls while the other half used the network for a combination of calls, texting, and browsing.

Table 4.4 Chi-Square Analysis of Respondents' Age group against Major Use of MTN Service

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.249	4	0.517
Likelihood Ratio	3.666	4	0.453

Source: Field Survey, 2024

Table 4.5 Phi and Cramer's V Analysis of Age Group and Major Use of MTN Service

		Value	Asymp. Sig.
Nominal by Nominal	Phi	0.099	0.517
	Cramer's V	0.070	0.517
N of Valid Cases	329		

Source: Field Survey, 2024

Table 4.4 above indicates the Pearson chi-square value of 3.249 and a likelihood ratio of 3.666, since the Pearson Chi-square's asymptotic significance value is greater than 0.1 which means that it is insignificant, therefore the null hypothesis for the chi square is accepted and this states that, there is no significant association between the age group of a respondent and their use of the MTN network. Also, the value of *Cramer's V* from table 4.5 is 0.07 which further indicates a weak association between variables age group and major use of MTN Services.

Table 4.6 Perception on MTN Sales Promotion Tools

	Strongly disagree (- 1)	Disagree (- 0.5)	Neutral (0)	Agree (0.5)	Strongly agree (1)	Mean Index
Bonus for talk time is a sales promotion tool used	11 (-11)	18 (-9)	25 (0)	159 (79.5)	116 (116)	0.53
Premium is a sales promotion tool used	13 (-13)	51 (-25.5)	131 (0)	93 (46.5)	37 (37)	0.28

Free samples are used as sales promotional tools	15 (-15)	60 (-30)	142 (0)	72 (36)	31 (31)	0.07
Price-off strategies are used as sales promotion tools	12 (-12)	66 (-33)	109 (0)	98 (49)	30 (30)	0.11
Contests and sweepstakes are sales promotion tools used	16 (-8)	33 (-16.5)	66 (0)	130 (75)	67 (67)	0.38
Free talk time to family and friends is a sales promotion tool used	7 (-7)	6 (-3)	23 (0)	135 (67.5)	155 (155)	0.65
Overall mean						0.30

Source: Field survey, 2024

From the perception table 4.6 above, the statement, “bonus for talk time” is a sales promotion tool used”, shows that 35.3% of the respondents strongly agreed, 48.3% of the respondents agreed, 7.6% of the respondents were neutral, 5.5% of the respondents disagreed and 3.3% of the respondents strongly disagreed. The mean index for the statement was 0.53 which shows that consumers generally agree with the statement.

For the statement, “premium is a sales promotion tool used”, 11.4% strongly agreed, 28.6% agreed, 40.3% were neutral to the statement, 15.7% disagreed, and 4% strongly disagreed. It had a mean index of 0.28 showing that respondents generally showed a weak agreement to the statement.

For the statement, “free samples are used as a sales promotion tool”, 9.6% strongly agreed, 22.5% agreed, 44.4% were neutral, 18.8% disagreed, and 4.7% strongly disagreed. Its mean index was 0.07 which shows that respondents were generally neutral to the statement.

For the statement “price-off is used as a sales promotion tool”, 9.5% strongly agreed, 31.1% agreed, 34.6% were neutral, 21% disagreed, and 3.8% strongly disagreed. It had a mean index of 0.11 showing that respondents were generally neutral to the statement.

For the statement “contests and sweepstakes are sales promotion tools used”, 21.5% strongly agreed, 41.7% agreed, 21.2% were neutral, 10.6% disagreed, and 5.1% strongly disagreed. The mean index for this statement was 0.38 showing that respondent generally agreed to the statement.

For the statement “free talk time to family and friends is used as a sales promotion tool” 47.5% strongly agreed, 41.4% agreed, 7.1% were neutral, 1.8% disagreed, and 2.1% strongly disagreed. The mean index is 0.65 which shows that respondents generally agree to the statement.

The overall mean index for the statement was 0.3 which shows that respondents generally showed a weak agreement that these are the sales promotional tools used by MTN.

Table 4.7 Perception on Events that Affect the Actual Buying of MTN Services

	Strongly disagree (-1)	Disagree (-0.5)	Neutral (0)	Agree (0.5)	Strongly agree (1)	Mean Index
Timing of promotion affects my patronage	3 (-3)	17 (-8.5)	47 (0)	190 (95)	65 (65)	0.46
Relative size of promotion as compared to others affect my patronage	15 (-15)	22 (-11)	72 (0)	167 (83.5)	47 (47)	0.32
When buying I consider the length of validity	18 (-18)	41 (-20.5)	43 (0)	164 (82)	54 (54)	0.30
The type product involved in the promotion affects whether I buy or not	12 (-12)	26 (-13)	101 (0)	132 (66)	52 (52)	0.29
Overall mean						0.34

Source: Field Survey, 2024

Table 4.7 above presents the results of the perception of MTN consumers on events that affect their actual buying behaviour on MTN Services. The Table indicates that 0.9% of the respondents strongly disagreed to the statement, ‘timing of sales promotion affects patronage’ while 5.3% of the respondents disagreed, 14.6% were neutral, 59% agreed and 20.2% strongly agreed but the mean index of 0.46 implies that most of the respondents agree that timing of the promotion affects their patronage of MTN services.

With the next statement ‘Relative size of discount as compared to other network affect my patronage’, 4.6% of the respondents strongly disagreed, 6.8% disagreed, 22.3% were neutral but 51.7% agreed and 14.6% of the respondents strongly agreed. The mean index for this statement is 0.32 which indicates that most of the respondents agreed to this statement.

The next perception statement, ‘When buying I consider the length of validity’ indicated that 5.6% strongly disagreed, 12.8% of the respondents disagreed, 13.4% were neutral, 51.3% agreed while 16.9% strongly disagreed. The mean index of this perception statement is 0.3 and this means that most of the respondents generally agreed to this statement.

The final perception statement from the table above, ‘the type of product involved in the sales promotion affects whether I buy or not’ also shows that, 3.7% of the respondents strongly disagreed, 8.0% disagreed, 31.3% were neutral, 40.9% agreed and 16.1% strongly agreed. The mean index for this statement is 0.29 which implies that most of the respondents generally agreed to this statement.

The overall mean index for these thematic statements was 0.34 which shows that respondents generally showed a weak agreement that these events actually influence their purchase of MTN Services.

Table 4.8 Perception on Consumer Buying Behaviour

	Strongly disagree (-1)	Disagree (-0.5)	Neutral (0)	Agree (0.5)	Strongly agree (1)	Mean Index
I testified to friends and relatives about the incentives	5 (-5)	34 (-17)	54 (0)	178 (89)	52 (52)	0.37
I made repeat purchases of the service or product	6 (-6)	10 (-5)	41 (0)	131 (65.5)	119 (119)	0.57
I have become loyal to the network ever since	4 (-4)	7 (-3.5)	39 (0)	144 (72)	127 (127)	0.60
I acted as a referee to other consumers who needed service and convinced them to buy	13 (-13)	56 (-28)	88 (0)	128 (64)	41 (41)	0.20
Anytime I am dissatisfied, I do grumble and complain to friends not to purchase the service	35 (-35)	63 (-31.5)	38 (0)	103 (51.5)	85 (85)	0.38
I would port from the network to another even if I am dissatisfied with service	42 (-42)	61 (-30.5)	44 (0)	98 (49)	82 (82)	0.18
I register my complaint to the customer care anytime I am dissatisfied with the service	8 (-8)	21 (-10.5)	35 (0)	158 (79)	104 (104)	0.50
Overall mean						0.4

Source: Field Survey, 2024

The next set of thematic statements presented to MTN consumers to ascertain the perception on consumer buying behaviour is shown in the table 4.8 above. The first statement ‘testified to friends and relatives about the incentives’ shows that 1.5% of the respondents strongly disagreed, 10.5% disagreed. 16.7% were neutral, 55.1% agreed and 16.1% strongly agreed. The mean index for this statement is 0.37 indicating an overall weak agreement from the respondents.

With the next perception statement, ‘I made repeat purchases of the service or product’, 2% of the respondents strongly disagreed, 3.3% disagreed, 13.4% were neutral while 42.7%

agreed and 38.8% strongly agreed. The mean index for this statement is 0.57 and this implies that generally there was a positive response to this statement.

‘I have become loyal to the network ever since’ is the next perception statement and it shows that, 1.2% of the respondents strongly disagreed, 2.2% disagreed, 12.1% were neutral but 44.9% agreed and 39.6% strongly agreed to this statement. The mean index for this perception statement is 0.60 and this implies that there was a general positive response to being loyal to their service providers.

Furthermore, the next perception statement, ‘I acted as a referee to other consumers who needed service and convinced them to buy’, shows that 4% of the respondents strongly disagreed, 17.2% disagreed, 27% were neutral, 39.3% agreed and 12.6% strongly agreed. The mean index for this statement is 0.2 which shows a very weak response of acting as referee to other consumers.

Again, the perception statement, ‘Anytime I am dissatisfied, I do grumble and complain to friends not to purchase the service’ also shows that, 10.8% of the respondents strongly disagreed, 19.4% disagreed, 11.7 % were neutral, 31.8% agreed and 26.2% strongly agreed. The overall mean index for this statement is 0.38 which implies that the response was neutral.

More so, the perception statement, ‘I would port from that network to others if I am not dissatisfied with the service’ indicated that 12.8% of the respondents strongly disagreed, 18.7% disagreed, 13.5% were neutral about this statement, 30% agreed and 25% strongly agreed. The overall mean index on the decision to port to other networks is 0.18 showing a very weak response.

Finally, the perception statement, “I register my complaint to the customer care of the service provider anytime I am dissatisfied with a service” shows that 2.5% strongly disagreed, 6.4% of the respondents disagreed, 10.7% were neutral, 48.5% agreed and 31.9% strongly agreed the overall mean index for the action of registering complaints due to dissatisfaction with service is 0.5 which implies that the respondents generally agree to this statement.

Empirical Results of Factors Influencing Consumers’ Patronage of Sales Promotions

A multiple linear regression model was used to determine how various factors influence consumers’ patronage of sales promotions from service providers considering the 331 sampled MTN users.

	Coefficients	Standard error	t – statistic	Significant value
Constant	2.154***	0.298	7.222	0.000
Age of respondent	-0.014	0.031	-0.432	0.666
Gender of respondent	-0.043	0.066	-0.652	0.515

Years of formal education	0.017	0.011	1.493	0.136
Years with service provider	-0.003	0.008	-0.434	0.665
Bonus for talk time	0.092**	0.037	2.474	0.014
Premium	-0.043	0.043	-0.994	0.321
Free samples	-0.065	0.046	-1.423	0.156
Price- off	0.073*	0.042	1.727	0.085
Contests and sweepstakes	0.071**	0.033	2.125	0.034
Free talk time	0.177***	0.043	4.075	0.000
Timing of sales factor	-0.037	0.045	-0.807	0.420
Factor of discount size	0.158***	0.04	3.999	0.000
Validity period factor	-0.083**	0.037	-2.23	0.027
Type of product factor	-0.024	0.039	-0.601	0.548
R square	0.541			
	Sum of Squares	Df	Mean Square	F value
Regression	22.584	14	1.613	6.051***
Residual	71.177	267	0.267	
Total	93.761	281		

Table 4.9 Regression Results of Factors that Influence the Consumer Buying Behaviour

***, **and * denotes significance at 1%, 5% and 10% respectively.

Source: Field Survey, 2024

From the table 4.9 above, the regression model for the factors influencing consumers' patronage of sales promotions had a sum of squares value of 22.584 and a residual of 71.177 making a total of 93.761 with a mean square of 1.613 and 0.267 respectively as well as R-squared value of 0.541 which also indicates that 54.1% of variation found in consumers patronage can be attributed to the variables being employed in the model. The regression also

has an F value of 6.051 which is significant at 1% indicating goodness of fit of the model. Per the results from the table above, factors that influence the consumers' patronage of sales promotions include factor of discount size, free talk time, contests and sweepstakes, Bonus for talk time, price off and validity.

The coefficient of independent variables, factor of discount size and free talk time were highly significant at 1% which indicates a positive relationship with consumers' patronage of sales promotions and a highly recommended factor that will influence consumers' patronage.

More so, the coefficient of independent variable, validity was significant at 5% with a negative relationship with consumer patronage of sales promotion which means that an increase in validity will decrease consumers buying behaviour and patronage but the coefficient of independent variables, contests/sweepstakes and price off were significant at 10%.

Finally, the coefficient of the independent variable 'bonus for talk time' is significant at 5% which means that an increase in the 'bonus for talk time' will positively influence the patronage of sales promotions and a highly recommended factor that will influence consumers' patronage.

Discussion

Findings of the Study are Discussed under the Research Questions Set for the Study.

Question 1: What are the Sales Promotions Practices in Ghana's Mobile Telecommunications Industry?

Sales promotion is an important strategy in marketing campaign, and it entails incentives developed to stimulate faster or more purchase of particular products or services by customers (Kotler et al., 2013). These are those that have immediate reward and those that have delayed reward. The bonus pack, a type of the immediate reward, is where an additional pack of the purchase product or service is offered free when the regular package or size of the product is purchased at the regular price.

Premium is a small gift that accompanies the product purchased and is in-line with the intended standing and image of the product (Dewald, 2017). It is also termed as an immediate reward incentive for the consumer, designed to build brand equity for the manufacturer (Belch & Belch, 2003). Other immediate rewards of sales promotion tools that offers benefit instantly is free talk time, size of discounts, price reductions, free samples which is a marketing technique used to induce customers to try new launched products.

One delayed reward, Contests and Sweepstakes which is a sales promotion tool that induces consumers to enter into a contest for prizes that range from cars, huge sums of money, houses and more. This is done automatically after purchase of a particular product or service or they need to send an SMS to a short code to enter into the contests and instigates the consumers to make unplanned purchases.

The study employed the use of perception indices to analyze how consumers perceive sales promotion tools used in the Mobile Telecommunication Industry. Per the results from table 4.6 most of the respondents considered bonus for talk time, premium, contests and sweepstakes, and free talk time to family and friends as the sales promotion tools they mostly utilized. There was a general positive feedback from the sampled respondents which shows that these sales promotion tools will also influence their patronage of MTN services.

Research Question II: How do Consumers in Ghana's Mobile Telecommunications Industry Behave?

The intricacy of the risk involved in purchasing and the appraisal of alternatives, mostly affect consumer purchase decisions. This study confirmed the consumer buying behaviour of the Mobile Telecommunication Industry where the sampled respondents were presented with certain actions that will affect their buying behaviour using a Likert Scale to analyze the extent of their actions. There was a positive response from sampled respondents who made a repeat purchase of the products or services of MTN, testified to friends and family, and have become loyal to the service provider ever since but they also agree to the fact that they registered their complaints to the customer care of the service providers anytime they were dissatisfied with a service. Testifying to friends and family also shows strong consumer buying behaviour and advertising potential as Kotler & Armstrong (2010) realized that the most effective source of information of a product to new or potential consumers are mostly personal (family and friends) and hence companies whose customers are likely to testify or give favourable reviews of the company are more likely to increase sales, brand switching, and consumer traffic. The findings also validate the work of Kokemuller (2018) who conceded that, by offering lower price and better value proposition, companies are able to induce consumer traffic as consumers notice a bargain which leads to making repeat purchases and thus gain consumer loyalty.

Per the results from the table 4.7, the respondents revealed that timing of the sales promotion, sizes of discount as compared to other networks, validity of the offer, and the type of product being discounted and promoted affected the decision of consumers in considering any sales promotion and this is supported by the work of Adcock et al, (2001) who proved that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. More so, there are some factors and events that can induce consumers to buy more or less, and this depends on the customer's economic and hedonistic situation as well as his characteristics (Martinez & Montaner, 2006).

Research Question III: Does Sales Promotions Have an Influence on Consumer Buying Behaviour in Ghana's Mobile Telecommunications Industry?

Promotion strategies are implemented with the goals of keeping up with the current competition in the industry with the view of meeting the needs of customers but this strategy also affects the buying behaviours of the customers. From this study, the multiple linear regression was used to establish the influence of sales promotions on consumer buying behaviour and this showed that 'bonus for talk time' was positive and significant and highly affects the consumer buying behaviour and this is also evident in the study by (Gedenk et al. 2006). Also, 'free talk time' as a sales promotion tool was also found to be positive and highly significant which implies that there is a positive effect of this sales promotion tool on consumer buying behaviour. This corroborates the study by Salvi (2013) who proved that consumers are mostly attracted to freebies and also buy one get one free has been found effective in the purchase decision of consumers. According to Geldenhuys (2017) the effect on a consumer's attitudinal loyalty to brand when they have missed the opportunity to partake in a free premium sales promotion, will be affected by the current attitude they have towards the brand and this explains the regression results that shows that a negative but insignificant relationship of 'Premium' with consumer buying behaviour in terms of Mobile Telecommunication services

and products since the appropriateness of the premium determines its success. This confirms the work of Gedenk et al. 2006 who stated that both price (bonus for talk time) and non-price sales promotion (premium, contests and sweepstakes, and free talk time) are combined as a strategy to create consumer traffic and promote sales.

Again, Blackwell et al. (2001) identified that price reductions play a significant role in affecting consumer product trial behaviour which indirectly attracts new consumers and improves sales. The study results indicated a positive and significant effect on consumer buying behaviour, since majority of the respondents are youth, this sales promotion tool is widely patronized. This confirms the work of Sinha & Smith (2000), who stated that price off will easily sway customers to buy products and services and this leads to sudden increase of sales experienced by retailers due to the price-consciousness of consumers.

Free samples showed a negative and insignificant relationship with consumer buying behaviour. However, Jackaria & Gilbert (2002) supported this negative relationship between free samples and consumer buying behaviour on the basis that, it can be varied from product to another and from specific time to the other but Ndubisi & Chiew (2006) admitted that free sales has a significant relationship on consumer buying behaviour.

Service providers also increase discount sizes as a promotion tool to meet target consumers in a short period and thereby increase sales. This is supported by the work of Salvi (2013) who said that the discount and price off scheme induced the customers to repeat purchases and influenced their purchase decision. It is the most popular sales promotion technique that plays significant role in consumer's purchase behaviour (Soni Neha et al. 2013). From the study, the regression results show that 'contests and sweepstakes' have positive effect on consumer buying behaviour but this obviates the research by Liao et al (2009) who identified that sales promotional techniques of immediate rewards like Buy-One-Get-One-Free, price off and free samples motivates consumer buying behaviour than the delayed rewards like sweepstakes and competitions.

The regression results showed that an increase in factor of discount size and free talk time to friends and family as sales promotion tools highly affected the buying behaviour of the customers. However, the validity of the sales promotional offer, contests and sweepstakes, price off and bonus for talk time also positively affects the consumer buying behaviour.

Research Question IV: How can the Influence of Sales Promotions on Consumer Buying Behaviour in Ghana's Mobile Telecommunications Industry Be Enhanced?

Sales promotions can be enhanced by service providers when they are able to meet consumers' needs at the right timing. Timing of sales promotions and good planning is very essential to service providers but the timing of sales promotions, from this study, showed a significant but negative relationship with consumers' patronage of sales promotions, especially during festive seasons, holidays and weekends which implies the period within which consumer's get information on sales promotion and awareness of its benefits is essential but does not affect consumers buying behaviour. Most of the consumers of mobile telecommunication industry do have other sales promotions that are of interest to them, during festive seasons service providers use sales promotion tools to enhance competition and rivalry but this doesn't necessarily increase consumers' patronage of sales promotions. This finding

obviates the work of Nagadeepa et al. (2015) who stated that offers and schemes made available to consumers during festive seasons motivate them and result in sales gains.

Furthermore, service providers can also enhance the effect of sales promotions by considering the time frame of sales promotions that their customers enjoy. Most of the consumers demand much benefits and bargain from their purchases, so if the promotion offer is time bound and will not meet the consumer's interest, the service providers will not gain their target profitability. Per this study, the duration of the sales promotion offer has a negative but significant relationship with consumer patronage of sales promotions and this is explained by the fact that sales promotion offer that has gained much awareness or publicity with a shorter duration will not be very effective for consumers due to much pressure bound on the offer by these consumers. This corroborates the work of Martinez & Montaner (2006) who proved that there are some factors and events that can induce consumers to buy more or less, and this depends on the customer's economic and hedonistic situation as well as his characteristics.

More so, the type of product and services that are rendered to consumers, being discounted or promoted should mostly be in the interest of target customers. A type of discounted or promoted product or service that will benefit an individual will be different from that of privatized business firms who needs a relatively higher discounted price to run business activities and this explains the regression results of this study which indicated that, the type of product or service discounted or promoted had a negative and insignificant effect on consumers buying behaviour. Therefore, the type of sales promotion provided should be enhanced by service providers to meet the target consumers at the right time. (Schiffman & Kanuk 2007).

CONCLUSION

Sales promotions is a short-term incentive that is designed to encourage consumers to buy a product or service from the Mobile Telecommunication Industry and this can affect their actual buying behaviour and patronage of MTN network. This study has determined some sales promotion tools that consumers generally patronize and can affect their buying behaviours of MTN network. Per this study, consumers consider 'Bonus for talk time' and 'free talk time to family and friends' as the sales promotion tools they enjoy and can influence their buying behaviour.

Also, this study has established that, consumers buying behaviour is positive in that the Mobile Telecommunication Industry are providing services that make the consumers make repeat purchases of services and products and have become loyal to the service providers even though they register complaints to the customer care when they are dissatisfied with a particular service or product. From this study, the event that mostly affects the actual buying behaviour of services and product is the timing of the sales promotions, especially during holidays, weekends and festive seasons. The socio demographic characteristics of the respondents shows that the youth and young adults made up most of the respondents and this implies that most of the respondents are highly literate which agrees with the age distribution as most youth or young adults are usually found in second cycle and tertiary institutions. Hence the major use of MTN network for 'calls only' and 'calls and browsing' were dominated mostly by the youth.

From this study, it is concluded that, there was a significant influence of sales promotions on consumer buying behaviour which means that an improvement in the sales promotion

strategies will lead to a corresponding improvement in consumer buying behaviour towards purchasing mobile telecommunication services and products.

RECOMMENDATIONS

Based on the findings from the study, these are the policy recommendations made:

1. The service providers or Mobile telecommunication industry should embark on more sales promotional marketing activities, especially amongst the youth because it is considered as a direct inducement, proposing special added value for goods to customers and it's more efficient than advertisement.
2. Ghana's Mobile Telecommunication Industry can use sales promotion as a tool to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers and improve sales.
3. Ghana's Mobile Telecommunication Industry can add a suggestion slot at the end of the sales promotion offer, to help them get feedback, create long term rapport, and enhance the loyalty of new clienteles acquired during sales promotion period.
4. Service providers should include more research activities before designing relevant marketing strategies that can help the retailers and marketing personnel of their merchandise

FUTURE RESEARCH

Future research should be conducted on other service providers such as Vodafone and AirtelTigo and the rate at which consumers patronise the service providers in Ghana.

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