

“Influence of Consumer Sales Promotion on Consumers’ Purchasing Behaviour of the Retailing of Consumer Goods in Tema, Ghana”

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Abstract

The study examines the influence of consumer sales promotion on consumers’ purchasing behaviour in retailing of consumer goods in Tema, Ghana. Convenience sampling technique was used to gather data from a sample of 220 respondents in Tema, Ghana, using structured interview guide and data analyses carried out using SPSS version 20. The findings of the study showed a significant relationship between consumer sales promotion and consumers’ purchasing behaviour. The study further revealed price discounts ranked first, extra pack (buy-one-get-one-free) ranked second, coupons ranked third, free sample ranked fourth and contest and sweepstakes ranked fifth as the type(s) of consumer sales promotion strategies employed by retailers retailing consumer goods in Tema, Ghana. On the bases of these findings, the study recommends that management and retailers of consumer goods in Tema, Ghana, focus on churning out consumer sales promotion as a marketing strategy to continue influencing consumers’ purchasing behaviour. Also, the use of price discounts, extra pack (buy-one-get-one-free) and coupons as types of sales promotion to influence consumers’ purchasing behaviour must be increased whilst focusing also on free sample and sweepstakes and contests.

Key words: consumer sales promotion, consumer purchasing behaviour, consumer goods

Introduction

Background of the study

Technology has made it possible for consumers to access with ease products around the globe by giving the consumer the power to switch brands easily. The need to examine consumers’ behaviour to understand their purchasing decisions and meet their needs has become imperative given the strenuous competition and dynamics in today’s business environment. The term consumer refers to an individual or household who buys goods and services for personal consumption, and according to O’Dougherty *et al.* (2007), consumer behaviour is “the way consumers act or behave when looking for, buying and using products”. Consumer behaviour has thus become significant to firms in the sense that knowing the behaviour of consumers can help firms to fashion out the appropriate strategy to promote their products in order to attract a particular set of consumers. In the consumer market, for instance, the use of consumer sales promotion has become one of the marketing strategies used by firms to influence consumers’ choice, increase the use of a particular product, improve sales of existing product, retain and rewarding loyal customers, and help to introduce new products (Ofosu-Boateng, 2020). This view is shared by Kwok & Uncles (2005) who posited that consumer sales promotions can be valuable for customers and positively influence their behavioural decisions. To buttressing this, Palazón-Vidal & Delgado-Ballester (2005) stressed that firms can also use consumer sales promotions to possibly improve customers’ experiences such as fun, delight and distraction, and influence their attitude toward the brand.

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In the light of consumer behaviours, Jacobs *et al.* (2002) intimated that firms around the world spend huge amounts of money on consumer sales promotion in order to influence consumers' behaviour. Friendly sales staff, responsiveness to customers' calls and easily retail identifiable locations which serve as customer service elements are important during consumer sales promotion. Kotler & Keller (2016) identified thirteen consumer promotion tools, namely samples, coupons, rebates, price packs, premiums (gifts), frequency programs, contests/sweepstakes/games, patronage awards, free trials, product warranties, tie-in promotions, cross-promotions, and point-of-purchase display used by firms to attract customers and to change their behaviours.

In Ghana, retail operators, just like other retailers in the world, have had to grapple with an intense competition. Many of these operators have resorted to the use of consumer sales promotion to direct sales traffic to their outlets. Consequently, literature on sales promotion has shown to have a significant impact on consumers' purchase behaviour. Price discounts, coupons and extra product packs seem to have influenced consumers positively in their purchase of goods and service, but in some cases it just does not work due to some influencing factors such as the culture in which the consumer finds him/herself, social life of the consumer, psychological makeup of the consumer and personal considerations (Fanny, 2013). These factors tend to direct consumers in certain ways during decision making process. Hence, the study sought to assess the influence of consumer sales promotion on consumers' purchasing behaviour in retailing of consumer goods within Tema metropolis.

Statement of the Problem

The ever-evolving nature of the business environment coupled with strenuous competition has witnessed aggressive marketing strategies by retailing firms in Tema, Ghana, thereby prompting them to adopt consumer sales promotion in recent times in order to give customers the experience to buy more, or enhance product trials to shore up sales (Nelson, 2005). Marketers, in recent times, are investing a greater proportion of their promotional budget into sales promotion because its impact is felt instantly; thus helping in achieving short-term targets (Syeda & Sadia, 2011). It is interesting to note that most of the studies conducted on sales promotion have looked at sales promotional tools in general and their impact on consumer behaviour (Nagadeepa, *et al.*, 2015; Das & Kumar, 2009; Karthikeyan & Panchanatham, 2013; Neha & Manoj, 2013; Syeda & Sadia, 2011), and also, on its effect on consumer's behaviour (Chaharsoughi & Yasory, 2012; Alvarez & Casielles, 2005; Alam & Faruqui, 2009; Yin *et al.*, 2019)

It appears there is a dearth of study that focuses on or narrows down on the different types of sales promotion and their influence on consumers' behaviour in the sense that many researchers suggested that different types of sales promotions will trigger different promotional responses (Hendel & Nevo, 2006; Kalaiselvan, 2013, Sinha & Verma, 2017). More so, majority of these studies conducted were in the Western world where cultural differences significantly differ from those in a third world country such as Ghana. This study therefore aims at closing the gap and also contributing to existing literature.

Aim of the Study

The primary aim of the study is to examine the influence of consumer sales promotion on consumers' purchasing behaviour in retailing of consumer goods in Tema, Ghana.

Objectives of the Study

In order to achieve the stated aim of the study above, the following objectives have been set;

1. To examine the relationship between consumer sales promotion and consumers' purchasing behaviour in retailing of consumer goods in Tema, Ghana;
2. To identify the type(s) of consumer sales promotion employed by firms retailing consumer goods in Tema, Ghana and;
3. To identify (if any) the relationship between customer service and consumers' purchasing behaviour in retailing of consumer goods in the Tema, Ghana.

Scope of the study

This study focuses on the influence of consumer sales promotion on consumers' purchasing behaviour in retailing of consumer goods in Tema, Ghana. Other type(s) of sales promotion falls outside the scope of the study. Also, only Tema metropolis in Ghana was considered and so generalising the findings could be misleading.

Significance of the Study

The study is significant in that the marketing practitioner is exposed to information regarding the uses of consumer sales promotion and also has a better understanding of some of the consumer sales promotion methods used in the retail of consumer sales promotion. Stakeholders such as manufactures of consumer goods are also exposed to the need to organize customer service training for retail outlets operators and customer staff. Also, shop owners are better off to grasp a better understanding of customer service experienced by their customers in retail shops and how that affected their purchase behaviour

Limitations of the Study

Carrying out a study such as this requires time and financial resource. These resources were a challenge but the researcher did everything possible to make the study a success. Also, the unwillingness of possible respondents to partake in the study since it is unethical for respondents to participate under duress.

Literature Review

Introduction

Sales promotion is one of the four aspects of promotional mix along with advertising, personal selling and public relations. Sales promotions which, are also known as below the line promotions, are methods that used by marketers to attract consumers. Sales promotions have been in use in trading for a long time. Shopkeepers and stallholders had been employing on the spot offers to convince people to purchase a product (Mullin & Cummins, 2008).

Sales promotions are, traditionally, defined in the most textbooks as activities such as deals, discounts, coupons, loyalty programs, refunds, contest, sampling and special displays that are encouraging the target audience to act in a particular way by reducing the perceived value of the product being promoted usually to achieve short term goals (Fill, 2006; Pickton & Broderick, 2001). According to Institute of Sales Promotion (2004; cited in Yeshin, 2006), sales promotion is defined as ‘ a planned and implemented marketing activity that both enhances product and service appeal and changes customer behaviour positively in return for an additional benefit for purchase or participation.’ For the purpose of this study, Fill, (2006) and Pickton & Broderick, (2001) definition is adopted.

Consumer Sales Promotion

In business-to-consumer marketing, sales promotion is mostly called consumer promotion. Consumers are introduced to several brands to select from or reject for personal or family consumptions. Consumers often need to be introduced to buy now rather than later, to buy a particular product rather than a competitor’s and to buy more than less (Priem, 2007). At this level of sales promotion, the focus is on the final consumer with the aim of encouraging product trial through the introduction of a new product. Price reduction, sampling and a rebate offer helps to encourage consumers to try a new product and this reduces the risk on trial purchase. Consumer promotion is used to increase product usage through stimulation of repeat purchase.

Consumer sales promotion tends to create awareness of the existence of the product under promotion. It reinforces advertisement efforts as a contribution to integrated marketing communication strategies (Chandon *et al.*, 2000). Consumer sales promotions add yet another message to the overall marketing communication mix effort.

Types of Consumer Sales Promotion

According to Fill, (2006) sales promotions are used for various reasons such as reaching new customers, reducing distributor risk, rewarding behaviour, retention, adding value and assisting segmentation. There are three types of sales promotions depending on who they target: consumer sales promotions, trade sales promotions and employee sales promotions (Srinivasan & Anderson, 1998). The focus of this study is on consumer sales promotions and according to Chandon *et al.*, (2000) some of the consumer sales promotion includes: coupons, price discounts, extra pack (buy-one-get-one-free), free sample and contests and sweepstakes.

Coupons

Coupons are the legal certificates by manufacturers that offer customers discount when buying a specified products (Schultz *et al.*, 1998). They can be mailed or emailed (direct mail), given with newspapers, magazines or with another product. According to Kotler *et al.*, (1996), coupons are very popular in restaurant and bar industry. Srinivasan & Anderson, (1998) suggest that the value of the discount should be decided very carefully. If the face value is low, consumers are reluctantly to redeem the coupons.

However, if the face value is raised, more people redeem it on a price lower than they would have redeemed. Moreover, excessive uses of the coupons can make customers feel they are getting poor value, if they purchase the product or service without a coupon.

Price Discounts

Fill, (2000) indicated that price discount is the easiest method of reducing the price of the product that the percentage of the price discounted appears on the package of the product, offering a good price to persuading sales. Lessen the price on the given product or add more number of items to that product and use the same price to enhance value of the product and create an encouragement for the customer to purchase (Raghubir & Corfman, 1999). Some studies have proven that price discount method plays a significant role in stimulating consumers to try the product offered (Fill, 2002; Shimp, 2003).

Extra Pack (buy one get one free)

According to Sinha & Smith, (2000) buy one get one free is one of the most commonly used consumer sales promotion to induce a purchase in the sense that if the consumer purchases a product, the consumer has a free product; by utilizing this procedure, the consumer is easily pulled into purchasing a product with the fact that there is no extra cost. Since extra cost is not involved, the consumer often cannot ignore such great deal. According to Li *et al.*, (2007) this sales promotion method also benefits the sellers in speeding up the inventory clearance.

Free Samples

Shimp, (2003) defined sampling as —any activity which includes any method used to deliver an actual-or trial sized products to consumers. A free sample offers the consumer a chance to use a product by providing a free small portion of the product to test (Blattberg & Neslin, 1990). However, Gilbert & Jackaria, (2002) argue that a free sample as a promotion tool had little or no significance on consumer's buying behavior, however, other studies have shown a significant impact of free samples on consumer's purchase decision (Fill, 2002) and (Shimp, 2003). Fill, (2002) presumes that sampling has the most impact on consumers. It could be provided as presentation in front of customers with small amounts designed to trial or use free of charge as he notes as well

Contests and Sweepstakes

Different forms of competitions such as contests, sweepstakes, prize draws, where they can win a prize without having to spend extra money, are used in order to attract customers (Boone & Kurtz, 2001). This kind of competitions creates an excitement amongst consumers. A sweepstake is a sales promotion technique where customers are required to submit their names and e-mails in a drawing in which they have the chance to win cash, trips or a product or service. The winners are determined purely on the basis of their luck (Egan, 2007). Because of its low cost comparing with other methods, simplicity and ability to accomplish a variety of marketing objectives, the usage of sweepstakes have increased recently (Shimp, 2000) Contests are also another technique for sales promotion. Unlike the sweepstakes, in order to win a prize, contestants compete with others on the basis of skills or ability (Fill, 2006). They are usually asked a contest problem or proof of purchase. The winners are selected by judges.

Consumer Purchasing Behaviour

Consumer behaviour is defined as a field of study that focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy products (Kotler & Armstrong, 2009). Consumer buying behaviour is influenced by cultural, social, personal and psychological factors. Recent research discovered that consumers are just likely to make purchase and to be influenced not only by relatives and peers, by endorsers but also by attitudes, situations and emotion (Olsen *et al.*, 2007). The process of consumer decision making can be viewed as three well defined stages namely the Input, the Process and the Output as shown below (Schiffman, 2005).

The Input Stage influences the individual's recognition of a product need and consists of two main sources of information which is the firms marketing efforts in term of its price, promotion, location of the retail outlets and the second source is the external sociological influences on the consumer which includes family, friends, neighbors, social class amongst others. The Process stage emphasizes on the way consumers make their decisions. The psychological factors built-in each individual like motivation, perception, learning, personality and attitudes which affect the way external elements from input stage affects the consumer's recognition of a need, pre-purchase search for information and evaluation of alternatives.

The output stage comprises of two related post-decision activities namely the purchase behaviour and post-purchase evaluation. A low-cost and non-durable product may be influenced by the manufacturer's coupon and may actually be a trial purchase. The consumer evaluates the product through direct use. For a relatively durable product such as a laptop, the consumer decision-making model is examined in greater depth (Schiffman, 2005).

The Relationship between Consumer Sales Promotion and Consumer Purchasing Behaviour

Consumer sales promotion which is one of the marketing mix variables has become a key ingredient in marketing campaign to influence a purchase decision (Kotler & Keller, 2012). There is a high influence of consumer sales promotion on consumers' purchasing behaviour such as unplanned (impulse) purchase which results in increase of sales volume (Nagadeepa, *et al.*, 2015). Consumer sales promotion has been shown to have a significant influence on consumers' purchasing behaviour (Zoellner & Schaefer 2015). Literature asseverates that sales promotion strategies such as price discount, extra pack (buy-one-get-one-free) and coupons, are commonly used techniques to appeal to consumers' purchasing behaviours (Shimp, 2003; Fill, 2002, Nagdeepa, *et al.*, 2015; Weerathunga & Pathmini, 2015).

However, some researchers are of the view that consumer sales promotion has little influence on consumers' purchasing behaviour. According to these researchers, even if the product or service is of good quality and the competitor presents a better product or service and better support services for the product among others, consumer sales promotion will lead to little result (Buabeng & Sam, 2011). Again they argue that, if the product or service is generic, consumer sales promotion is not likely to have much influence on consumers' purchasing behaviour. Hence the below hypotheses was considered: *H0: There will be no significant relationship between consumer sales promotion and consumers' purchasing behaviour. H1: There will be a significant relationship between consumer sales promotion and consumers' purchasing behaviour.*

Nature of Customer Service

According to Kotler & Keller, (2009) a service is an "act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything". Its production may or may not be tied to a physical product. A service is also an economic activity that creates value and provides benefits for customers at specific times and places by bringing about a desired change in, or on behalf of the recipient of the services (Grönroos & Gummerus, 2015). Kotler & Armstrong, (2009) really captured what customer service meant to be. He posited that, "customer service is about: figuring out what your customers want, getting it for them accurately, politely and enthusiastically with a smile, going extra mile to say thank you and being courteous, listening to the needs of the customer, reliability of the products, basic service and service design, recovery of the product, surprising customers, fair play to all, teamwork or networking, employee research and development and servant leadership". Good customer service experienced by customers has become an important marketing strategy for companies as a result of the competition and unfriendly nature of environmental factors (Asubonteng *et al.*, 1996).

Relationship between Customer Service and Consumer Purchasing Behaviour

The consumer is the reason for a business set up and their decision to purchase a brand from any channel is a reward for the business. Therefore retail service quality is of a high importance to enable a consumer experience the best of service (Nishan, 2003). People identify to patronize a particular shop, banking or hotel, etc., by taking into consideration a previous customer service experienced or a promised one, to be provided by that organization. Due to some complexity in the purchasing processes of some consumers, a bad customer experience can lead to a non-purchase of a brand or from a particular shop. This can be termed as a punishment for poor customer service delivery to a customer (Kerin *et al.*, 2012).

Store convenience and assortments was studied to find out how they determine a customer's store choice for shopping. It was encountered that product assortment had a significant relationship with consumers store choice while store convenience was only positive. It can then be said that since product assortment and store convenience are considered as customer service activities, it can influence the purchase behaviour of customers (Briech *et al.*, 2004). Hence the below hypothesis was considered: *H0: There will be no significant relationship between customer service and consumers' purchasing behaviour in the retail of consumer goods in Tema. H2: There will be a significant relationship between customer service and consumers' purchasing behaviour in the retail of consumer goods in Tema.*

Empirical Review

Seaman *et al.*, (2001) investigated how and why price bundling affects the consumption of a service based products. The study showed that price bundling leads to sunk cost and pending benefits of a transaction. Also,

Laroche *et al.*, (2005) studied the effect of coupons on consumer's brand categorization and choice process. The authors developed an approach that influences dynamic loyalty program and more traditional short-term promotions. They argue that the loyalty programs under examination successfully alter behavior and increase retention rates.

Equally, Ndubisi *et al.*, (2005) in their study evaluated the impact of sales promotional tools, namely coupon, price, discount, free sample, bonus pack, and in-store display, on product trial and repurchase behavior of consumers. The study revealed that price discounts, free sample and bonus pack have positive impact on product trial and repurchase behavior of consumers than store display.

Methodology

Research Design

According to Burns & Grove, (2003) research design is “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. Several forms of research approaches have been identified namely mixed method, qualitative and quantitative approaches (Crowell, 2009). A quantitative study was employed for this study. Johnson, (2001) and Merriam, (2000) identified experimental, non-experimental, quasi-experimental research, correlation research and cross-sectional survey designs as some of the forms under quantitative approach. This study adopted a cross-sectional survey since data were sent and retrieved from respondents within a particular period of time.

Population of the study

According to Kumekpor, (2002) population of a study refers to the number of all units of a phenomenon to be investigated that exists in the area of investigation. The population for this study therefore comprises of all consumers who patronize consumer goods from retail outlets in Tema, Accra.

Sampling Technique and Sampling Size

Sampling techniques are population reduction methods used to restrict data collection to a subgroup of a population since it is almost impossible to collect data from every single individual or units within a population in most cases. The study uses a non-probability sampling particularly convenience sampling technique to select 220 customers of consumer goods in Tema, Ghana, to achieve the set objective. This is in line with the work of other researchers (Amoah *et al.*, 2007; Stanley & Thurnell, 2014).

Sources of data

The main source of data for the study was the field survey. A close-ended structured questionnaire and interviews were used in carrying out the survey.

Distribution of the Questionnaire

It took the researcher approximately 25 days to administer the questionnaire and conduct interviews. Averagely, each respondent took about 10 minutes to complete the questionnaire. The respondents (consumers) were approached mostly in the morning on weekends. The approach was useful in achieving a higher response rate.

Data Analysis

All information received from the respondents via the data collection instrument was entered, coded and analyzed with the Statistical Package for the Social Sciences (SPSS) version 20. Data were presented by tables of frequencies and percentages which were computed for each item.

Cronbach's alpha coefficient analysis was done on the responses that were received from the respondents. The mean and standard deviation used to rank the responses of respondents. Also, Pearson's correlation was used to find out the relation between consumer sales promotion and consumers' purchasing behaviour and the relationship between customer service and consumers' purchasing behaviour. The values for correlations are: 1. 0.00 = No correlation 2. 1.00 = perfect/positive correlation to check the strength of the association between the variables.

Validity and Reliability of Data

Joppe, (2000) defines validity as the extent to which the research truly measures what it is intended to measure and how truthful the research is known. They are internal validity and external validity (Creswell, 2008). From Creswell, (2008) internal validity avoids the contradiction of study results, that is, its extent is to claims that the independent variable truly influences the dependent variable.

In this study, the questionnaire was pre-tested using 15 retail shoppers of consumer goods from Accra for the simple reason that the characteristics of the respondents were similar to those in the study (Tema metropolis). On the other hand, external validity deals with the possibility of generalising the findings of the study beyond the population used.

It raises concern regarding the conditions and types of subjects for which the study can be used (Creswell, 2008). Due to the different characteristics of Tema and other parts of Ghana, claims of the outcome of the study being generalised to other part of Ghana apart from Accra will depart much from the outcome of this study. The reliability and strength of the scales were examined using Cronbach's alpha (α).

Ethical Consideration

Neuman, (2003) defined ethics as what is or is not legitimate to do or what moral research procedure ought to be involved by the investigator. Kumekpor (2002) emphasized that the most important elements in the research enterprise are the respondents, and everything must be done to alleviate their fears and anxiety. To this end, the researcher explained the purpose of the study to participants and participants participated in their own volition without being coerced.

Brief description of the study Area

Retailing of consumer goods in Ghana forms a bigger part of the service industry of the country's GDP, which as at 2016 contributed 61.9% to the total GDP (Ghana Statistical Service, 2017). According to Deloitte's Africa Powers of Retailing 2018 report, 96% of all retail transactions in Ghana are carried out in the informal sector despite the presence of large international retail companies and the development of modern shopping malls such as Marina Mall, Accra Mall, Westhills and Junction Mall. Although the shopping experience with malls are more convenient and comfortable, Ghanaians consumers prefer informal retailers whose businesses are privately and individually owned with their small size structures located in the neighborhoods and cities of the Country (Deloitte, 2018). A large share of consumer goods is imported from China, South Africa and Europe by multi-brand retailers or local individuals who have to sell volumes of products to realize a substantial profit since the retail margins are low. Retail stores in Ghana take different forms ranging from wooden kiosks, market stalls and metal containers. They are mostly located along the streets or in some corners and lanes in between residential areas. These shops usually have suppliers who routinely visit to replenish the shops with products that have been sold out. Others also buy from wholesalers and bulk distributors and then sell them in smaller quantities. These suppliers are mostly distributors of manufactures of the goods they sell, such as Nestle, PZ Cussons, Uniliver, etc.

Background Characteristics

Table 1 Background Characteristics of Respondents

Characteristics	Frequency	Percent (%)
Gender (N=220)		
Male	80	36.4
Female	140	63.6
Age in years (N=220)		
30-39	70	31.8
40-49	80	36.4
50 & above	70	31.8
Educational Background (N=220)		
SSCE/WASSCE	20	9.1
Bachelor degree	90	40.9
Master's degree	80	36.4
Others	30	13.6
Number of visits (in a month, N=220)		
Once	70	31.8
Twice	90	40.9
Thrice	60	27.3

Source: Researcher's field work, 2019

The findings from the administration of questionnaires regarding gender of respondents revealed that 36.4.0% of respondents were males whereas 63.5.0% of the respondents were females. The statistics from this gender grouping confirmed prior notion that majority of the respondents would be females. It can be observed from the table above that the percentage of respondents who are between the ages of 30-39 and 50 and above years was 31.8% each respectively while those between the age of 40-49 years was found out to be 36.4%. The study did not show much difference between the ages of respondents however, that of age 40-49 years was a little higher than the other age groups. The findings showed that consumers of consumer goods with WASSCE/SSCE accounted for the least group of respondents with only 9.1% of the total respondents. Those with different qualification other than the ones specified by the study followed with 13.6%. This was followed by master’s degree holders who accounted for 36.4%. Bachelor’s degree holders accounted for the most with 40.9%. From the statistics above, it is obvious that most consumer goods shoppers within Tema metropolis were educated with varied qualification with bachelor degree holders being the highest.

As part of demographic information to search for respondents’ number of visit to retail outlets in a month, the results showed that 27.3% of the respondents visit retail outlets within Tema metropolis once in a month. 31.8% of the respondents visit retail outlets within Tema thrice in a month while 40.9% visit twice in a month.

The Relationship between Consumer Sales Promotion and Consumers’ Purchasing Behaviour in Retail outlets of Consumer goods in Tema, Ghana

Table 2 showing Pearson’s Correlation between Consumer Sales Promotion and Consumers’ Purchasing Behaviour

	CPB	CSP
Pearson Correlation	1	.443**
Consumer Purchasing Behaviour Sig. (2 tailed)		.0001
N	300	300
Pearson Correlation	.443**	1
Consumer Sales Promotion Sig. (2 tailed)	.0001	
N	300	300

Source: Researcher’s Field Work, July, 2019

** . Correlation is significant at the 0.01 level (2-tailed).

*** CB denotes Consumer purchasing behaviour and CSP denotes Consumer sales promotion.

The above statistics in Table 2 represents the correlation of two variables such as consumer purchasing behavior and consumer sales promotion. The statistic shows a positive correlation ($r=0.443$, $p=0.0001$). The relationship can be said to be moderate but significant. This supports prior studies such as (Weerathunga & Pathmini, 2015 and Nagdeepa, *et al.*, 2015) who noted that a significant relationship exists between consumer sales promotion and consumers’ purchasing behaviour.

As a result, the first hypothesis H_0 : “There will be no significant relationship between consumer sales promotion and consumers’ purchasing behaviour” was rejected while H_1 : “There will be a significant relationship between consumer sales promotion and consumers’ purchasing behaviour” was accepted.

Type(s) of Consumer Sales Promotion employed by retail outlets of consumer goods in Tema, Ghana Reliability Statistics

To assess the internal consistency from the respondents, Cronbach’s alpha (α) was used. The coefficient value of Cronbach’s alpha received from respondents was 0.886. Literature suggests that an alpha value of more than 0.7 is acceptable for a fieldwork (Bagozzi & Yi, 2012). Also, Tavakol & Dennick (2011) averred that a coefficient value of Cronbach’s alpha between 0.800 to 0.900 is appropriate for research. As a result, the coefficient value of Cronbach’s alpha 0.7800 which was obtained from respondents is validated. Statistically, Table 4 depicts the reliability of the responses received on the type(s) of consumer sales promotion employed by retail outlets of consumer goods within Tema metropolis.

Table 3: Reliability Statistics

Cronbach's Alpha	Number of Items
0.78	5

Source: Researcher's Field Work, July, 2019

Table 4: Type(s) of Consumer Sales Promotion employed by retail outlets of consumer goods within Tema metropolis

Consumer sales promotion types	Mean			Rank
	Statistics	S.E	S.D	
Price discounts	3.66	0.025	0.124	1 st
Extra pack (buy-one-get-one-free)	3.63	0.027	0.126	2 nd
Coupons	3.56	0.034	0.133	3 rd
Free sample	3.54	0.036	0.136	4 th
Sweepstakes and contests	3.50	0.038	0.139	5 th

Source: Researcher's Field Work, July, 2019

As shown in Table 4 above on the type(s) of consumer sales promotion employed by retail outlets of consumer goods within Tema metropolis to influence consumers' purchasing behaviour, the statistics revealed that price discount is widely employed by retail outlets of consumer goods within Tema. This is ranked first with a mean of 3.66 and a standard deviation of 0.124, extra pack (buy-one-get-one-free) is ranked second with a mean of 3.63 and a standard deviation of 0.126, coupons ranked third with a mean of 3.56 and a standard deviation of 0.113, free sample ranked fourth with a mean of 3.54 and a standard deviation of 0.136 and sweepstakes and contests ranked fifth with a mean of 3.50 and a standard deviation of 0.139. According to Allen & Seaman, (2007) a five-point Likert scale with a confidence interval of 95% should be at least 3.50 to be considered significant. Hence, it can be inferred from the study that majority of the respondents were in agreement to the variables presented in the questionnaires as the type(s) of consumer sales promotion employed by retail outlets of consumer goods in Tema, Ghana. According to Altman & Bland (2005), the S.E is the standard deviation of the sampling distribution of the mean and also a degree of how likely a sample represents the population. Therefore, a large S.E relative to the sample mean implies a lot of variations between the means and the samples while a small S. E. relative to the sample mean implies that most sample means are similar to the population.

The Relationship between Customer Service and Consumers' Purchasing Behaviour in Retail outlets of Consumer goods within the Tema Metropolis

Table 5 showing Pearson's Correlation between Customer Service and Consumers' Purchasing Behaviour

	CPB	CS
Pearson Correlation	1	.335**
Consumer Purchasing Behaviour Sig. (2 tailed)		.0005
N	300	300
Pearson Correlation	.335**	1
Customer Service Sig. (2 tailed)	.0005	
N	300	300

Source: Researcher's Field Work, July, 2019

** Correlation is significant at the 0.01 level (2-tailed).

*** CB denotes Consumer purchasing behaviour and CS denotes Customer service.

The statistics in Table 5 above demonstrates a positive correlation between customer service and consumer's purchasing behavior ($r=0.335, p=0.0005$). The result shows that, the coefficient value for customer service is .335 showing a significant relationship. Customer service is statistically significant and the variable is influencing consumer purchasing behaviour. It confirms the literature by Briech *et al.*, (2004) where store convenience and product assortment influence store choice of consumers. As a result, the first hypothesis H_0 : *There will be no significant relationship between customer service and consumers' purchasing behaviour in the retail of consumer goods in Tema was rejected whilst. H2: There will be a significant relationship between customer service and consumers' purchasing behaviour in the retail of consumer goods in Tema was accepted.*

Conclusions and Recommendations

Conclusions

1. It can be concluded that majority of shoppers of consumer goods of retail outlets in Tema metropolis were females. The statistics from this gender grouping confirmed prior notion that majority of the respondents would be females.
2. From the result of the study, the age group 40-49 representing 36.6% was a little higher than the rest of the age groups.
3. The statistics of the study revealed that most shoppers of consumer goods within Tema metropolis were educated with varied qualification with bachelor degree holders being the highest.
4. It was revealed that almost half of the respondents (40.9%) visit retail outlets in Tema, Ghana, twice in a month
5. The statistics showed a significant relationship between consumer sales promotion and consumers' purchasing behaviour.
6. The results revealed that price discount is widely employed by retailers retailing consumer goods in Tema, Ghana. This is ranked first, extra pack (buy-one-get-one-free) is ranked second, coupons ranked third, free sample ranked fourth and sweepstakes and contests ranked fifth.
7. Statistically, the study also showed a significant relationship between customer service and consumers' purchasing behaviour in retailing of consumer goods in Tema, Ghana.

Recommendations

1. Management and retailers of consumer goods in Tema, Ghana, should focus on churning out consumer sales promotion as a marketing strategy to continue influencing consumers' purchasing behaviour.
2. Price discount, extra pack (buy-one-get-one-free) and coupons as a type of consumer sales promotion must be given utmost priority. The other consumer sales promotion types such as free sample and sweepstakes and contests must not be toyed with even though they are not preferred as the first three.
3. It is recommended that producers of consumer goods and consumer goods retailers in Tema, Ghana, invest in customer service activities such as training programs for sales representatives to enhance customer service activities. Since the relationship between customer service and consumer purchasing behaviour is significant.

Future Studies

The study focused on only one type of sales promotion- consumer sales promotions. The other types i.e., trade sales promotions and employee sales promotions could be researched into to ascertain their impact on consumer's purchasing behaviour in the retail setting. Again not all the variables of consumer sales promotion were researched into. Further studies could also be carried out on the other variables to determine their impact on consumer sales promotion in the retail setting.

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