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The Impacts of Corporate Branding On Sales of Fashion Accessories in Kumasi:
Mediating Effects of Customer Care.

by

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ABSTRACT

The aim of this thesis is to identify the impact of corporate branding on sales of fashion accessories in Kumasi with customer care as the mediating variable. Despite the hard earned efforts and money spent on corporate branding activities; some organizations are incapable of improving sales. There was therefore the need to identify the extent to which corporate branding affects sales. There is a knowledge gap on how corporate branding as a concept influences the sales of fashion accessories in Kumasi. Research has also shown that, if an element of customer care is added to corporate branding, sales can be increased hence the introduction of the mediating variable customer care. The objectives of this research are as follows: To determine the impact of corporate branding on sales of fashion accessories in Kumasi, Identify the impact of corporate branding on customer care in Kumasi, to examine the impact of customer care on sales of fashion accessories in Kumasi, to determine the mediating effect of customer care on the relationship between corporate branding and sales of fashion accessories in Kumasi. This is a descriptive research which seeks to identify the impacts of corporate branding on sales of fashion accessories with the mediating effect of customer care. A sample size of 32 was picked since the fashion houses in Kumasi were 32. Questionnaires with a five-point Likert scale were used for the survey. Regression analysis was run to prove the various hypotheses using the SPSS data after the questionnaire had been coded and the various variables entered. The research proved that, corporate branding aids in improving sales and indeed customer care mediates on the relationship between corporate branding and sales. It was recommended that managers of fashion houses must consider customer care in corporate branding in order to improve sales.

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Wilson (2013) explains corporate branding, 'As the process of going beyond the development of a logo or symbol to develop business assets as well as reputations'. He goes further to say, 'it is the entire experience customers have about logos, website or attitudes towards customers and what actually involves your brand. In a nutshell Wilson explained brand as the way your customers perceives you. Thus, the idea or picture that is created in the minds of customer at the mention of your name. He stated that, 'a good brand does not just happen; it is a well thought out and strategic plan to create the brand experience you need'. Even thou strong brands are meant to achieve great sales. There is a knowledge gap in how corporate branding achieves its objectives of sales increments. This work therefore seeks to break the gap in knowledge by finding out how corporate branding affects sales after the introduction of customer care. A lot more people are focusing on building a reputable brand for their company. Strong brand earns consumers love and trust to the extent that even in a negative economy, one would be willing to pay more for it. A good brand would definitely generate value for business by creating great employees (with that motivation and directions) and making the process of acquiring new customers very easy. It would also generate recognition, build financial value, and inspire employees and finally generate new customers, (Newmeier 2016 & Deluxe 2015).

As mentioned by researchers such as Leigh & Selden (2011), Customers care is the provision of services to customers before, during and after a purchase. The activity involves of describing the culture of an organization. An organization that values

customer service would spend more in training employees. A good customer service can change the entire bad perception a customer has about a company hence affecting customers brand perception. Wherever business may be (online or in a store) great customer service is what ultimately leads to positive brand position. Despite the fact that we are living in a digital world, a few customers would appreciate face to face or personalized shopping hence the need to improve on customer service as a company. Customer service as such checking on stocks, helping a customer out or even listening to her problems creates one on one experience that molds the brand of the company.

1.2 Problem Statement

As showed by Statista (2016), in appendix 2 on a research that was conducted in 2014 to examine the sales growth in fashion industry, it was identified that the Americas, Middle East, Asian Pacific and Europe had a growth rate of 7.3%.7.1%, 6.4% and 4.1% respectively. However Africa experienced a negative margin even thou it had a growth rate of -4.6%. This explains that even thou corporate branding has an effect on sales of fashion accessories in the western world, Africa experience a decreased in growth of sales of fashion accessories due the fact that corporate branding had a less impact on sales. There was therefore the need to identify the extent to which corporate branding affects sales introducing the mediating variable customer care. There is a knowledge gap on how corporate branding as a concept influence sale of fashion houses in Kumasi since corporate branding does not always increases sale. Researched has also shown that, if an element of customer care is added to corporate branding, sales can be increased. Thus the introductions of the mediating variable customer care.

1.3 Objectives

- To determine the impact of corporate branding on sales of fashion accessories in Kumasi.
- Identify the impact of corporate branding has on customer care in Kumasi.
- To examine the impact of customer care on sales of fashion accessories in Kumasi.
- To determine the mediating effect of customer care on the relationship between corporate branding and sales of fashion accessories in Kumasi.

1.4 Research Questions

- How does corporate branding impact, on the sales of fashion accessories in Kumasi?
- In what way can corporate branding impact on customer care during the sales of fashion accessories in Kumasi?
- To what extent does customer care impact sales of fashion accessories in Kumasi?
- What are the mediating effects of customer care on the relationship between corporate branding and sales of fashion accessories in Kumasi?

1.5 Scope of study

The scope of this study includes each manager of the 32 fashion houses in Kumasi. This scope is based on the fashion industry. The variable included in this research includes corporate branding which is the independent variable, sales which is the dependent variable and customer care which is the mediating variable.

1.6 Justification of study

The purpose of the study is to identify the extent to which customer care mediates the relationship between corporate branding and sales of fashion accessories in Kumasi. It has already been established by Wilson (2004), that corporate branding has an effect on sales. However other studies have also shown that corporate branding does not always affect sales. There was therefore the need to identify the extent to which corporate branding affects sales with the mediating variable customer care.

1.7 Brief Overview

Qualitative and quantitative was used for the research. Questionnaires were administered to managers of fashion houses as well as buyers of fashion accessories. Census was the sampling technique used since there were 32 fashion houses in Kumasi generating a sample size of 32 managers.

1.8 Organization of Study

Chapter one entails the introduction of the researched topic, background of study, problem statement, objectives, researched question, scope of study, justification of study, brief overview, organization of study. Chapter two is basically literature review which entails researched information's various authors have made about the topic. Chapter three is made up of the methodology which includes the population chosen, sample size, researched methods and data collection methods. Data was collected with the help of questionnaires that was distributed to the various managers of the fashion houses. Chapter four contains the findings of this study which indicate that indeed customer care mediates on the relationship between corporate branding and sales. Chapter five gives some recommendations and conclusion of the study.

1.9 Limitation

In spite of this research being carefully addressed, a few limitations were faced. First and foremost it was quite difficult locating some of the fashion houses, since some of them had moved from the previous place. The telephone number numbers of some were either switched off or temporarily out of service.

Some managers on the other hand were not comfortable answering certain questions as they termed it as letting out their trade secrets others also did not see the relevance of the research hence did not see the need to answer the questionnaires.

Some marketing terms like KPI, ROMO and ROMI, were not understood by most managers hence making it difficult to rate the survey.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter explains various authors' knowledge in the three variables used for this research; corporate branding, sales and customer care.

2.1 Branding

Branding is identified as an activity involved in the making of an exceptional name, as well as image for a particular product in the customers thoughts through advertising and promotions. It may also be defined as the process of going beyond the development of a logo or symbol to building a business assets as well as reputations. Brand is the way customers perceive you or the picture created in the minds of customers when the companies name is mentioned. Branding changes a company's reputation since the process of branding builds an expectation about the companies' missions, visions, policy, kinds of products or services delivered and how it's been made know to customers (Wilson 2016). Researchers such as, Kerpen (2011), Pinto (2005), Kotler (2007) & Hameide (2016) attested to the fact that branding is a going procedural that looks at the presents and past by creating an organized personality for the company and its products or services as well. The SWOT Analysis considers the Strengths, weakness, Opportunities and Threats of the company. Then further turns the treats into opportunities and weakness into strengths by identifying opportunities. Branding requires the delivering of constant positive skills, keeping a promise and earning trust. A good logo is just an extension of a brand; a well-designed brand can be seen in everything from customer service to the specific product the company offers. A successful brand has a strong mental and

physical identity, competitive advantage, innovation and consistent. A brand is the characterized as a name, design or symbol that identifies a service or product in order to differentiate it from their competitors. Illustrated as = Product +Package+ Added Values (Balmer 2013).

2.2 Corporate Branding

It refers to the process whereby the brand name of a company is promoted as opposed to specific product or service. Corporate branding is a distinct that occurs side by side with a given corporation. During corporate branding, multiple stakeholder like employees and investors impact various aspect of a business such as the evaluation of various product and service, (Fetscherin & Usnier 2012). Corporate branding reduces the ability to position a brand with just one identity but rather with different products consisting of unique characteristics. This because corporate branding is not limited to a particular name, mark or sign, it incorporates multiple touch points like logo, customer service, training of employees, packaging, advertising, stationery and quality products as well. A touch point is any means by which a customer comes into contact with a specific brand. It is often said that for a corporates brand to be very successful there must be coherence between the organization top managers that seek to accomplish a strategic vision and what the employees of the organization know and believe. As notified by Brasel (2013), corporate branding entails marking various products and services under the name of the organization. On the other hand product branding is a marketing strategy whereby an individual product without the companies name is being advertised. There is a need to emphasis on corporate branding, since it requires a greater focus within the organization. Corporate branding consists of numerous stakeholders relating with numerous staff across many department in a company. In order to be

effective in the corporate branding process, there is need to be consistent with brand identity having a uniform delivery system across stakeholders in order to maintain reputation. Despite the fact that strong brands are meant to achieve great sales, Wilson (2004), there is a knowledge gap in how corporate branding achieves its objectives of sales increments. This work therefore seeks to break the gap in knowledge by finding out how corporate branding affects sales after the introduction of customer care

2.2.1 Successful Corporate Branding

Corporate branding is a strong device for straighten a corporate strategy and ensuring corporation of untapped internal and external resources. In the study researchers like Huberman (2004), Leskovec (2012) & Admic 2008 elaborate that CEOs' must lead the brand strategy in order to enable it works, by being present during the board discussion. It is the duty of top managers to be passionate and fully aware of the idea of corporate branding whilst being backed by a strong management team who can facilitates continuous development and integration of the new strategy. The best and most comprehensive corporate branding models must be researched on in order to administer the most suitable one for the company and its employees as well (Richardson & Domingos 2012). Training must be given to employees to enable them be great brand ambassadors. These ambassadors interact with customers, suppliers, competitors, colleagues and industry experts by spreading good information about the company. Corporate branding is an outstanding way for proceeding corporate vision throughout the business. It allows management to involve, educate and bring into line everyone around the corporate purposes, future pathway and values by providing a guiding star that leads everyone in the same

direction. Researchers such as Curras & Wilson (2008), went further to state the relevance of involving stakeholders like directors, creditors, suppliers, employees and customers during the process of corporate branding. Modern technology plays a significant role in successful corporate branding in gaining effective competitive edge of the corporation. The age of internet permits individuals to work from the house for an organization. An organizations website is not only needed but rather a very crucial channel for modern corporation despite the size. A corporation does not exist if it not accessible on the internet, have a well-structured delivery system, good communication system as a well as a particular target audiences.

2.2.2 Essence of Corporate Branding

Corporate Branding, upholds a lot of recognition that acts with business much familiarize with. If brands are consistent and easily identifiable, many people would feel more comfortable purchasing branded products or service. When people are familiar with brands, it is more inclined to favor them; provided they have a positive association inherent to that family'. This however creates comfort and confident, differentiating the brand from the growing number of competitors in a congested market. A brand is a promise of value received generating uniqueness that sets itself from competitors in order to promote sales and also serving as the DNA of a company by generating automatic referrals (Alliance & Markovich 2016). Researchers like Newmeier (2014), Deluxe (2007) & Wilson (2016) stated that a strong brand earns consumers love and trust to the extent that, when negative economy does not affect it sales since customers would always be willing to pay more for it. Good brands generate value for business, create great employees (with that motivation and directions) and make the process of acquiring new customers very easy by generating recognition.

2.2.3 Measuring Corporate Branding

In most researches by Reeves (2015) it was identified that most companies brand organization in order to generate some emotional relationship between customers and products or services provided with the idea of making sales and success in mind. The visibility of a corporate brand can be determined through the use of internal and external surveys by testing how customers recognize the companies' brand and how employees assumes the brand to be. The success of an advertising campaign could also be used to measure a corporate brand. These could be done by measuring the chart sales before and after the advertising campaign. As examined by Hilpern (2015) is more appropriate to focus of reputation measurement rather than brand measurements since brand basically deals with the reputation of the company. This is done when the brands strength is measured up against the target being set. The reputation strength can be measure based on the quality of products, customer service offered, financial performance as well as how the society sees the company to be. Brand equity also as identified by Fusion (2007) & Chand (2015), can also be used to measure a corporate brand. This is because brand equity identifies the value place on a brand. This value is determine by so many factors such as logo, perception of product or service to others, advertising ,packaging as well as customer service. Product level is used to measure corporate brands by identify how many people would prepare a product that is branded over one that is not branded even thou they might serve the same purpose as the branded one which may even be of a higher price. Aaker in (2012) identified a model which could be used to measure corporate brands. These models were based on attributes such as loyalty of customers, differentiation, perceived quality, perceived value, popularity, brand personality, organization association, market share, distribution and market price by weighing them separately. As said by Smith (2015), corporate brand can also be measure by

first measuring brand awareness. Brand awareness can be measure through checking out traffic of the organization website. Monitoring this over time would give a clue of how popular brand is and how many people visit the site every day. Social media listening is also another tactic to measure a corporate brand, by listening to the views and mention of the firm by various individual an organization can measure how popular its corporate brand is or not.

2.3 The Concept of Fashion

In this study Khan Et.al (2015) explains fashion as a form of direct communication through the use of highly branded clothes in order to have a great impact on desired customers. Fashion identifies the changes that are taken place in the world and response to them immediately. It requires a group of people to accept and adopt it. If an opinion leader wears a particular style of clothing that appeals to the followers, the clothing's can only be described as that of the individual style only when other individuals or group adapt to it. Hence there is no fashion without imitation since fashion as a common practice or style.

2.3.1 Fashion Accessories

Fashion accessories are embellished items that may be worn on a dress or outfit in order to complement it. These accessories can be in the form of dressing bags, fashionable hats, watches, belts, shoes, jewelry, gloves, ties and suspenders. The mentioned accessories are used to supplement fashion hence its name Fashion Accessories. Some relevance of using these accessories is to highlight dresses and hide the weakness of an outfit. These decorative accessories could be in a form of gloves, handbags, belts, watches, scarves, hats, jewelry items complement one's outfits by adding colour, class and style to an outfit creating a different look than previous but have the same practical function (Wood 2016).

2.3.2 Sales of Fashion Accessories

There are some basic things that each company needs to do in the selling of fashion accessories. These may include: Proper Product Packaging, Always Be New and Offering something for everyone.

a. Proper Product Packaging

Showing extensive packaging of your product gives customers a glimpse or clue of product delivery experience before an order is even placed, this would in the long run inflate your prices as well as revenue. Laver (2014) gave this analysis that women accessories grew 7 percent (7.1billion) during 2014 in the month of March.

b. Always Be New

There is a lot of difference between just uploading pictures of new products online and actually really launching them new fashion collections. It is very important that shops look new to customer on daily bases, especially when selling online, this would enable managers to reach a wider market of target audience easily. If a supplier of raw material is constantly supplying misfit and low quality products, much effort must be made to terminate the contract. It is relevant to take the opportunity to engage with customers who have already placed an order. When this is done, customers would appreciate it and remain loyal to all the time. Dead- stocks must be disposed of through the use of discount sales. These strategic discounts motivate stocks to move easily bringing us to the fact that stock rotation is very important aspect of fashion, Vierira (2009) & Rastogi (2013). As many researchers such as Keller et al (2014) explained, when fashion accessories have a unique brand, it becomes eye catching to customers, differentiating it from others. As the CEO of a company it is important to make sure that, employees have the same demographic or psychographic as customers. For instance, when selling to women between the ages

of 20 to 35 who love fashion and its accessories, make sure the people employed fall between those ages range and love fashion and its accessories as well.

c. Offer Something for Everyone

It is important to aim at pleasing each and every customer. Have classic set of accessories for well to do people, as well as trendy seasonal pieces for merchants in order to meet up with sales goals. Variety is the key word here by displaying products in such a way that it becomes very easy to reach, Stanescu, (2007).

2.4 Roles of Corporate Branding In Sales

There is need to take personal branding very serious in order to distinguish the organization from others, by bringing a connection in the market place. Personal branding can be achieved by developing a brand Mantra in order to communicate brand effectively by creating positive effects on sales. As mentioned by Kauffman and Shocker et al (2014, 2016), a company's brand is one of the most effective marketing strategies in sales. A strong brand leads to differentiation within a given market by creating value. It can be relevant in the practice of marketing when global managements of brands are embraced. Brand names and trademarks provide legal protection of the companies' unique features by aiding to achieve quality differentiations consumers seek whenever products are bought. Since corporate branding was discovered as a guide where quality products generate success in sales Fournier (1998), Blythe (2001) suggested that corporate branding can be used to segment the markets especially in identifying various grades of products in order to help distinguish one organization from the other.

2.4.1 Factors that Influences Sales

During the decision making process, it is important to convince customers of the relevance of the product or service and why it would be relevant to exchange money

with the service or product offered. During the sales process it is important to make know that a greater value which is the product or service offered was exchange for money. Hence the product must offer a greater value than money paid (Pritchett, 2016). In satisfying the needs of client, It is important to indicated that more of what they want may be offered at a faster rate than anywhere else.

Credibility is the proof that other people might have purchased the products and seen the relevance of it. Every bit of information that shows that other people might have already struggled with the buying decision and purchased the sellers products boast the morale of other people to purchase hence moves the one closer to improving sales. The most powerful of all the factors that increases sales is social proof, this is because most people are influenced by what others have done or are doing. Most people are influence with the facts that others having the same social class like them might have bought the same products and benefited, (Deleon 2013). As examined by Kapfere & Cunnington, (2013) all kinds of testimonials increases the desire of customers to purchase whilst lowering price resistance to a product or service. These testimonies could be in a form of pictures of happy customers using product or service or letters of customers expressing their love for the product or service offered. Testimonies can increase the sale process by influencing customers in their decision making. Top sales people use testimonies to praise and support product or service sold since there are of importance to the customer. Perception and sales process affects sales. The higher the perception of excellent products, the more likely it is that customers would trust the products to be of good quality. Murray (2013) identifies that emotional response of an individual can also affect her mode in the buying of fashion accessories. Studies shows that, positive emotions toward a brands name based on brand attributes are the primary reasons why consumers may prefer a

branded product. A nationalized advertised brand has power in the market place since it creates some emotional connection to consumers. It is important to start talking about benefits and features of a product by conducting matching needs and motivations of consumers.

2.4.2 Measuring sales

It is relevant to identify the marketing generating revenue to help measure sales. As elaborated by Chand (2014), marketing generating revenue is also known as ROMI (returns on marketing investments). Sales can be measure through the use of ROMI by dividing the net of marketing by marketing risked. ROMI is made up of the short term revenue which (measure revenue such as contribution margin and market share) and the long term revenue which identifies other less tangible aspect of effective marketing such as prioritizing investments and allocating resources. ROMO (return on marketing objective) reflects various objectives that not generate immediate sales. As explained by Ledingham, Simo & Kovac (2005), sales can only be measured in organization when previous sales are compared to recent sales. Scientific based company's focuses on individual productivity in order to increase sales through the four levels that increase productivity. These levels include dealing with equities, cash management, income management and fixed income. Effectiveness, efficiency, productivity and readiness of products or services can also be used to measure sale. As explained by Rotenberg (2013) sale basically deals with the sale force, sales can be measured by setting KPI (key performance indicators) for sales persons. It is important to study the right sales metrics in analyzing performance. The activity metric determines how sales or appointments sale reps are able to make. Theses activity results can be compared activity goals to identify if it was successful or not. This serves the purpose to measure performance of sale persons by identifying how

fast they can identify problems and take advantage of opportunities to boost. At the end of the month or year sales can be measure by knowing how much KPI was met. Sales can also be measure by identify the number of clients the organization has. The total number of loyal clients as well as client who are only interested in promotional sake when determine can help presume or measure sales. A researcher known as Simon (2013) explained that sales can either be measure through identifying how fast unit sale is made or by how much an item may cost. A company may have high unit sales but yet still have less revenue when compare to another which has a less unit sales. This may occur as results that the other with less unit sale has high prices. Hard earn measures to measure sale includes considering the identifying the retention rate of talented sales people, the retention of accounts and revenue growth compared to industry. Leslie (2016) draw the attention to the fact that aside the amount of revenue brought in by sale reps the amount of time spent to generate each unit sale. This would help identify issues hampering sales and acknowledge is the time spent on selling is worth it. The amount of time may include how long it take to close a deal and the average time it take for the various deal to pass through the required stages set by the company. How quick an organization response to complaints can also be used to measure sale. This is because customers would easily stay when the needs are quickly tended to. Sales can also be measure when the amount of money spent on sales is compare to the revenue attained. These sales costs may include salaries, commissions and expenses.

2.4.3 Factors that Influence Sales in Fashion Accessories

Chase (2011), talks about the fact that the quality in company's products improves the sales activity by making sales very easy and entertaining. This is because customers might have been already aware of the products and it benefits hence less

effort is put into convincing customers to buy more of the product. Attitudes of some top managers also affect sales in an organization. Some top managers hardly spend time interacting with their sale team in order to know the challenges faced in the field or even to find solutions to it. It is believed that the sales team must sell hence no effort is made by these managers to identify how the product were even sold. As it elaborated by Bowen (2011), training of employees is of great essence. Many companies especially those in the private sector do not recognized the need for formal training of sales person. Sales persons are left to figure out on their own how to promote sales whilst best practices are discarded. It is of general state of the economy as identified by Suttle, (2009) affect sales in a company. The company must identify the economic factors of the countries it operates in, be it inflation, taxes and the laws governing the sales of fashion accessories before setting up an organization. The social beliefs and attitudes of a customer automatically affects various decision, such as a decision to buy these accessories or not due to the fact that humans are trained to respond to different stimuli in unique ways either by religion, culture, family or education. These attitudes may change frequently as people make efforts to accommodate demands around the world (Balmer 2016). For instance in Ghana the Adventist, thus those who attend church on Saturdays do not belief in wearing of jewels hence it would to be very difficult to convince one to buy those accessories. Political factors such as the legal and regulatory issues that control organization also affect the sales aspect of it. These may include taxes, fair-trade decisions and government protecting certain classes of people. If the government make certain rules to go in favor of the fashion accessories one may benefit from it massively which its reflection would be the increase of sales. The best also stays on top technology and uses it to produce more products at a shorter period of time. New

devices, strategies and techniques helps companies stay ahead of competitors due to higher demands and sales (Riley & Wilson 2007). The analysis made Hybalk & Wilkinson 2015 explains that the income levels of various customers also affect the sales of fashion accessories massively. When the income level goes up a lot more people may be able to afford these accessories since their ability to purchase goes up. It's of high importance to notice that when products become outmoded or unfashionable, demands quickly fall. It is therefore important to change the style and way of doing things as consumers tastes and preferences never stop changing.

2.5 The Concept of Customer Care

As explained and proved by literature by University of Cambridge (2006), customers are just buyers but clients are those who would appreciate it when a fair price is offered for great service, quality products and excellence customer satisfaction. This shows that clients expects need to be taken care of since customer service starts with one's ability to listen to customers and identify customers' problems through polite questions about their needs and expectation. Customer care being the heart of all successful organizations generates loyal customers in an organization. It's best when organization focuses on customer retention and customer loyalty in boasting sales. Some researchers such as Leigh, Selden & Swarts (2011) outlines customers care, as the provision of services to customers before, during and after a purchase. It goes further to state that customer care is the act of describing the culture of an organization such as the priority the organization assigns in dealing with customers. An organization that values customer service would spend more in training employees. It is important to include as part of an overall approach to systematic improvement. A good customer service can change the entire bad perception a customer has about a company. Customer service may not only be provided by a

person (sales and service representatives) but also by automated means (internet websites). These automated means seeks to provide services 24-7 hours in a day.

2.5.1 Theories on Customer Care

Researchers like Dorling & Martinson 2015 mentions that most theories in customer care are based on identifying and satisfying customers' needs or exceeding their expectation. An organization must be consistent in delivery high standards of service in order to gain customer loyalty. Top managers as while as employers must be turned into what the customer wants. Another theory Horvitz, (2008) is to build a customer culture and indoctrinate new employees into the culture immediately. This could be done by offering comprehensive training programs and ensuring that front line customer service team is presentable, friendly and knowledgeable. Ideas such as 'always make decision to suite the customer' must be placed in the minds of employees. Outstanding employees could reward with prizes. In addition to the various theories it important to know the likes and dislikes of customers as a customer service representative. This can be done by distributing membership cards where each customer's demographic data may be known. Also one can gain perspective by reversing roles, thinking about what you would expect if u were the customer. Elwood (2013) theory states that, the more clearly and deeply one understands customer service, the better his or her chances of delivering great customer service to the customer and increasing profits as well. Salvador & Zeithaml (2006) stressed on the theory that the concept price should be lengthened in order to include the actual cost of service and other supplementary cost. Price has various dimensions, the objective price (money), the service charge and sacrifice. A service can reduce the cost of an item. This is because price paid for a product or service

influences customer satisfaction and loyalty to a company. Customer satisfaction is dependent on value, where value is the benefits received as related to its cost.

2.5.2 Measuring Customer Care

It is quite difficult to measure customer service says Manrodt (2012). All the metrics in the world is in-relevant if there is not a system or software to measure them when customer service KPI fails to deliver. This KPI is similar to creating metrics around execution performance. This could be done by first identifying the need and understanding expectations that have been critically examined in the past. Talking to customers directly could also be another way to measure customer service in an organization. Survey was said by Terry (2013), as another way to get the feedback of customers in order to measure the services provided. During this survey question relating to the organization customer care may be asked in order to get the honest opinion of customers about service provide in order to rate it. Sales or market share can determine how well an organization is doing but when it comes to measurement of customer care it mostly has to do with how satisfied customers are. On a 1 – 5 point scale customers who rate their satisfaction level as 5, would in turn be loyal customers. Also how often a brand is recommended to others can be used to measure the customer care in an organization. The disconfirmation model turns positive when a product achieves over expectation (Churchill & Suprenant 2002), as compared to customers expected. This could be used to measure customer care. Customer care is mostly measured at individual levels and reported at collective level. Parasuraman, Zenithal & Berry (2008) through their research work identifies that the gap between customer expectation of performance and perceived experience of performance could be used to measure customer care. Service quality framework which is also known as SERVQUAL is incorporated into customer care surveys in order to measure

customer care. Other research and consulting organization uses customer audit satisfaction to measure and audit customer care. As mention by Berry (2014), reliability, responsiveness, competence, access, credibility, security, courtesy and understanding customers' when identified needs makes up the SERQUAL model. As identified by Pascal (2015) the response time which is the average in which customers are given responses to question asked, being it 20 minutes and hour or days. In the resolution ration u divide the resolved complains by the number by the number of complains. Customer success ratio which also measures service quality could be determine by identifying the number of customers that were able to get satisfaction or get what they intend, needed from the shop by those that didn't. After three years of intensive research Kraft Maid (2014) established a metrics called 3PLs which was used to audit the delivery service of customer care. This audit was done by getting feedback from customer after service delivery.

2.5.3 Customer Care in Sales of Fashion Accessories

The study by Chiao (2007) detects that, the churn rate is important since software companies rely massively on the retaining of customers in order to generate revenue. Customer services on the other hand play a great role in reducing churn rate and increasing customer loyalty which automatically increases sales. When constant efforts are made to please customers, upselling is automatically generated leading to referrals from customers. Happy customers spend more on companies' products. The basic tip is to keep key customers happy in order to get them to buy more. Happy customers who receive great customer service are not just loyal clients but also great source of referrals. Oneil (2016) states that if managers of fashion houses train front line staff with great customer service, sales would automatically increase. Activities such as soliciting feedbacks from customers helps identify if business is meeting or

exceeding customers' expectation. Comments received can be used to increase sales by improving product or service based on comments made.

2.5.4 Customer Satisfaction

This is about perception management of customers and adapting a positive experience to do business. Some salient questions that need to be asked and answered include, 'Are promises delivered? Are staffs friendly and professional? The needs of a customer must be established and meet in order to create satisfied customers. Hague et al (2011) mentions that, satisfied customers would certainly return to purchase more. Customer satisfaction involves a person's feeling of pleasure resulting from perceived performance in relation to expectations. During the year 2009 and 2011, customer satisfaction generally improved but stayed flat in 2012, probably because organization started focusing on cost-cutting during recession. It is important to connect customer satisfaction to the felling of acceptance, relief, excitements, delights and happiness. Hence customer satisfaction could only be presents when factors such as good value, competitive pricing, quick service, accuracy billing and courteous employees are present. As cited by Giese et al (2000) customer satisfaction is a forecaster that enforces customers to transact with the brand having customer loyalty as its predictor. Customers' needs are fulfilled when satisfied hence staying with the brand.

2.6 Mediation

The mediator clarifies the relationship between dependent and independent variable. Mediation analyses are adapted in order to explore process and techniques and understand them. The model seeks to identify and clarify the process that underlies a relationship between a dependent and independent variable via the inclusion of a third variable; hypothetical variable. It is relevant for mediation analyses to be

employed in order to understand a recognized relationship by exploring the fundamental mechanism, Aiken's et al, Bowen et al (2016). In the mediation model process the independent variable influences the dependent variable. Researchers such as Mackinnon (2005), Aiken (2007) & Gerald (2015) studied on mediation process by identifying how mediation differed from the arbitration in which the third party acts much like a judge but in an out-of-court less formal setting which actively participate in discussion. This has made mediation become very common in resolving domestic disputes (child custody, divorce, and visitation) hence often ordered by judges in most cases since Gunzler (2013) identified an intermediate variable known as a mediator that helps explains how or why an independent variable influences an outcome.

Kenny (2016) laid out some requirement that must be met in order for a true mediation to take place. The leading step is to regress the dependent variable on the independent variable in order to affirm that the independent is a significant predictor of the dependent variable. The second step is to regress the mediator on the independent variable to ratify that the independent variable is a significant predictor of the mediator. During this process if it is identify that there is no association between the mediator and the independent variable, then it means there couldn't possibly be any mediation. The last but not the least step is regress the dependent variable on both the independent and mediating variable in order to attest to the fact that the mediator is a significant predictor of the dependent variable. The significant independent variable in step one is hence reduced, if it is not significant.

2.6.1 Full Mediation

This occurs when the variable (mediator) largely affects the dependent variable.

Kenny (2016) laid out some basic requirements that form full mediation. It stated

that full mediation occur when the inclusion of a mediated variable drops the relationship between a dependent and independent variable. The three fundamental model can be summarized as (Me= mediator, Mo=moderator and ϵ = error). Methods such as hierarchical regression and partial correlation are used to test full mediation hypothesis (Knowlton and Mitchell 1990). Hierarchical linear regression is mostly carried out using the SPSS by entering variables in the various stages. Regression models can be complex as more variable are include in the data analysis. Hierarchical regression can be used to compare successive models in order to determine the significance. Predictors are entered cumulatively according to a pre-specified order. As stated by researchers like Cohen (2003) full mediation proposes that one variable influences the other hence to need to test for further indirect effects. Full mediation may have some consequence for theory building as they suggest some additional mechanisms. The bigger the total effects, the higher the probability of it being a full or complete mediation. Any observed mediation having an initial P-value of 0.5 is likely to lead to full mediation since the p-value directs effects that are likely to be greater than 0.5 after the mediator has been controlled. Full mediation implies that an essential process can lead to the variables relationship. As clarified by Holye and Kenny (2016) some researchers might not be comfortable with the notion that full mediation cannot be proved since in order for full mediation to be claimed the measurement must have been down very well without any error. It is most at times impossible to have a prefect measurement hence, the facts that there can never have a complete mediation. Full mediation is basically the total or entire effect of a mediator on a dependent variable is direct when the mediating variable affects the dependent variable massively. The four basic steps identified by Kenny et al (2008) that must be present in order for a mediation to be full includes the first and foremost: To first

launch that, there is an effect on the mediator. The second is to estimate the coefficient in showing that X (dependent) is related to M (mediator). Also it must show that in a multiple regression equation one variable as an outcome and the other; the mediating variable as the explanatory variable. The last step is to estimate the steps and define that data is constant with complete mediation. When data suggest that a variable is nonzero but also an analogue in a multiple regression not differing from zero then, it was conclude that full mediation had occurred. The co-efficient of dependent and mediating variables are more efficient, complete mediation can be expected, (Bollen 2009).

2.6.2 Partial Mediation

In partial mediation the mediating variable may not practically affect the dependent variable but rather affect it just a little or partially. The Sobel test for instance which involves fixing and controlling of variables (Gerald et al 2001) maintains that the mediating variable accounts for some but not all of the relationship between the dependent and mediating variable. Partial mediations entails that there is not only a significant relationship between the dependent variable and mediator but also some straight relationship between them. In order for either partial mediation to take place, the decrease in variance clarified by the dependent variable must be significant as determined by one of the several test. Greenland (2006) implies that the term partial mediation should always be interpreted relative to the set of variables that are present in the model. Partial mediation signifies that the mediating variable has some amount of relationship between the dependent and independent variable. This implies that there is a significant relationship between the dependent variable and the mediator as well as a direct relationship between the dependent and independent variable. The fall in variance clarified by the independent variable must be significant as explained

by Sobel test (2009) in order for partial mediation to be present. The effect the independent variable has on the dependent may be non-significant after the mediator has been introduced. A mediator may account for some or all of the observed relationship between the two variables. Partial mediation maintains that the mediating variable accounts for some kind of relationship between the dependent and independent. Thus, there is only a significant relationship between the mediator and the dependent variable with some direct relationship between the dependent and independent variable.

2.7 The Impact of Corporate Branding on Sales

It is important to constantly protect brands by constantly providing great customer experience. The cost of brand recognition must be backed with excellent customer experiences. It is also important to search for negative comments of brand and review it as the manager of an organization. This activity protects the company's brand as well as provides great customer service. One must know that companies brand is always at stake with an interaction with a customer hence the need to always protect brand image. Simple greetings, thank you notes and coupons forming part of a brand can generate great customer care. The fact is that, showing great customer services directly contribute positive word of mouth marketing to brands. It's important to adhere if the brand values of an organization in order to be in line with that of your customers. Building a strong brand depends to some extent on focusing on what your customers actually really want or need. As a manager you need to be consistent in your service and every other point of contact with your clients. Since employees play an essential part in managing brands it's important to administer good orientation and offer great service to customers. In reviewing of brand, it is very relevant to identify those customers and employees might have also attached

some emotions to the company's brand (Kurhan & Bureau 2008). As stated by Cogdon & Olga (2015) business can never succeed if managements fail to identify the needs of customers. As quoted by Mackay (2014) 'You learn when you listen. You earn when you listen – not just money but respect'. The act of receiving fewer complaints does not necessarily mean customers are happy with brands or service provided, they might just rather avoid pouring out their grievance. The bottom line is that in corporate branding, identify how to treat customer with respect. Interaction with customers directly draws attention to what customer thinks of the company's brand. Since everyone Might have experience bad customer service, it is very essential to include customer care in corporate branding of any organization as a manager. Great customer service is equal to a powerful brand equity asset and potential differentiator. Researched down by Crown (2009) states that since every business would like to be the first choice of its customers, building and managing a brand attached with great customer care can make it happen. It was stated that brands are built through brand communication hence the need to connect what the company actually. Since customers always trust each other more than the big organization, it is the duty of the organization to make sure that every experience stays on- brand, however this theory is not limited to luxury products where premium prices are expected. A mainstream company can therefore damage their brand with poor service or enhance it with an excellent service. Building the brand into service strengthens customer interaction such as returning goods, following up on question and changing a contract. Brands attached to customers' services avails the company to stand out in the market. It was further declared that demonstrating brands in physical products is awesome; however connecting brands to customer service

makes the organization stand out and become much more awesome. It is therefore important for customer service to stay on brand in order to earn recognition and trust.

Hypothesis 1

Corporate Branding positively affects sales in the fashion industry.

2.8 The impacts of Corporate Branding on Customer Care

Customer service and brand image is in direct proportion to one another. In other words poor customer service leads to negative corporate branding. In cutting cost, customer service may appear as an easy way to cut cost however its negative implications to your brand is far reaching and long lasting that can either damage or erase the brand that you may have worked very hard for all this while. Going an extra mile with customers during the customer service process is an essential part of brand building. Leggett (2012) made mention of the fact that poor customer service can quickly destroy the reputation of a brand. Quite a large number of organizations attach importance to customer service in order to generate satisfied customers who would in turn be loyal to their brands. Customer service affects customers brand perception. Wherever your business may be (online or in a store) great customer service is what ultimately leads to positive brand position. Despite the fact that we are living in a digital world many or some customers would appreciate face to face or personalized shopping hence the need to improve on customer service in corporate branding a company. Customer service as such checking on stocks, helping a customer out or even listening to her problems creates personal authentic one on one experience that molds the brand of the company. Personal level of service with sales persons may lead to relationship building. An organization must place much emphasis on comments raised about its brand or customer service in order to improve its reputation. It is of maximum importance's to study how service offered by

employees of the business affects brand. Service quality which is an aspect of customer care is of supreme importance to a brand. These ideas were made by scholars like Paulo, Geradi & Chitty et al (2014, 2016)

Hypothesis 2

Corporate Branding generates good customer care in the fashion industry.

2.9 The impact of Customer Care on Sales

As studied by Banerjee (2014) poor customer service negatively affects the brand of a company leading to decline in the present and future sales of the organization especially if business mostly depends on repeat business as well as positive word of mouth advertising for its success. Poor level of customer service can cause the most loyal and forgiving client to decline buying since a clients do business, simply because it's convenient or products offered are rare. Bad customer service quickly draws away potential and future customers before money is reached out for. Reputation lost due to bad service, brings about difficulty in partnership. A researcher known as Kotler (2004) acknowledges that brand is a very essential subject that generates a positive image in the eyes of customers in order to distinguish it from other competitors. Brand has become very important and relevant to an organization since internet is in globalization. Competition has therefore become intense in making customers loyal since brand marketing strategies aids in creating a positive image that a lot customers as well as organization would prefer to be associated with. This loyalty by customers brings about high market share. Since brands are very essential assets of an organization, its helps in the buying decision of the customer creating a positive or negative relationship. Loyal customers of a specific brand would probably pay any price for the product of service large market share is attained if loyal customers purchase brand often due to great customer

service Scholars included in this study like Chestnut (2001) Assael (2015) & Bowen (2016) stated that satisfying customers is not enough; they must be extremely satisfied in order to boost sales. Stressing on the fact that, 'building customer loyalty is not a choice but a need for every organizations that generates sustainable competitive advantage' but also argued customer satisfaction is not an indicator of loyalty. It is therefore advised to reduce expectation and deliver more than expected since loyal customers from cost perspective tend to buy more, stay longer with brands by generating favorable word of mouth. He continued that customers may become advocates for the company in the long run. Literature has therefore provided a link between customer loyalty and organizational profitability, (Reicheld 2006).

Hypothesis 3

Good customer care in turn increases sales in the Fashion Industry.

2.10 The mediating effect of customer care and the relationship between corporate branding and sales.

As studied by Enrol & Davidson (2005), it is of much significance for potential customers to be conversant with ones companies brand in order to attract and keep business. This can be done by consistently providing great customer experience through good customer care. It is important to protect brand image by providing excellent customer interaction. Clients facial expression can help tell if she is happy with the customer service provided or not. Watson (2012) explains that connecting with a brand may be a little difficult since it is just like initiating a conversation with a stranger. However it is of great essence to create the atmosphere where individuals feel comfortable taking or enquiring more about the brand of the company. The brand must foster on an environment that encourages customers to want more and more. Research by brain & company (2007) shows that when companies engage and

respond to customer service request, customers trust in brand increase to 40percent. The evolution of brands is defined by great customer service through live chats, texting and rapid email responds. The reward is brand loyalty. Engagement with a client may turn what was assumed as a onetime purchase into addiction to the brand. As explained by Gerardi (2009) during research, the services provided are indeed the brand of the company. Servicing customers is what builds a brand. Since customers have the means to share good and bad experience online, customers trust each other's experience rather than organization hence the need to build a good brand through great customer service. Brand experience starts the moment a person become aware of a brand. The brand is built into service through strengthening of customers' interaction. A brand being a product, promise or felling is the sum of all the experience had with a company. Paulo (2013), Carlaw (2007) & Levick (2016) indicated that it was very important to bring great customer service as the core values of building a brand. This is because brands are not separable from employee. Employees must understand what brand is about in order to give brand life through the interaction with customers. Employees hence learn to consider corporate branding in every decision taken.

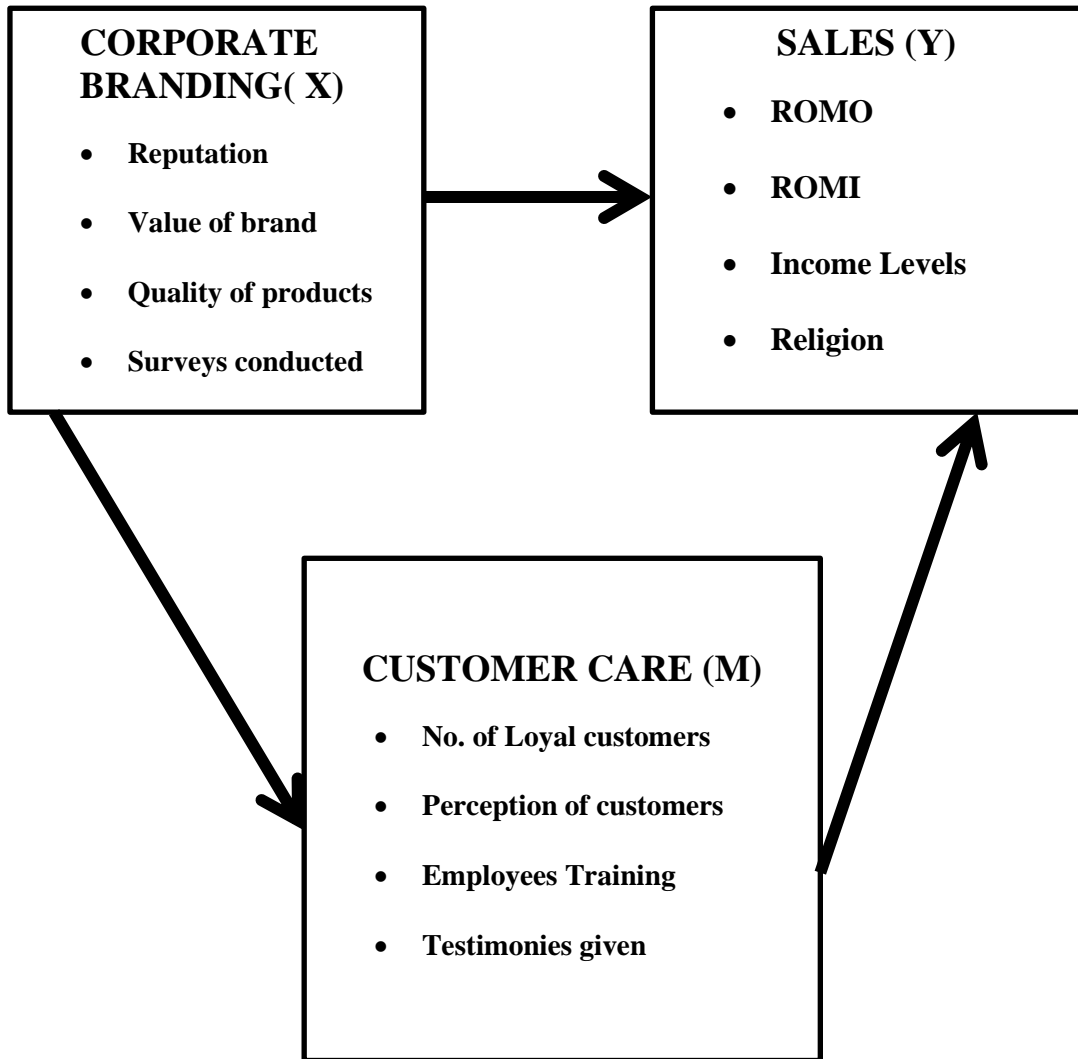
Researchers like Flynn & Beneke (2016) specified that a good customer care departments understand how to treat and handle customers efficiently in order to solve problems that occur and if possible, avoid it in the initial place. Treating customers with respect is one key factor that promotes sales since customers would keep coming back. These satisfied customers would continue to spread positive word of mouth which brings additional revenue to the company. Not listening to customers is an irreversible mistake that can totally collapse a business. As specified by Boykin & Gunelius (2013) it is of great essence to offer Intensive training to employees in

order to offer excellent customer service. The growing nature of social media brings the avenue for disappointed customers to err views about experiences publicly. The three basic hallmark of every manager when administering customer care should be respect, resolution and responsibility. Proactive recovery must be used when mistakes happen to create customer loyalty. Do not be afraid to take responsibilities as a manager when issues crop up by providing fast solution to them. Little things like sorry notes present a positive impression rather than negative.

Hypothesis 4

Customer Care has a mediating effect on the influence of Corporate Branding on Sales.

CONCEPTUAL FRAMEWORK



AUTHORS OWN CONSTRUCT.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter focuses how the research design, population, sampling technique, data collection as while data analysis and the study area of the survey was conducted appropriately in order to yield a significant results.

3.2 Research Design

The research design basically includes an outline of how investigation may be carried out, how data would be collected and what instruments may be used for the analysis and collection of data. This is a descriptive research which would be based on quantitative and qualitative methods. There was the need to identify the causes and effects each variable (dependent, independent and mediating) had on the other as while as the relationship of that effects. Quantitative method was most often used when quantifying the measurement process during the study. It was also relevant when finding out how much there is of an effect or the quantity or amount of effects. In analysis the quantitative data, information gathered was strictly coded with numbers obtained using countable measurements. This analysis results was a representation of the generalized sample of interest to the entire population of interest as well as measurements of views, incidence and opinion. The qualitative method was used where descriptions and narrations of the various effects of variables was needed. This qualitative analysis provider a lot of insights of the problem by showing the range of perception, attitudes of target audience by listening and understanding opinions, reasons and motivation. Insights of the problem stated, would be identified through hypothesis of the research. Also the body expressions, body languages, Para languages of each person were identified through this

qualitative researched that was conducted. As mentioned by Web Finance (2016) a causal research explores the effects one variable this on the other. The research measures the impacts a specific change might have by allowing researchers to predict.

3.3 Study Population

Population can be defined as the inhabitants in particular place. The total population for the study was all the fashion houses in Kumasi. The sample frame was the list of all the Managers of fashion houses in Kumasi. Research from Ghana Yellow 2016 showed that there are 32 fashion houses in Kumasi. These 32 fashion houses formed the total population for the study.

3.4 Sample and Sampling Technique

Many researchers such as Trochim (2006) states sampling as the process of selecting units from a population of interest by critically studying the sample in order to generalized results back to the population which was chosen. During the research the sample size picked was 32 which were equal to the total population because census sampling was used. As explained by Pediaa (2015), Census sampling comprises the entire population. During census sampling, information is obtained from every member of the population. In other words 100% sample was used. Also as justified by Saunders (2009), 'if the population is less than 50 use all. Hence census sampling was used.

3.5 Data Collection

Data collection is an important aspect of research whereby information on various variables for research are gathered and measured. It was very important to make sure that data collected was appropriate and accurate in order to answer research questions correctly, certify study and avoid waste. A well-structured questionnaire

was administered to respondents in order to obtain the required data. Some of the questionnaires were sent by mail to managers of fashion houses whilst others were handed by hand to them. Primary data was collected straight from direct efforts or experience through surveys. Obtaining the primary data was a little stressful and costly since there was the need to meet most of the various managers personally before they provided the needed information. Likert scale was made use of during the administering of questionnaires in order to help simplify the collation process by measuring opinion and attitudes. Secondary data was less expensive and easy to acquire from published sources, journals, records, corporate archives to allow comparison of various information. The qualitative data collections helped to understand the motives of corporate branding and type of customer service provided, the questionnaires were administered to the organization.

3.6 Data Analysis

The Data Analysis was done using ANOVA (Analysis of Variance) test. Regression analysis was used to identify the impact of one variable on the other. SPSS was used to test for hypothesis during the study. Reliability and validity test are technical properties of test that indicates useful and quality of test and how long the test can last over time. It is also conducted in order to examine certain features when identify the suitability of the test. This test is mostly done through surveys and questionnaires. As searched by Cannon (2007), classical theory test is used to test three variables with the concept of reliability in mind by employing an internal consistency known as Cronbach alpha, using parallel test to estimate reliability cumbersome. Regression which is statistical process was used to estimate the relationship between the various variables. The regression analysis aids understand how the independent variable change as the dependent variable varies while the other

dependent variable is held stable. Tables and graphs were used to present the biographic data. Respondents' names were not entered into the database but were identified with unique identification numbers. The data was analyzed as frequencies, proportions, percentages and presented in the form of tables, graphs and charts.

3.7 Study Area

This implies the individuals or geographical area for which data was analyzed. The study area included all the fashion houses in Kumasi. The study took place in Kumasi, which is a city located in Ashanti region (the second largest region sharing border with Brong- Ahafo to the north, Central region to the south, Western region to the south west Eastern region to the east,). The population of Kumasi is 1.17million. Kumasi metropolis is the most popular district in the Ashanti region. It is mostly referred to by other people as the Garden city of Africa, the second city after Accra. Culture and fashion are paid huge attention to with the Manhyia palace having various indigenous fashion accessories are kept and some sold. The cultural center is surrounded by rolling green hills and shaded grounds with crafted workshops where there is kente weaving, batik making and sales of various fashion accessories. The villages surrounding Kumasi specialize in wood craving, cloth printing, gold-smiting and weaving. Due to this a lot of fashion houses have emerge out of the activities of the villagers and core business of the people of Ashanti in order to add some value to these items produced.

CHAPTER FOUR

RESULT, ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter shows the analysis of the data collected from the respondents (which were 32 managers of fashion houses in Kumasi). The data collected processed in response to the problem statement in chapter 1. The goal of the collection of data was to identify the impact of corporate branding on sales with customer care being the mediating variable. Thirty Two questionnaires were sent to the managers of the fashion houses in Kumasi of which all the questions were answered, hence the response rate being 100%.

4.2 Demographic Information

Table 4.1

Age, Gender, Educational background, Employment Status and Marital Status of respondents

		COUNTS	COLUMN N %
Gender	Female	17	53.1%
	Male	15	46.9%
Age	15-25	6	18.8%
	26-35	19	59.4%
	36-45	4	12.5%
	46 and above	3	9.4%
Educational background	No Formal Education	1	3.1%
	Basic Education	2	6.3%
	Secondary Education	8	25.0%
	Tertiary	21	65.6%
Employment status	Unemployed	0	0.0%
	Employed	28	87.5%
	Students	4	12.5%
	Pensioner	0	0.0%
Marital status	Single	17	53.1%
	Married	13	40.6%
	Engaged	2	6.3%
	Divorce	0	0.0%

The table above indicated that 53.1% of managers in the fashion houses were females and 46.9% males. 18.8% were between the ages of 15-25, 59.4% between the ages of 26-35, 12.5% between the ages of 36-45 and 9.4% above 46.

The table point out that more females were involved in the fashion industry than males. It also indicates that more managers between the ages of 26 to 35 were found in the fashion houses.

The table above indicates that 3.1% of managers in the fashion houses had No Formal Education. 6.3% had Basic Education, 25% had secondary education and 65.6% had Tertiary Education. 87.5% of the managers were employed and 12.5% students. 53.1% of the managers were single, 40.6% married and 6.3% engaged.

These points out that most of the managers in the fashion houses had tertiary education, were employed and single as well.

4.3 SUMMARY STATISTICS

4.3.1 Summary Statistics of Corporate Branding, Sales and Customer Care.

Table 4.2
Descriptive Statistics Corporate Branding, Sales and Customer Care

	N	Minimum	Maximum	Mean	Range statistics	Std. Deviation
corporate branding	32	19.00	39.00	27.2813	20.00	5.47861
Sales	32	30.00	53.00	41.5000	2.0g	6.11186
customer care	32	25.00	50.00	43.4375	25.0	7.54743
Valid N (list wise)	32					

Various dimensions located under Corporate Branding, sales and Customer was summed up to represent the single dimension variables Corporate Branding, Sales and Customer care.

The minimum value for corporate branding was 19.0, its maximum was 39.00 and its mean was 27.2813. The minimum value for sales was 30.00, its maximum value 53.00 and its mean being 41.5000. During the analysis the minimum value of customer care was 25.00, its maximum value was 50.00 and its mean was 43.4375.

The standard deviation of corporate branding is 5.47861 with its mean 27.2813. A sale also has Standard deviation of 6.11186 with its mean 41.5000 likewise the standard deviation of customer care which is 7.547243 at a mean of 43.4375. Looking at the standard deviations with 95% confidence interval of the various variables both dependent and independent it was realized that the data set of the study was a true representation of responses gathered and hence we can conclude that the data was reliable for further analysis.

14.3.2 Reliability statistics for variables in the study.

Table 4.3
Reliability statistics for corporate branding, sales and Customer Care.

	Cronbach Alpha	Number of Items
Corporate Branding	.779	8
Sales	.724	11
Customer Care	.948	10

This section presents reliability statistics for variables used in the study. The study employed three main variables they include corporate branding, sales and customer care. During the analysis there were 8 items measuring corporate branding, 11 items measuring sales and 10 items measuring customer care.

Table 4.4 above represents the detailed cronbach alpha reliability test for all three dimensions. Corporate branding showed a value of 0.779 on the cronbach alpha scale indicating a high internal consistency of the items measuring corporate branding. Sales showed a value of 0.724 on the cronbach alpha scale indicating internal consistency of items measuring Sales. Customer care showed a value of 0.948 on the cronbach alpha scale indicating internal consistency of items measuring customer care

4.3.3 Correlations statistics for variables in the study

Table 4.4

Correlation statistics for variables in the study.

		corporate branding	Sales	customer care
corporate branding	Pearson Correlation	1	.704**	.715**
	Sig. (2-tailed)		.000	.000
	N	32	32	32
Sales	Pearson Correlation	.704**	1	.652**
	Sig. (2-tailed)	.000		.000
	N	32	32	32
customer care	Pearson Correlation	.715**	.652**	1
	Sig. (2-tailed)	.000	.000	
	N	32	32	32

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

Table 4.5.b shows the correlation statistic of the variables used in this study. The results indicate a positive correlation coefficient of .704 between corporate branding and sale, with another positive correlation coefficient of .715 between corporate branding and customer care likewise a positive correlation coefficient of .652 between customer care and sales.

4.3.4 REGRESSION ANALYSIS

a. Corporate Branding Affect Sales

Hypothesis 1: Corporate Branding positively affect sales in the fashion industry.

Null Hypothesis: Corporate Branding does not affect sales in the fashion industry.

Hypothesis 1 states that corporate branding increases sales, meaning if a company is branded there is a high tendency to be an increase in sales. The Null hypothesis however states that corporate branding does not affect sales in any way. The idea is to reject the null hypothesis by showing prove that, there is a relationship between corporate branding and sales.

Table 4.5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.478	.40127

a. Predictors: (Constant), branding

Table 4.6

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.740	1	4.740	29.436	.000 ^b
	Residual	4.831	30	.161		
	Total	9.570	31			

a. Dependent Variable: sales

b. Predictors: (Constant), branding

Table 4.7

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.826	.366		4.990	.000
	Branding	.571	.105	.704	5.426	.000

a. Dependent Variable: sales

Table 4.8**Coefficients for the Various Variables under Corporate Branding**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.376	.439		3.131	.003
	Reputation	.221	.119	.296	1.858	.000
	Value of brand	.301	.082	.533	3.679	.001
	Quality of products	.037	.096	.058	.381	.000
	Surveys conducted	.020	.054	.049	.381	.002
a. Dependent Variable: sales						

Sales the dependent variable was regressed on the various variables measuring corporate branding in Table 4.8. These variable measuring corporate branding were reputation, value of brand, quality of products and surveys conducted. These variables when run under regression showed as significant relations of .000, .001, .000, and .002 respectively showing significant relationship on sales since it is less than 0.005. Sales the dependent variable has again been regressed on independent variable which is corporate branding in Table 4.7. The model in Table 4.5 shows an R^2 of 49.5 % which indicates that the independent variable is explaining 49.5% of the dependent variable. From the ANOVA table above, there is a statically significant relationship between the variables. The significant value of .000 shows that corporate branding is having relationship with sales. The beta value, 0.704 is positive, which shows a positive relationship. Since the relationship is statistically significant, the null hypothesis is rejected and the alternative hypothesis is accepted. From the research corporate branding has a positive influence on sales. For example questions like “High value is attached to companies’ corporate brand” ha 40.4% ticking most often, with 34.4% ticking often. This in turn justifies literature by Bureau (2008) that corporate branding indeed increase sales. This means that the more managers of

fashion houses in Kumasi spend time on branding, the more sales would be generate. In the modern fashion industry most companies take branding seriously. Hence if one seek to last long in the fashion industry and have higher returns on sales branding must not be taken for granted.

b. The Impact of Corporate Branding on Customer Care

Hypothesis 2: Corporate Branding generates good customer care in the fashion industry.

Null Hypothesis: Corporate Branding does not generate good customer care.

Hypothesis 2 states that corporate branding generates good customer care. This indicates that corporate branding automatically generates good customer care since customer care would be considered during the branding process. The Null hypothesis however states that corporate branding does not generate good customer care. The idea is to reject the null hypothesis by showing proof that, corporate branding indeed generates good customer care.

Table 4.9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.511	.494	.53665

a. Predictors: (Constant), branding

Table 4.10

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.019	1	9.019	31.315	.000 ^b
	Residual	8.640	30	.288		
	Total	17.659	31			

a. Dependent Variable: customer care

b. Predictors: (Constant), branding

Table 4.11

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.658	.489		3.389	.002
	Branding	.788	.141	.715	5.596	.000

a. Dependent Variable: customer care

Table 4.12

Coefficients of sales being regressed on the various variables measuring corporate branding.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.599	6.792		1.708	.000
	Reputation	3.850	1.836	.380	2.097	.001
	Value of brand	1.422	1.266	.185	1.123	.000
	Quality of products	1.104	1.491	.129	.741	.000
	Survey conducted	1.616	.829	.282	1.950	.002

a. Dependent Variable: customer care

Customer care the mediator has been made dependent variables in Table 4.12 and regressed on the various variables measuring corporate branding which are reputation, value of brand, quality of work and surveys conducted showing a significant level of .001, .000, .000, .002 respectively. Customer care the dependent variable again in Table 4.11 has been regressed on independent variable which is corporate branding. From the ANOVA table above, there is a statically significant table between the variables. The significant value of .000 shows that corporate branding is having relationship with customer care. In Table 4.9, the introduction of the mediating variable: customer care increased the R^2 increase to 51.1% implying that, the introduction of the mediating variable reflected a higher percentage in the R^2 . This shows that the mediating variable is positively affecting the outcome of the

independent variable on the dependent variable. The beta value, 0.715 is positive, which shows a positive relationship. Since the relationship is statistically significant, the null hypothesis is rejected and the alternative hypothesis is accepted. It was identified that corporate branding has a positive influence on customer care. The reputation of fashion industries is based in corporate branding and thus to maintain those reputation, good customer care must be taken into account.

c Effects of Customer Care on Sales.

Hypothesis 3: Good customer care in turn increases sales in the Fashion Industry

Null Hypothesis: Customer care does not affect sales.

Hypothesis 3 states that customer care increases sales. This indicates that when a company has good customer care, sale would increase. This is due to the fact that most customers would be satisfied with the services leading the spread of good word on mouth and retention of loyal client. The Null hypothesis however states that customer care does not affect sales in any way thus customer care does not affect sale in any way. The idea is to reject the null hypothesis by showing prove that, customer care increases sales.

Table 4.13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.425	.406	.42837

a. Predictors: (Constant), customer care

Table 4.14

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.065	1	4.065	22.154	.000 ^b
	Residual	5.505	30	.184		
	Total	9.570	31			

a. Dependent Variable: sales

b. Predictors: (Constant), customer_care

Table 4.15

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.689	.449		3.759	.001
	customer_care	.480	.102	.652	4.707	.000

a. Dependent Variable: sales

Customer care the dependent variable in this model has been regressed on independent variable which is corporate branding. From the ANOVA table above, there is a statically significant table between the variables. The significant value of .000 shows that corporate branding is having relationship with customer care. The model in table 4.13 show an R^2 of 42.5 % which shows that the mediating variable is explaining 42.5% of the dependent variable. The beta value, 0.652 is positive, which shows a positive relationship. Since the relationship is statistically significant, the null hypothesis is rejected and the alternative hypothesis is accepted. It was identified that corporate branding has a positive influence on customer care. The reputation of fashion industries is based in corporate branding and thus to maintain those reputation, good customer care must be taken into account.

d. The Mediating Effect Of Customer Care On Corporate Branding And Sales.

Hypothesis 4: Customer Care has a mediating effect on the influence of Corporate Branding on Sales.

Null Hypothesis: Customer care does not have mediating effects on the relationship between branding and sales.

Hypothesis 4 states that customer acts as a mediating variable between corporate branding and sales. The null hypothesis however states that, there is no mediating effect of the customer care on corporate branding and sales. The null hypothesis was rejected by showing that there is a mediation effect of customer care between corporate branding and sales.

Table 4.16

Model Summary for variables in the study to test Hypothesis 4

Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Chang e	df1	df2	Sig. F Change
1	.704 ^a	.495	.478	4.41397	.495	29.436	1	30	.000
2	.735 ^b	.541	.509	4.28339	.045	2.857	1	29	.102

a. Predictors: (Constant), corporate branding

b. Predictors: (Constant), corporate branding, customer care

The table above (Table 4.16) in model 1 indicates that corporate branding alone has less significant effect of $0.495R^2$ on sales. However in model 2 where customer care was added to corporate branding the model showed higher significant effects on sales with a significant level of $0.541R^2$.

From the analysis above it was identified that even thou corporate branding can increase sale to some extent, corporate branding plus customer care increases sales much better.

Table 4.17ANOVA^a statistics for variables in the study

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	573.507	1	573.507	29.436	.000 ^b
	Residual	584.493	30	19.483		
	Total	1158.000	31			
2	Regression	625.924	2	312.962	17.058	.000 ^c
	Residual	532.076	29	18.347		
	Total	1158.000	31			

a. Dependent Variable: sales

b. Predictors: (Constant), corporate branding

c. Predictors: (Constant), corporate branding, customer care

There is a significant relation between corporate branding and sales of 0.000 and also a significant value of corporate and customer care on sales of 0.000. Both models are significant because they are smaller than the default value which is 0.005. The model justifies that in the fashion industry there is a positive relation between branding and sale as well as between corporate branding and customer care on sale, with it being significant at 95% confident level. Also other studies justifies that sales is highly influence by corporate branding and customer, (Yang 2013).

The Model 1 was statistically significant, $F(1, 30) = 29.436$: It is less than .005.

In Model 2, the predictor customer care and statically significant, $F(2, 29) = 17.058$:

It is less than .005.

Table 4.18

Coefficients of the sales being regressed over the various variable measuring corporate branding										
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Beta	Lower Bound	Upper Bound	Tolerance
1	(Constant)	1.376	.439		3.131	.003	1.079	2.573		
	Reputation	.221	.119	.296	1.858	.000	.070	.405	.567	1.763
	Value of Brand	.301	.082	.533	3.679	.001	.078	.419	.632	1.581
	Quality of Product	.037	.096	.058	.381	.000	.183	.194	.638	1.567
	Surveys Conducted	.020	.054	.049	.381	.002	.015	.239	.569	1.757
2	(Constant)	1.283	.455		2.820	.009	.348	2.218		
	Reputation.	.108	.115	.145	.938	.357	.129	.345	.524	1.908
	Value of brand	.232	.080	.411	2.905	.007	.068	.397	.625	1.599
	Quality of products	.018	.089	.029	.202	.842	.201	.165	.626	1.598
	Surveys conducted	.078	.062	.195	1.261	.219	-.049	.205	.520	1.923
	Customer Care	.021	.011	.281	1.870	.073	-.002	.043	.555	1.803
a. Dependent Variable: sales										

Table 4.19

Coefficients^a of corporate branding, sales and customer care.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
	1 (Constant)	1.826	.366				4.990	.000	1.079
Corporate Branding	.071	.013	.704	5.426	.000	.045	.098	1.000	1.000
2 (Constant)	1.454	.417		3.484	.002	.601	2.308		
Corporate Branding	.049	.018	.486	2.703	.011	.012	.087	.489	2.044
Customer-care	.022	.013	.304	1.690	.102	-.005	.049	.489	2.044

a. Dependent Variable: sales

In this table let;

X=Sales

Y= Corporate Branding

M= Customer Care and

C = constant.

The study shows a general model as stated below.

$$X=C+ Y+X \quad \dots\dots (1)$$

In analyzing with the unstandardized coefficients we get model 1 to be

$$S= 1.826 +0.071X \quad \dots\dots (2)$$

Model 2 is also represented below;

$$S = 1.454 + 0.049+ 0.22 \quad \dots\dots (3)$$

In table 4.19, the coefficient of the various variables falls within the lower and upper bound of the confidence interval, which means equations 2 and 3 make a good fit of the data set under consideration. However, model 2 is chosen as the best goodness of fit model of the data set since the coefficients of its variables have a higher significant level as compared to model 1 from table 4.8. For full mediation to occur, all the four conditions by MacKinnon et al (2002) must be met. If only one, two or three conditions are met, it would be stated that the mediation is a partial mediation. However the mediation would be termed as a full mediation when all those four conditions are met. The four conditions are as follows:

- Condition 1 = Independent variable should be significantly associated with dependent variable.
- Condition 2 = Independent variable should be significantly associated with supposed mediator.
- Condition 3 = The supposed mediator should be significantly associated with the dependent variable.
- Condition 4 = The impact of independent variable on dependent variable is significantly less after controlling for the supposed mediator.

In critically assessing condition 1, it was realized that corporate branding is significantly associated with sales with a significant value of .000 and a beta value of 0.704 in Table 4.6 and 4.5 respectively. Condition 2 was met as corporate branding was significantly associated with customer care at .000 in Table 4.10. The third condition was also met as customer care was significantly associated with sales in Table 4.13, 4.14 and 4.15. The presence of the fourth condition can be seen in Table 4.16, 4.17 and 4.19 as Customer Care mediates the effect Corporate Branding has on sales.

Since all the condition stated by MacKinnon et al (2002) for full mediation to take place are presence in this research, it can boldly be said that there is an existence of full mediation of customer care of the influence between corporate branding and sales in this research.

The essence of variance inflation factor (VIF) is to measure the extent which the estimated coefficient in regression model inflates as matched to when the predictor are not related linearly. In order words it is used to test de multicollinearity (correlation between predictors) in a given regression analysis, (Mintab 2016). A VIF above 5.00 indicate issues with data collected, (Ekstorm 2014). Table 4.19 shows a VIF of 1.00 in model 1 and 2.044 in model 2 which signifies that there are no issues associated with the data being collected since the VIF in both model are below 5.00.

During the research at the analysis stage, a linear regression was run to inspect the extent which corporate branding affects sales with customer care as a mediating variable. The correlations among the predictor being corporate branding and customer care... in table had a statistical correlations with sales showing that the information correlated properly with the dependent variable for examination by the use of the liner regression. At the first stage of the liner regression customer care and corporate branding was entered as an independent variable with sales as the dependent variable next was then select and this time around the only corporate branding was selected as the independent variable with sales as the dependent. These steps above generate Table 4.19 which has the two models of the coefficients. Hypothesis 4 of the research states that customer care has a mediating effect on influencing the relationship between branding and sales. Customer care was established to be significant predictor of sales of fashion accessories in Kumasi, with

results indicating a statistically significant relationship of corporate branding with sales and customer care respectively. Corporate branding reduced significantly from 0.704 to 0.486 the moment the mediating variable customer care was introduced. As a practical finding, it was established that customer care is a mediating variable in a direct relationship between corporate branding and sales. To identify the competitive or complementary mediation of this research, there must be the determination of the sign of product of all three coefficients. As stated and explained by Zhao & Chen (2010), the above research is a complementary mediation since there is the existence of direct effect as well as mediated effect in the same direction. Clients or customers that buy fashion accessories do not only think about the fashion houses being neatly branded but also the customer service that may be administered during selling. This draws attention that with good corporate branding and great customer care, sales would be positively affected leading retention of loyal customers which may be generate through good word of mouth.

CHAPTER 5

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter includes the concluding, summary of findings and its implications, managerial implication and some basic recommendation of the research. The finding provided grounds for various recommendations to be made in order to help managers of fashion houses to promote sales.

5.2 Summary

During the research, out of the total sample size of 32 managers of fashion houses in Kumasi 53.1% were male and 46.9% females. It was realized that there were more female manageress than male in the fashion houses in Kumasi. The purpose of the study was to identify the impact corporate branding has on sales with its mediating variable customer care. To achieve this goal, it became very necessary identify the meanings and various dimensions and elements measuring corporate branding, sales and customer care. It was relevant to prove that indeed corporate branding has and effects on sales with customer care being the mediating variable with the help of various models. The researched proceeded as soon as these fundamental steps were achieved. The questionnaires were sent to various fashion houses in Kumasi. The names of the various fashion houses can be seen in this publication. The 32 managers of the fashion houses who were the respondents of the survey were asked to rate the various variables corporate branding, sales and customer care with their various item under measuring them with the help of the Likert scale.

5.2.1: Effects of corporate branding on sales

In identifying the effects corporate brand had on sales, it established that, corporate branding at positively influence sales of fashion houses in Kumasi. From the statistical results corporate branding has a positive influence on sales with the relationship being positive and significant as well.

5.2.2 Effects of Corporate Branding on Customer Care

The second hypothesis which seeks to identify the effects corporate branding on customer care proved that corporate branding has a positive impact on customer care on the sale of fashion accessories. Fashion houses have taken customer care very serious during the branding process, in order to be identifies as a company with great customer service as well as neatly branded company. The positive relation between Corporate branding and customer care signified that customer care make it possible to make a good corporate branding likewise vice visa.

5.2.3 Effects of Customer care on sales

In proving the third hypothesis, it was noticed that Customer Care positively affects sales of fashion accessories in Kumasi. This was confirmed from the findings in chapter 4. Most managers were hence taking customer care very seriously in order to maintain loyal customers and generate loyal customers as well.

5.2.4 Effects of customer care on relationship between corporate branding and sales

The findings proved the 4th hypothesis which stated that, customer care had a mediation effects on increasing sales of fashion accessories in Kumasi in positively influencing sales. The results of the findings also confirmed the existence of mediation with a significant and positive relation between corporate branding and sales. Customer care was established to be a significant predictor of sales of fashion accessories in Kumasi, meaning customer care should be taken seriously when

branding fashion houses in order to promote sales. In other words great branding without good customer care as well would lead to decreases in sales of fashion accessories in Kumasi.

5.3 Recommendations

This study urges managers of fashion houses to identify factors influencing sales of fashion accessories in order to increase sales. Exclusive corporate branding must be taken seriously at the start of the company since helps attract product to customers. Feed backs from customers must be taken seriously in order to be used to improve the company or address to the needs of the customers. Since customer care is very essential you must know customers very well and know how to relate to each of them. Manager must spend a lot of time on customer and must not only be interested in selling the products but rather in satisfying customer needs.

Since this research focused on customer care as a mediating variable, influencing the relationship between corporate branding and sales, it would be excellent if other researchers consider social media marketing as well as discount sales as a mediating variable in influencing the relationship between branding and sales. Corporate branding as well as a and independent variable could also be further researched on to see its effects of the sale of other fast moving consumers goods with the mediating variable customer care.

5.4 Conclusion

Corporate branding and customer care plays a significant role in the sales of fashion accessories in Kumasi as well. In spite of all the money, time and resource put in corporate branding in order to promote sales, there is a need to also have a great customer care in order to maintain them as loyal clients. These loyal clients would in turn spread good word of mouth which in turn increases sales. Findings of the

research also show that decisions of consumers to buy are not also influenced by corporate branding but also customer care. In other hand managers of fashion houses that have the desire to promote sales must try to go the extra mile in branding the company as well as make each and every customer satisfied before leaving. It is again relevant for managers to under the elements involved in measuring corporate branding, sales and customer care.

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APPENDIX : 1

KWAME NKUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND CORPORATE STRATEGY

QUESTIONNAIRES

The role of this research is to identify the extent to which corporate branding affects sales, with the customer's service as the mediating role. It would be much appreciated if you assist us by filling these questionnaires below in order to get the needed information. Each questionnaire consists of a list of alternatives to choose from. Please tick or write where appropriate. Information gathered would be treated with much confidentiality and used strictly for academic purpose

A: DEMOGRAPHIC DATA

1. Gender

- a) Female b) Male

2. Age

- a) 15 – 25 b) 26 – 35 c) 36 – 45 d) 46 and above

3. Educational background

- a) No Formal Education b) Basic Education c) Secondary Education d) Tertiary

4. Employment Status

- a) Unemployed b) Employed c) Students d) Pensioner

5. Marital Status

- a) Single b) Married c) Engaged d) Divorce

B: CORPORATE BRANDING

Kindly rate the corporate branding activities in the organization. Please tick where appropriate

	Not at all	Not-really	Sometimes	Often	Most Often
6. Much efforts is spent on corporate branding.					
7. Survey are conducted from time to time to identify perception customer have about the companies brand					
8. Internal surveys are conducted from time to time to identify employee's perception about the organization brand.					
9. Much effort is put into maintain the company's reputation.				1	
10. Great efforts is put into generate quality products				3	
11. The company join and association.					
12. There is high value attached to the company's corporate brand.				2	
13. The number of people who visit the company's website is taken notices of.					

C: SALES

Kindly rate the sales activities in the organization. Please tick where appropriate.

	Not at all	Not-really	Sometimes	Often	Most Often
12. How often do u measure the companies ROMI(returns of marketing investments)					
13. How often do you measure the companies ROMO (returns on marketing objectives)					
14. Products are available most at times.					
15. The KPI of sales force are constantly monitored.					
16. Less time is spent during selling.					
17. There is high response rate to address customer needs.					
18. The organization has a lot of customers.					
19. There is high retention of talented Sales Reps.					
20. The company has a high revenue growth.					
21. The company has high rate of units sales					
22. A lot of money is invested into the sale process.					

D: CUSTOMER CARE

Kindly rate the Customer care activities of the organization? Please tick where appropriate.

	Not at all	Not-really	Sometimes	Often	Most Often
23. I consider customer need seriously.					
24. Most of my customers are satisfied with my services.					
25. I have a lot of loyal customers					
26. I get a lot of recommendation from my loyal clients					
27. Testimonies by given by customers.					
28. Customers have a good perception about the company.					
29. Great efforts are made to satisfied customers.					
30. Employees are trained intensively to administer good customer service.					
31. I often respond to the need of my customers					
32. I make constant effort to get feed =back of customers.					

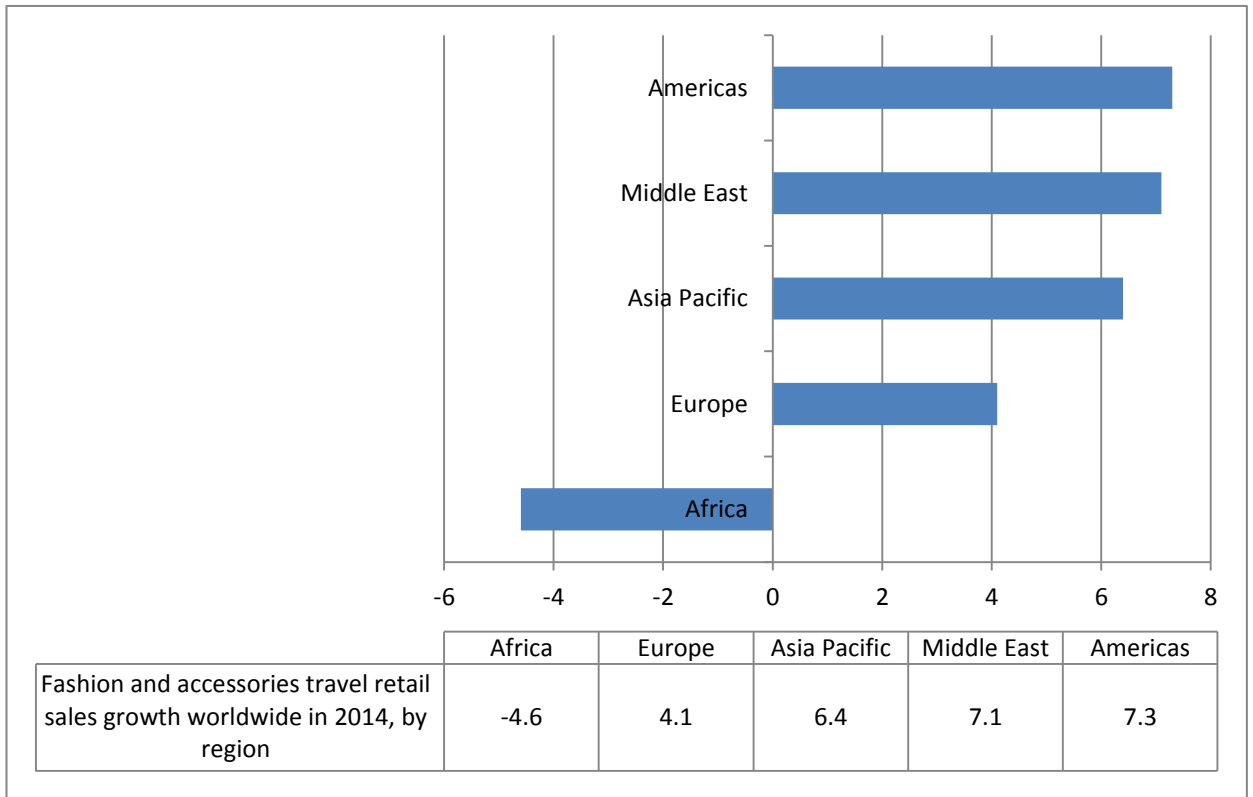
APPENDIX: 2**List of Managers of Fashion Houses In Kumasi**

Name of company	Name of manager	Phone Number	Address Ksi
Genefas Designs	Mr. Prince Osei Asibey Bonsu	0543443983	Box kw 250
Salatex Creation	-	0243583091	KNUST Campus
Master Liasu Fashion Designing Centre	-	0322034340 0244928013	Central Market Kumasi
MedAfrica	-	0322033363 0244456406	Roman Hill
Xpert Klodin	-	0322061899 0244091973	Asokwa
Purple Kouture	Khadinal Nii Lamptey	0278731089 0504830016	Box 14672 Adum
Christauros Limited	-	00233244929233 0208386518	Kumasi
Update Fashion	-	0312023324	Ajumakoman
M.I Fashion Centre	-	0208148896	Kumasi
Babita Shapes Enterprise	-	0312048500 02081500867	Babekyir , Opp. Titanic
Afeique Dezinehaus	-	0244254970	Amakom
Amoanima Ent	-	0322022104	Adum
Aofac Ent	-	0244232540	Kumasi
Awisi & Sons	-	0322023829	Guggisberg Rd, Adum.
Awura Abena Fashion	-	0322050019	Asuoeyeboah
Bentenco Ent	-	0322025087	Adum

Bosomtwi Frimpong Fashion	-	0322024919	Asawasi
De –Impression	-	0322038005	Bataman, Opp, Ebenezer hse.
Elinam Collection	-	0322028144	Kumasi
Flora Ent.	-	0322023733	Kataban Hse, Adum
Hi Fashion Tailoring Shop.	-	0322025275	Behind Melcom, Adum
Kas Fashion House	-	0322023045	Kumasi
Lady Shee Fashion	-	0322025628	Around Sunyani Road
Peace & Love Fashion Centre	-	0243152751	Hospital road
Rhema Style Complex	-	0322036548	Adum
Shakina Glory	-	03220226430	Adum
Sonike Tex Fashion Venture	-	0244706039	Near Presby Church, Asuoeyeboah
Step In Creation	-	0322028790	Opp. ECG Adum
Stopover African wear	-	0277202204	Opp. Police Reserve
Street Market Ent.	-	0322024837	Next to Dr. Mensah
Top Tess Intertrade Ltd.	-	0322025673	Ash- Town
Uni – J – fashion	-	0322021110	Ahinsan

APPENDIX 3

Fashion and accessories retail sales growth worldwide in 2014, by region



Source: Statista, 2016