

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**INSTITUTE OF DISTANCE LEARNING**

**KNUST**

**THE EFFECTIVENESS OF PROMOTIONAL TOOLS IN INFLUENCING PURCHASE  
DECISION ON CCTV PRODUCTS**

**BY**

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My father, Mr. Isaac Gyimah and my aunties, Madam Esther Opoku-Ware and Madam Joana Amofa; and, to my dear siblings, Madam Sandra Gyimah, Mr. Godwin Gyimah, and Dr. Godfred Gyimah.

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## ABSTRACT

Selling security products like Closed Circuit Television (CCTV) can be one of the toughest jobs for a company. To sell these products, aggressive campaigns like heavy advertising and sales promotion are necessary to persuade consumers. This study sought to investigate to what extent advertising, personal selling and sales promotion influences the purchase of CCTV products in selected areas in the Ashanti region of Ghana, and to determine the most effective promotional tool in influencing purchase decision on CCTV products. Out of 150 questionnaires distributed to respondents who were either residential or corporate users of CCTV systems, 100 valid responses were collected and analyzed. Nonprobability convenience sampling was used in sampling the units in the population where they had no equal chance of being selected. The study was based on primary data with references from related literature. The results of the analyzed data showed that advertising is positively correlated with influencing promotion of CCTV products while personal selling is not significantly correlated. But sales promotion is statistically significant and positively correlated with influencing promotion of CCTV products. Overall, the study showed advertising as the most potent tool in influencing the purchase decision among the three promotional tools. Advertising dominated with a mean rating of 3.70. The ANOVA test displayed an F value of 4.028 and a p-value of 0.019 affirms that these differences are not mere chance occurrences. The posthoc test revealed that Advertising outperforms Personal Selling, with a mean difference of 0.490. There is no significant difference in perceived effectiveness between Advertising and Sales Promotion, as indicated by a mean difference of 0.270. Similarly, Personal Selling and Sales Promotion do not exhibit a significant difference in perceived effectiveness, with a mean difference of -0.220. Advertising and Sales Promotion showed a statistically significant positive correlation ( $r = 0.410$ ). In contrast, the correlations between Advertising and Personal Selling, as well as Personal Selling and Sales Promotion, were positive but not statistically significant.

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## LIST OF ABBREVIATION

# KNUST

ANOVA	Analysis of Variance
CCTV	Closed Circuit Television
DF	Degree of Freedom
SD	Standard Deviation
SPSS	Statistical Package for Social Science
HSD	Honestly Significant Differences



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# CHAPTER ONE

## 1.0 INTRODUCTION

### 1.1 Background to the study

The importance of surveillance in business and residential environments cannot be understated especially in this current social climate as it is fundamentally important to ensure the overall safety of life and property. The presence of CCTV cameras alone serves as a strong deterrent to burglars, and anyone would think twice before making any attempt to break into someone's residence or workplace once they spot a CCTV camera in position. Experts believe that around 67% of the burglaries taking place in businesses could be avoided by installing real-time security measures such as CCTV monitoring (Flat world solutions, 2022). Acts of vandalism, break-ins, and other serious crimes can also be prevented with the aid CCTV systems. Even in cases where crime has already been committed, or an accident has happened, CCTV footages play a key role in the investigations of the police to rightly serve justice. Also, seeing how an unfortunate event played out in a CCTV footage can serve as a lesson to ensure that better precautions are put in place to prevent any other similar occurrence from happening again. The presence of CCTV at a workplace or residence is not only beneficial to those within, but also to the entire neighborhood because the camera constantly captures happenings both within and around one's premises.

Despite all these benefits, CCTV products however, appear not to be a priority for many businesses and individuals. Many homes, workplaces, hotels, guest houses, hostels, schools, hospitals, and restaurants in Ghana especially, have gone many years without installing these security systems for protection. Those who do pay little attention to maintenance, and they can leave the systems inoperative for years. CCTV systems are considered by many as 'luxury' items despite their importance. For selling these products, aggressive campaigns like heavy advertising and sales promotion are necessary to persuade consumers to buy. The difficulty with these products is that

there are often no immediate tangible benefits realized at purchase so there is sometimes an incentive to defer the purchase.

To inform and persuade potential customers about a good or service, advertising is a type of nonpersonal communication (Kotler et al., 2015). Contrarily, personal selling is a more open channel of contact between a salesperson and a prospective client (Kotler et al., 2015). Finally, sales promotion describes quick-fix incentives that persuade customers to buy a good or service (Kotler et al., 2015).

## **1.2 Problem Statement**

Manufacturers and retailers must use promotional methods to boost sales and generate demand for products that are not often purchased, like CCTV systems. Nevertheless, research into how well these promotional methods affect customer behavior is still under discovery. Particularly, there is a knowledge gap regarding effective marketing techniques for perceived 'luxury' items like CCTV systems. What is more, it is imperative to understand the aspects of consumer purchasing behavior that pertain to these products if sales must be achieved.

According to studies, personal selling and advertising are the most often employed promotional strategies in the CCTV sector (Wang & Liu, 2017). Sadly however, there is a dearth of research on how well these tools work to change customer behavior. Additionally, in the case of 'luxury' items like CCTV systems, the impact of sales promotion on influencing consumer behavior has not been fully analyzed (Wang & Liu, 2017).

Again, there is a dearth of study on the variables that affect consumers' decisions to buy 'luxury' items like CCTV systems. Prior studies have mostly concentrated on the variables that affect customer behavior for desired goods like apparel and electronics (Baker & Saren, 2016). However, the distinctive qualities of 'luxury' products, such as the high cost and infrequency of purchase,

make it important to understand the specific factors that influence consumer behavior for these products.

The effectiveness of various advertising tactics in influencing consumer behavior for 'luxury' products like CCTV systems need further study as it is required to comprehend the elements influencing consumers' decisions to buy these products. For manufacturers and retailers in the CCTV business, this research will offer useful information that will help them create more successful promotional plans and boost their sales.

### **1.3 Research Objectives**

- i. To test the correlation between advertising and the effectiveness of promotion of CCTV products.
- ii. To test the correlation between personal selling and the effectiveness of promotion of CCTV products.
- iii. To test the correlation between sales promotion and the effectiveness of promotion of CCTV products.
- iv. To determine the most potent tool in influencing the effectiveness of promotion of CCTV products.

### **1.4 Research Questions**

1. What is the correlation between advertising and the effectiveness of promotion of CCTV products?
2. What is the correlation between personal selling and the effectiveness of promotion of CCTV products?
3. What is the correlation between sales promotion and the effectiveness of promotion of CCTV products?

4. What is the most potent tool in influencing the effectiveness of promotion of CCTV products?

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

This study stands to be highly beneficial to marketers of security systems, such as CCTV, as well as manufacturers of these systems. It provides a clear understanding of the target market for CCTV products and insight on how best to approach the target audience with the products. It is helpful in framing result-oriented marketing strategies to attract more potential customers and as well sustain present ones. The study exposes the minds of consumers, reveals their genuine thoughts about the functionality of these CCTV systems, and obtains suggestions on how to improve their performance, which will be of interest to manufacturing companies of these systems. Ultimately this study ensures that energies and resources of CCTV providing companies are judiciously channeled in the right direction.

### **1.6 Scope of the Study**

The geographical scope of this study covers the Kumasi Metropolis of the Ashanti region of Ghana. The chosen population consists of small and medium scale businesses and residents within the metropolis. This was so to successfully work within the time frame afforded for this research.

### **1.7 Overview of Methodology**

Data was collected from primary sources using a structured questionnaire. The questionnaire was developed using previous literature reviews and research works. The questionnaires were sent to 100 respondents who have already purchased CCTV products for use. They were chosen as samples of the study because they have gone through prospecting and experienced various marketing strategies used in selling these products.

The data was then analyzed using SPSS version 20, including reliability assessment, descriptive statistics, ANOVA, post-hoc tests, and correlation analysis. These statistical tools were instrumental in exploring and comprehensively understanding the effectiveness of various promotion tools in influencing the decision to purchase CCTV products. (Hairle et al, 2010).

### **1.8 Organization of study**

In chapter one, the study begins with an introduction, gradually building up why this topic was chosen for research. It brings to light the gap that no research has been done on how promotional tools can effectively influence the purchasing decision of consumers towards 'luxury' products like CCTV systems. Chapter two delves deeper into already done research works which are related to the focus topic. Sources of this literature include books, journals, articles, magazines, and the like; majority of which were published in the 21st century. It is based on this literature review that the research questionnaires were formulated.

Chapter three is titled Methodology. This chapter outlines the step-by-step procedure that was undertaken to achieve results from this study. The research design, as well as the various tools that were employed in this study are clearly outlined and explained. Next is Chapter four, where results of the research are displayed, analyzed, and discussed. Data obtained are carefully examined to bring to light the promotional tools which can effectively influence the promotion of CCTV products. Chapter five, entitled Conclusion and Recommendation finalizes the study, summarizing the entire research and making remarks based on deductions made from key findings obtained. Based on these, certain recommendations are given. Challenges encountered during the study and corrective suggestions which should be employed in further research are also stated here.

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

#### 2.1 Theoretical review

Selling 'luxury' goods is one of the toughest jobs for a company. It usually takes an aggressive marketing campaign including sales efforts by well-trained sales forces and aggressive sales professionals as well as other forms of promotional tools like advertising, sales promotion, and direct marketing. Companies selling 'luxury' goods are using different tools of communication to promote their products and services for achieving their promotional objectives (Okyere et al., 2011). Peter and Donnelly (1998) gave importance on three marketing communication tools that were: advertising, sales promotion, and personal selling.

Etzel et al. (2001) also noted advertising, personal selling, sales promotion but as well added public relations. In addition to these, Kotler and Armstrong brought in the fifth which is direct marketing. In other related studies, sponsorship was propounded as the sixth mode or channel of the marketing communication mix (Jobber, 2004; Fill, 2005; Kotler and Keller, 2009). Other than some commonly used tools, companies are now leaning to sponsorship programs. Since traditional media have become more expensive, sponsorship is viewed by marketers as a cost-effective alternative (Lee et al., 1997).

According to Arens (1999), sponsorship is a cash or in-kind fee paid to a property in return for access to the exploitable commercial potential associated with the property. Firms are getting involved in sponsorship events to achieve objectives such as increased awareness levels, enhanced reputation and thus build company's brand image (Palmer, 2005). To complement, Osoka (1992) mentioned that sponsorship which portray a company as a good corporate citizen no doubt has enhanced understanding of the company's role or business. He posited further that for sponsorship

to be meaningful, it must be backed by adequate planning which will include selecting what duration and cost will be incurred. Companies often use publicity to disseminate information by personal or non-personal means, which is not directly paid for by the organization, nor is the organization the source. Grasby et al. (2000) describe publicity as the use of the media to provide free coverage in their stories related to their product. Unlike advertising that relies on purchasing power to get a message across, publicity relies solely on the quality of content to persuade others to get the message out.

On the other hand, with the help of public relation activities, firms try to create goodwill and raise the public's consciousness about a product, an individual or an issue while deleting bad images existing in the market about companies' offerings (Okyere et al., 2011). Burning and Ledingham (2000) explain public relation simply as the management of the relationships between organizations and their stakeholders. However, among these different forms of promotional tools, CCTV companies in Kumasi are mostly using advertising, sales promotion, and personal selling as the techniques for promoting and selling their products. For this reason, the present study mainly focuses on these three variables and tries to identify their roles in influencing customers to buy CCTV products.

## **2.2 Advertisement**

Advertisement is a paid form of non-personal presentation of ideas, facts or any other types of offerings by an identified sponsor. It involves making decisions on the five Ms - mission, message, media, money and measurement. It is one of the influential elements of the promotional mix because of its visibility and pervasiveness in all the other marketing communication elements (Okyere et al., 2011). Generally, advertisement has the potential to inform the public and customers about the goods and services of a company and to encourage them to visit the company's manufacturing and distribution centers for further information and to make favorable purchase

decisions. Therefore, advertisements for services ought to provide symbols or tangible cues as concrete signals of the service's abstract attributes (Lacobucci, 2001). Advertising as a major social event results in key changes in values, beliefs, behavior and buying patterns of the customers as it influences the lifestyle of them (Pollay and Mittal, 1993).

Norris (1984) found that the importance of advertising as an information provider leads to greater market share and a positive image in market as consumers are better able to match their needs and wants against the product offering. Product information provided through advertisements play a vital role in changing the attitude or behavior of the consumer (Pollay and Mittal, 1993) and thus the purchasing behavior by meeting their needs after getting information about that market offerings; advertised on TV (O'Donohoe, 1995). Advertising gives support in the development of consumer self-image (Richins, 1991; Usman et al., 2010) and product meaning (Friedmann and Zimmer, 1988).

Lastly, advertisement can serve as a source of entertainment or pleasure (Alwitt and Prabhakar, 1992; Pollay and Mittal, 1993). So, the CCTV industry is a major market for the advertising industry. Osoka (1992) had earlier noted that companies selling 'luxury' products need advertising to support and supplement their sales force and the other promotional activities. He further added that more attention should be paid to rapid advertising as one of the ways to foster awareness and enhance the image of companies selling 'luxury' products in providing information, creating awareness, building company image, and enforcing brand loyalty (Ajemunigbohun, 2009). In the same way, CCTV companies in Kumasi are also using different forms of advertisement to promote and sell their products. With the arrival of various digital platforms, many firms are gradually moving away from traditional advertisement unto social media advertising.

### **2.2.1 Social Media Advertisement**

Social media advertising is the practice involving the use of paid adverts on social networking sites

(SNS) like Facebook, Twitter, YouTube, blogs, and other content (The Social Media Advertising Industry Report, 2013). Social networking sites are web-based applications and interactive platforms that facilitate the creation, discussion, modification, and exchange of user-generated content (Kaplan & Haenlein 2010). Social media is therefore not limited to social networks like Facebook, but also include blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product/services reviews, social bookmarking, social gaming, as well as video sharing and virtual worlds. These platforms have shifted the emphasis of Internet services from being consumption-based towards becoming more interactive and collaborative, thereby creating new opportunities for interaction between organizations and the public (Henderson and Bowley, 2010). Some of these sites are explained below.

### **2.2.2 Facebook**

Facebook is a social networking site with membership of about 1 billion users worldwide. In 2013, Facebook made \$2.02 billion – making it the company’s first \$2 billion quarter – with earnings of \$0.25 a share. The company has several ways of making money, such as gifts and payments but the greatest part of Facebook revenue generator is advertising (Facebook, 2014). Founded in 2004 by Mark Zuckerberg, Facebook is a social networking site which gives users the opportunity to create their own profile with the option of displaying their friends’ identities as well as sharing pictures and activity feeds (Palmer and Koenig-Lewis, 2009). By publishing their personal information, sharing it with others and receiving information about other peoples’ lives, it results in a form of collaboration which generates new content (Coulter and Roggeveen, 2012). Since Facebook is not necessarily for making new friends but to share and keep in touch with friends and family, users can look at pictures of friends, communicate with others, play games with others and send gifts.

According to Park and Cho (2012), the average Facebook user is online for thirty-two minutes a day and a lot of users sign in at least once every day. An earlier study by Palmer and Koenig-Lewis (2009) reveals that over half of Facebook users have clicked on a company's Facebook page while about sixteen percent had sent a message to a company. A lot of users see Facebook as a freeservice network, but they are still affected by advertising from companies (Lilley et al., 2012). For instance, advertisements and banners on Facebook motivate customers to click on them and subsequently spend cash to buy the companies' products. Even though most people have a Facebook account mainly to be in contact with their family and friends, they are very much conscious of the fact that Facebook is likewise used as an advertising channel for companies (Lutze 2010). Businesses are therefore capable of spreading their messages, create contact with customers, and build connections on Facebook.

Seung-A (2012) found that businesses use Facebook to build discussion and relationships with their dedicated customers, motivate their customers to shop online and rely on their customers to help in promoting the brand via their commitment to Facebook and the brand's page. Furthermore, by reading comments and conversations from customers' profiles, companies can gather valuable information, which can then be used to target customers and obtain feedback from them. Since Facebook creates a two-way avenue where corporations and customers can have rich conversations, companies can make use of this to offer information about forthcoming product introductions, changes, and updates (Palmer and Koenig-Lewis, 2009).

Interestingly, companies want to know their customers' thoughts about their general profile, updates, and product information. They can also use social media to display their popularity, conveyed by the number of fans they have and how many people are following them (Seung-A, 2012). These companies use social media as an instrument to discover how popular they are, and then compare that with the popularity of their competitors (Palmer and Koenig-Lewis, 2009).

Customers associate bigger networks with providing additional valued information and having more trustworthiness than smaller networks (Coulter and Roggeveen, 2012). For a customer to get a gripping experience when he or she visits a company's Facebook page, there should be commitment, excitement and a positive association between the visit and the customers' entertaining use of the internet (Palmer and Koenig-Lewis, 2009).

There are some Facebook ad types that advertisers can use to maximize profit. First is the Facebook power editor. This plug-in for Google Chrome browser gives more flexibility for ad creation. Advertisers can use this to generate adverts as it has over twenty different ad-types like sponsored offer, sponsored stories, general newsfeed promoted page, sponsored posts, and others. Secondly, Facebook has partner categories which targets based on lifestyle information collected by third parties, for example, forms consumers fill out when making purchases. These companies sell the information to Facebook who makes it readily available to advertisers. The information collected is detailed and if advertisers in Kumasi can make use of this medium, they will be able to target consumers based on their job role, spending habits, exact hobbies based on purchases and what sort of stores they purchase from.

Advertisers can attract Generation Y in Ghana to purchase through audience targeting. One of the biggest values social media offers over traditional media channels is the ability to perform highly specific audience targeting. Facebook can provide exactly the kind of audience advertisers want to reach if they are willing to pay for it. For a token, businesses, especially small and medium-size companies that cannot afford to spend much on advertising can use Facebook to target highly specific groups of people. Through this medium, advertisers can tailor specific messages to Facebook users based on their location, demographics, interests and browsing activity. Advertisers can, as a result, send different messages to different groups of people as it only makes sense to sell things to people based on the stuff they have already bought or are interested in buying. The ad

types on Facebook, in addition to targeting users, also track results and define exactly where the ads need to be placed.

### **2.2.3 Twitter**

Launched in 2006 by Jack Dorsey, Twitter is a Microblogging and Social Network Site where messages (known as tweets), typically not more than 140 characters, are posted instantly. Since its launch, Twitter has grown to more than 645,750,000 active registered users (Twitter.com, 2014).

Twitter has been described as an online listening tool as well as a way of crowdsourcing (Crawford, 2009). Jansen et al. (2009) described it as an instrument to create electronic word of mouth and as a form of online word of mouth branding. Twitter can be classified into one-to-one (e.g., private e-mail), one-to-many (e.g., mass media) and many-to-many (e.g., the web and online groups) (Hoffman and Novak, 1996). Jansen et al. (2009a) examined Twitter's influence as a form of electronic word-of-mouth for sharing customer views regarding brands and discovered that nineteen percent of tweets contained brand information. He therefore concluded that microblogging is an online tool for consumer word-of-mouth communication.

Lariscy et al. (2009) found out that people use Twitter for many social reasons like keeping in contact with family, friends, and colleagues, being visible in one's social networks, collecting valuable individual and professional information, looking for assistance and/or view and releasing emotional tension. Since Twitter encourages companies to create a sense of belonging to an online community via sustaining an information flow with the audience, the lines between the consumers and the brand are blurred (Yan, 2011). The impact of social media was pointed out by public relations and marketing practitioners who gave emphasis to the importance of directly communicating with the customers (Solis and Breakenridge, 2009). Solis (2011) summed it up nicely by advising companies to “engage or die”. The engagement with customers on social media platforms is said to be essential for the continued existence of businesses and companies.

On Twitter, companies engage with their customers via retweets, using hashtags, and following other users (Burton and Soboleva, 2011). Through this engagement and communication, businesses are in a better position of altering a brand's perception in the minds of the customers (Jansen et al., 2009a) as well as affecting customers' thinking and behaviors (Fischer and Reuber, 2011). There are some advantages when advertising with Twitter. These include the following: Twitter targets users based on gender, broad interest categories like sports, camping, climbing and travel. They also target users who follow other accounts. Twitter offers promoted accounts, promoted trends and promoted tweet which comes up in the twitter feed. Some ad types that advertisers can utilize include hyper-targeting, domain tracking as well as Twitter follower insights. In hyper-targeting, Twitter targets users through keywords found in their tweet, that is, they find users by things they are talking about. Hyper-targeting appears to deliver personalized content. For example, if a user tweets that he or she is thinking about getting Lasik eye surgery but is scared, advertisers can promote a post on myths about Lasik eye surgery for that user to discard his or her fears.

Additionally, Twitter can track based on users' accounts and analyze their tweet performance. One way to achieve this is through domain tracking. When advertisers register their website on Twitter and verify with a code, they can see all the tweets containing links to their websites posted all over Twitter. Advertisers may not see the people talking about them, but those users are posting links to the advertisers' websites, thereby driving traffic to their sites. Thus, they need to identify who those people are and start building relationships with them. With this advantage, advertisers in Ghana can identify problems and work towards turning negative customer experience into a positive one with the brand. If advertisers targeting Generation Y in Ghana can utilize the Twitter follower insights, Twitter will tell exactly what the audience size for a keyword is and narrow it down to countries or even cities. Besides, advertisers see what their audience look like based on gender, the

type of device they use, location, and interests. They can also click on any interest category and find the breakdown; see how many people are interested in a particular product. Then, they can build their strategies based on the trends.

#### **2.2.4 LinkedIn**

Established in 2003, LinkedIn is a networking site for professionals. By 2015 it had become extremely popular with about 200 million subscribers (Bela, 2015), presently it has 875 million members in over 200 countries and territories worldwide. Like Facebook, LinkedIn allows users to create an online profile, build a network of connections and directly communicate with their contacts (Ryan and Jones, 2009). To cater exclusively to professionals, it enables users to search for employment opportunities, research companies and industries, include résumé information in their profiles as well as give or receive recommendations (Bradley, 2011).

LinkedIn targets the professional niche, and it has become the largest professional networking site (PNS) worldwide (van Dijck, 2013) with a median user age of 39 years old (Sago, 2010; Bradley, 2011). Being a networking site, LinkedIn allows users to establish professional profiles and interact with other business professionals (Boyd and Ellison, 2008; Bradley, 2011), offering several unique features that set it apart from other social networks. One distinction is that LinkedIn profiles display professional information mainly for self-promotion that looks like “formatted CVs containing only the most relevant facts on education, current and past positions, as well as former experience” (van Dijck, 2013). Facebook profiles, on the other hand, are more self-expressive and provide more relational information, interests, and hobbies (Boyd and Ellison, 2008).

Another significant difference is that members use LinkedIn resources to find employment opportunities, recruit candidates and encourage inter-company communication (Bradley, 2011; van Dijck, 2013). In contrast, Facebook users mostly search for and socialize with friends (old and new) and family members (Boyd and Ellison, 2008). Finally, though both LinkedIn and Facebook

implement similar principles of connectivity, the type of connections differ across the two platforms (van Dijck, 2013); LinkedIn members attempt to establish professional connections with past and present co-workers or classmates (Bradley, 2011), whereas Facebook members want to enlarge their social circles (Boyd and Ellison, 2008). LinkedIn offers traditional advertising where companies can promote their pages. They can create adverts and drive traffic to websites, much like traditional display advertising. However, LinkedIn also offers Lead Generation Advertising. When activated, users can in one click opt into advertisers' mailing list, and advertisers are able to market to them immediately without having to fill out a form. Hence, advertisers have a very good opportunity to target consumers and then build their mailing list.

### **2.2.5 YouTube**

YouTube is one of the most visited sites on the internet. It attracted 800 million unique visitors per month as at 2013 (Madden et al., 2013). Presently it has 2.476 billion users worldwide. It allows users to upload and share video clips on a diverse array of topics and incorporates a growing number of additional features that allow users to interact with the content and other users. Users can review or rate what they have watched, and associate comments with videos to express their opinions or respond to the video content. YouTube was founded in 2005 and developed rapidly to become the largest video-sharing website on the internet (Madden et al., 2013).

Following its acquisition by Google, the site has continued to grow in popularity and now attracts billions of unique users per month. The site allows users to upload an unlimited number of video clips, which can be viewed and linked to by anyone. YouTube provides a variety of facilities to allow registered users to interact with each other and share their responses to content. One option is for users to post direct video responses to what they have viewed. Other options are afforded by the user profiles, or "channels". There is a private messaging service and a more visible commenting option on the profile, and users can choose to store and display lists of their favorite

videos. They can also befriend other users on the site or become “fans” by subscribing to receive alerts when they post new material. The site also provides sharing, rating, and commenting options on individual videos (Madden et al., 2013).

Researchers are increasingly studying YouTube, to investigate user behavior, measure video popularity and harness content for marketing purposes. Kousha et al. (2012) provided a particularly good review of the use of YouTube videos in a multitude of domains including marketing, medicine, and management. Studies of user interaction behavior are of particular use for marketing purposes, as companies can identify core or hub users and use this information to target their messages and products. This can allow them to disseminate their messages and product advertisements more quickly and effectively. Currently, YouTube is becoming an influential medium for social interaction among people. YouTube is one of the leading video-on-demand platforms for user-generated content (UGC). UGC on YouTube permits users to creatively produce and share content on the platform to empower new ideas and business opportunities (Cha et al., 2007) including branding and marketing strategy (Mills, 2012). The content production through social media (e.g., YouTube) allows users to fulfill their information, entertainment, and mood management needs, while its generation (or sharing) allows for self-expression and selfactualization (Shao, 2009).

On the other hand, the viral video concept plays a crucial role in business marketing for reaching tremendous target audiences within short periods of time. YouTube platform has several embedded features to boost social interaction (Benevenuto et al., 2008), such as, the users’ ability to comment on a video, liking/disliking a video, or sharing a video to other social networking platforms such as Facebook or Twitter. These factors may contribute positively to the virality of a video (Benevenuto et al., 2008; Kaplan and Haenlein, 2010). YouTube’s video response feature plays a crucial role in social network relationship and user interaction (Benevenuto et al., 2008). On

YouTube, social network features permit users to share different categories of videos with different groups of people (Lange, 2007).

Consequently, it is believed that different types or categories of video (e.g., music, comedy, drama, and animation) may affect the viral phenomenon differently. Interestingly, Gohar and Sokha (2014) found that popularity of the videos was not only the function of YouTube system per se, but that network dynamics (e.g., in-links and hits counts) and offline social capital (e.g., fan base and fame) also play crucial roles in the viral phenomenon, particularly view count. It is therefore up to advertisers to understand the influential factors in an advertising campaign (West, 2011) as well as to enhance brand advocacy and brand awareness (Kirby and Marsden, 2006).

Some of the advantages of YouTube advertising are as follows: YouTube is a great way to create brand awareness. Advertisers can also use YouTube for product advertising. This requires a more direct approach, although it is still important to make the video informative, educational, or entertaining.

YouTube is a terrific channel for generating direct sales for products and services. All businesses must do is show the product in action or provide a clip of the service in question, and then ask for the sale by directing the viewer to the company's website. YouTube is also great for product support as well as internal training. For example, the issue of sales or product training. Here, a company has a new product to introduce and a sales force to train. They can create a series of short training videos, upload the videos to YouTube and provide access to all the company's salespeople. The sales force personnel can watch the videos at their leisure, without losing valuable sales time trekking back to the office for training. By so doing, the company can save money, save the salespeople's time, and create an archive of product information that anyone can access at any time.

## 2.2.6 Blogs

Blog is another form of social media that is being progressively used by businesses (Baxter and Connolly, 2013). A blog provides a two-way communication channel between a company and its stakeholders because it allows a company to interact directly with their staffs, customers, and other stakeholders (Du and Wagner, 2006). According to Kwai and Wagner (2008), blogging is a second generation internet-based activity which has turned out to be popular in the contemporary age. Blogs are like diary-style web sites which offer observations and news listed chronologically on the site, as well as commentaries and recommended links (Johnson and Kaye, 2004).

During the past years, the rapid development of blogs over the internet has transformed the way people access information, nurture customer relationship, use media, attain self-realization, create an emotional outlet, develop public reputation, and form various communities via the socialization process (Keng and Ting, 2009; Hu et al., 2011). This development has caught the attention of companies that wish to manage detailed customer relationships and improve the way they carry out business. Internet portals have provided free blogging services to attract blog users for quite some time (Shen and Chiou, 2009). The phenomenal growth of blogs (Hsu and Lin, 2008) has made this activity a major feature of the internet (Kumar et al., 2004). The blogger-browser relationship has changed recently, as evidenced in a study in which the interactivity of blogs positively influences the experiential value of blog readers (Keng and Ting, 2009).

Hsu and Lin (2008) argued that the subject-focused nature of blogs has made it possible for online purchasers with related interests to form groups, which has made it easy for companies to target consumers. Advertisements can be paired with the content of an individual blog and the blog host can make money every time people click on those ads. Ethier et al. (2006) postulated that the quality of the blog can act as a stimulus affecting cognitive and emotional states. In effect, this means that providing an eye-catching and well-designed blog could increase the perception of its

usefulness and playfulness, thereby bringing about a positive cognitive appraisal. Simply put, the greater the quality of the blog, the more positive the customers' effect should be.

Since there is clearly a significant scope for marketers to embrace social media advertising, it can be hypothesized that:

H1: Advertising is positively correlated with the influence on the effectiveness of promotion for CCTV products.

## **2.3 Sales Promotion**

Sales promotions are short-term incentives to encourage the purchase or sale of a product (Okyere et al., 2011). Blythe (2006) describes sales promotion as any activity intended to generate a temporary boost in sales. This includes several communications activities pursued in an attempt to provide added value or incentives to customers, wholesalers, retailers or other organizational customers to stimulate immediate sales. Companies usually take these initiatives to stimulate product interest, trial, or purchase. It is specifically designed to generate quick sales and ultimately create loyalty.

### **2.3.1 Description of Types of Promotions**

Sales promotions are designed for different purposes and different target audiences: retailer, trade, and consumer. Retailer promotions are offered by retailers to consumers to increase sales for the item, category, or store. Trade promotions are offered to members of the channel distribution (called the trade) and are designed to stimulate the channel members to offer promotions to consumers (retailer promotions) or the channel member's customers. Consumer promotions are offered directly to consumers by manufacturers and are designed to stimulate the consumer to make a purchase at some point close to the time of the receipt of the consumer promotion. Because of the growth of the Internet, Internet promotions have become prevalent for both consumer and

retail promotions. These promotions are separated out because the medium is interactive and offers new capabilities to firms through the vast information now being provided to manufacturers and retailers.

### 2.3.1.1 Retailer Promotions

The key elements of a retailer promotion are price discounts, the medium in which price discounts are offered, communications of sales promotions and objectives of the promotion.

Price discounts can take different forms ranging from straight price discounts to buy-one-get-one free (BOGO's), to frequent shopper card discounts, to buy "A" and get a discount on "B" (bundled promotion). Commonly used discounts are listed in Table 1 with a brief description of each.

Table 1: Common Types of Retailer Discounts

Type of Retail Promotion	Description
Price Reduction	Retailers temporarily decrease prices on product.
Retailer Coupon	Retailers issue coupons for product in their advertisement or on the shelf.
Free Goods	The consumer receives free goods as the discount. It includes buy one get one free (or buy "X" get "Y" free), as well as promotions where goods in complementary categories are given away (e.g., salsa for tortilla chip purchase).
Sweepstakes	The consumer is entered into a contest where they have the chance of winning cash or other prizes.
Free Trial	Consumers are given free samples of the product to encourage purchase of a new product.
N-for	The retailer offers a discounted price for the purchase of a set number (N) of items purchased, e.g., three for ghc10.

Discount Card	Consumers sign up for a card that tracks their purchases. In return, the retailer provides discounted prices on some items in the store for only those consumers with the card.
Rebates	Consumers receive notices of a rebate at the shelf or display and then mail in proof of purchase and the rebate form.
Bundled Promotion	The retailer gives the consumer a discount for purchasing products from complementary categories (e.g., pastries and drinks).

Different types of price discounts have different effectiveness and result in different types of behavior. For example, “three for ghc20” has a greater impact on sales than a price discount of ghc1 because consumers tend to purchase three units. Rebates result in “breakage” which means consumers respond to the rebate but do not send in the requisite documentation to receive the rebate. Interestingly, non-monetary promotions work better for hedonic products, whereas monetary promotions work better for utilitarian products.

The next issue is what medium the retailer uses to provide price discounts. One option is simply to offer a discount in the store. Alternatives include frequent shopper card discounts available at the store or redemption cards sent to the shopper’s home to be redeemed on the next visit. The relative merit of the medium chosen depends upon the retailer’s objective. Frequent shopper discounts reward “regular shoppers.” Mailed discount cards drive shoppers into the store. These media vehicles are not mutually exclusive.

Communication of the promotion is very important. Retailers use in-store signage, displays and periodic (weekly) fliers / feature advertising to communicate discounts (Blattberg and Neslin, 1990). Obviously, it is very important to communicate price discounts, so shoppers recognize them. For large discounts, retailers will have some form of display. For small discounts they will use in-

store signage (e.g., shelf tags). Manufacturers often fund retailer communications through cooperative advertising funds. The retailer can have different objectives associated with promotions. One of the most common is to generate traffic (customers visiting the store). The choice of the products / brands offered in the promotion and the level of discount offered greatly influence the amount of traffic generated. Products or brands that have high penetration levels and high frequency of purchase are often very good traffic generators for grocery, drug, and mass retailers. Obviously, the greater the discount level offered, *ceteris paribus*, the more traffic that is generated by the promotion.

Besides traffic generation, another key objective of promotions is to sell excess merchandise that is caused by overstocking. After Christmas or after major holiday promotions to clear unsold holiday merchandise are very common. Airlines have unsold seats during a specific day, week or season and offer special promotions to sell those seats because they are “perishable.” Promotions have other purposes beyond just driving customers into the store and selling unsold, perishable inventory. They can be used to increase profitability by switching consumers from lower to higher margin products or they can be used to generate trial for a new product or a product category that has low penetration levels (Blattberg and Neslin, 1990). In summary, retail promotions are a very powerful sales tool. Many retail promotions are driven by trade promotions offered to the retailer by manufacturers and they are described below.

### **2.3.1.2 Trade Promotions**

Trade promotions are used by manufacturers to achieve objectives such as generating a price decrease by retailers to consumers or gaining distribution for a new product. Manufacturers offer retailers trade promotions to stimulate them to offer retail price discounts and communicate the discounts to consumers. Trade promotions use various price discounting mechanisms and incentives to gain price discounts, displays, in-store communications and space in the retailers’

advertisements. Trade promotions have specific objectives and forms of incentives offered to the retailer. Typical trade promotion objectives are shown in Table 2. The mechanisms by which these objectives are met are imbedded in the type of trade promotion offered and the requirements placed on the retailer.

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Table 2: Typical Trade Promotion Objectives

Gain or maintain distribution.
Obtain temporary price discount.
Display product
Include product in retailer's advertisements.
Gain market share from competition
Increase sales.
Reduce inventory.
Sell off old or obsolete inventory.

There are a few types of trade promotions incentives offered by manufacturers. The most common types: off-invoice, scan-back, accrual funds and slotting fees are discussed below.

The most widespread trade promotion is off-invoice promotions in which the manufacturer offers a discount to the channel (e.g., retailers) so that the channel will offer a price discount to the consumer. This type of promotion has two key issues: pass-through and forward buying. Passthrough is defined as the amount of the discount that the channel passes along to the consumer

in the form of consumer discounts. Forward buying occurs when the retailer buys more during the promotional period than they intend to sell to consumers. They may either stockpile the additional inventory to sell in later periods at the regular price, or divert (i.e., resell) the excess inventory to other retailers. Some or the entire stockpiled product is then sold at regular prices. This leads to lower profitability of the manufacturer's trade promotion.

To overcome some of the problems associated with off-invoice promotions, manufacturers have developed several alternative trade promotions. One is called a scan-back promotion in which the manufacturer offers the retailer payment for all the units sold during a specific week at a prespecified discount to the consumer. It is measured using the retailer's scanner (Point-of-Sale or POS) system. The advantage of this type of trade promotion offer is that the manufacturer pays only for those units sold on promotion and not additional units purchased by the channel at the discounted price. The disadvantage is that it requires obtaining the unit movement from the retailer's POS system and that requires the manufacturer to rely on the accuracy of the system and the honesty of the retailer. In markets that do not have POS systems, scan-back promotions cannot be used.

An alternative to scan-back promotions, also designed to limit forward buying and diverting, is accrual funds which are based on the number of units sold in a prior period to determine next period's funding level. Accrual funds generally are allocated jointly by the retailer and manufacturer to meet certain sales and profit objectives in the relevant spending period. For most trade promotions that offer price discounts to the retailers, allowances are offered for feature advertising (ads by the retailer identifying the price discounts) and display. These funds are generally called cooperative funds and are used to entice the retailer to communicate the price discount on the manufacturer's products and to put up special displays in the retailer's stores to communicate that the product is available at a discount. Retailers often have "price lists" in which

they indicate to manufacturers exactly how much it costs for a specific size advert and for a specific display type.

A variant of cooperative funds is for manufacturers and retailers to market and jointly promote the product. A retailer may decide to run an Independence Day special and contact manufacturers to receive funds to partially pay for their advert and displays linked to the holiday.

Slotting fees are another form of trade promotion with a very different objective – gain distribution for a new product or additional SKU's. The retailer charges the manufacturer a slotting fee to cover the cost of stocking and managing a manufacturer's new product introduction. The original purpose of slotting fees was to cover the retailers' new product introductory costs such as removing products from the shelf and replacing them with the new items, reclamation costs of the old items that were removed, the inventory risk of carrying new items if they do not sell and the warehousing and administrative costs of adding new items. Slotting fees are very controversial and have been studied by regulatory agencies who argue in some cases that slotting fees limit competition from smaller manufacturers and for smaller brands being introduced. Table 3 provides a more comprehensive list of trade promotion types.

Table 3: Trade Promotion Vehicles

Off-invoice	Discounts offered from the invoice price on all units sold to the retailer over a specified time period.
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Accrual Funds	Funds paid by the manufacturer to the retailer based on the prior period's unit sales movement.
Scan-back	Discounts offered based on units sold through the point-of-sale register rather than on units purchased by the retailer.
Count-Recount	System used to pay retailers based only on units sold. Like scan-back promotions except the manufacturer does the counting in the retailer's (or wholesaler's) warehouse. Used when POS data are not readily available.
Co-op Advertising	Manufacturer funds to support retailer advertising for the manufacturer's product(s).
Display Allowances	Manufacturer funds to support displays put up by the retailer.
Bill Backs	Like off-invoice funds except the retailer must provide proof that specific actions have taken place such as an advert that was run by the retailer containing the manufacturer's products. Used to ensure compliance by the retailer
Slotting Fees	Manufacturer funds to cover the retailer's costs of new product introductions.
Free Goods	Extra cases offered to the retailer by the manufacturer often for new products to induce the retailer to stock the items for which the free goods are offered.
Floor Plan	Financing offered by the manufacturer to retailers or dealers to cover the financial inventory carrying cost of the retailer or dealer.
Financial Terms	Terms to provide incentives to retailers to stock items and not have to carry the financial cost of inventory.

### 2.3.1.3 Consumer Promotions

Consumer promotions are promotions from a manufacturer directly to consumers. In the US, the most common forms are rebates and coupons. In other countries, contests and sweepstakes are

more prevalent. More and more consumer promotions are being offered on the internet. The purpose of consumer promotions is for a manufacturer to communicate a discount directly to the consumer and avoid intermediaries (e.g., retailers) who may not provide the discount the manufacturer wants. In the design of consumer promotions, the critical decisions are medium, redemption system, restrictions, and breakage.

The medium used varies by type of consumer promotion. Print and the Internet are very common media used for consumer promotion because the promotion can be printed. Handouts, on-pack and in-pack promotions are also used. The redemption system is very important to avoid fraud. Coupons in the US are managed through a complex clearing house system. Rebates are often sent to clearing houses as well. The difficulty is that retailers can misredeem the discount delivery vehicle (e.g., coupon) without a redemption, i.e., submit coupons for redemption that were not submitted by consumers with purchases. In the US, misredemption of coupons is a serious problem. Misredemption and fraud are reasons that consumer promotions can be ineffective. Many consumer promotions have restrictions to limit long-term liability. Statements such as “good until June 30, 2022” restrict the term of the promotion. Restrictions can also take the form of “only one per customer” though those are very difficult to enforce.

One of the advantages of consumer promotions is breakage, which is the difference between the number used to induce a purchase and the number redeemed. Breakage is very common for product rebates. Consumers need to send in proof-of-purchase (receipt) and the rebate document to a specific address. Many consumers will purchase based on the rebated price (retail price minus the rebate) but fail to send in the rebate because of the time required or the loss of the purchase receipt or rebate form. Breakage can increase the profitability of consumer promotions because it results in a higher net price.

Consumer promotions have significant advantages and disadvantages relative to trade/retailer promotions. The primary advantage is that the manufacturer has control over the offer received by the consumer. When a promotion is offered through the retailer, generally the manufacturer does not have control over the price being offered to the consumer, though this varies by country. The primary disadvantages are the low redemption rates (free-standing insert coupons in the US average about 1.5 to 2.5% redemption rates) and the cost of distributing the offer.

#### **2.3.1.4 Internet Promotions**

Retailers and manufacturers can use the internet as a vehicle for targeting and reaching customers with promotions. Unlike direct mail, the internet is a virtually zero-cost communication vehicle. If a customer is willing to provide his or her e-mail address, then the firm selling the goods or services can reach the customer at a low-cost. Offering highly targeted promotions which were very expensive using mail or other distribution systems becomes almost costless when using the internet. The other important method of the distribution of discounts using the internet is websites. Many manufacturers or third-party sites offer consumers discounts on purchases of products. Consumers can print coupons, use codes or other mechanisms to obtain discounts. The implication of a low-cost communication vehicle for offering targeted promotions combined with a wealth of consumer information available on the internet is that the types of promotions will be much more selective. This means a critical research area is to determine the value of targeted promotions versus mass promotions (Rossi et al., 1995). Models are also needed to determine what types of offers should be provided to different segments of the market. Whether firms will ever be able to offer one-on-one promotions is an open question because of the cost and sophistication required to provide the relevant analytics.

One issue that emerges with promotional targeting is “fairness.” If one consumer receives a different promotion than another and each learns about the other’s promotional offer, the consumer

receiving the less favorable promotion is likely to be very upset and may stop purchasing from the company. Thus, the type of promotional offers used to target individual consumers are very important. For example, with frequent flyer programs, the flyer must earn the benefits received. For frequent flyer and similar programs (e.g., hotels) different customers receive different offers based on “earning” the reward.

### **2.3.2 Behavioral Underpinnings of Sales Promotions**

There is a stream of research that is important in understanding why promotions exist – the psychological marketing literature. Three foundational articles provide the basis for this stream of research and provide relevant managerial implications.

#### **2.3.2.1 Smart Shopper**

Schindler (1998) observes that price promotions are able to generate consumer responses that are far greater than the economic value of the money saved. In other words, one can look at the difference between a promotional price reduction and a regular price reduction and the response to the promotion, beyond just the temporal nature of the promotion, is far greater than the strict price reduction effect. Schindler posits the effect as consumers’ perceiving themselves as “efficient, effective and smart shoppers.” He argues that because consumers feel that their actions are perceived to be responsible for obtaining discounts, this will increase the noneconomic component of the discount.

#### **2.3.2.2 Transactional Utility**

A related explanation is offered by Thaler (1985) who introduced the concept of transaction utility. Transaction utility is defined as the gain (or loss) of utility when the consumer pays less (or more) than the reference price of the product. The reference price is not the same as the actual price of the product but the price the consumer believes the good is worth or the price the consumer would

expect to pay for the good. Positive transaction utility occurs when the reference price is above the actual price paid. If promotions produce transactional utility, then the firm is better off using promotions than simply lowering regular price. The outcome will be a higher response to the promotion than to an equivalent reduction in the everyday regular price. One of the key differences between Schindler's and Thaler's theories is the notion of reference price, or the perceived value of the good.

### **2.3.2.3 Reference Price**

One of the earliest studies of reference price was Winer (1986) who defined reference price as a function of past brand and category prices and estimated an empirical choice model that demonstrated that the reference price effect could be measured. Reference price effects have been reliably found in experimental data (Niedrich et al., 2001; Jainiszewski and Lichtenstein, 1999; Van Ittersum et al., 2005; Chernev, 2006). Some research suggests that consumers use both internal (memory-based) as well as external (stimulus-based) reference prices (Mazumdar and Papatla, 2000). Howard and Kerin's (2006) findings suggest that reference prices may be context specific, so different internal reference prices may be invoked when a product is advertised in the retailer's advert compared to when it is not. These foundational articles also explain the finding that more frequent promotions reduce reference price (Blattberg et al., 1995). This change in reference price, in turn, can reduce the incremental sales associated with the promotion (Nijs et al., 2001; Krishna et al., 2002). However, Srinivasan et al., (2004) found some evidence against this generalization. They find that manufacturer revenue elasticities are higher for frequently promoted products and retailer revenue elasticities are higher for brands with frequent and shallow promotion, for impulse products, and in categories with a low degree of brand proliferation. This latter finding may be consistent with the results of Alba et al. (1999) who find that the depth of promotion dominates the frequency of promotion in the formation of reference prices when prices have a simple bimodal

distribution. The key insight from this discussion of reference price is that heavily promoted products tend to lose “brand equity” through a decrease in the amount a consumer is willing to pay for the product (Winer, 2005). One interesting qualification is that when the variance of the deal discount increases, the reference price also increases, even though the average deal discount remained constant (Krishna and Johar, 1996). A managerial implication is that brands should have multiple discount levels and sellers should vary the levels of the discount, so consumers are less able to predict future savings. When we combine the various behavioral theories, we begin to understand that promotions behave differently than long-term price reductions. Further, the frequency of promotions can affect reference price (lower it) which can make promotions less effective. Managers must consider the frequency and timing of their promotions and their impact on promotional effectiveness.

### **2.3.3 How Promotions Affect Sales**

There has never been debate about the foundational finding in the literature – sales promotions are associated with large increases in consumer sales. The question this raises is “what are the sources of incremental volume?” In general, the sources of volume from a sales promotion come from one or more of the following sources: 1) customers switching their purchases from other brands (brand switching), 2) current consumers purchasing more quantity of the brand for inventory (stockpiling), 3) current consumers accelerating their purchase of the good (purchase acceleration), and 4) new consumers entering the market (primary demand expansion – also called category expansion).

#### **2.3.3.1 Brand Switching**

Earlier studies show a very high percentage of incremental promotional volume comes from switching. For example, Gupta (1988) showed that 84 percent of incremental sales was from switching. Other estimates have ranged from 43.8% to 93.9% (Bell et al., 1999). In a study across

many categories, Van Heerde et al. (2003) found that the percentage of the incremental volume attributable to brand switchers was only about one-third of the total incremental volume. They show that the difference in the percentage in their study versus previous studies arises from the fact that previous studies had not accounted for category growth in their calculations and hence overestimated the percentage attributed to brand switching. Van Heerde et al's findings have been supported by another study using store-level data (Pauwels et al., 2002). For manufacturers, incremental volume coming from brand switching can be highly profitable because it is volume that the brand would not otherwise have. However, for retailers, incremental promotional volume from brand switching may or may not be profitable depending upon the brands it comes from and their profitability. Because brand does not expand category volume, it is far less advantageous to a retailer than to a manufacturer.

### **2.3.3.2 Purchase Acceleration and Stockpiling**

When a promotion is run, consumers can react by changing their purchase timing thus purchasing earlier than they normally would (purchase acceleration) and/or by purchasing more units than they would normally purchase (stockpiling). Managers generally believe that purchase acceleration and stockpiling do not expand demand and are detrimental to both retailers and manufacturers. However, in categories in which consumption can expand due to product availability (e.g., candy), increasing a household's inventory of the product or moving their purchase forward can increase consumption and long-run sales. Purchase acceleration for services such as oil changes can also increase long-term sales. Studies have found that promotions can increase consumption in categories where the consumption rate is related to the amount of the product consumers have in their pantry (Ailawadi and Neslin, 1998; Nijs et al., 2001), especially when the promotions involve strong brands (Sun, 2005). For instance, two categories that exhibit this pantry effect are carbonated beverages and ice cream. Bell et al. (1999) quantified the

proportion of the increase in sales due to a promotion that is attributable to purchase acceleration and increases in purchase quantity and found it ranged from 0.7 to 42.3%, with an average of 10.6% across 13 categories.

#### **2.3.3.4 Category Expansion**

The issue of market-level category expansion due to promotions is extremely important because it benefits both retailers and manufacturers. The problem is that it is very difficult to measure, partly because of the data requirements and partly because of the complexity of the factors that need to be controlled such as store switching, brand switching and purchase timing effects.

In general, the literature has found no long-run effect of promotions on category volume, although short-term effects do exist (Ailawadi and Neslin, 1998; Nijs et al., 2001). In a recent study of the effects of promotions at CVS Drug Stores, Ailawadi et al. (2007) finds that 45% of the increase in sales due to promotions is attributable to category expansion effects. However, this may just be store switching rather than category expansion. While the literature does not find long-term category expansion effects, much more work needs to be conducted on this topic. It is a fundamental issue in determining the economic return from promotions. Since, the CCTV companies in Kumasi are still using sales promotion in various forms to increase the sales, it can be hypothesized that:

H2: Sales promotion is positively correlated with the purchase decisions of CCTV products.

#### **2.4 Personal selling**

Personal selling is a direct spoken communication between sellers and potential customers, usually in person but sometimes over telephone. Personal selling serves as a communication bridge between the organization and the target audience. It is effective because it permits a direct twoway communication between buyer and seller. This gives the organization a much greater opportunity

to investigate the needs of their consumers and a greater flexibility in adjusting their offers and presentation to meet these needs (Perreault and McCarthy, 2000; Doyle and Stern, 2006).

According to Kotler and Armstrong (2010) in today's hyper-competitive markets (including manufacturing industry) buying is not about transaction anymore; Company salespeople must know their customers' businesses better than customers do and align themselves with customers' strategies. Personal selling remains an essential promotional mix element that listens to customers, assess customer needs, and organize efforts to solve customers' problems.

Personal selling is the most expensive form of promotion. In essence it involves the building of relationships through communication for the purpose of creating a sales transaction. Weitz and Castleberry (2004) study defined personal selling as an interpersonal process whereby a seller tries to uncover and satisfy buyers' needs in a mutual long-term manner suitable for both parties. Thus, personal selling is affirmed to be an interpersonal communication relating to the goods and services. Engel & Kollat (2011) affirmed that communication is the most basic activity for the sales representative during personal selling and exchange; It is a social situation involving two persons in a communication exchange. Success depends on how well both parties achieve a common understanding enabling mutual goal fulfillment through social interaction (Kotler, 2013). Furthermore, Weitz et al (2004) states that the role of sales representative is to engage and collect information about a prospective customer, develop a sales strategy based on that information, transmit a message that implements organizational strategy, evaluate the impact of these messages, and adjust upon this evaluation. Kotler (2013) noted that personal selling is a useful vehicle for communicating with present and potential buyers. Personal selling involves the double ways flow of communication between a buyer and a seller often in a face-to-face encounter designed to influence a person's or group's purchase decision.

However, with advances in technology, personal selling also takes place over the telephone, through video conferencing and interactive computer links between buyer and seller though personal selling remains a highly human intensive activity despite the use of technology. Personal selling serves three major roles in a firm's overall marketing effort. Salespeople are the critical link between the firm and its customers; salespeople are the company in a customer's eyes. They represent what a company is or attempts to be and are often the only personal contact a customer has with the company; and lastly, personal selling may play a dominant role in a firm's marketing program (Kotler,2013). Personal selling creates a greater level of participation in the decision process by the vendor especially when combined with tailored messages in response to the feedback provided by the buyer (Fill, 2009). However, Cravens, (2012) argues that since personal selling messages are not controlled, they may lead to inconsistency which in turn leads to confusion of the client. Therefore, the messages presented by the sales personnel should be regulated and the time they spend with the prospects limited, to avoid jeopardizing the communication process, (Pierrey et al., 2004).

#### **2.4.1 Procedure and Stages of Personal Selling**

The following are the seven underlying processes and stages that firms must carry out to achieve effective personal selling communication.

Pre-sale preparation stands for stage one, selection, training, and motivation of salespersons. The sales personnel must be knowledgeable of the firm; its products/offerings, the market environment, they must be skillful in selling, and be well informed about the competitors' products and the degree of competition. They should also be acquainted with the techniques of effective selling and the policies of the firm.

Prospecting/qualifying stands for stage two, this entails finding and identifying prospects that need the product and possess the ability to make a purchase decision. For example, a child may be a prospect for a toy, but the qualified prospect is the parents who make the purchase decision.

Approach stands for stage three; the salesperson should approach the customer in a polite and dignified way. Sales personnel should make the customer feel that he/she is getting the proper attention of the salesperson. The salesperson should be very careful in his approach as the first impression lasts for a long time.

Presentation/Demonstration stands for stage four: At this stage, the salesperson gains the customer's attention and presents the products by describing or explaining its attributes and benefits to the prospect. However, selling products may require their demonstration/workings to the prospect to arouse interest and convince the prospects to decide. A good demonstration often results in sales decisions by prospects.

Handling objections stands for stage five: The salesperson should clear all doubts and objections without entering controversy and without losing his temper. He/she must be articulate and possess the ability to convince and persuade the prospect. He should not lose patience if the prospect puts too many queries and takes time in arriving at any decision.

Sales decision stands for stage six: At this stage, the prospect decides to buy or not to buy. However, the salesperson could guide but not cajole the prospect to make the decision. He should assure the customer that he has made the right choice if he/she chooses to buy. But if the prospect closed the sales by not buying, the salesperson could politely request a repeat visit at his/her convenience.

After sales activities stands for stage seven: At this stage, the salesperson investigates if the customer was satisfied with the purchase/decision. On the other hand, prospects are revisited to

enhance sales probably at subsequent visits. It helps to secure repeat sales, to identify additional prospects and to evaluate salesman effectiveness.

#### **2.4.2 The role of personal selling to organizations**

The impact of personal selling on the productivity of an organization cannot be underestimated. Personal selling is the personal contact with one or more purchasers for the purpose of making a sale. Personal selling is more persuasive among the marketing communication mix element. Personal selling (service selling) task is to consolidate existing customers, to preserve and expand the volume of business these customers do and maintain inertia in the buyer-seller exchange relationship. It is an interpersonal, face-to-face interaction for the purpose of creating, modifying, exploiting, or maintaining a mutually beneficial exchange relationship. It involves direct face-to-face contact and thus the only promotional tool that can encourage and make use of on-the-spot consumer reaction. Personal selling is the process of assisting and/or persuading a prospective customer to buy a product or service or to act favorably upon an idea that has commercial significance to the seller (Donaldson, 1995; Agbonifoh et al., 2002).

Donaldson (1995) opined that the role of personal selling has two interrelated functions information and persuasion. The information role is part of a two-way process whereby information about the company's product or offer needs to be communicated to existing and potential customers and, in the reverse direction, customers' needs are correctly interpreted and understood by management. Salespersons impart knowledge about the product or service which provides benefits to customers and a range of information on promotional support, finance, technical advice, service and other elements which contribute to customer satisfaction. Salespersons are also the face-to-face contact between purchasers and the company and for good reason are referred to as the eyes and ears of the organization.

The second role of personal selling is the persuasive nature of personal selling. Identifying customers' needs and market opportunities can never be overstated. Nevertheless, in competitive markets (manufacturing industry) prospective customers are usually faced with an abundance of choice. Customers/purchasers will have to be convinced that their needs have been correctly identified by the company and that the offer provides benefits over any other firm. Personal selling remains an essential marketing tool in convincing customers to patronize a firm's offering.

Personal selling plays a key role in the marketplace and for the organization.

### **2.4.3 Personal selling and sales/profitability volume of a firm**

According to Smith and Harrison (1996) and Bubnjevic (2011), a cordial seller-buyer relationship enhances sales. Sales volume is the profit a firm gets in activities/operation over a period. Knowing customers' needs and providing same would create customer value and firm's profitability. Personal selling as a two-way communication process creates direct face to face contacts between sellers and buyers, as well as facilitate quick customer response. Personal selling directly largely increases the sales volume of a firm. Thus, game pricing theory is considered as the core theoretical framework for this study.

### **2.4.4 Game Pricing Theory as the Theoretical Framework**

therefore, theory of emphasis is the game pricing theory, the theory is based on the premise of parties' interaction and since personal selling involves parties' communication and interaction it therefore prompted the need of this theory. However, detailed description of this theory is given below:

According to Ezeudu (2005), it is a collection of tools for predicting outcomes of a group of interacting agents where an action of a single agent directly affects the payoff of other participating agents. It is the study of multi-person decision problems (Gibbons 1992). It could also be referred to as a bag of analytical tools designed to help us understand the phenomena that we observe when

decision-makers interact (Osborne and Rubinstein 1994). Myerson (1997) defines it as the study of mathematical models of conflict and cooperation between intelligent rational decision-makers. Game pricing theory studies interactive decision-making. There are two key assumptions underlying this theory. First assumption stated that each player in the market acts on self-interest. They pursue well-defined exogenous objectives, i.e., they are rational. They understand and seek to maximize their own payoff functions. The second assumption related plan of action strategy which stated that a player considers the potential responses/reactions of other players. She considers her knowledge or expectations of other decision makers behavior, i.e., the reasons strategically.

A game describes a strategic interaction between the players, where the outcome for each player depends upon the collective actions of all players involved (Bolton and Lemon 1999).

The interactive nature of personal selling again makes it the most successful promotional method for building relationship with customers; so, personal selling is the most useful communication tool at certain stages of the buying process, particularly in building buyer's first choices, certainty, and proceedings. This is most imperative especially for service companies particularly in developing and underdeveloped countries (Stevens and Keane, 1980). Like other countries, personal selling has become one of the most effective promotional tools in the security systems industry and it is due to the sociocultural forces which influence the attitude and behavior of the people. The level of ignorance as to the benefits of having security systems is still on its increase, therefore, many of the CCTV companies' marketers are left with the option of getting close regularly with the public in a bid to educate them on the need to install CCTV products. So, it can be hypothesized that; H3: Personal selling is positively correlated with the influence on the effectiveness of promotion for CCTV products.

## 2.5 Empirical review

Narkarmi (2018) conducted a study to investigate the effect of sales promotion on consumers' buying behavior. The population for the study being heterogeneous, comprised of all types of customers. Random sampling technique was used to sample 50 and concerned variety of diversity for more applicable outcome for the research questions. The data for the study were collected through primary means. The primary data were collected by administering questionnaires to the randomly selected samples. Statistical tools such as tables, bar graphs and pie chart were used for presenting the data collected for this study. The analysis was done with the help of Statistical Package for Social Science (SPSS) and Microsoft Excel. The closed ended questions were given numerical codes which were done in a varying scale depending on the responses. Data was analyzed in the form of reliability analysis, descriptive statistics, and multiple regressions. From the study it was concluded that, regardless of the age, gender, occupation, and the frequency of shopping, the sales promotion have the crucial effect on the change in pattern and behavior of the consumers towards the different strategies of sales promotion. The research took the vital step to identify the factors that influences buying behavior of consumers, but it also had certain limitations. There was only 49 respondents' participation in this study.

The data analysis showed that the 6 to 12% of males felt embarrassed to buy the products on sales or with money –off deals but 0% of female strongly disagreed to it. The female customers felt comfortable buying such products and saving money. The research also showed that the customers doubted the quality of products which were on promotional sales. The research also showed that though the low-income earners were more reluctant to buy the product with sales promotion strategies, there was no connection between monthly income and customers looking for the products available with sales promotion.

The study reveals that the sales promotion has an influence in the purchase decision of consumers though their entire decision depends on making purchase anytime they will to. The consumers may be doubtful in some cases, but the offering of discounts and price-off deals and such kinds of services satisfies the customers. The study shows that sales promotion plays the important role in the marketing program for marketers and retailers and customers are too satisfied with sales promotional tools such as price discounts, coupons, free samples and “buy one get one free”.

This study supports that sales promotion is an effective means for marketers and is cost effective compared to other integrated marketing tools such as advertising. It showed that the sales promotion tools are supplementary or complementary to existing businesses as an additional marketing strategy.

However, aside having a small population sample, Narkarmi (2018) research did not account for ‘luxury’ products, so much as it has validated sales promotion as an effective means of marketing, it is still left unanswered, the question of how effective sales promotion would be in selling products like CCTV systems. It is therefore the objective of this present study to determine the relationship between sales promotion and consumer purchase of ‘luxury’ products such as CCTV systems.

Odeyokun et al., (2015) did an Analysis of the Effect of Advertising on Sales and Profitability of a Company. The study was on the Nigeria Bottling Company Lagos, UAC Lagos, PZ Lagos, May & Baker Lagos, and Unilever Group Lagos. The research work was designed to achieve the specific objectives: first, to determine the relationship between marketing expenses and profitability of the firm; to determine the relationship between turnover and marketing expenses of the firm; and finally, to determine the relationship between inventory and profitability of the firm. Data for the study were collected through secondary means. The SPSS software package was used to adequately verify the data collected for this study. The regression analysis was used to test

the hypothesis of the variables that were involved in the study in order to analyze the data. The paper concluded that there exists a significant relationship between marketing expenses and profitability of the firm and that there exists a significant relationship between turnover and marketing expenses of the firm. The paper suggested that a company should maintain a cost-effective system of advertising in which high quality personnel is a major component. The advertising system should be controlled by a mechanism that fosters the good reputation of the company and its product(s).

From the analysis made by Odeyokun et al., (2015), it can be hypothesized that advertising plays a significant role in the sales of 'luxury' products such as CCTV systems.

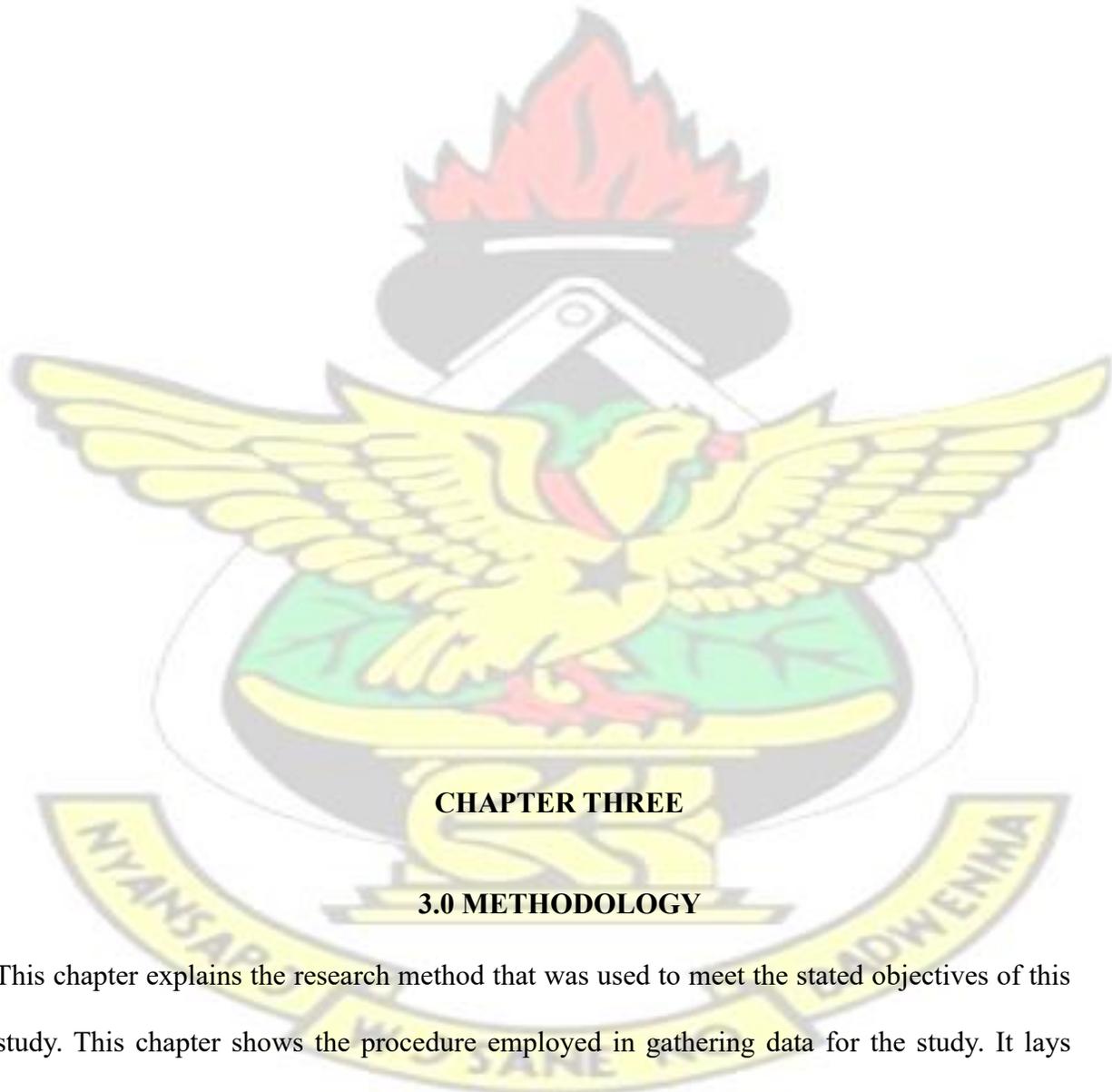
Putra et al., (2021) also did a study on personal selling. The purpose of the study was to determine the influence of Yakult Lady's personal sales on Yakult's purchase decisions in Mojokerto and to assess the influence of consumer behavior on Yakult's purchasing decisions through Yakult Lady in Mojokerto. The type of research used is quantitative research. The research sample is a community of Yakult customers in Mojokerto area, and the sampling technique was purposive sample. While the subject of the study was the customers of Yakult beverages a total of 16 respondents. Data collection was done in two ways, namely interviews and the dissemination of questionnaires. The results of the questionnaire were collected for data analysis using validity test, reliability test, and linear regression analysis test through calculation with SPSS application. The Influence of Yakult Lady's Personal Sales and Consumer Behavior on Purchasing Decisions where variable Personal Selling sig value  $0.516 > 0.05$  and t value count  $0.668 < 2.160$  (t table). This indicated that the Personal Selling variable had no influence on Purchase Decision and variable Consumer Behavior sig value of  $0.000 < 0.05$  and t value count  $4,871 > 2,160$  (t table) so as to show that variable Consumer Behavior there is an influence on Purchase Decision.

The result recorded by Putra et al., (2021) is quite contradictory to other literature which have mentioned personal selling a very effective tool in the promotional mix. Unlike the other tools within the communication mix, personal selling permits a direct interaction between buyers and sellers. Okyere et al (2011) noted that this two-way communication means that the seller can identify the specific needs and problems of the buyers and tailor the sales presentation in the light of this knowledge. Personal selling in turn has the potential and opportunity to persuade those who can come to the company's office with background information about the service from company advertisement by responding to customers' questions and doubts about the service. Personal selling involves three basic sales tasks: order-getting, order-taking, and supporting (Perrault and McCarthy, 2002). The interactive nature of personal selling also makes it the most successful promotional method for building relationship with customers; so, personal selling is the most useful communication tool at certain stages of the buying process, particularly in building buyer's first choices, certainty, and proceedings. Therefore, in this present study the influence of personal selling and on consumer purchase decision will be determined.

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### **CHAPTER THREE**

#### **3.0 METHODOLOGY**

This chapter explains the research method that was used to meet the stated objectives of this study. This chapter shows the procedure employed in gathering data for the study. It lays emphasis on the following areas: population, sample and sample technique, data collection, instrument for data collection and data analysis.

### **3.1 Research Design**

A descriptive as well as explanatory research was done for the purpose of carrying out this research. The finding of this research is based upon the primary survey. The data was collected by formulating a set of questionnaires and the questionnaire was distributed to the respondents through electronic messaging (WhatsApp). The questionnaire was self-administered. The finding was totally based on the data and facts provided by the sample respondents.

### **3.2 Population**

A population is the aggregate of all the elements showing some common set of characteristics that comprises the universe for the purpose of the marketing research problem (Malhotra, 1996). The population for this research is made up of residential and corporate users of CCTV systems within the Ashanti region of Ghana. The reason for the selection of this target population is that they constitute the customers of the case study and as such offers the researcher the opportunity to develop and have an understanding of the consumers' feelings and perception towards promotional tools.

### **3.3 Sample size**

A sample size is a subset of the elements of the population selected for participation in the study (Malhotra, 1996). A sample size of 100 respondents was chosen for the study. This size is justified by precedence as Solaiman and Haji-Othman (2016) used the same sample size when they published an article on 'The effectiveness of promotional tools to influence the purchase decisions of unsought products: a study on Life Insurance'.

### **3.4 Sampling Technique**

For this study, a survey method was used. The overall survey was guided by the objectives of the study. The study was designed to understand the effectiveness of advertising, personal selling, and sales promotion on the sales of CCTV products. Nonprobability convenience sampling was used in this research where the method of sampling the units in the population had no equal chance of being selected in the sample. This method was used because of their convenient accessibility and proximity to the researcher. Similarly, due to time and resource constraint, this technique was most appropriate for this study. Questionnaires were distributed to respondents via email or WhatsApp.

### **3.5 Data Collection**

Data collection refers to the information obtained about the sample chosen. The information was used to generalize the findings on the population as the respondents expressed their thoughts on the effectiveness of promotional tools in the sales of CCTV products. For conducting this research, the data was collected directly with the help of the questionnaire, thus, only primary data was the main source for the research.

The data for this research was collected from residential and corporate users of CCTV systems through questionnaire which are simple and straight forward and easy to answer within a constraint. Questions were structured based on the objectives of the study so as to bring out answers that meet aim of the research. The selection criterion of the interviewee was based on the fact that they were the buyers or decision makers in the purchase of the CCTV products. A questionnaire with questions relating to the effectiveness of promotional tools in selling CCTV products were given to be filled. Respondents were guided through the questionnaire to ensure high level of accuracy in the data collection process.

### **3.6 Instrument of Data Collection**

Primary data was collected through administering a questionnaire. The questionnaire contained closed ended questions relating to each study variable. This study is mainly based on the primary data with references from related literature. At the initial phase, the conceptual framework was developed based on literature review from the internet, books, journals, and articles. In the later stage of the research, the primary source of data collection was explored to access data which was analyzed make findings. Thus, the major tool used in data collection was questionnaire.

The questionnaire was designed to elicit demographic information such as age, gender, and professional work experience. Respondent were also required to express their impression about promotional tools for selling CCTV systems and their effect on consumers. The key areas of focus for by the questionnaire are along the following:

1. The most effective promotional tools for increasing sales of CCTV products among consumers?
2. The factors that influence consumer purchase decisions for CCTV products?
3. How various promotional strategies impact consumer perceptions and attitudes towards CCTV products?
4. Recommendations that can be provided for manufacturers and retailers in the CCTV industry on how to develop more effective promotional strategies for 'luxury' products?

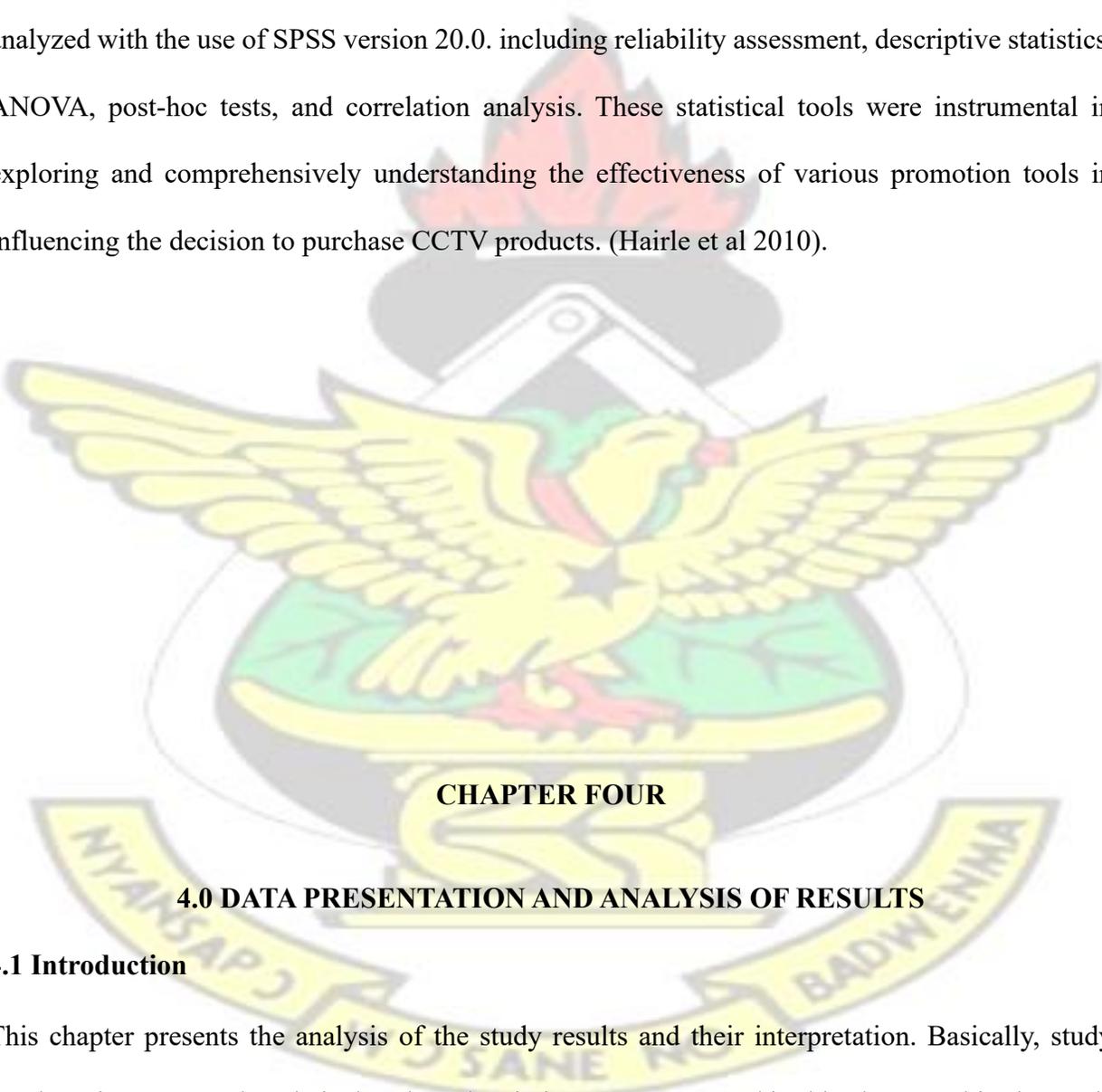
### **3.7 Procedure of Data Collection**

The research questionnaire was distributed across the central business areas of the Ashanti region, as well as residential areas. Projected areas included Adum, Ayigya and Apemso, Ayeduase,

Asuoyeboah, Ejisu, Kejetia, and Kotei. There was constant follow-up on respondents who were unable to fill the questionnaire on the spot, because of being busy or needing time to go through.

### **3.8 Method of Data Analysis**

The results were statistically analyzed and interpreted using tables, and frequency distribution. This procedure provides a vivid picture of the result from the study. The collected data was analyzed with the use of SPSS version 20.0. including reliability assessment, descriptive statistics, ANOVA, post-hoc tests, and correlation analysis. These statistical tools were instrumental in exploring and comprehensively understanding the effectiveness of various promotion tools in influencing the decision to purchase CCTV products. (Hairle et al 2010).



## **CHAPTER FOUR**

### **4.0 DATA PRESENTATION AND ANALYSIS OF RESULTS**

#### **4.1 Introduction**

This chapter presents the analysis of the study results and their interpretation. Basically, study results using proposed statistical tools and techniques are presented in this chapter. This chapter is intended to analyze and interpret the data collected during the study and present the result of the

questionnaire survey. The main objective this research study is expected to accomplish with the outcomes derived from the analysis of the data is seen in this chapter. The hypothesis is tested to see whether the relationship stated in them are significant or not. The collected data is analyzed according to the analysis plan to fulfill the stated objectives of this study.

The result is mainly based on responses of questionnaire administered to consumers. This chapter presents the results based on the analysis of data with the help of IBM SPSS Statistics Software and MS-Excel which was used to generate various tables to explain results. The results are analyzed using descriptive statistics and inferential statistics.

Descriptive analysis is a summary statistic that quantifies and summarizes the characteristics of the data gathered. Its aim is to summarize the sample rather than to learn about the population represented by the sample data. The computation of statistical measures such as mean and standard deviation, as well as maximum and minimum values, is part of descriptive analysis.

Inferential statistics analysis deals with the analysis of possible relationships between the prior formulated variables. It uses data analysis to deduce properties of the underlying probability distribution.

#### 4.2 Demographic Profile of Respondents

**Table 4 Sex**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bisexual	1	1.0	1.0	1.0
Female	39	39.0	39.0	40.0

Male	60	60.0	60.0	100.0
Total	100	100.0	100.0	

The presented data, depicted in Table 4, shows the distribution of responses concerning the variable "Sex." This data indicates the gender or sex of the respondents. The tabular format provides details such as frequency, percent, valid percent, and cumulative percent for each distinct category.

Within the dataset labeled as Table 4, three primary gender categories emerge. The "Bisexual" category comprises a single respondent, corresponding to 1.0% in both percent and valid percent columns. The cumulative percent for this category holds steady at 1.0%. Moving to the "Female" category, a total of 39 respondents are accounted for, constituting 39.0% in terms of frequency, percent, and valid percent. As responses accumulate, the cumulative percent associated with the "Female" category reaches 40.0%.

In the largest category, "Male," data reflects the input of 60 respondents, representing 60.0% across frequency, percent, and valid percent columns. As expected, the cumulative percent culminates at 100.0%, denoting the completion of the data distribution.

The collective dataset encapsulates responses from a total of 100 participants. Notably, the combined percentages in both the percent and valid percent columns sum up to 100.0% for each category. This data distribution accentuates the dominance of male respondents (60.0%), followed by female respondents (39.0%), while a sole respondent identifies as bisexual (1.0%).

**Table 5 Educational background**

	Frequency	Percent	Valid Percent	Cumulative Percent
Degree	63	63.0	63.0	63.0
HND	5	5.0	5.0	68.0
Masters	23	23.0	23.0	91.0
Valid PhD	5	5.0	5.0	96.0
SHS	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table 5 provides an insightful overview of respondents' educational backgrounds. This dataset specifies their highest level of education. The table presents a comprehensive view of the data, including frequency, percent, valid percent, and cumulative percent, for each distinct educational category. Taking a closer look at the breakdown of the educational backgrounds, we find several categories:

The "Degree" category stands as the most prominent, with a frequency of 63, accounting for 63.0% in both percent and valid percent columns. The cumulative percent for this category remains at 63.0%.

The "HND" (Higher National Diploma) category follows, representing 5.0% of respondents, with a frequency of 5. The cumulative percent increases to 68.0% when adding in this category.

Moving to the "Masters" category, the data showcases 23 respondents, corresponding to 23.0% in terms of frequency, percent, and valid percent. This addition elevates the cumulative percent to 91.0%.

The "PhD" (Doctorate) category features a frequency of 5 respondents, constituting 5.0% in frequency, percent, and valid percent columns. Incorporating this category results in a cumulative percent of 96.0%

Lastly, a smaller subset of respondents, 4.0%, holds an educational background categorized as "SHS" (Senior High School), contributing a frequency of 4. The cumulative percent reaches its conclusion at 100.0% when factoring in this category. The "Total" row sums up the data for all categories, with a total frequency of 100 and a total percent of 100%.

In interpreting this data, it becomes evident that most respondents hold a degree as their highest level of education, making up 63.0% of the sample. Master's degrees are the next most prevalent, accounting for 23.0% of respondents. Other educational backgrounds, such as HND, PhD, and SHS, have smaller proportions within the surveyed population.

The cumulative percent serves as a tool to track the progression of the data distribution, ultimately culminating at 100.0%, indicating that all respondents have been accounted for.

**Table 6 Age**

	Freque y	Percent	Valid Percent	Cumulative Percent
20 - 29 years	42	42.0	42.0	42.0
30 - 39 years	34	34.0	34.0	76.0
40 years and Valid above	22	22.0	22.0	98.0

Less than 20 years	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 6 presents a succinct portrayal of the age distribution among the respondents. The table structure offers an organized representation, encompassing frequency, percent, valid percent, and cumulative percent for each distinct age category.

The category "20 - 29 years" is the most prevalent, accounting for 42.0% of the respondents. Moving to the "30 - 39 years" range, 34.0% of the respondents fall within this age bracket. The subsequent age group, "40 years and above," comprises 22.0% of the participants. A smaller subset, specifically 2.0%, falls within the "Less than 20 years" category.

The "Total" row at the base of the table encapsulates the cumulative data for all age groups, noting a total frequency of 100 respondents and a cumulative percent of 100.0%.

In interpretation, the data snapshot unveils the distribution of ages within the surveyed population. The most significant portion is represented by individuals aged between 20 and 29 years, while the "30 - 39 years" category is the second most substantial. Participants aged "40 years and above" constitute a noteworthy but smaller segment, and a fraction of respondents are "Less than 20 years" old.

#### 4.3 Descriptive Statistics

**Table 7      How long have you used CCTV?**

	Frequency	Percent	Cumulative Percent
3 to 6 Months	24	24.0	24.0
1 to 2 Years	38	38.0	62.0
3 to 4 Years	19	19.0	81.0
5 Years or more	19	19.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

The cumulative percent serves as a visual guide as it tracks the progression of the data distribution, ultimately converging at 100.0%, signifying that all respondents have been included in the analysis. The provided dataset offers insights into the reported durations of CCTV usage among respondents. The data reveals a notable diversity in respondents' experience with CCTV technology. Notably, a substantial 38% of participants reported using CCTV for a relatively short period of 1 to 2 years, while 24% indicated just 3 to 6 months of usage. These findings suggest varying levels of familiarity with CCTV systems among the sample. Furthermore, the data highlights the presence of respondents with more extensive CCTV experience, with 19% using it for 3 to 4 years and another 19% for 5 years or more. This implies a significant proportion of respondents have longer-term engagement with CCTV technology, potentially indicative of perceived benefits or satisfaction with extended usage. The cumulative percentage of 62% for those who have used CCTV for 2 years or more underscores the prevalence of medium to long-term utilization in the sample.

**Table 8**

On a scale of 1 to 5, with 1 being not effective and 5 being very effective, how would you rate the effectiveness of the following in influencing your decision to purchase a CCTV system? [Advertising]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	3	3.0	3.0	3.0
Slightly Important	10	10.0	10.0	13.0
Moderately Important	28	28.0	28.0	41.0
Important	32	32.0	32.0	73.0
Very Important	27	27.0	27.0	100.0
Total	100	100.0	100.0	

In the realm of consumer decision-making, the influence of various factors on purchasing choices has long intrigued researchers and marketers alike. Table 8 sheds light on one such aspect—the effectiveness of "Advertising" in influencing the decision to purchase a Closed-Circuit Television (CCTV) system. The table presents a comprehensive range of perspectives through the lens of a scale ranging from 1 to 5, with 1 signifying "not effective" and 5 representing "very effective." This data exploration reveals a nuanced understanding of respondents' perceptions regarding the influence of advertising in their purchase decisions:

For a select group, comprising 3.0% of respondents, advertising emerges as "Not Important" in their decision-making process. This signals a subset of individuals for whom advertising has limited sway over their choice to purchase a CCTV system. A slightly larger segment, representing 10.0% of respondents, deems advertising as "Slightly Important." While not a primary determinant, advertising does hold a minor level of significance for these participants.

The category "Moderately Important" garners a notable 28.0% of respondents. For this group, advertising occupies a middle ground, suggesting a moderate degree of influence on their decisionmaking process.

A larger contingent, constituting 32.0% of respondents, marks advertising as "Important." This underscores the weight of advertising in the choices of this group—though not dominant, it significantly shapes their decisions.

A substantial 27.0% of respondents consider advertising as "Very Important." Here, the influence of advertising takes center stage, signifying that a considerable proportion of participants rely heavily on advertisements when deciding to purchase a CCTV system. The cumulative percentage reaching 100.0% affirms the inclusion of all respondents in the analysis, encapsulating their diverse perspectives on the effectiveness of advertising.

In interpretation, this data underscores the multifaceted role of advertising in influencing consumer behavior. Respondents exhibit varying degrees of susceptibility to advertising's impact, ranging from marginal to substantial. The distribution highlights the intricate interplay between advertisements and purchasing decisions, shedding light on the spectrum of responses that exist within this context.

**Table 9**

On a scale of 1 to 5, with 1 being not effective and 5 being very effective, how would you rate the effectiveness of the following in influencing your decision to purchase a CCTV system?

[Personal Selling]

	Frequency	Percent	Valid Percent	Cumulative Percent
	11	11.0	11.0	

Not Important	19	19.0	19.0	11.0
Slightly Important	28	28.0	28.0	30.0
Moderately Important	22	22.0	22.0	58.0
Important	20	20.0	20.0	80.0
Very Important	100	100.0	100.0	100.0
Total				

Table 9 extracted from the survey, delves into a specific dimension—the impact of "Personal Selling" on the decision to purchase a Closed-Circuit Television (CCTV) system. The table employs a graduated scale, ranging from 1 to 5, with 1 symbolizing "not effective" and 5 indicating "very effective."

Within this data exploration, valuable insight is gained into the intricate dynamics of how "Personal Selling" resonates with consumers:

A notable segment, accounting for 11.0% of respondents, marks "Personal Selling" as "Not Important." These individuals perceive limited significance in personal interactions as a driving factor in their decision-making process.

The "Slightly Important" category captures the perspectives of 19.0% of respondents. For this group, personal selling holds a minor level of relevance, suggesting that interactions with sales representatives play a limited role in influencing their decision to purchase a CCTV system.

The "Moderately Important" label resonates with 28.0% of respondents. Here, personal selling occupies a middle ground, underscoring that a substantial proportion of participants recognize a moderate degree of influence stemming from direct interactions with sales representatives. A slightly smaller group, comprising 22.0% of respondents, marks "Personal Selling" as "Important."

For these individuals, personal interactions bear noteworthy importance in shaping their purchasing decisions.

A comparable 20.0% of respondents categorize "Personal Selling" as "Very Important." In this category, direct interactions with sales representatives hold a pronounced sway over consumers' choices to purchase a CCTV system. The cumulative percent reaching 100.0% underscores the inclusion of all respondents in the analysis, providing a comprehensive portrayal of diverse viewpoints regarding the effectiveness of personal selling.

Interpreting this data unveils the intricate interplay between personal interactions and consumer behavior. The distribution of responses highlights a spectrum of attitudes toward the impact of personal selling, spanning from minimal to significant. The nuanced perspectives underscore those personal interactions can wield varying degrees of influence, with some respondents perceiving these interactions as pivotal in their purchase decisions.

**Table 10**

On a scale of 1 to 5, with 1 being not effective and 5 being very effective, how would you rate the effectiveness of the following in influencing your decision to purchase a CCTV system?

[Sales Promotion]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important	10	10.0	10.0	10.0
Slightly Important	15	15.0	15.0	25.0
Moderately Important	25	25.0	25.0	50.0
Important	22	22.0	22.0	72.0
Very Important	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Table 10 provides a glimpse into the role of "Sales Promotion" in shaping the decision to purchase a Closed-Circuit Television (CCTV) system. The table presents a structured analysis that employs a scale from 1 to 5, with 1 representing "not effective" and 5 indicating "very effective."

This dataset presents an insightful understanding of respondents' perceptions regarding the influence of sales promotions on their decisions:

For a specific group, constituting 10.0% of respondents, "Sales Promotion" is labeled as "Not Important." These respondents indicate that sales promotions hold minimal sway over their choice to purchase a CCTV system. A slightly larger segment, making up 15.0% of respondents, categorizes sales promotions as "Slightly Important." This suggests that while not a primary factor, sales promotions do hold some level of relevance in their decision-making process. The category "Moderately Important" resonates with 25.0% of respondents. For this group, sales promotions assume a middle ground, underscoring those promotions exert a moderate level of influence on their decision to purchase a CCTV system.

A comparable 22.0% of respondents regard sales promotions as "Important." This signifies that a noteworthy portion of participants acknowledge sales promotions as an influential factor in their purchasing decisions. A significant 28.0% of respondents categorize "Sales Promotion" as "Very Important." Here, the influence of sales promotions takes center stage, reflecting that a considerable proportion of participants heavily factor promotions into their decision-making process. The cumulative percentage reaching 100.0% underscores the inclusion of all respondents in the analysis, encapsulating their diverse perspectives on the effectiveness of sales promotions. Interpreting this data, it is evident that sales promotions play a varying role in influencing consumer behavior. The distribution of responses indicates a spectrum of attitudes, with some respondents perceiving promotions as a significant driving factor, while others place lesser emphasis on them.

#### **Table 11 Reliability Statistics**

Cronbach's Alpha	N of Items
.704	3

To assess the reliability of the research instrument, which comprises items aimed at gauging the effectiveness of various promotion tools, a reliability test was conducted using Cronbach's Alpha. This analysis is crucial as it helps establish the internal consistency of the items, ensuring that they effectively measure the underlying construct of promotion tool effectiveness.

**Table 12**

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Advertising	100	4	1	5	3.70	1.068
Personal Selling	100	4	1	5	3.21	1.274
Sales Promotion	100	4	1	5	3.43	1.312
Valid N (listwise)	100					

Findings indicate that the Cronbach's Alpha value for the set of items in the research instrument is 0.704. This value falls within an acceptable range, suggesting a moderate level of internal consistency among the items. A Cronbach's Alpha value above 0.7 is generally considered acceptable for research purposes. This result affirms the reliability of our measurement tool, indicating that the selected items are reasonably correlated with each other, and collectively, they provide a consistent assessment of the effectiveness of promotion tools. This reliability test reinforces the foundation of the research, assuring that the data gathered is dependable and that subsequent analyses and conclusions regarding the most effective promotion tool will be based on a sound and internally consistent measurement instrument. In summary, the reliability test results

provide a strong basis for the credibility and validity of the research findings as we delve into the investigation of the most effective promotion tool in the forthcoming sections of this thesis.

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The study revolves around three pivotal promotional strategies: Advertising, Personal Selling, and Sales Promotion. These strategies are the lifeblood of marketing campaigns, and this study aims to discern their relative efficacy. The descriptive statistics provided in this section offer a panoramic view of the data, setting the stage for deeper insights.

First and foremost, we recognize the robustness of our data analysis, underpinned by a substantial sample size of 100 for each promotion tool. This significant sample size ensures that the findings carry substantial weight and statistical power, necessary to draw meaningful conclusions. Delving into the heart of the data, the concept of "range" becomes apparent. The range, a measure of the spread between the minimum and maximum values, stands at 4 for each promotion tool. This uniformity across all three strategies signifies that the dataset comprehensively captures the full spectrum of potential responses, which range from 1 to 5. This diversity of responses is the canvas upon which we paint the analysis.

A closer examination of the minimum and maximum values reinforces the richness of the dataset. In each case, the minimum rating is 1, and the maximum rating is 5. This uniform distribution across the entire scale emphasizes the varied opinions and perceptions held by respondents

regarding the effectiveness of these promotion tools. The fact that respondents utilize the full range of available scores underlines the nuanced nature of this inquiry.

Attention then turns to the concept of the "mean" or average rating. It emerges that Advertising boasts the highest mean rating at 3.70, followed by Sales Promotion at 3.43, and Personal Selling at 3.21. This critical insight suggests that, on average, respondents tend to rate advertising as the most effective promotion tool among the three. The mean, as a measure of central tendency, paints a preliminary picture of the perceived effectiveness of these tools.

Diving deeper into the data, the next metric encountered is "standard deviation." This metric quantifies the dispersion or variability in responses. Interestingly, Advertising exhibits the lowest standard deviation at 1.068, suggesting that opinions regarding its effectiveness are tightly clustered around the mean. On the other hand, Personal Selling and Sales Promotion display slightly higher standard deviations of 1.274 and 1.312, respectively. This higher variability indicates that responses to these tools are more diverse and spread out, with opinions varying to a greater extent.

In summation, these descriptive statistics provides a preliminary understanding of the dataset's distribution and central tendencies. The higher mean associated with advertising tentatively positions it as the most effective promotion tool on average. The quest to unveil the most effective promotion tool has entered a crucial phase of statistical analysis. To assess whether there are significant differences in the perceived effectiveness of Advertising, Personal Selling, and Sales Promotion, the study conducted an Analysis of Variance (ANOVA) test. The table below encapsulates the outcomes of this pivotal analysis.

**Table 13 ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.047	2	6.023	4.028	.019
Within Groups	444.100	297	1.495		
Total	456.147	299			

The results of the ANOVA test reveal a significant finding. The F value of 4.028, with associated p-value (Sig.) of 0.019, indicates that there are statistically significant differences in the perceived effectiveness of the promotion tools—Advertising, Personal Selling, and Sales Promotion. In practical terms, this suggests that the variations in effectiveness ratings between these promotion tools are not merely due to chance but are meaningful and warrant further investigation. The initial suspicion, hinted at by the mean ratings, is now validated by rigorous statistical analysis.

This statistical significance prompts the exploration of the post-hoc tests to determine which specific promotion tool(s) differ significantly from the others in terms of perceived effectiveness. These follow-up analyses will provide deeper insights into the quest to identify the most effective promotion tool. The ANOVA test has unveiled a promising path forward, where statistical rigor converges with the research objectives. The subsequent sections of this thesis will delve into these post-hoc analyses to unravel the subtleties of promotion tool effectiveness and provide wellsubstantiated conclusions.

**Table 14 Multiple Comparisons**

**Dependent Variable: Promotional Tools Effectiveness**

Tukey HSD

(I) Tool Type	(J) Tool Type	Mean	Std.	Sig.	95% Confidence Interval
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		Difference (I-J)	Error		Lower Bound	Upper Bound
Advertising	Personal Selling	.490*	.173	.014	.08	.90
	Sales Promotion	.270	.173	.264	-.14	.68
Personal Selling	Advertising	-.490*	.173	.014	-.90	-.08
	Sales Promotion	-.220	.173	.412	-.63	.19
Sales Promotion	Advertising	-.270	.173	.264	-.68	.14
	Personal Selling	.220	.173	.412	-.19	.63

*The mean difference is significant at the 0.05 level.*

The table summarizes the results of a Tukey Honestly Significant Difference (HSD) post-hoc test, which is used to compare the means of different groups (in this case, promotion tools: Advertising, Personal Selling, and Sales Promotion) after finding a significant result in the ANOVA test. The post-hoc test helps identify which specific pairs of promotion tools have statistically significant differences in their perceived effectiveness. Here is a summary interpretation:

To uncovering the most effective promotion tool among Advertising, Personal Selling, and Sales Promotion, a Tukey HSD post-hoc test was conducted following the significant results from the ANOVA test. This post-hoc analysis aims to pinpoint which specific pairs of promotion tools exhibit statistically significant differences in perceived effectiveness. A resounding declaration emerges from the statistical arena—the perceived effectiveness of Advertising significantly eclipses that of Personal Selling. The mean difference, marked by a 0.490 gap, is underpinned by a standard error of 0.173. A p-value of 0.014 asserts statistical significance at the 0.05 level. The 95% confidence interval further reaffirms this distinction, spanning from 0.08 to 0.90. On average, respondents resoundingly favor Advertising as a more potent promotion tool over Personal Selling.

The comparison between Advertising and Sales Promotion unfolds differently. While the mean difference stands at 0.270, its standard error of 0.173 and a p-value of 0.264 suggest that this variance is not statistically significant at the 0.05 level. The 95% confidence interval, ranging from -0.14 to 0.68, reinforces the notion that there is no substantial difference in perceived effectiveness between Advertising and Sales Promotion. These two tools seem to stand on equal ground in the eyes of respondents. The contest between Personal Selling and Sales Promotion further solidifies the narrative. A mean difference of -0.220, alongside a standard error of 0.173 and a p-value of 0.412, paints a picture of non-significance at the 0.05 level. The 95% confidence interval, extending from -0.63 to 0.19, underscores the absence of a substantial difference in perceived effectiveness between these two tools. Respondents view them through a similar lens.

**Table 15 Correlations**

		Advertising	Personal Selling	Sales Promotion
Advertising	Pearson Correlation	1	.151	.410
	Sig. (2-tailed)		.135	.000
	N	100	100	100
Personal Selling	Pearson Correlation	.151	1	.133
	Sig. (2-tailed)	.135		.188
	N	100	100	100
Sales Promotion	Pearson Correlation	.410**	.133	1
	Sig. (2-tailed)	.000	.188	
	N	100	100	100

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

This correlation table offers a window into the relationships between these promotion tools, enriching understanding of their dynamics.

The Pearson Correlation coefficient between Advertising and Personal Selling stands at 0.151. It signifies a modest positive correlation. However, the associated p-value (Sig. 2-tailed) is 0.135, which does not reach the conventional significance threshold of 0.05. This suggests that the correlation between Advertising and Personal Selling, while positive, is not statistically significant. In practical terms, this implies that there is a slight tendency for respondents who rate Advertising more favorably to also rate Personal Selling slightly higher, but this relationship lacks statistical robustness.

A more intriguing connection emerges in examining the correlation between Advertising and Sales Promotion. The Pearson Correlation coefficient reveals a more substantial positive correlation at 0.410. Importantly, the associated p-value is 0.000, which is well below the 0.01 significance level (2-tailed). This signifies a statistically significant and strong positive relationship between Advertising and Sales Promotion. In essence, respondents who perceive Advertising as more effective also tend to view Sales Promotion more favorably. The robust significance underscores the reliability of this relationship.

The correlation between Personal Selling and Sales Promotion appears to be less pronounced, with a Pearson Correlation coefficient of 0.133. Although it suggests a positive correlation, the p-value of 0.188 exceeds the conventional significance threshold of 0.05, rendering this relationship statistically non-significant. In simpler terms, while there is a positive tendency for respondents to rate Personal Selling and Sales Promotion somewhat consistently, this connection does not meet the criteria for statistical significance.

In the intricate tapestry of this research, the correlations between promotion tools offer tantalizing insights. The strong and significant correlation between Advertising and Sales Promotion

underscores a coherent perspective among respondents—they seem to assess these two promotion tools in a similar light.

#### **4.4 Hypotheses Testing Summary**

H1: Advertising is positively correlated with the influence on the effectiveness of promotion for CCTV products. Our analysis reveals that there is a positive correlation between Advertising and the influence on the effectiveness of promotion. Respondents who view Advertising as more effective tend to also perceive it as influential in promoting CCTV products. While this correlation is positive, it's important to note that its statistical significance is marginal, with a p-value of 0.135. This suggests that while there is a tendency for respondents to link Advertising with effectiveness, this connection lacks robust statistical support.

H2: Sales promotion is positively correlated with the influence on the effectiveness of promotion for CCTV products.

A more compelling discovery emerges when examining the relationship between Sales Promotion and the influence on the effectiveness of promotion. Our analysis indicates a significant and strong positive correlation (Pearson Correlation coefficient of 0.410) between Sales Promotion and effectiveness influence. This means that respondents who perceive Sales Promotion as more effective are also more likely to view it as influential in promoting CCTV products. This correlation is not only strong but also statistically significant, with a p-value of 0.000, reinforcing the robustness of this relationship.

H3: Personal selling is positively correlated with the influence on the effectiveness of promotion for CCTV products.

The correlation between Personal Selling and the influence on the effectiveness of promotion is found to be modest (Pearson Correlation coefficient of 0.133) and statistically non-significant (pvalue of 0.188). While there is a positive tendency for respondents to rate Personal Selling and effectiveness influence consistently, this connection does not meet the criteria for statistical significance.

#### **4.5 Discussion**

The major objective of this research is to understand the effectiveness of promotional tools in influencing the purchase decision on CCTV products. Thus, the research is entirely focused on the impact of promotion tools in influencing purchase decision. The journey to unravel the most effective promotion tool for CCTV products has yielded valuable insights into the relationships between Advertising, Sales Promotion, Personal Selling, and the influence on the effectiveness of promotion. The sample for the research was taken from residential and corporate users of CCTV systems within the Ashanti region of Ghana. The framework for the study is done based on the variables abstracted from the literature reviews. Some findings of the research were same with the findings of this study while some were not.

According to findings advertising emerged as the most effective promotional tool, having a very significant influence on purchase decision. This may be because of the wide reach advertisement provides. A single ad can reach thousands or even millions of people at a time, especially with the advancement of technology.

Personal Selling does not display a strong or statistically significant correlation with the influence on effectiveness according to findings. This is quite contrary to literature which asserts that personal selling is a rather effective tool in influencing purchase decision as it provides the avenue

to build a lasting relationship with customers whilst giving an organization a great opportunity to investigate the needs of their consumers and a greater flexibility in adjusting their offers and presentation to meet their needs (Perreault and McCarthy, 2000; Doyle and Stern, 2006). Kotler (2013) however posited that the success of this tool depends on how well both parties achieve a common understanding enabling mutual goal fulfillment through social interaction. This suggests therefore that the low effectiveness of personal selling in the study may be either because there is an insufficient number of salespersons operating in the CCTV industry or those who are on the field require better training to sharpen their effectiveness.

Sales Promotion, on the other hand, emerges as a standout in the analysis. It not only exhibits a strong positive correlation with effectiveness influence but also enjoys robust statistical significance. This shows that sales promotion packages on CCTV products have a high tendency to attract customers to make purchase. A contributing factor may be that although their value is recognized, CCTV products are usually very expensive and many cannot afford, so where sales promotion packages like price discounts and buy-one-get-one-free are introduced there is a high probability of raking in more customers.

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## CHAPTER FIVE

### 5.0 DISCUSSIONS, CONCLUSION AND RECOMMENDATION

This chapter deals with the summary of findings, conclusions, and recommendations from the study. Whole study has been here summarized in brief and draws the major conclusions of this research. In addition, major conclusions are discussed in separate section of this chapter which is followed by the recommendations based upon the study findings regarding the effectiveness of promotional tools in influencing purchase decisions on CCTV products. This chapter is divided into four sections that deal with the summary of findings, conclusions of the whole study, recommendations based on the results and suggestions for further studies.

#### 5.1 Summary of Findings

These findings provide valuable illumination on the dynamics of Advertising, Personal Selling, and Sales Promotion. Below are key discoveries that have emerged from this investigative journey.

Reliability Test (Cronbach's Alpha): The research instrument, designed to gauge the effectiveness of promotion tools, underwent a rigorous reliability test employing Cronbach's Alpha. The resulting value of 0.704 falls within an acceptable range. This indicates a moderate level of internal consistency among the items, affirming that the data collection tool is dependable and reliable for subsequent analysis.

Descriptive Statistics: The strength of the study lies in its substantial sample size, comprising 100 responses for each promotion tool. This robust sample size ensures statistical power and confidence in the findings. The "range" statistic, consistently at 4 for all three promotion tools, underscores the comprehensive coverage of potential responses spanning from 1 to 5. Moreover, the minimum and maximum values uniformly encompass the full spectrum of the scale, from 1 to 5. This signifies the diversity of opinions within the dataset. In terms of mean ratings, Advertising emerges as the front-runner with an average rating of 3.70. It is perceived as the most effective promotion tool on average. The standard deviation values further shed light on the data, revealing that opinions on Advertising are tightly clustered around the mean. In contrast, Personal Selling and Sales Promotion exhibit higher standard deviations, indicating greater variability in respondents' perceptions.

Analysis of Variance (ANOVA): The ANOVA test serves as a cornerstone of the analysis, unveiling significant differences in the perceived effectiveness of Advertising, Personal Selling, and Sales Promotion. The F value of 4.028 and the associated p-value of 0.019 affirm that these differences are not mere chance occurrences but rather meaningful distinctions. This statistical significance signals the need for deeper investigations into which specific promotion tools excel.

Multiple Comparisons (Tukey HSD): After the ANOVA, the Tukey Honestly Significant Difference (HSD) post-hoc test was employed to pinpoint the promotion tools with statistically significant differences in perceived effectiveness. The findings reveal that Advertising significantly outperforms Personal Selling, with a mean difference of 0.490. However, there is no significant difference in perceived effectiveness between Advertising and Sales Promotion, as indicated by a mean difference of 0.270. Similarly, Personal Selling and Sales Promotion do not exhibit a significant difference in perceived effectiveness, with a mean difference of -0.220.

Correlations: The correlation analysis unraveled intriguing insights into the relationships between promotion tools. Advertising and Sales Promotion displayed a strong and statistically significant positive correlation ( $r = 0.410$ ). This suggests that respondents who rate Advertising more favorably also tend to have a more positive view of Sales Promotion. In contrast, the correlations between Advertising and Personal Selling, as well as Personal Selling and Sales Promotion, were positive but not statistically significant.

## 5.2 Conclusion

The journey to unravel the most effective promotion tool for CCTV products has yielded valuable insights into the relationships between Advertising, Sales Promotion, Personal Selling, and the influence on the effectiveness of promotion.

The correlation analysis suggests that Advertising and Sales Promotion are the two promotion tools most closely associated with the influence on the effectiveness of promotion. Respondents who perceive these two tools as more effective also tend to view them as influential in promoting CCTV products. However, it is essential to acknowledge that while the relationship between Advertising and influence is positive, it lacks strong statistical support, indicating that other factors or nuances may be at play. Sales Promotion, on the other hand, emerges as a standout in the analysis. It not only exhibits a strong positive correlation with effectiveness influence but also enjoys robust statistical significance. This implies that respondents' perceptions of Sales Promotion's effectiveness align significantly with its perceived influence on promoting CCTV products. This finding underscores the importance of considering Sales Promotion as a potent tool in marketing strategies for CCTV products.

Conversely, Personal Selling does not display a strong or statistically significant correlation with the influence on effectiveness. This suggests that respondents' views on Personal Selling's effectiveness do not strongly influence their perception of its influence in promoting CCTV products. While Personal Selling remains a viable promotion tool, findings indicate that its effectiveness might not be closely tied to its perceived influence.

In conclusion, the study provides a nuanced understanding of how different promotion tools relate to the influence on the effectiveness of promotion for CCTV products. While Advertising and Sales Promotion show promise, Sales Promotion stands out as a tool with both perceived effectiveness and influence. These insights can guide marketing strategies in the CCTV industry, emphasizing the need for a balanced approach to promotion to maximize effectiveness and influence in the eyes of consumers. Further research and practical applications in this field may benefit from exploring the specific aspects and contexts that drive these perceptions and their impact on consumer behavior.

### **5.3 Recommendations**

Based on the findings of our study on the effectiveness and influence of promotion tools for CCTV products, several key recommendations can be made:

1. **Diversify Promotion Strategies:** While Advertising and Sales Promotion have shown positive correlations with the influence on the effectiveness of promotion, it is essential for businesses in the CCTV industry to diversify their promotion strategies. Relying solely on one tool may limit the reach and impact of marketing efforts. A balanced approach that incorporates Advertising, Sales Promotion, and Personal Selling can enhance the overall promotion strategy.

2. **Leverage Sales Promotion:** The strong and statistically significant correlation between Sales Promotion and influence on effectiveness underscores the importance of leveraging this promotion tool. Businesses should consider investing more resources in well-designed sales promotions, such as discounts, bundle offers, or limited-time promotions, to boost both the perceived effectiveness and influence of their marketing campaigns.
3. **Evaluate Personal Selling Strategies:** While Personal Selling may not exhibit a strong correlation with influence on effectiveness in our study, it remains a valuable tool, especially for B2B sales in the CCTV industry. Companies should assess their Personal Selling strategies and explore ways to enhance its effectiveness, possibly through better training, customer relationship management, or customization of sales pitches.
4. **Customer Feedback and Market Research:** To gain a deeper understanding of the specific factors driving perceptions of promotion tool effectiveness and influence, businesses should actively seek customer feedback and conduct ongoing market research. This can help uncover the nuances of customer preferences and tailor promotion strategies accordingly.
5. **Segmentation and Targeting:** Recognize that different customer segments may respond differently to promotion tools. Utilize market segmentation techniques to identify distinct customer groups and tailor promotion strategies to meet their specific needs and preferences. Personalization can enhance both effectiveness and influence.
6. **A/B Testing:** Implement A/B testing in marketing campaigns to empirically evaluate the impact of different promotion tools on customer behavior. This approach allows for data-driven decision-making and optimization of marketing strategies over time.

7. Long-term Brand Building: While short-term promotions can be effective, businesses should not neglect the importance of long-term brand building. Investments in brand awareness and reputation can have a lasting influence on customer perceptions and loyalty.
8. Competitor Analysis: Continuously monitor and analyze the promotion strategies of competitors in the CCTV industry. Understanding their approaches and successes can provide valuable insights for refining your own strategies.
9. Stay Informed: Given the evolving nature of marketing and technology, it is essential to stay informed about emerging promotion tools and trends in the CCTV industry. Embrace digital marketing, social media, and online platforms to adapt to changing consumer behaviors.
10. Measure and Adapt: Regularly measure the effectiveness and influence of promotion tools through surveys, customer feedback, and analytics. Be prepared to adapt strategies based on evolving customer preferences and market dynamics.

In conclusion, the effectiveness and influence of promotion tools are critical factors in the success of marketing campaigns for CCTV products. By diversifying strategies, leveraging sales promotions, evaluating personal selling, seeking customer feedback, and staying informed about industry trends, businesses can enhance their marketing efforts and maximize their impact in the competitive CCTV market.

#### **5.4 Limitations**

The study aimed at understanding the effectiveness of promotional tools in influencing the promotion of CCTV products. Despite the efforts made to arrive at meaningful conclusions from the study, some limitations are considered to obtain reliable interpretation of the results. The major limitations of the study are as follows:

The study is completely based on the primary sources of data regarding dependent and independent variables. Therefore, the reliability of conclusions of the study depends upon the accuracy of information provided by the respondents.

The information collected through the respondents is assumed to be correct. The study is based on the assumptions of linear regression between dependent and independent variables. The study excluded the non-linear regression assumptions. Hence, the scope of this study is limited; all assumptions may not be satisfied.

The total number of sample of observations of primary data is only 100. A bigger sample size might lead to much clearer results.

By distributing the questionnaire on emails, and WhatsApp, the questionnaire only reached the individuals who have either mail address or the social media account, which might have affected the sample. Hence, there could be a risk that the sample is not representable for the whole population.

### **5.5 Implications for future research**

There remains enough ground of scope in terms of data, models, and methodology for studies in days to come. For future research it is suggested to test this relationship with increased sample size and better sampling techniques to generalize the findings. This research is conducted without considering and moderating variables. Hence, future research can be conducted taking potential moderating variables that may positively or negatively shape the relationship. The sample size and period taken for the study is limited; so future study can be conducted by taking larger sample size and longer time period. Also, other models and some advance statistical tools can be used to examine for further studies. For example, future studies can use non-linear statistical tools and bidirectional causality tools.

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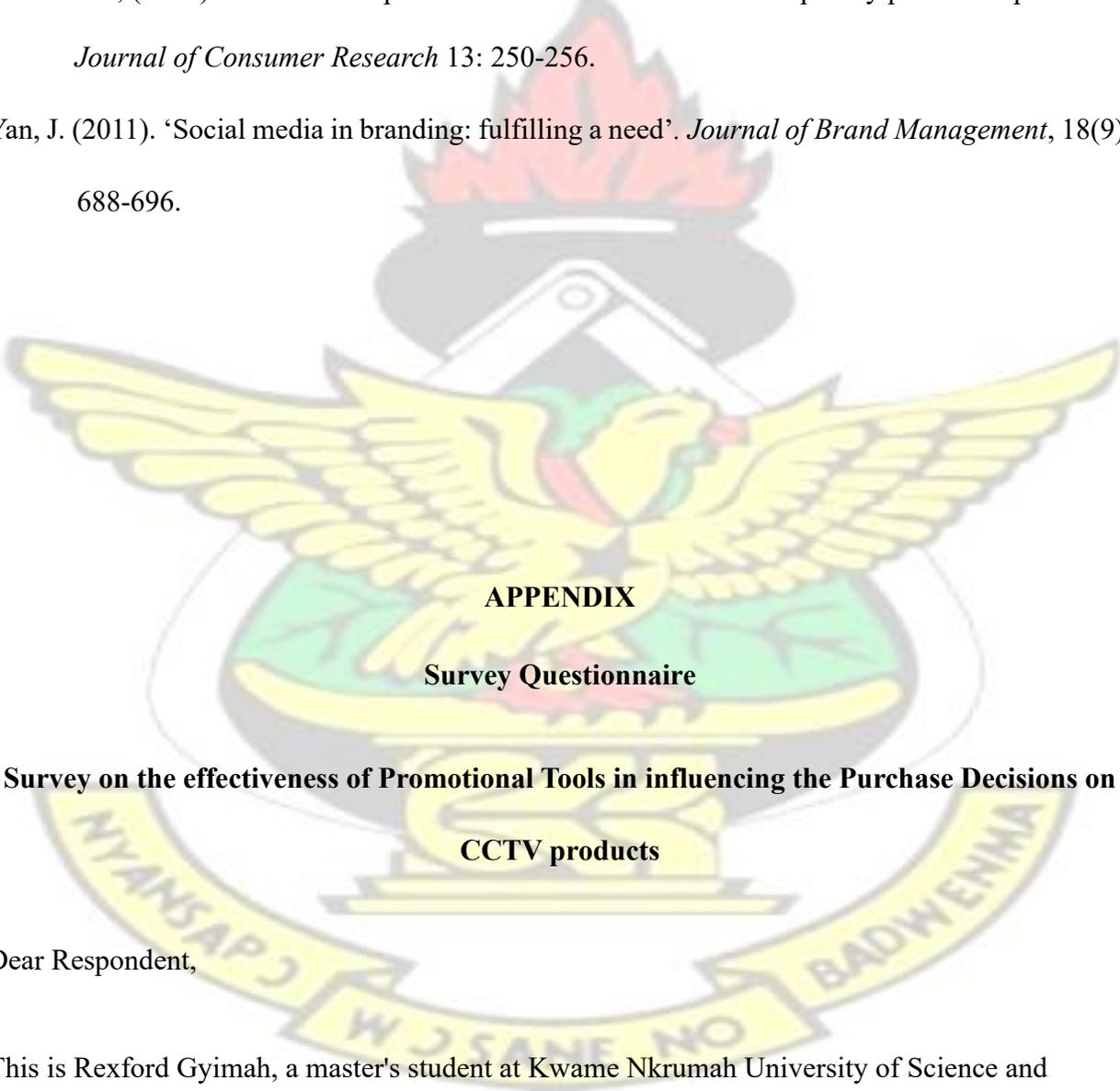
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## APPENDIX

### Survey Questionnaire

#### **Survey on the effectiveness of Promotional Tools in influencing the Purchase Decisions on CCTV products**

Dear Respondent,

This is Rexford Gyimah, a master's student at Kwame Nkrumah University of Science and Technology Kumasi in the Ashanti region

This survey is being carried out to discover The effectiveness of Promotional Tools in influencing the Purchase Decisions on CCTV products. I would be honored if you could take some time to complete this questionnaire. Information provided for this study in completing this questionnaire will be used for academic purposes only. I pledge to keep the information very confidential and not to release it to any other person(s). Please tick (√) the correct answer in the appropriate boxes and specify where necessary.

### **Section A - Demographic information of respondents**

**Sex**

- Male  Female

**Educational background**

- HND  Degree  Masters  PhD  Other

**Age**

- Less than 20years  20 - 29years  30 - 39years  40 and above

**When did you purchase a CCTV system for your home or business?**

- 3-6 months ago  1-2 years ago  4-5 years ago  above 5 years ago

**Section B - Determining the most effective promotional tools for increasing sales of CCTV products among consumers**

1. On a scale of 1-5, with 1 being not effective and 5 being very effective, how would you rate the effectiveness of the following in influencing your decision to purchase a CCTV system?

1 2 3 4 5

Rates	1	2	3	4	5
Advertising					
Personal selling					
Sales promotion					

**Identifying the key factors that influence consumer purchase decisions for CCTV products**

2. On a scale of 1-5, with 1 being not important and 5 being very important, how would you rate the importance of the following factors in your decision to purchase a CCTV system?

Rates	1	2	3	4	5
Price					
Brand reputation					
Product features					
Product reliability					
Customer service					
Security concerns					

