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Effect of Social Media Promotion on Consumer Patronage in the Creative Design

Industry: The Mediating Effect of Customer Service

by

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DECLARATION

I hereby declare that this submission is my own work towards the MBA and that, to the best of my knowledge, it contains no material previously published by another person no material which has been accepted for the award of any other degree of the university, except where due acknowledgment has been made in the text.

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ABSTRACT

The creative design industry is gradually becoming an online industry that mostly uses Facebook promotion. Information about creative design services are easily found by consumers through Facebook. Some creative design entities that use Facebook for promotion focus only on using their creative design service to get consumer to make purchase, ignoring customer service and the online consumer behavior; two important things that will make consumers and potential ones repeat patronage. The gap in knowledge has made the objective of the research to find the meditational effect of customer service on the impact Facebook promotion has on consumer patronage. This exploratory research had a sample of 274 respondents using Facebook and being part of an active Ghanaian graphic design group on Facebook. Data for the research was obtained using questionnaires with five-point Likert scale. Different regression analyses were performed using SPSS. The study showed that Facebook promotion has a significant impact on consumer patronage and also customer service had a full mediating effect on the relationship between Facebook promotion and consumer patronage. By recommendation, creative design entities should know about the online consumer behavior towards patronizing service so that strategies could be designed on social media to influence consumer patronage but more importantly customer service should be improved to affect the influence of Facebook promotion; this will make customers satisfied enough to repeat patronage. Pages of design businesses should be more responsive so that consumers and potential ones can easily contact them and solve their problems.
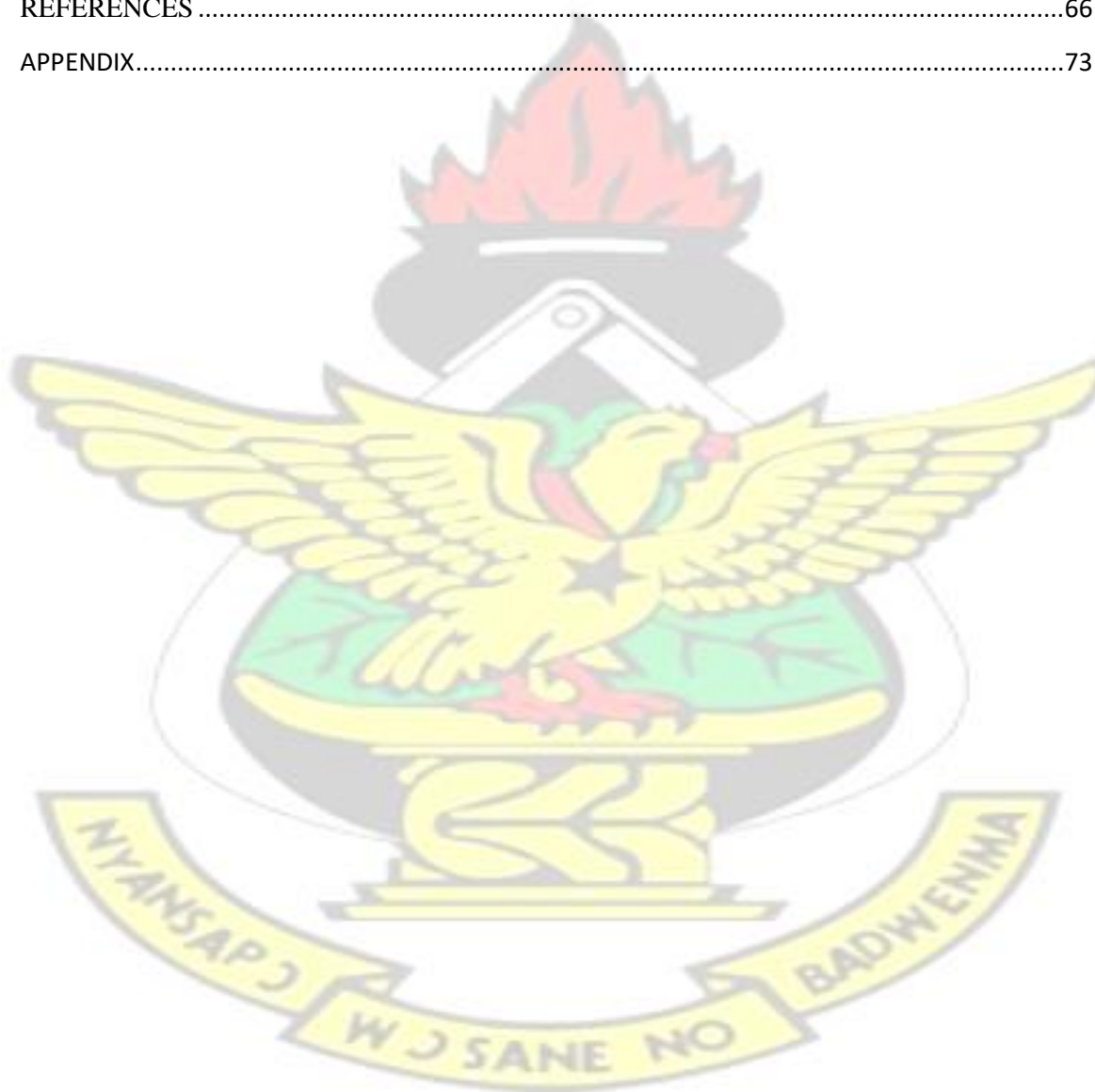
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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

In recent years the online environment is viewed by users from a new perspective, in a commercial way, especially in the modern age of marketing. Its development and the emergence of online stores have turned users into consumers. Also the most important role of Facebook has changed the way of how consumers and marketers communicate (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). In this modern world, people have their lives surrounded by social media .And as an integral part of their lives, online networking platforms like YouTube, Facebook, Twitter, Instagram, LinkedIn and many others have a growing clientele on a basis. Approximately over 3 billion people are active internet users and 1.7 billion individuals are actively engaged in social media interaction. (Bullas, 2015). The rapid growth rate of consumers on social media has pulled in advertisers. Marketers and advertisers have realized that a vital piece of marketing communication strategy is Facebook promotion. Likewise, online networking pushes businesses to engage with their clients. These collaborations offer advertisers some assistance with determining client needs and comprehend what their business sector may resemble (Vinerean et al., 2013). At the point when a customer needs to settle on choice on item, each and every point of interest could be an impact to their choice-making. Individuals always purchase things that are pertinent to their necessities, not ignoring the purchasing decisions they make in the process. By and large social media promotion through groups or pages that possess the control over shoppers can influence the

purchasing decisions of buyers (Solomon, Bamossy, Askegaard & Hogg, 2010). In the real world, creative design groups may never wish to meet their clients; however, they can influence behaviour, as well as purchasing decision (Evans et al., 2009). The growing rate of the way Facebook is used is noticeable globally and individuals from different backgrounds on a daily basis spend their time on social media. What's more, online promotion is important for businesses since shoppers choose their own groups online, making it simple to find target audience. Online consumers today are always having higher expectations, and when desires are not met, they begin to complain (Bowen & Chen, 2001). About 90% of users share terrible customer service encounters with their connections, friends and followers online (BenBassat, 2016). With creative design, social media promotion helps entice consumers online to patronize services but not many consumers will work with the same designer again if the customer service is awful; this may be because the designer trusts mainly in his core business of design and ignores customer service (Goode, 2016). Providing good customer service in addition to the Facebook promotion makes consumers happy to repeat patronage and become loyal eventually.

1.2 Problem Statement

Within the past few years, Facebook has become an increasingly popular medium for brands and consumer engagement (Sashi, 2012). Current literature with respect to Facebook marketing is almost new and for the most part highlights the benefits of online interaction between the company and the customer (Dahlström & Edelman, 2013).

In the creative design industry, promotion on Facebook makes consumer patronize design services but it does not mean those consumers will automatically work with the designers

again even when they are satisfied with the design and not the customer service. Some graphic design entities that use Facebook for promotion focus only on the graphic design solutions instead of using it to influence the behavior of the customer who would likely come back when given not only good design service but also great customer service (Goode, 2016); and this is the same for creative design businesses in Ghana. The ones using social media to influence customer purchase do not mostly concentrate on customer service. The gap in knowledge makes it necessary for this research to address how customer service mediates the relationship between Facebook promotion and consumer patronage; this will make consumers repeat patronage, give positive word-of-mouth and possibly become loyal. By examining the present ways of increasing loyalty on Facebook, companies that engage in this online networking medium will have an advantage.

1.3 Objectives

1. To identify the effect of Facebook promotion on consumer patronage in graphic design entities.

2. To identify the effects of Facebook promotion on customer service in the design industry

3. Examine the effects of customer service on consumer patronage in the creative design industry

4. To establish the mediating effect of customer service in the relationship between Facebook promotion and customer patronage in the creative design industry.

1.4 Research Questions

1.   How does Facebook promotion affect consumer patronage of Ghanaian design industry?

2.   How does Facebook promotion affect customer service in the Ghanaian design industry?

3.   How does customer service affect consumer patronage in the Ghanaian design industry?

4.   How does customer service mediates the effect of the impact of Facebook promotion on consumer patronage in the creative design industry?

1.5 Scope of Study

The scope of study is based on the creative industry, specifically graphic design. The variables included in the research involve Facebook promotion, customer purchasing/patronage behavior and customer service which can all be covered under the broad subjects of marketing communications, consumer behavior and customer care respectively. Also, this research study covers design companies, graphic design houses and freelance graphic designers in Ghana who have online presence.

1.6 Justification of Study

The purpose of this research is to know the direct relationship between Facebook promotion and consumer behavior; if there is an established relationship between Facebook promotion and their patronage behavior, graphic designers can enhance their activities on Facebook to attract potential customers. The mediatory customer service on the patronage behavior will improve the customer service package based on findings.

Companies and other customers will enjoy working with the design entities and become loyal by repeating their purchase. For the purpose of this research, customer patronage and customer purchase would be used interchangeably.

1.7 Brief Overview of Research Methodology

Both qualitative and quantitative approaches will be employed being deductive and inductive reasoning. Interviews will be used to study the involvement of the designer in social media and how it has impacts on the clients. The research's sample frame will comprise of brand identity companies, freelance graphic designers and design companies with online presence in Ghana. Sample size will also include companies and individuals who require graphic services, as well as potential online clients. Interviews will be used, questionnaires will be administered and the observational practice will also be used to obtain data. Respondents must at least know a design company or graphic designer; also respondent may have at least tried engaging the design entities for services from small business cards or wedding invitation designs to large billboards.

1.8: Organization of Study

The thesis will be divided into five chapters;

Chapter one covers the introductory part with the study background, problem statement, objectives, research questions, scope of study, justification and methodology overview. Literature will be reviewed in chapter two, where there would be theoretical foundation for the study. Chapter three covers the population, sample size and methodology and methods of data collection used. Chapter four will be the results of the findings and chapter five, discussion of the results followed by the conclusion and recommendations

1.9 Limitation of Study

The major limitation associated to the research was administration of the questionnaires; most of the creative design companies and freelance designers were physically located mostly in Accra, Tema, Takoradi and Kumasi, and they were far apart unlike how they are easily located in one group on social media. Also it took a long time to collect the questionnaires available

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

With the introduction of Web 2.0, as the internet gradually develops, the connection amongst people has eventually grown on the internet. Organizations and consumers can work together due to this advancement (Füller et al. 2009). Cybernetic environment have changed consumers, users, and businesses with a larger access to information, improved networking on social media and heightened capability for communicate (Kuruk, 2007). Social media is one of the rapidly growing internet tool used for engaging with the customer (Trusov, Bucklin & Pauwels, 2009). Due to the upgraded level of competence of social media, as compared to other traditional communication networks are concerned, leaders of industries and businesses have to state that companies must engage in social networking sites to be successful in virtual settings (Laroche et.al. 2012). If businesses engage on social networks like Facebook, Twitter and the like, they will be successful in online environments (Kaplan and Haenlein, 2010). According to Ioanăs and Stoica (2014) social networks can be explained as websites which connect masses of users globally with similar opinions, interests and hobbies.

Facebook is one of the rapidly growing tools for engaging the customer (Trusov, Bucklin & Pauwels, 2009). Series of debates have been going on concerning social media's general definition because it has been changing and forming part of the up-andcoming development of new media (Solis, 2010). In understanding social media, Web

2.0 should first be defined: a jargon that explains a modern approach in which end users use the World Wide Web, a platform where users are continually collaborating, sharing and altering content in (Kaplan & Haenlein 2010). They therefore describe social media as a set of online applications that are created from the background of Web 2.0, and it makes users generate, change and exchange content. Social media is a general term for software tools that are used to make user-generated content and can be shared (Sinclaire & Vogus, 2011). Evans (2008), also says, Social Media is a self-generated, real chat about topics of similar interest between users, based on the thoughts and experiences of the individuals. The substitutable use of Social Media and Web 2.0 is also recognized by researchers such as Constantinides & Fountain (2008) and Kaplan & Haenlein (2009). Constantinides & Fountain (2008) in their case intentionally choose to use them interchangeably. Another set of researchers, Safko and Brake (2009) point out that Web 2.0 and Social Media are different and just closely related. Kaplan and Haenlein (2009) agree with them; they describe also that professional and academic researchers mostly do not know what exactly forms part of the Social Media, and also how it is different from Web 2.0. However, for a site to be a social network site, there are some features it should have: the site must have profiles for users, changeable content, a platform that makes individuals link up with one other and interact on others' profiles, as well as join groups of interest (Boyd & Ellison, 2010). Social media and social networking sites are also used interchangeably sometimes. Social media is different because it makes the individuals connect with others by making them create their user-profiles and sending invitation requests to others (Kaplan & Haenlein 2010). Companies can use social media to engage with their consumers easily; and there are various functions of social media that can help

businesses in marketing and also determining the behavior of the consumer. These will be discussed in the sub-chapters below

2.2 Role of Social Media

Social media gives businesses the chance to interact with possible customers, encourages a higher level of customer-intimacy, and generates every possible relationship with the consumers (Mersey, et al., 2010). Social media creates avenue for businesses to be more socially attractive all together (Chen et al. 2011). According to de Vries, Gensler and Leeflang (2012) Social media gives various advantages to businesses; for example, building of brand. Customers can engage in public and review forums on social media sites, which give them opportunity to engage in online discussion and also have information about products and services to help them in their buying decisions (Kozinets et al., 2010). Social media makes content-sharing and online collaboration; it is basically because it works on online media platform (Palmer & Lewis, 2009). Even though social media has communication as a central idea, when it comes to marketing objectives, not all the forms of platforms are right for informationsharing and collaboration (Fauser et al. 2011). If there is constant communication online by a business on social networks, long term relationships can be created and maintained between them and their customers (Gummesson, 2010). Also social networking opens doors to common values amongst users and it positively helps in trust-building (Wu et al., 2010). When businesses have loyal customers by building trust, the customers learn easy ways of doing business online due to frequent engagements. A new form of ecommerce is the social commerce; this fosters communication amongst individual customers via social media (Chen et al., 2011). Social commerce allows users to easily purchase online goods and services. Businesses

should have social commerce as an essential business model as a fundamental strategy (Liang & Turban, 2011). Consumers visit websites to help them interconnect with other consumers and users so they can achieve the aim of their visits. By visiting such sites, consumers interact with other users to help in the decision-making process when it comes to knowing more about a brand's products they are unaware of (Constantinides, 2004). Reviews from other consumers are helpful in making decisions. Also, there are some aspects that influence customers when it comes to the use of social media; they are product itself, Information available, design of the website, psychology of the consumer, and affiliated culture of consumer (Constantinides, 2004).

2.3 Social Media Products

The connection between product, service and spending behaviour has been established through various analyses by some researchers like Chu and Shu-Chuan, 2011. Based on the analyses, the researchers categorized products that were appropriate to be sold online. Miller and Lammas, 2010 also made categorization like:

- **High Differentiation Category:** these are tangible products that can be touched. They range from consumer products like electronics, accessories and others.

- **Information Category:** these are intangible products that make information available to consumers. They may be stock images, music, videos, software and others

2.4 Types of Social Media

When it comes to customer purchase behavior, it is affected by different cyber communities (Solomon, et al, 2010)

Five different types of social media platforms according to (Patel, 2015) will be discussed;

- Social networking sites
- Social news
- Media sharing
- Blogs
- Micro-blogging

The various types of social media platforms (of which the above is just part) have different functions, features and uses that give different users specific satisfaction or experiences, for example customer and retailers, users and reviewers.

2.4.1 Social Networking Sites

Facebook, Badoo, MySpace and Hi5 are examples of social network websites that people use as medium for connecting with others. Weinberg (2009) says that, the general terminology for websites that use data from individuals and users with common backgrounds (education, training, credentials), experience and interests to connect those individuals are social network sites (SNS). Mostly platforms like these have some general characteristics;

- They are made customizable so the individuals or users can create personal accounts that are interactive and also confined in the networking system

- The grouping of users-connections or contacts based on common information or mutual interests

- Ability to go through other people's profiles and also access the list of friends of their other connections on the platform (Boyd and Ellison 2007).

Users and consumers see this as a medium where they can build relationships with persons, groups or brands by various means like social media shops, pages and other affiliated applications

2.4.2 Social News and Bookmarking Sites

Both Social Bookmarking sites and Social News sites are fast-growing in online communities; examples are Flipboard, Reddit, and Telegraph. With Social News, users can easily be in charge of their streams and news feed, and also the users or viewers have the chance of sharing and voting on content on the internet. The main reason for voting content is to bookmark some exciting stories to read later. (Zarrella, 2010). It allows personalization since readers can curate the kind of new stream they want have; this wonderful feature allows the user to create personal important values from the service. The content is rather personal and mostly news is focused on user-interest which involves the user in freely participating in discussions (Baekdal, 2009).

2.4.3 Media-Sharing Sites

When it comes to media-sharing, websites like YouTube, Soundcloud, Flickr and the like are outlets where users or consumers can upload, keep, and share their multimedia files like music, photos and videos, with the general public. The websites open many doors to a lot of opportunities, the reason being some of the outlets as part of the online networking

sector have dependably been fortress to online groups, as they provide individuals the ability to create their own podcasts channels and inspire audience followership by having subscribers. The media sharing sites have one fascinating feature that helps in engaging other users called 'tag'. According to Zarrella (2010), a word that is assigned to a particular kind of content to help easily depict it is a tag; which is then to say that on search engines, businesses must know the relevance of such words.

2.4.4 Facebook

Nowadays, when thinking about a social network, it seems almost impossible not to think about Facebook. Individuals can communicate and share information instantly and independently from their geographical location (Zarrella, 2010). In addition, people can now tell the world what they think and do easily form online communities based on affinities, interests, political and religious views, and common causes. Among these social networking websites, Facebook indeed stands as the most popular and influential social networking website (Safko & Brake, 2009). On Facebook most individuals or users are fishing for friends, or trading information, opinions, and experiences on their mutual interest and common interests (Ridings & Gefen, 2004). A factor determining people's use of Facebook is social influence. Teo, Seng & Fu. (2009) carried out a study and hypothesized that the user's willingness to join and use Facebook is directly related to the following: the number of associates using the social network, the belief that Facebook has the most active users globally, and finally the belief that Facebook is the most used networking site among an individual's peers. Also, Teo et al. (2009) projected that the use of the website grows with the size of a person's social network and with the usefulness of the functions and applications on the website. The findings confirmed these hypotheses

and the researchers concluded that peer effect has indeed a role in an individual's choice to use Facebook.

2.4.5 Microblogging

A different form of blogging that functions as a broadcast medium is microblogging; unlike traditional blogging, microblogging has its content small in real or aggregated size, in terms of file (Wikipedia, 2016). Microblogging is an online tool that permits the user to send short messages to different users. Microposts can be made open on a site or circulated to a private gathering of other users. It is almost like blogging, a real-time data content social network; but here character-count (maximum words per post) is limited. Microblogging permits users to post their short-content messages through texts, cell telephones or the web. One of microblog pioneers, for example Twitter, that started in 2006, currently has over 332 million users as of January 2016 and handles more than 1.6 billion search queries on a daily basis (Twitter, 2016). Twitter provides businesses with influence and advantage through traffic online by creating a thrill on cybernetic communities, as users get the essence and concise information through short-texted posts. Weinberg (2009) makes it known that organizations have been using Twitter to tap into the business prospects, promoters, and customers; meeting both online and offline marketing goals, and building product or service brand among others (Weinberg, 2009). One powerful function in microblogging to marketers is the Retweet, which makes individuals or businesses repost the content other users have posted onto their Twitter stream. This makes that particular tweet spread virally in a furious speed (Ingram, 2012).

Three social media networks, Facebook, Instagram and Twitter are common platforms that are mostly patronized by consumers for diverse reasons (Miller, 2010). Parson

(2013) made a research that showed that as many as 60% of users/customers on Facebook said that after following a brand on social media they could easily endorse to their friends the brand, product or service. 79% of Twitter clients according to Parson (2013) were more ready to prescribe an item or brand on Social Media to their friends and followers after following the brand. Twitter's open, ongoing and conveyed platform empowers clients to discover and draw in first-hand with brands. In that case, it's just normal that Twitter is the platform users/clients use when they need customer service attention about matters concerning brand, product or service (Lesser, 2015). According to Lesser (2015), some businesses that have decided to participate in Twitter customer service have a chance of jeopardizing their public relations, however the brands that want to be successful use Twitter to strengthen the relationships they have with their customers. Masri et al. (2015) point out, users below 35 years use right around four hours for each day of their time on online networking, and a greater amount of that time is the keep interacting with brands. On Twitter, 72% of users and customers who 'open dispute' or make a report to a brand are expecting a response in just an hour, businesses must therefore have strategies in place for a response action in case of any complaints (Masri et al., 2015).

Since 2011, Instagram has been growing rapidly due to its active users posting various images (Kreiger, 2010). A study by Lazezzera (2014) shows that 13% of individuals on the internet own an account on Instagram, also above 50% of top hundred brands can be found on Instagram. When users follow a competitor on Instagram, businesses should be able to offer those users relatively better products or services; since the users are following the competitors, have demonstrated they are interested in the company's product so the company should engage with them to make users customers (Lazazzera, 2014)

2.5 Facebook Promotion in Graphic Design Business

Graphic designers turn out to be significantly important to businesses that use social media. The essence of design companies exist since clients will more often demand digital content (Goode, 2016).

Consumers are presented with a flood of tweets, texts, likes and comments on the internet and on their cell phones because of the fast development of online networking or social media. As microblogging becomes popular and tweets are at only 140 characters and consumers frequently react best to an initial introduction that incorporates captivating images. Facebook creates brand recognition for graphic design businesses since the graphics on social media are seen many times by users and consumers online. Jacob Cass, a brand expert and graphic designer says, since many individuals learn visually, a brand can be easily remembered when visually seen than heard or read of (Smith, 2016).

Facebook plays a big role in graphic design since most businesses are now online, and customers have found diverse and easier ways of getting design services. Having an appealing visual communication serves to reinforce a company's image, builds customer-trust and makes business appear more professional online. According to Smith (2016), Facebook allows graphic designers and design companies to share their graphics on their own profiles to attract potential customers who will be directed back to their companies' websites. For many companies, Facebook is now one of the cheapest form of promotion; it enforces word-of-mouth, and for graphic design, it is easy to share the digital products on various social media platforms with just a click. Facebook also creates avenue for graphic designers to learn from other contemporaries and ensure industry standard since it is a visual-based community (Goodwin, 2013).

According to Goodwin (2013), it is essential to creatively solve problems; and Facebook has affected it. Recently, websites providing assets and tutorials have rapidly grown. Facebook has made it possible for design businesses to be easily contacted. Virtual classrooms exist now because of social media, in which students (consumers) enroll for paid courses and creatives can share their thoughts and present their ideas.

2.6 Facebook Promotion

Describing social media marketing, Chi (2011) says social media marketing is that link between businesses or brands and clients, at the same time opening doors to a private network for customer-based interaction. A totally new technique under social media advertisers speak with the customer is Facebook marketing. It is a move from customary promoting, in this case a one-channeled interaction between a business and its purchasers (Nikolova, 2012). As social media has been growing gradually, the styles and techniques for interaction with users or clients have extremely evolved, businesses must learn how to embed social media in their business models directly related to their plan (Mangold & Faulds 2009). The cheapest and user-friendly medium to impart and upload data about brands, organizations, new items and services, occasions, causes and others is Facebook, (Khan & Khan, 2012). Advertisers ought to assume a part of aggregators of buyer groups (Weber, 2009). They ought to compose and search for the high suitable social media platforms and the most ideal method for showing the items or brand to the shopper, furthermore getting criticism of purchaser. Facebook marketing should be continuously embedded into organizations' current plan and not seen as a substitution (Chi, 2011). It must be fused inside the different existing marketing instruments that the business in question has and will result in positive findings (Lake, 2009). Facebook is

therefore the setting in which customers engage in social networking to obtain information and make buying decisions. The perception about marketing has been altered; brands or businesses and users or consumers experience first-hand interaction amongst themselves (Solomon, et al, 2010)

2.7 Customer Patronage

Customer purchasing behavior or customer patronage can be defined as the study of household (individual) or business entities and the processes they go through to choose, utilize and discard merchandise to fulfill needs and the effect that these procedures have on the customer and community (Hawkins et al., 2001). Customer purchasing behaviour is all the procedures a customer goes through to choose, buy, utilize or get rid of merchandise to fulfill needs and wishes (Solomon et al., 2010) Different definitions accentuate the physical, mental and emotional procedures and need and wants, and in addition the impact of anticipated danger (Arens, 2009). Market segmentation is one of the vital parts of customer purchasing behaviour, since purchasers in a segment are pretty much identical regarding items needs and craving (Lantos, 2011). Regular purchasers settle on various choices in their everyday life. outlining in settling on choice or the demonstration of buying, customer communication are not just the only things that define consumer behaviour, but also, the scope of encounters that connected with consumption is a piece of purchaser conduct too (Schiffman et al., 2008)

The five-stage model of buyer purchasing process as indicated by Kotler (2000) talks about the undertakings of the customer in purchasing which can be related to creative business. The processes are as follows:

2.7.1 Need recognition and awareness

This is the main stage where the client perceives and gets to be mindful that there is a need; for instance when there is a need to make a brand logo or have a rebrand of their corporate character. The need is activated by an internal stimuli or external stimuli (Johnston, 2014). Kardes et al (2011) says the initial step of customers-buying process which is problem recognition might happen on the grounds that customer has a craving for a new thing.

2.7.2 Searching for information

When a need is recognized, purchasers start to look for important data. Internal and external information sources are the two main kinds of information sources. Internal search indicates prior knowledge of product or service by a user may easily lead to a behavior that will be taken by the user in the future (Solomon, Bamossy and Askegaard 2002). With the internal search, it is what the purchaser remembers about the items, and external incorporates verbal, going to outlet, testing product, online long range interpersonal communication and social networking. According to Johnston (2014), the customer may look out for print, visual, online media or word of mouth to acquire data. Here the customer has to know the kind of creative he wants and how to find him online; the fan pages of the creative or their business portfolios would be reviewed. When people have enthusiasm for an item, they may experience the accompanying strides before deciding – getting to know alternatives available, analyzing information of selected alternatives, and eventually coming up with which of the various alternatives can have the best of outcomes (Silverman, 2001).

2.7.3 Evaluation of Alternatives

Blythe (2008) discusses that users sometimes have alternatives depending on choices like "procuring the cheapest on the market" however other complicated decisions can be taken and are made of various procedures. Users in this stage consider the option that will satisfy them well. In this stage, the consumer assesses every option answer to figure out which one is the best; assesses the available designer or creative based on preferred criterion. Consumers will evaluate different creative/designers at this stage on the basis of alternative service elements – those which can convey the advantages the client is looking for, in light of the fact that it is important to affirm if the data is solid and to confirm that the item will work as foreseen (Silverman, 2001).

2.7.4 Purchasing Decision

This is the last-but-one stage of the processes where decision takes place. Philip Kotler (2009) states that the last purchase decision might be "upset" by two elements: negative criticism from different clients and the level of inspiration to acknowledge the input. For instance, having experienced the past stages, a client connects with a creative/designer. Notwithstanding, in light of the fact that his great companion, a regular brand strategist, gives him negative criticism, he will then will undoubtedly change his preference. Kotler (2009) has also stated that customers are unquestionably influenced by the reviewers and analysts who publish their assessments (for instance, client audits on Yelp.com, websites, announcement sheets, blogs etc).

2.7.5 Post-Purchase Behaviour

The nature of the choice gets to be imperative in this phase of procedure and the point to which the decision worked out. Buyers begin to contrast their expectations and their

impression of the service (Kardes, et al, 2011). In this phase, the customer evaluates the purchase and decides whether or not the service satisfied the intention of the purchase. Here he may also experience remorse in engaging the creative, if not; he will be happy and may probably work with him again. In this phrase it is critical because it here that the customer might repeat purchase; contract designer again. According to Johnston (2014), by comparing services with earlier expectations, customers will know if they are either satisfied or dissatisfied.

2.8 Customer Patronage in Design Business

Kim (2015) graphic designers are communicators who use the visual gateway to tap in their target audience and engage well with the consumers. Busche (2016) says design and consumer purchasing behaviour meet where the purpose of the design is determined by a clear set of goals. Customers mostly have a great deal of second thoughts. According to Busche (2016) customers have inconsistent thoughts about what they think about some design companies; this is called cognitive dissonance. When consumers see convincing images, achievements, awards and other things from the design company, it reduces cognitive dissonance and induces trust. With an expanding measure of visual contamination going after consumers' consideration, consumers are ceaselessly presented to numerous stimuli (Goodwin, 2013). Because of selective attention, consumers will easily look in the direction of design entities whose services directly address the problem they want to solve (Kim, 2015). Consumers do not only consider at designer's work been possibly good, it ought to have all the earmarks of being actually good, and those are two completely distinctive things (Maedge, 2015). Consumers sometimes are only quick to action without critical decision-making. They may be lowinvolvement decisions that do

not need much research or high-involvement that may need searching of adequate information to make a choice. Customers mostly look out for information on the design entity's page to make decisions. The communication pieces of some designers have aspirations integrated in them. Many of the consumers' behaviours are swayed by other behaviours and attitudes shown by others they look up to; and they create aspirations.

Consumers heavily depend on word-of-mouth; with shares and comments commending a particular design entity, consumers are easily convinced the designer will give value-for-money (Goode, 2016). Goode (2016) again makes it know that some consumers visit review sites for design entities to see what consumers who have experienced their services are saying.

Some consumers are influenced by the emotional appeal of the graphic designers. Design entities that have psychologically welcoming corporate colours, slogan and even other things that make the consumer engaged; these are called peripheral cues (Kim, 2015). According to Kim (2015), when the consumer has no time to get involved in a decision, he follows the persuasion of peripheral cues. With all the aesthetics and peripheral cues, not all consumers find that important; some consumers are price-sensitive and will go for the lowest price during their information search (Smith, 2016).

2.9 Social Feedback

Evans (2008) highlights the capacity of social criticism cycle as a buy approval instrument. Online networking joins client encounters back to the buy process in the cycle; the buy process comprises of awareness, thought or consideration, and the actual buying. The thought associates the purchasing process activities, connecting awareness and the actual

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buying. Thought is the phase where client contemplates every one of the variables included in a potential buy (Evans, 2008). A post-buy assessment in light of desires set structures and the actual execution of the brand or service gets the social feedback cycle under way. Whichever conclusion clients have about brand or service inspires word-of-mouth. Online Word-Of-Mouth interaction is happens on social media platforms and websites, also pages, forums, and rating/audits portals (Goldsmith, 2006). WOM is casual assessment or exhortation traded between buyers. It is ordinarily interactive and synopsis. Online WOM allows users to gather and obtain data from large group of people and also other than individuals they already know (Lee, et al, 2006). East et al. (2008) acknowledged as a rule, positive word of mouth had more impact on brand-buy likelihood than negative word of mouth.

2.10 Customer service

Customer service is all exchanges between a customer and a product/service provider during sales, and thereafter. According to Business Dictionary (2015), customer service increases the value of a product or service and constructs continuing relationship. A customer service provider can make the clients' experience positive or negative in light of this communication. Harris (2000) asserts, "Customer service is anything we accomplish for the client that improves the client experience". Businesses should take it upon themselves to get to know customer service. Customers tend to go elsewhere when service is not satisfactory, since service is very essential (Eld, 2015). Harris (2000) has a definition of service as "measured as far as flexibility from drawback and added value of product, regarding fundamental service highlights and the experience of the user so far as service is concerned". Purdy (2001) pointed out some reasons to look out for. He initially

expressed that a study found that bad service was the reason for half of all customers ending business with an organization. Also, organizations that contract customer service agents without strong skills in customer service are at danger of no longer having important lifetime clients. To end it, 70% of consumers tend to do business with organizations with good customer-service reputations. According to Zemke and Woods (2005) being concerned with customer service personnel is essential because with them, customer base can be retained.

Customers who are loyal are imperative and requisite. Research has shown that 65% of a typical firm's business comes from current loyal customers (Tschohl, 2004). Customer loyalty increases when a complaint is properly addressed and also rules are incorporated to address client concerns (Perlik, 2007).

2.11 Customer Service on Facebook

Nowadays, various organizations are increasing the customer service risk by being promptly accessible on online networking. As the practice is being popular, consumers enjoy interacting with brands on social media especially Twitter and Facebook (Fontein, 2015). According to Fontein (2015), businesses that have an extension of their customer service on social media have a tendency of having reputation better than those who do not.

Quinn (2016) says irrespective of the channel, customer service of good quality depends on a significant interaction between brands and consumers. Social is certainly a great way to promote a brand, but it requires a different strategy. The developing preference for online networking puts businesses in the position for have a social strategy for customer service (Quinn, 2016). According to Fontein (2015), social networking sites like Twitter

and Facebook do not support the traditional marketing style. Consumers online do not prefer campaign messages; they prefer engaging with their most loved brands, so customer service is administrated in an efficient way on social media (Fontein, 2015).

Perkins (2014) explains consumers are fond of waiting for replies of emails; social media makes it possible to instantly respond to inquiries, questions or other issues. It demonstrates to consumers and their other connections online that the brands care about them and proves their responsiveness. Businesses that help their consumers on social media end up getting positive WOM. Brands can rapidly respond to negative remarks and rapidly redress them; this is a different way to work on public relations and promote brand image (Perkins, 2014). He also stated that research from NM Incite found that users who experience positive customer service on social media are almost three times more inclined to give position WOM than users who do not. Customer relationship management softwares also help on social media to address customer service issues; for instance, in Twitter conversation with consumers, it's profitable to know whether the consumer is a first-timer or VIP and if there has been past concerns that were settled (Walden, 2016). So, it's similarly as vital to pay attention on your social customer service that creates bonds with users

2.12 Concept of Mediation

There are various intersecting motives for adding mediating variables in a study.

Mediation analysis provides information on the processes by which the intervention achieved its effects on an outcome measure (MacKinnon, Lockwood, Hoffman, West & Sheets, 2012). According to MacKinnon et al. (2012), one of the major reasons for

including mediating variables is the ability to test the theories upon which the mediator will influence. In business, some theories mostly indicate the intervening instruments which make an independent variable influence a dependent variable. In more broad terms, a mediating or intervening variable clarifies the process of one variable affecting another (MacKinnon et al., 2012). Hypotheses from many schools-of-thoughts concentrate on intervening procedures and numerous studies lead to these models.

Mediation analyses are used to investigate methods of understanding mediators. From MacKinnon et al (2012), in a mediation study, hypothesis and earlier experimental exploration figure out which intervening variables are incorporated as a feature of research design. In the event that an intervention generously changes an intervening variable that is causally identified with a result, then change in the mediating variable will cause change in the result. MacKinnon (2008) says in an intervention relationship a predictor variable causes the mediating variable which also causes the dependent variable. Baron & Kenny (1986) discussed some conditions for mediation to occur; first of all the dependent variable is regressed on the independent variable to affirm the independent variable significantly predicts the dependent variable. In the next step the mediator is regressed on the independent variable to affirm if it significantly predicts mediator; here if it does not then it is not possible for mediation to occur. According Zhao & Chen (2012) also three regression equations should be checked: firstly, the mediator should be regressed on the predictor variable; secondly, the dependent variable should be regressed on the predictor variable; finally, the dependent variable should be regressed on both the independent and mediator variables. Mediation is likewise pertinent to research that do exclude a

mediation. A variable under observation can serve as an independent variable in a mediation model (MacKinnon et al., 2012).

This approach involves the following set of regression equations relating the independent variable, mediator variable, and dependent variable:

According to guidelines made by Baron & Kenny (1986), there are set of regression equations with the independent, mediator and dependent variables:

1. $Y = b_{01} + cX$

2. $M = b_{02} + aX$

3. $Y = b_{03} + bM + c'X$

The four conditions for mediation to take place, M as mediator between the relationship of X and Y are evaluated using the results from the equations.

- The first one is that the independent or predictor variable X should be able to have an effect on the dependent variable Y in equation one so that c is significant.

- Secondly the predictor variable X must be shown to have an effect on the mediator variable M in equation two so that a is significant.

- Thirdly the mediating variable must have an effect on the dependent variable in equation three so that b is significant.

- Also the predictor X should not have an effect on the dependent variable Y when the mediator M is introduced; here c' in equation three is not significant. The added condition here explains the relationship between the independent and dependent variables seen in the condition one no longer exists when mediator is added

2.12.1 Full Mediation

Full mediation happens when the mediating variable has a strong effect on the dependent variable. When all four conditions are satisfied, it suggests full mediation. From Baron & Kenny (1986) some simple requirements for full mediation is when the relationship between a dependent and independent variable drops upon adding the mediating variable. Full mediation hypotheses can be tested using methods such as hierarchical multiple regression and partial correlation (Zhao & Chen (2010); and complex regression models can be created if more variable are added in different blocks in the data analysis. Predictors are progressively introduced in the blocks based on the specified model. Successive models can be compared with this regression to know the significance. When the total effect is greater, there is a greater chance of it being a full mediation. When mediation has an initial significant value of 0.5, it is probable to lead to full mediation since the effect of the significant value after the mediator has been controlled will probably be more than 0.5. Holye & Kenny (2009) makes it known that some researchers may not be comfortable with the idea that there is no proof for full mediation since for full mediation to be established the measurement must have been down very well without any error. Mostly it is challenging to have a prefect measurement so complete mediation would be difficult to occur. In short, full mediation is the overall effect of a mediating variable on a dependent variable and it is direct when the mediator largely affects the dependent variable.

2.12.2 Partial Mediation

In partial mediation the mediating variable affects the dependent variable in a small way. According to Zhao & Chen (2008), Sobel test which is used for controlling of variables

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shows that the mediator explains for only some of the relationship between the dependent and mediating variable. When only the first three conditions of Baron & Kenny's (1986) conditions are met then it suggests partial mediation. Partial mediation means there a significant relationship between the mediating variable and dependent variable and also straight relationship between them. In order for either full or partial mediation to take place, the decrease in variance clarified by the dependent variable must be significant as determined by one of the several test MacKinnon et al. (2012). Interpretation of partial mediation should always be relative to the set of variables present in the model.

2.13 Effect of Facebook Promotion on Customer Patronage

It is vital for advertisers to know the variables that influence client conduct and drives since clients are progressively producing information about brands, something that was beforehand controlled solely by organizations (Heinonen, 2011). In view of this, Chu (2011) has analyzed what parts of online networking locales influence buyer conduct. According to Chu (2011), on Facebook, clients who are part of online communities are prone to uncover their personal data as compared to than non-member. Chu (2011) clarifies that investment in gatherings and engagement with commercials online demands a more elevated amount of individual data; this is because of the way that clients transparently reveal their associations with Facebook products and market brands, products or services when they share notices to their companions. Customers have a place or appreciate diverse online groups on the internet, and for the most part and those groups can change their buying choices conduct (Solomon, et al, 2010). Evans (2008) says various social media promotion levels that have the ability to impact buyers' buying decision exist. (Chu, 2011). According to Solomon et al. (2010) the groups are:

- Group one (primary): are portrayed by the size and the individuals' close relationships

- Group two (secondary): are comprised of more than one of the first group

- Group three (informal): are comprised of people with related hobbies

- Group four (formal): are sorted out with structures that are rather strict

- Group five (virtual): online informal communities, websites and others

Constantinides and Fountain (2008) did a research that advocates that Stimuli and Response model by Kotler's (1994) due to the usage of Social media has improved; according to them, traditional marketing alones does not impact the customer, but the solid individual influencer as well. Right now, the web as a correspondence and operation medium permits two more influencers of purchasing conduct to the model; one, the internet marketing mix, which basically portrays the controllable online encounters offered by the business. Also, the online networking encounters, which are outside the ability to control of the advertiser (Constantinides & Fountain 2008). The many-sided quality in the choice making process is highlighted by the enhanced model in the online networking setting. Constantinides and Fountain (2008) expressed that the inclinations of the purchaser and encounters about the products or brands presented either in customary or electronic stage does not depend anymore on data given on traditional media and sites. The choices and inclinations of the purchaser are vigorously in view of information presented by entities outside the control of online advertisers. For information searches and purchasing decisions, consumers habitually patronize several types of social media (Vollmer & Precourt, 2008). Clients see publicizing and commercials distinctively in view

of the social media network, which recommends client inspirations for online communication, might be essential in characterizing client's reactions to online networking promotion.

The following hypothesis is proposed based upon the above discussion:

H_1: Facebook promotion has positive influence the decision-making process of users when engaging designers

2.14 Effect of Facebook Promotion on Customer Service

The consumers of today are not just fulfilled by or intrigued by the brand they purchase, but the emotional and personal satisfaction they experience. This is customer service, the thing that satisfies and makes the brand complete (Eld, 2015). Various channels of communication have existed over time, and all these made the companies powerful, not the consumer. Social media has introduced democracy in customer service. With the introduction of social media, there are more confident consumers, and organizations have noticed that these consumers tend to be loyal when they receive better treatment (Perkins, 2014). Social media is making customer service more transparent and objective as the experiences of the consumers, their opinions about brands and products are shared openly by the consumers themselves (Walden, 2016). Companies now have customer service addressing a customer base that is more knowledgeable; and such consumers are expecting easy resolution of issues and their needs being met with structure. Consequently companies should have smarter marketing as well as keeping their products and service at improved quality (E-How - Customer Service Theory, 2015).

Facebook reduces frustration of consumers by keeping them informed and helping them stay connected. But Facebook also helps consumers stay connected and informed which decreases frustration. Companies are doing their best to be anywhere their consumers may be, so social media allows companies to encourage consumers to like their pages and follow them on their forum blogs (Shkolnik, 2016). From a customer service point of view, consumers are current with information and engage in service activities, giving them the assurance that their complaints are acknowledged and being resolved. Social media also gives consumers good treat by making them premium members the moment they join some sites (Shkolnik, 2016). Facebook gives organizations a chance to connect with consumers; however is not a good place for listening to consumers until nothing can be done. Facebook does not act as a correction for customer service that is already in peril (Perkins, 2014). Administering a decent customer service is more critical nowadays, since WOM spreads rapidly on social media.

Based on the discussion above, this hypothesis is proposed:

H$_2$: Facebook as a promotional tool positively impacts customer service of design businesses.

2.15 Effect of Customer Service on Consumer Patronage

Due to readily available information, customer service online helps consumers to make decisions based on recommendations and suggestion given by others online (Eld, 2015). These suggestions are filtered and affected by individual experiences and ought to be perused with consideration, however these are genuine consumers sharing their genuine encounters and contemplations, which can be exceptionally useful to consider preceding settling on buying decisions (Eld, 2015). In spite of the fact that a few organizations are

enticed to support consumers who spend progressively and shop all the more frequently, every individual you associate with can have an impact on other potential consumers (Goodwin, 2013). As social media marketing turns out to be more essential, companies cannot bear to have their virtual notoriety discolored. It's key for companies to deal with their consumers and to develop positive social media relationships with consumers who are loyal. Regardless of the possibility of a company getting a couple of negative reviews on social media, their impact can be reduced by reinforcing the measure of positive reviews (East et al., 2008)

Based on the above discussion this hypothesis can be made:

H_3: Customer service helps shape customer patronage online so far as graphic design industry is concerned

2.13 Research Model and Hypothesis

A proposed research model according to this research is shown below, to establish the relationships between the research's variable, which are social media as promotional tool, customer patronage and the mediating role of customer service.
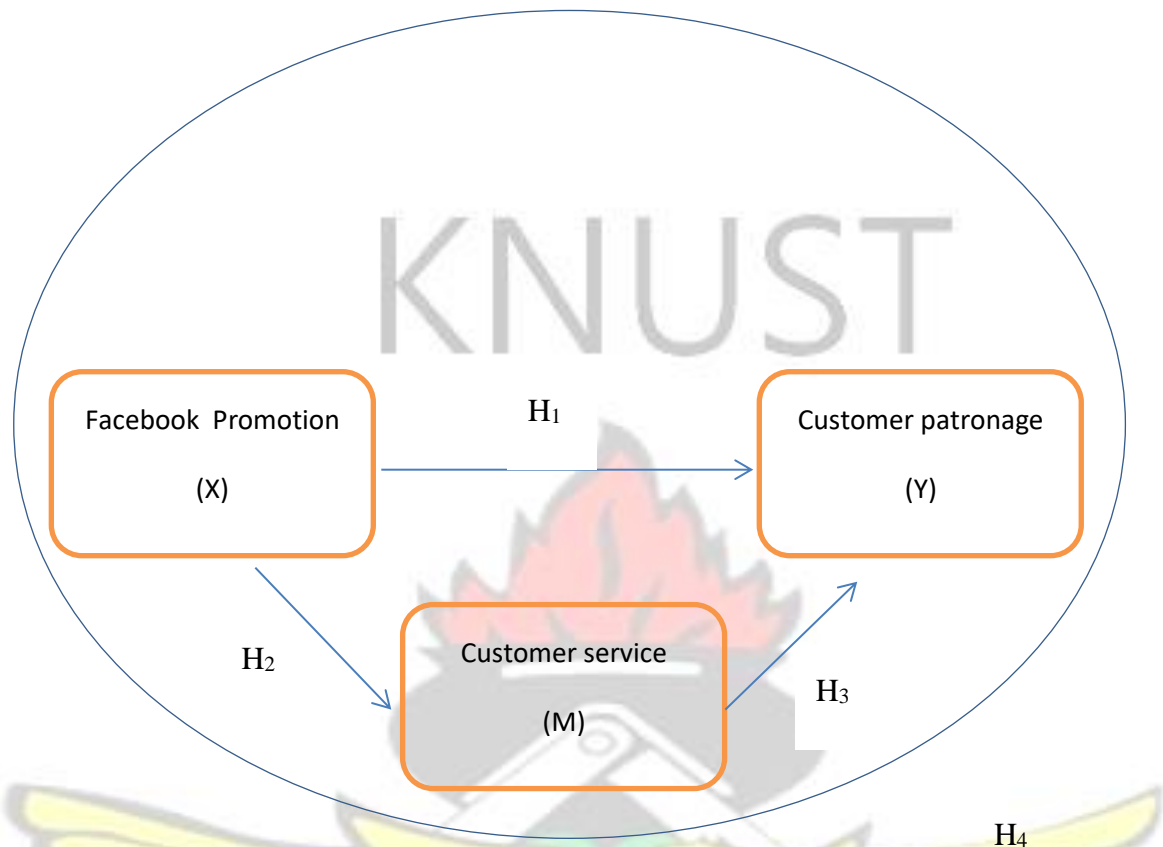
Figure 1 Research Hypothesis Model

Source: Authour's own creation

H_1: Facebook promotion has positive influence on consumer patronage when in the creative design industry

H_2: Facebook promotion positively impacts customer service of design industry

H_3: Customer service has a positive impact consumer patronage online so far as graphic design industry is concerned

H_4: Customer service mediates the effects of Facebook promotion on consumer patronage in the creative design industry.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter addresses the topics in the literature review and the relevance for tending to the point of this research. Again, it contains information about research design and the quantitative analysis involved. The next few paragraphs contains the methodology for the study; it contains research outline, sampling, data sources, data collection, techniques for data collection and research's statistical analysis,

The fundamental reason for the observational research was to establish relationship between social media and customer patronage, and also customer service as a mediator in the relationship with a specific end goal to improve repeat patronage. Attention was also given to reason for clients engaging the designers. A quantitative methodology was seen as more fitting, since that could present an in-depth relationship between social media, customer patronage and also customer service (Saunders et al., 2009)

Research nowadays can be done straightforward because of the internet; and it does not end at surveys, but also interviews and other qualitative studies (Stoica, 2011). With constant development of technology, organizations need to stay relevant and maximize profit and loyalty of customers. Currently many design businesses have social media pages. Users tend to engage with businesses when they read reviews by current clients of a service. So customers have the ability to persuade potential customers

3.2 Research Design

The overall design of the research is causal design made of quantitative and qualitative methods based on current literature, and the establishment of the relationships between social media, customer purchasing behaviour and customer service. For where qualitative methods are not appropriate, quantitative methods have been made. The qualitative approaches are suitable for interpreting the effects social media has on customer patronage behavior as well as customer service, whereas the quantitative examination with facts and figures assists in making a relationship between behaviour with the delivery of the services and the promotional tool. The study is an exploratory research, and according to Malhotra (2010), it is the preliminary study into a hypothetical or theoretical idea. This is where a researcher has an idea about something and seeks to understand more about it. From Malhotra (2010), an exploratory study is an attempt to determine if what is being observed might be explained by a currently existing literature. Exploratory research can come in either a new topic or a new angle.

3.3 Population of Study

Population is known as the whole accumulation of individuals from which we may gather information. It is the whole group of interest, which we wish to portray or make conclusions about. As such it is all the individuals about whom the study intended to be summed up (Jackson, 2008). This examination researches the graphic design industry and social media promotional tool activities as well as customer patronage. In that case, the population of this research is defined as the graphic design companies, graphic designers and customers who use social media in Ghana, especially Facebook. The total number of

Ghanaians on Facebook is 2,900,000 (AfricaInternetStats, 2016) and 447 graphic design companies are found in Ghana (Gh Graphic Design, 2016). However,

954 individuals belong to an interactive Facebook community group called Ghana Graphic Design made up of graphic designers, representatives of graphic design companies, advertisers and their customers (Facebook, 2016). Therefore the population of the study can be based on the total population of the interactive Facebook group; which is 954.

3.4 Sample Size & Sampling Technique

According to Jackson (2008), sample is a group of individuals who form part of a study. After defining the population, which was users of social media who are online in Ghana, the sampling frame was determined, consisting of design companies and freelance designers and their consumers who were on Facebook, specifically a Ghanaian graphic design Facebook group. After this the sampling technique was chosen as well as the sample size which was two hundred and seventy-four (274) people. This was determined based on sample random sampling used to select respondents since every individual had an equal probability of being chosen (Saunders et al., 2009). This technique was used to select all respondents from the various groups

In this case the population is known and population is typically distributed; an online calculator for sample size created by (Raosoft Inc, 2004) is used to decide the sample size.

$$n = \frac{(N \times X)}{[(N-1)E_2 + X]}$$

Where: N = Total population = 954 (Number of individuals in Facebook graphic design group)

$$X = z(\underline{\quad C \quad})^2 \times r(100 - r)$$
$$100$$

z(c/100)= the critical value for confidence level c. In this research, standard of 95% confidence interval is used; therefore, critical value of z is 1.96 at 95% confidence interval

r = Distribution of response. Here it is at 50% based on conventional assumption.

E = Margin of Error. This research uses 95% confidence interval therefore level of random error is allowed at 5% Random error level allowed here is 5% since this research uses 95% confidence interval.

In computing:

$$X = z\,(\,)^{\frac{C\ 2}{100}} \times r(100 - r)$$

$$X = (1.96)^2 \times 50(100 - 50)$$

$$X = 0.96$$

Therefore:

$$n = \frac{(N \times X)}{[(N - 1)E_2 + X]}$$

$$n = \frac{(954 \times 0.96)}{[(954 - 1)(0.05)^2 + 0.96]}$$

$$n = \frac{(915.84)}{[(953)(0.0025) + 0.96]}$$

$$n = \frac{915.84}{3.34}$$

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$$n = 274.2$$

Total sample size for research is 274

3.5 Data Collection

The research was made as an interviewer-administered questionnaire which had closed end questions and rating (Saunders et al., 2009). Data was collected from graphic design entities and clients. In this study both, the primary and secondary data were used. Questionnaires were used to obtain primary data. The questions were drawn from the themes extracted from the review of the literature, and addressed objectives of the study and general areas such as Facebook functions, customer purchase and Facebook-oncustomer purchase effect, customer service-on-purchase effect. A 5-point Likert scales were generated with alternatives ranging from very important to very strongly disagree too strongly agree, where Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree were numerically 1,2,3,4 and 5 respectively. Question about demography were likewise included to know the age, gender, etc. of the respondent. Some open-ended questions were also included to make client have self-expression so far as the topic was concerned

3.6 Data Analysis

After the data had been obtained, it was subjected to statistical analysis. The data was coded and collated. Average inter-item correlation was used to measure reliability using the coefficients of correlation. With the aid of SPSS, correlation and different regression methods were used to test the hypotheses. Both tests were used on the grounds that they were statistical that could help in understanding the relationship between social media promotion and customer patronage as well as customer service's mediating role.

3.7 Study Area

The study involved graphic design entities like graphic design companies, multimedia houses, creative art agencies and freelance graphic designers in Ghana. The entities should have had presence on Facebook that they interact with, at least a Facebook page or a group. Also, the consumers were active users of Facebook in Ghana who work with graphic design entities; they were companies who dealt in visual content or branding, individuals who have tendencies of contacting the designer entities, like couples about to marry, event organizers, advertising companies; and they were found in the Ghana Graphic Design group on Facebook. Consumers know what they are looking for when they decide to engage design businesses, so the research centred on when customers' buying decision linked with social media, and customer service they received. Respondents were selected according to this criterion. Also consumers in Ghana were the ones in consideration because of the geographic limitation. Facebook here permitted the researcher discover interviewees through the design entities' Facebook pages after selecting them from the group.

CHAPTER FOUR

RESEARCH FINDINGS, ANALYSIS AND DISCUSSIONS

4.1 Introduction

The general objective of this study was to find out the effect of social media promotion on consumer patronage with the mediation of customer service. The analyses of the real data gathered from the research questionnaire are shown in this chapter; basic information of the respondents are shown in section, followed by questions that look at the influence

factors in relation to the general population. A brief description of the reliability test is given, and also the Cronbach alpha test is shown. The researcher sent out 274 questionnaires to members of the Facebook group at random whereby 268 of them responded and returned; signifying 97.8% response rate with 137 clients and 131 creative design representatives of the design industry. With the use of SPSS the researcher analysed the data based on literature and theories. The questionnaire is divided into four sections. The first section looks at the basic information of the respondents, the other sections deal with the questions about the influencing factors from the research objectives.

4.2 Basic Information

With the basic information, Gender, Age and Educational status were answered by respondents. The purpose of these questions was to show the number of males against females respondents involved, their levels of education, and the age groups as shown in the table below.

Table 4. 1: Gender of Respondents

Demographic features		Frequency	Percent
Gender	MALE	159	59.3
	FEMALE	109	40.7
	Total	268	100.0
		Frequency	Percent
Age	16-20	62	23.1
	21-39	166	61.9
	40-49	27	10.1
	Above 50	13	4.9
	Total	268	100.0
		Frequency	Percent
Educational Status	No Formal Education	10	3.7

		Frequency	Percent
	Basic	11	4.1
	Secondary	58	21.6
	Tertiary	187	69.8
	Others	2	.7
	Total	268	100.0
		Frequency	Percent
Status in Group	Graphic Design Company	56	20.9
	Freelance graphic Designer	75	28.0
	Client	137	51.1
	Total	268	100.0

Table 4.1 shows the respondents' gender frequency and percentage distribution. There were a total of 268 respondents of whom 159 were males and 109 were females. They were evenly distributed with percentages of 59.3 and 40.7 respectively; this meant that both males and females were actively involved in the online creative design page and the contribution of the respondents was not gender-bias.

Table 4.1also illustrates the respondents' age frequency and percentage distribution of this research. There are four age group categories available. The age group of 21-39 has the largest group of respondents; which has 166 people making 61.9 percent of the total sample; this portrays a youthful age is active on Facebook. The second largest respondent group is the 16-20 category having a percentage of 23.1. The third is the 4049 category that has 10.1 percent. And finally the respondent group above 50 has the least with 4.9 percent and just 13 people

Table 4.1 also shows the respondents' educational levels frequency and percentage distribution of the research. The educational levels of the respondents are categorized into 5 groups: no formal education, basic, secondary, tertiary and others. Majority of them had had tertiary education; that is 187 respondents holding 69.8 percent of total sample size;

these were designers who were learned enough to communicate well with clients. The next was secondary with 21.6 percent, followed by basic and no formal education with percentages of 4.1 and 5.7 respectively. Others were just 2 representing 0.7 of the total sample size

The table 4.1 illustrates that the largest kind of respondents in the group were clients of graphic design industry, having 137 people representing 51.1 percent of the total sample. Freelance graphic designers were 28 percent of the sample, whereas graphic design companies were 20.9 percent. These groups had designers and representatives of design companies and some who were both clients and designers at the same time. They mostly offered services that were categorized under branding, designing and advertisement

4.3 Reliability Test

There are three constructs with questions will help us know the factors which influence consumer patronage; social media, consumer patronage and customer service and their reliability will be checked for. For these three constructs, it is necessary to measure internal reliability of each with its different number of items.

Average inter-item correlation uses Cronbach's alpha (coefficient of correlation) is used to measure internal consistency. Because of the use of multiple Likert scale questions in the research questionnaire, Cronbach's alpha is used in order to check if the scale is reliable. The Cronbach's alpha is calculated to test the internal reliability in the table 4.2 below. All the constructs have their alphas more than 0.7, which is acceptable. The reliability Cronbach's Alpha (α) of consumer patronage, customer service and customer social media promotion was 0.788, 0.779 and 0.712, respectively.

Table 4. 2 Cronbach's Alpha for Constructs

Contructs	Conbach's Alpha	Items
Consumer Patronage	0.788	9
Customer Service	0.779	5
Facebook Promotion	0.712	5

Table 4.3 also has the results of the calculated Cronbach's alpha on the general research questionnaire. The Cronbach's alpha is 0.789 for the scale with this sample, which shows at least a high level of internal consistency. This is an indication that there is a correlation amongst the questions within the survey. Table 4. 3 Cronbach's Alpha Reliability Statistics

Cronbach's Alpha	Items
0.789	19

4.4 Influencing Factors

In this section there are 19 questions concerning factors that influence social media promotion, consumer patronage and customer service in the graphic design industry.

These questions will help us know the factors which influence consumer patronage. Some variables relate to and/or influence some other variables. Correlation analysis is used to show how closely variables are related, but it does not show how much a variable changes when the other changes.

4.4.1 Correlation Analysis

After reliability-check of the items is done, the items' average scores are computed as constructs' final scores upon with further analyses are conducted. Table 4.4 shows the means, standard deviations for all the constructs. Scales mean of Consumer Patronage (CP) and Customer Service (CS) are within half of the scale of the centre of scales (3) except for Facebook Promotion (FP).

Table 4. 4 Descriptive Statistics of Correlation

	Mean	Std. Deviation	N
CP	3.77	0.608	268
CS	3.63	0.675	268
FM	3.25	0.548	268

The correlation matrix in Table 4.5 shows that initial tests of the hypotheses were performed using bivariate correlation method. At the 0.01 level of significance, all the variables correlate with each other positively. Facebook has a positive relationship with consumer patronage and also customer service; customer service also has a positive relationship with consumer patronage. Correlation between variables is statistically significant. Structure of the hypotheses is then well investigated to know the effect variable have on each other.

Table 4. 5 Correlation Matrix

Correlations		SM	CS	CP
FP	Pearson Correlation	1	.265[**]	.191[**]
	Sig. (2-tailed)		.000	.002
	N	268	268	268
CS	Pearson Correlation	.265[**]	1	.494[**]
	Sig. (2-tailed)	.000		.000
	N	268	268	268
CP	Pearson Correlation	.191[**]	.494[**]	1
	Sig. (2-tailed)	.002	.000	
	N	268	268	268

4.4.2 Testing Hypotheses

Using linear regression, the research hypothesis model in Figure 2.1 was tested.

From the model and hypothesis, all four hypotheses was tested in a hierarchical manner from H_1 to H_4

4.4.2.1 Effect of Facebook promotion on consumer patronage

H_1: Facebook promotion has positive influence on consumer patronage when engaging designers

H_0: Facebook promotion has no influence on consumer patronage

According to the alternative hypothesis, Facebook (FP) as promotional tool for graphic design has an impact on consumer's patronage (CP). The null hypothesis however says there is no impact of social media promotion on consumer patronage. The idea is to reject the null hypothesis by showing proof of the fact that there is an influence on consumer patronage by social media promotion

Table 4. 6 Regression Model Summary for Hypothesis 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.191ª	.037	.033	.598
a. Predictors: (Constant), FP				

Table 4. 7 ANOVA for Hypothesis 1

ANOVAª

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.614	1	3.614	10.097	.002[b]
	Residual	95.204	266	.358		
	Total	98.818	267			
a. Dependent Variable: CP						
b. Predictors: (Constant), FP						

Table 4. 8 Regression Coefficients for Hypothesis 1

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.075	.221		13.935	.000
	FP	.212	.067	.191	3.178	.002
a. Dependent Variable: CP						

Consumer Patronage (CP) as the dependent variable has been regressed on the predictor

variable Facebook promotion (FP). The result proved that the predictor variable,

Facebook promotion, is a significant predictor of the dependent variable, Consumer

Patronage.

Linear regression analysis was used to examine the relationship between social media

promotion and consumer patronage, as shown in Table 4.6. The R^2 value however of 0.37

suggests the model weak. From the ANOVA and Coefficients tables, there is a significant

relationship between FP and CP; the significant value 0.002 was found to be less than the

default value of 0.05. Also the positive beta value shows positive relationship between

variables. The null hypothesis is then rejected.

There is a positive relationship between Facebook promotion and consumer patronage in the creative design industry. The results display a correlation that is positive between Facebook as a promotional tool and consumer patronage with Pearson correlation of 0.19, and it is significant with significant value of 0.002 at 95% confidence interval. The findings of this study are consistent with the earlier works that support the argument that Facebook promotion influences consumer behaviour. In the study, all the respondents, who were in the creative design industry were already on social media since they were selected from a Facebook group; the relationship even though positive is weak, and this could have been because they were already online and could not magnify the importance of how the online environment was impacting consumer patronage. These days, the analysis of consumer patronage is vital for showcasing achievement, due to the fact that most potential consumers are utilizing the web and other social media tools. The online market is a blasting business sector around the world. Researches concerning buying decisions have suggested supporting evidence that Facebook as a promotional tool has direct impact on consumer patronage (Evans, 2008). Also, other studies suggest that consumer patronage in creative design is highly influenced by social media promotion of service as compared to that of offline marketing (Goode, 2016). The researcher explores more to understand some decisions clients take when patronizing creative design; as part of information search, most clients use social media to make a list of creative design entities and also choose the ones with most likes on their pages; According to Pookulangaran & Koesler (2011) consumers expressed that checking reviews online has affected their patronage decisions. With post-purchase behaviour, most clients come back to design entities since the information search process has already been easily done. From

the statistical results Facebook promotion has positive influence on consumer patronage so as clients of the creative design industry use Facebook it is sure to positively help them in their patronage decisions; the weak relationship found however cannot be ignored. Managers and marketers can plan marketing strategies using this information.

4.4.2.2 Effect of Facebook promotion on customer service

H_2: Facebook promotiona positively impacts customer service of design businesses.

H_0: Facebook promotion has no impact on customer service.

According to the alternative hypothesis, Facebook promotion for graphic design has an impact on customer service. The null hypothesis however says there is no impact of Facebook promotion on customer service. The idea is to reject the null hypothesis by showing proof of the fact that there is a positive impact on customer service by Facebook promotion

Table 4. 9 Regression Model Summary for Hypothesis 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265ᵃ	.070	.066	.652
a. Predictors: (Constant), FM				

Table 4. 10 ANOVA for Hypothesis 2

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.507	1	8.507	20.014	.000ᵇ
	Residual	113.066	266	.425		
	Total	121.573	267			

a. Dependent Variable: CS
b. Predictors: (Constant), FP

Table 4. 11 Regression Coefficients for Hypotheis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.568	.240		10.679	.000
	FP	.326	.073	.265	4.474	.000
a. Dependent Variable: CS						

Customer Service (CS) the mediating variable has been regressed on the predictor variable Facebook promotions (FP); was to establish Social Media promotion as a significant independent variable of customer service. Hypothesis 2 was related to the influence of Facebook promotion on customer service; a linear regression analysis was run to show this. From the tables 4.9, 4.10 and 4.11, there is a significant relationship in the model, even though weak, stronger than that of the first hypothesis. And this shows that Facebook promotion is significantly related to customer service, so null hypothesis is rejected.

From the hypothesis, Facebook as a promotional tool positively impacts customer service of design businesses. From the results there is a positive correlation between social media promotion and customer service with Pearson correlation r of 0.26 significant at a confidence interval of 95% which happens to be consistent with the outcomes of the previous researches. According to Fontein (2015), design entities that have an extension

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of their customer service on social media have the great likelihood of having reputation better than those who do not. Facebook helps businesses to rapidly respond to negative remarks and rapidly redress them; this is a good approach to customer service by social media (Perkins, 2014). Customer service as a mediator in the whole research is a dependent variable in second hypothesis and the findings of this study are consistent with the previous researches that support the premise of Facebook as promotional tool influencing customer service. As all respondents are in the creative design industry and most of them were clients who happen to represent some design entities, it was easy for them to answer questions from both designer and consumer background. A question like 'Graphic designers use social media for customer service' had the largest number of 145 people agreeing, followed by 66 people being neutral.

Also 138 people expressed that graphic designers on Facebook are responsive when it comes to customer service and 27 strongly agreed even though 77 of them did not know how to feel about their responsiveness; only 1.9% disagreed strongly. The relationship even though positive is weak, and this could have been because they were already online and could not magnify the importance of how the online environment was impacting consumer patronage The research's results and that of earlier studies proves that Facebook has a positive effect on customer service; it also works with the creative graphic design industry even though the relationship is not strong from the results, it is a positive relationship.

4.2.2.3 Effect of customer service on consumer patronage

H_3: Customer service has a positive impact on consumer patronage online so far as graphic design industry is concerned

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H0: Customer service has no impact on consumer patronage.

According to the alternative hypothesis, customer service has positive impact on consumer patronage. The null hypothesis however says there is no impact of customer service promotion on consumer patronage. The idea is to reject the null hypothesis by showing proof of the fact that there is a positive impact on consumer patronage by customer service

Table 4. 12 Regression Model Summary for Hypothesis 3

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.494[a]	.244	.241	.530
a. Predictors: (Constant), CS				

Table 4. 13 ANOVA for Hypothesis 3

				ANOVA[a]		
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.142	1	24.142	85.997	.000[b]
	Residual	74.676	266	.281		
	Total	98.818	267			
a. Dependent Variable: CP						
b. Predictors: (Constant), CS						

Table 4. 14 Regression Coefficients for Hypothesis 3

			Coefficients[a]			
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.149	.177		12.118	.000

	CS	.446	.048	.494	9.273	.000
a. Dependent Variable: CP						

Consumer Patronage (CP) the dependent variable has been regressed on the mediating variable Customer Service (CS) which is acting as the predictor variable in this hypothesis. This model was to establish customer service as a significant predictor of consumer patronage. The R^2 value for this relationship was 0.244 which was larger than that of previous hypothesis. From the ANOVA and Coefficients tables, there is a significant relationship in the model stronger than that of the first two hypotheses. The significant value of 0.000 shows that customer service is significantly related to consumer patronage, so null hypothesis is rejected.

From hypothesis 3 of the study, customer service has a positive impact on consumer patronage online so far as graphic design industry is concerned. There is a positive correlation between customer service and consumer patronage with Pearson correlation of 0.49, and it is significant with significant value of 0.00 at 95% confidence interval. The findings of this study are consistent with the earlier works that support the theory that customer service influences consumer patronage. As compared to the first hypothesis, customer service positively influences consumer patronage but the relationship here is stronger; it may be due to the fact that everything about the research is already happening online and also customer service as a variable is a very essential inclusion in the online environment. From the questionnaires, an item like 'When I am satisfied I work with the same designer' had 128 people agreeing and 78 people strongly agreeing with only 18 and 4 people disagreeing and strongly disagreeing respectively.

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Also 'I make repeat purchase when I am satisfied' had 132 people agreeing and 76 people strongly agreeing with 15 and 5 disagreeing and strongly agreeing; confirming Goodwin (2013) statement of good customer service online enhances consumer patronage (Goodwin, 2013). It means that consumers would make repeat purchase when they are happy and the customer service being good will make them skip the information search and evaluation stages of the buying process. Even though social media marketing turns out to be very useful now, companies cannot act anyhow to tarnish their image. From the statistical results customer service has positive influence on consumer patronage. Managers and marketers can promote good customer service online to ensure consumers easily patronizing services.

4.4.2.4 Mediating effect of customer service on the influence of Facebook promotion on consumer patronage

H_4: Customer service mediates the effects of Facebook promotion on consumer patronage in the creative design industry

H_0: Customer service does not mediate the effect Facebook positively influencing consumer patronage.

According to the alternative hypothesis, customer service has a mediating effect on social media promotion positively influencing consumer patronage. The null hypothesis however says there is no mediating effect of customer service promotion on Facebook promotion influencing consumer patronage. The idea is to reject the null hypothesis by

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showing proof of the fact that there is a mediating effect of customer service on the impact

of Facebook promotion on consumer patronage

Table 4. 15 Model Summary for Hypothesis 4

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df2	Sig. F Change
1	.191[a]	.037	.033	.598	.037	10.097	1	266	.002
2	.498[b]	.248	.243	.529	.212	74.617	1	265	.000

a. Predictors: (Constant), FP

b. Predictors: (Constant), FP, CS

Table 4. 16 ANOVA for Hypothesis 4

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.614	1	3.614	10.097	.002[b]
	Residual	95.204	266	.358		
	Total	98.818	267			
2	Regression	24.531	2	12.266	43.754	.000[c]
	Residual	74.287	265	.280		
	Total	98.818	267			

a. Dependent Variable: CP

b. Predictors: (Constant), FP

c. Predictors: (Constant), FP, CS

Table 4. 17 Hierarchical Multiple Regression Coefficients for Hypothesis 4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.075	.221		13.935	.000
	FP	.212	.067	.191	3.178	.002
2	(Constant)	1.970	.233		8.441	.000
	FP	.072	.061	.065	1.178	.240
	CS	.430	.050	.477	8.638	.000

Table 4. 18 Adjusted Models for Mediation

Models (Steps in mediation)	R Squared	Beta	Sig
CP (dependent) FP (independent)	.037	.191	0.002
CS (dependent) FP (independent)	.070	.256	0.000
CP (dependent) CS (independent)	.244	.494	0.000
CP (dependent) FP (independent) CS (mediator)	.037 .258	.065 .477	.240 .000

Hierarchical multiple regression was performed to investigate the ability of Facebook promotion to influence consumer patronage, after controlling for customer service. Additionally, the correlations amongst the predictor variables (Facebook promotion and customer service) included in the study were examined and these are presented in Table 4.15. Both independent (and mediator) variables had statistical correlation with consumer patronage which shows that the information correlated properly with the dependent variable for examination by the use of multiple linear regression. During the first stage of the hierarchical multiple regression, only Facebook promotion was entered as the independent variable. From Table 5.16 this model was statistically significant F

(1, 266) = 10.10; p < .001 and 3.7 % of variance in consumer patronage was explained. In the second stage customer service was entered and the total variance explained by the model as a whole was 25% (F (2, 265) = 44.76; p < .001). Additional 21% of variance in consumer patronage was explained by the introduction of customer service, after controlling for Facebook promotion (Change in R^2= .21; F (1, 265) = 74.62; p < .001). In the final adjusted model customer service was statistically significant, also with a relatively high Beta value (β = .48, p < .001), whereas social media promotion's significance was lost with a very low Beta value (β = .07, p > .001)

From Baron & Kenny (1986), the independent variable and dependent variable should relate, as such the first equation should be significant. This particular condition shows that there is a relationship between the variables to be mediated. Secondly the independent and mediator variables should relate, also having the second equation being significant. This shows beginning of the mediated effect. The third condition should have mediator and dependent variable relating, such that the third equation is also significant. This condition shows stage two of the mediated effect. For the mediation, the relationship between the independent and dependent variable should not exist after the mediator variable is introduced in the equation; as such third equation is not significant and also the independent variable's coefficient here should be smaller than the coefficient of independent variable in the first equation. This condition establishes that the relationship between independent and dependent variable seen under the first condition is lost when the mediator is included. From Table 4.18 all steps for mediation have be taken and satisfied.

To measure the mediating role of customer service, the effect it has on consumer patronage has been tested using multiple regression analysis while controlling for Facebook promotion. Table 4.15 shows the model with a stronger R^2 value of 0.25 and a beta value of 0.430. ANOVA and Coefficients from Table 4.16 and Table 4.17 respectively show significant level of 0.00 thus signifying that there is a statistically significant relationship between customer satisfaction and consumer patronage. This confirmed that the mediator is a significant predictor of the dependent variable

From H_4, customer service would have a mediating role in the Faebook promotion – consumer patronage relationship. The third condition of Baron & Kenny's (1986) mediation model is also satisfied study as beta weight for third equation is 0.065 and that of equation one is 0.191. Independent variable beta in third equation should be smaller than the beta value of independent variable in the first equation and also the relationship between the independent and dependent variables in third equation should not be significant; here we have significant value of 0.24 at p-value of 0.05.

Hypothesis 4 of the research states that customer service has a mediation effect on enhancing Facebook as a promotional tool in positively influencing consumer patronage and retains clients. Customer service has been established to be a significant predictor of consumer patronage in the creative design industry of Ghana. The results indicate a statistically significant relationship of Facebook promotion with Consumer patronage and Customer service respectively. The Facebook promotion influence on consumer patronage reduces significantly ($0.07 < 0.19$) the moment the mediating variable customer service is introduced. As an empirical finding, the research establishes that customer service is as a mediating variable in a direct relationship between Facebook promotion and consumer

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patronage.   To know if the mediation in this research is either competitive or complementary, there should be determination of the sign of product of all three the coefficients. Procedure by Zhao & Chen (2010) makes it known that the mediation in the research is a complementary mediation since mediated effect and the direct effect are both present and in the same direction.

Also according to Zhao & Chen (2010) when all conditions are satisfied where there is no significant relationship between independent and dependent variables, and also beta reduces to zero it shows complete mediation, however when only the first three conditions are satisfied or beta reduces to a non-trivial amount but not zero it shows partial mediation. It can be concluded that Customer Service mediates fully in the relationship between Facebook promotion and Consumer Patronage.

The consumers in the creative design industry do not just think of the creative services but also the customer service they can enjoy; the study makes it known that with good customer service, consumer patronage with become better since their buying decisions will positively be affected; especially with customer service fully mediating, the impact consumers will patronize creative design services if the customer service offered is better. This will eventually aid their post-purchase decision and make them repeatconsumers and possibly loyal ones for design businesses; this tends to bridge the gap in knowledge. The mediation means that customer service has a great impact on the influence of Facebook promotion on consumer patronage, so it is necessary to invest in customer service even as Facebook promotion is used because how consumers will patronize creative design services when designers use Facebook promotion is magnified if customer service is improved.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter deals with concluding part of the research. The summary of the findings are presented as well as the managerial implications and recommendations of the findings. The conclusions in general are also highlighted in this chapter. The findings provide grounds for the researcher to make recommendations that would help members of the creative design industry to use social media to influence the patronage of the consumers

The creative design industry of Ghana so far as graphic design is concerned is now present on a larger base online. The traditional graphic design tools are wiping off gradually as

the computer has arrived with many user-friendly softwares that help to meet design goals in the easiest of ways. Currently, there are creative design agencies and related agencies like advertising and marketing agencies that are all involved in creative design, as well as individual designers who call themselves 'freelance designers' making their presence relevant on social media. Such entities on Facebook will experience a whole new marketplace and different online consumer behaviour. The recommendations made will help the creative design entities offer good service influence the patronage of their consumers using the social media environment so that they can eventually have consumers that repeat patronage and also become loyal

5.2 Summary of Findings

Retaining consumer in the creative design industry has become the main goal of being on Facebook as designers. Their presence on the world-wide web has exposure them to an unsegmented market that may or may not patronize a particular design entity; so there is a great competition and designers should know. Facebook as a promotional tool has made it easy for consumers to search for information about their creative service providers so designers have to use social media to get more competitive. Even with that consumers still switch to competitor. Therefore, this research was carried out to exam the effect of customer service on how Facebook promotion affects how consumers patronize creative design services.

5.2.1 Demographics

Out of the total sample the gender was evenly distributed with 59.3 males and 40.7 females. The respondents were either design company or independent designer or client;

surprisingly the clients (consumers) were clients and/or creative designers and they were largest group of respondents.

5.2.2 Effect of Facebook promotion on consumer patronage

Facebook promotion has positive influence on consumer patronage when engaging designers; and results confirmed. From the statistical results Facebook promotion has positive influence on consumer patronage. The relationship being positive and also significant means when it comes to patronage decisions of the consumer, Facebook promotion if used well by design entities will help the consumers make good decisions. Also the results showed that the relationship existed yet was weak, it could have vaguely been because many people have not considered how powerful Facebook is since it has become ubiquitous and even kids use it so there seems to be no need to master its use

5.2.3 Effect of Facebook promotion on customer service

Facebook as a promotional tool positively impacts customer service of design businesses. The research has customer service as a mediating variable and in the second hypothesis Facebook promotion had an impact on customer service, which was also confirmed to be true from the results. The businesses have started making an extension of their customer service on Facebook and this gives them a better reputation online too and it is true for the creative design industry too since they are exclusively online on a greater percentage now. From the results positive Facebook promotion make it possible to also have good customer service online

5.2.4 Effect of Customer service on consumer patronage

Customer service has a positive impact consumer patronage online so far as graphic design industry is concerned. The result confirmed there is a positive correlation between customer service and consumer patronage with significant value of 0.00 and Pearson correlation of 0.49. The positive relationship here was stronger than that of the first hypothesis. This means that customer service has a higher tendency of positively influencing the patronage decision-making process of a consumer than that of social media. Designers who have good customer service will in turn affect their consumers to choose them; this will make them more competitive and possibly have consumers repeating purchase.

5.2.5 Effect of customer service on the relationship between Facebook promotion and consumer patronage

Customer service has a full mediation effect on enhancing Facebook as a promotional tool in positively influencing consumer patronage and retains clients. Results also confirmed the presence of mediation with a significant and positive relationship between Facebook promotion and consumer patronage. Influence of social media promotion significantly reduced when customer service was introduced in the equation. Customer service has been established to be a significant predictor of consumer patronage in the creative design industry of Ghana. Which means that when using Facebook promotion to affect consumer patronage, it will better to consider having good customer service too as a design entity; and this bridges the gap in knowledge. When the consumer do not go through all the process of making purchase every time because information has been made available on Facebook, good customer service is what will keep the consumers repeating purchase and

staying with the designer for a long time. This also means that even when Facebook promotion is good, bad customer service with discourage consumer from patronizing the design service.

5.3 Conclusions

Facebook promotion plays an important role in the creative design industry in Ghana now. The online community has placed both the designers and consumers on one platform to make business happen. Since traditional graphic design and other related creative design jobs are now done mostly with the computer and in some circumstances online, it is good to choose Facebook as one of the main outlets for promotion.

Advertisers have begun using variety of promotional tools of which Facebook is part, enticing consumers with incentives to make patronage. Consumers have a different behaviour online because the environment itself is different and sometime not easy to manoeuvre. Even with all the ways to get the consumers to make purchase, it is also needed to have a good customer service to retain consumers. As such, this study's result proves that Facebook as a promotional tool positively influences consumer to patronize creative design services and also good customer service positively impacts much as a mediator in the positive relationship between Facebook promotion and customer service. Findings from study also makes it known that the decision of the consumer is also influenced greatly by customer service alone.

In that case, design entities and marketers that are competing to get consumers who will make repeat purchase must be sure to make consumers satisfied by offering good customer service in addition to the design service. It is again essential for designer or marketers to understand the online environment of Facebook and strategies that could be used on

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Facebook to influence consumer patronage decisions. So even as Facebook environment is being studied it is imperative to study how effective customer service can also be practiced online.

5.4 Recommendations

This study gives urges creative design entities to know the consumers' behaviour towards patronizing service so that strategies on Facebook could be designed to influence them to patronize services. Also good customer service should be an integral part of the design service. Designers and marketers will know how to create adequate information for consumers to use when making decisions. Designers must make the pages more responsive so that consumers and potential ones can contact them and also make any kind of enquiries. By recommendation, Facebook customer service personnel can handle all the customer service issues of the designer; so that the designer can concentrate on the core business as the personnel addresses the needs of the consumers. Finally, since this study focuses on customer service as a mediator, other researcher may consider variables like visual aesthetics or social media page-engagement as mediating variables

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APPENDIX

QUESTIONNAIRES

The purpose of these questionnaires is to determine the influence of Facebook promotion on consumer patronage in Ghanaian graphic design industry.

Please I am undertaking a research work on Facebook customer service and consumer patronage in the graphic design industry. Any information provided is purely for academic purpose and I promise to keep everything secret and confidential. Kindly tick the appropriate category and possible answers where lines are provided

PART A: Personal Demographic Data.

1. Gender: Male [ ]   Female [ ].

2. Age   16 – 20 [ ]   21-39 [ ]   40 – 49 [ ]   Above 50
   [ ].

3. Educational status   No formal education [ ]   Basic [ ]   Secondary
   [ ]   Tertiary [ ]
   Any other, please specify, example is apprenticeship
   …………………………………….

4. What is your status in group?   Graphic Design company [ ]   Freelance
   Graphic designer [ ]   Client[ ]

5. What service do you mostly require or what is your specialty?
   …………………………………………..

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PART B: Facebook as A Promotional Tool.

Indicate on the scale of one (1) to five (5), where; 1= strongly disagree, 2=disagree,

3= neutral, 4= agree and 5= strongly agree, the extent to which you are aware of

the following promotional activities in Facebook in the Graphic design Industry

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Sharing artworks is easy and effective					
Promotion in general is easy on Facebook					
Facebook is the best graphic design promotional tool					
Free samples and discounts are effective promotions online that costs designers nothing					
Graphic designers easily generate social media campaigns at no cost					

PART C: Customer patronage.

Indicate on the scale of one (1) to five (5), where; 1= strongly disagree, 2=disagree,

3= neutral, 4= agree and 5= strongly agree, the processes you are likely to take in

patronizing graphic services

	Strongly disagree	Disagree	Neutral	Agree	Strongly disagree
I use social media for my information search on designers					
I mostly choose graphic companies with most page-likes					
I patronize the most visuallyattractive graphic companies					
I patronize designers my friends recommend					
When I am satisfied I work with the same designer					
When I need graphic service I go straight online					
I testify to friends about a designer so they can also patronize					
I make repeat purchase of the service when I am pleased					
Anytime am dissatisfied, I complain to friends not to patronize the service.					

PART D: Customer Service influence on Patronage in Graphic Design.

Indicate on the scale of one (1) to five (5), where; 1= strongly disagree, 2=disagree, 3= neutral, 4= agree and 5= strongly agree, the processes you are likely to take in patronizing graphic services

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am attracted to designers with good customer service					
Design companies with no engagements with customers online have low patronage					
Customer service is not necessary so far as the designer has good skills					
Social media makes graphic design customer service easy					
I will refer someone to a good graphic designer even though he has bad customer service					