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A study into the Effects of Sales Promotion on Polytechnic Students' Choice of Telecommunication Network in Ghana: A Case Study of Tamale Polytechnic

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Abstract:

Marketing communication (promotion) is an unavoidable activity for all firms in today's competitive business world. Sales promotion is one of the major elements of promotion and is perceived to be the most widely and intensively employed tool in the telecommunication industry of Ghana. This study was conducted to ascertain the relationship between sales promotion and consumer buying decision and to determine which consumer promotional strategies is the most effective for the telecom industry. A descriptive survey research design was adopted. The study used purposive and stratified random sampling techniques for selection of respondents with questionnaire as the research instrument.

The results of the study indicated there is a positive relationship between sales promotion and tertiary students' choice of telecom network. The study found that sustained sales promotions can retain customers and also that free or reduced charge to same network is the most favored strategy by tertiary student in Ghana. The study recommends telecom firms should broaden the scope of their promotions by allowing customers to use incentives across networks. Future researchers should also consider "the effectiveness of sales promotion on brand loyalty.

Keywords: Sales Promotion, Telecommunication industry, Ghana, Polytechnic Students and Telecommunications network

1. Introduction

1.1. Background to the Study

The growth of competition in the telecommunication industry has presented the Ghanaian consumer with several options. For this reason, marketers in this industry are exposed to so many exciting strategies by competitors. In essence, the critical success issues are identifying the exact needs and expectations of consumers in the industry and how appropriately the marketer blends or integrates the available marketing mix or tools (the 7ps) in a way that will deliver this desire. Promotion is a major element of the 7ps and is also made of advertising, public relations, personal selling, direct marketing, sponsorships and sales promotion. In the telecom industry of Ghana, sales promotion is commonly employed as indicated by Kotler et al (2006), whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. This research is intended to verify whether sales promotion is the most critical success variable or other factor. In other words, the researcher shall investigate the extent to which sales promotion positively or negatively influence customers' choice of telecommunication network in Ghana.

1.2. Statement of the Problem

Customers serve as the blood of every organisation and as a result, the existence and growth of every firm depends on its ability to attract and retain these customers. In this regard, marketers within competitive and saturated industry like that of the telecommunication often employ sales promotion as a possible tool that can trigger demand for their goods and services. This is in view of the fact that customers in the industry are perceived to be sensitive to price changes and other incentives they consider 'free'. Base on this, the network providers in the industry often utilise sales promotion to the maximum with the intention of capturing and retaining the unsuspecting consumers.

Sales promotion which is generally a short term tool used to stimulate immediate increase in demand is still remains a major marketing strategy tool used by players in the telecommunication industry in Ghana to lure customers to patronize their services. However, it is often difficult to indicate the level of effects sales promotion as a marketing strategy could have on the consumers' choice for the products and services of this telecommunication industry.

It is for this reason that the study seeks to examine the effects of sales promotion on tertiary students' choice for the telecommunication networks in Ghana. Through this, it would help establish the correlation between sales promotion and market shares in the telecommunication industry.

1.3. Objectives of the Research

The main objective of this study is to find out effects of sales promotion on Polytechnic students' choice of telecommunication network. Specifically, the study seeks to:

- Ascertain the relationship between sales promotion and consumer buying decision.
- Determine which of the consumer promotional strategies is the most effective for the telecom industry.

1.4. Research Questions

In order to successfully achieve the objectives in 1.3 above, the research seeks to find out answers to the following questions;

- What is the relationship between sales promotion and consumer buying decision?
- Which sales promotional package of the telecom industry is relatively enticing to individual student consumers?

1.5. Significance of the Study

This study is useful to telecommunication firms in Ghana as they get to know the extent to which sales promotion influences customers' choice of network. The firms will then decide whether to continue to invest a good portion of their resources into sales promotion or to redirect these scarce resources into other areas that provide relatively substantial customer value.

The research work will also serve as guide to customers of the industry, especially tertiary students as they will want to buy from networks with the most attractive sales promotional packages considering the dependent nature of their purchasing power. Corporate consumers and retailers who respectively seek value for money and higher profits need to buy from telecom companies that provide additional value to the expected one.

However, enough research and for that matter literature do not exist on this particular subject and this study area. Therefore, this work will add to the little that exists which will serve as a relevant source of reference to future researchers of related topics.

More importantly, the study has discovered other areas which need further exploration by interested researchers. Owing to this, students, researchers and research organisations can benefit substantially from the recommendations of the findings of this study as it will provide a basis for future research in the area of sales promotion and its effects on consumers.

2. Literature Review

2.1. Definition and Overview of Sales Promotion

Promotion is one of the key factors in the marketing mix and has a key role in the marketing efforts and success of every organisation. Promotion is used to ensure that consumers are aware of the products that the organisation is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message(s) of a firm to the consumers and resellers as well.

The channels used are: advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowley, 1998). One of most important channels of sales is sales promotion. Sales promotion is said to have a direct impact on the behaviour of the firm's consumers.

Sales promotion is an initiative undertaken by organisations to promote increase in sales, usage or trial of a product or services (i.e. initiations that are not covered by other elements of the marketing communication/promotional mix). Sales promotion is an important component of an organisation's overall marketing strategy along with advertising, public relations, and personal selling. It acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases (Aderemi, 2003). According to Egan (2008) sales promotions are short-term incentives to encourage trial or usage of a product or service. Marketers can target sales promotion at either trade or final consumer. Like advertising, sales promotion comes in so many forms. Whereas advertising typically provides consumers reason to buy, sales promotion offers incentive to buy.

2.2. Importance and Effectiveness of Sales Promotion

The ultimate objective of every business is to increase the sale of goods that it deals in. Several methods can be adopted for the achievement of this goal; some direct while others indirect. Sales promotion is one of them. Sales promotion is defined as a "diverse collection of incentive tools, mostly, short term designed to stimulate quicker and/or greater purchase of particular products/services by consumers" (Kotler, 2002).

Michael (2004) stated that it would be a significant understatement to say that sales promotion is enjoying a dominant role in the promotional mixes of most consumer goods companies. The 1998 Cox Direct 20th Annual Survey of Promotional Practices suggests that many companies spend as much as 75% of their total promotional budgets on sales promotion and only 25% on advertising. This is up from 57% spent on sales promotions in 1981 (Landler and DeGeorge). The reasons for this unprecedented growth have been well- documented. Paramount among these is the desire on the part of many organisations for a quick bolstering of sales, Michael (2004). Sales promotions are well-suited to accomplishing various marketing objectives, such as stimulating sale force enthusiasm, invigorating sales for a mature brand, facilitating the introduction of new products, increasing on- and off-shelf merchandising space, encouraging repeat purchases, and reinforcing advertising (Shimp,2000). Marketers use price oriented promotions such as coupons, rebates and price deals to increase sales and market share, to entice trial, and to encourage brand

switching. Gupta (1988) suggests that 84% of the sales increases due to promotion come from brand switching, while purchase acceleration accounts for less than 14% and stockpiling/consumer loading accounts for less than 2% of sales increases. This supports the idea that sales promotion helps to erode brand loyalty. Davis, Inman, and McAlister's (1992) research rejects previous findings which suggested that the use of price promotion would eventually lower a brand's evaluation. Instead they find that there is no negative effects of sales promotion on brand evaluation or on repurchase probabilities, which is consistent with both low involvement and behavioural learning theory.

2.3. Organisational and Consumer Benefits of Sales Promotion

Shira (2003) as cited in Ibojo and Amos, (2011) identified five effects that sales promotions have on organisational performance as:

Encouraging purchase of large size units. Sales promotion consists of diverse collection of incentive tools, mostly short term designed to stimulate quicker or greater purchase of products or service by consumer e.g. the use of premiums, product warranties etc. stimulate consumer purchase in larger quantities Rotimosho (2003)

Generating trials among non-users. Trials among non-users of a product are generated through invitation of prospective purchasers to try the product without cost or little cost with the hope that they will buy the product.

Persuading retailers to carry new items and higher level of inventory. Sales promotion encourages retailers to give shelf space to new products. Manufacturers provide retailers with financial incentives to stock new products.

Encouraging off season buying. Sales promotion has also encouraged off season buying especially during the festive periods, people tend to buy more of a particular product because of the added value, compared to normal season.

Building brand loyalty. Sales promotion helps to build brand loyalty by giving the seller the opportunity to attract a loyal and profitable set of customers which provides sellers some protections from competition and greater control in planning their marketing mix. Shira (2003). Shira further stated that sales promotion has been seen to focus on customer relationship management, free gifts, free sample, price discount, etc. If an organisation effectively implements sales promotion techniques, it will not only encourage large purchase but it will also increase the sales performance of an organisation, invariably leading to the achievement of the stated objectives.

2.4. Limitations and Scope of Sales Promotion

sales promotions has become an integral part of the marketing strategies of many retailers, and the successful deployment and implementation of sales promotion tactics at the right time can lead to substantive growth in sales transactions and sales revenues. Many people argue against what sales people can do as Barry Clarke-chairman and chief executive, Clark Hooper cited in Pickton and Broderick (2005) that sales promotion doesn't work. It does not promote sales nor does it achieve any of the wide-ranging business objectives which are often assigned to promotion campaigns by those who commission them. Sales promotion consists of a diverse collection of incentive tools to elicit a quicker or greater consumer purchases in a short period of time (BMSRGroup, 2010). In spite of all the benefits sales promotion present to both consumers and telecommunication firms, it's not an end in itself. According to Solomon, Marshall and Stuart (2006), if sales promotion is used too frequently, consumers become conditioned to purchase the product at the lower price. This view of Solomon, Marshall and Stuart is very practical in the telecommunication industry as a single customer can have all the SIM cards of the various networks so that they take advantage of any that will be running a cost-effective promotion. To add to the limited nature of sales promotion's impact, Onkvisit and Shaw (1997) stipulate that sales promotion is temporary in nature. Not being self-sustaining, its function is to supplement advertising, personal selling and publicity. Sales promotion cannot be the sole basis for a campaign because gains are often temporary and sales drop off when the promotion ends. Advertising support is needed to convert the customer who tried the product because of a sales promotion into a long-term buyer (Berkowitz et al, 2000). The Harvard Business Review (May, 2008:p.118) equally argued that a marketing tactic that boosts sales only in the short-run can have a harmful effect on customer life time value. Mather (2006) also identifies that high brand equity products at most times do not need sales promotion, as there is always a demand for them. However in a competitive market like that of the telecommunication even well-known brands like MTN and the rest have plan sales promotion on a continuous basis.

2.5. Forms and Types of Sales Promotional Strategies

Sales promotions are action-focused marketing events whose purpose is to have a direct impact on the behaviour of the firm's customers. There are three major types of sales promotions: consumer promotions, retailer promotions, and trade promotions. Consumer promotions are promotions offered by manufacturers directly to consumers. Retailer promotions are promotions offered by retailers to consumers. Trade promotions are promotions offered by manufacturers to retailers or other trade entities (Blattberg and Neslin 1990). Pride and Ferrel (1989) state that sales promotion methods fall into one of two groups. Consumer sales promotion methods are directed toward consumers and include coupons, contests, bonuses, vacations, gifts, tie-ins and free samples (Lamb et al, 1992). Trade sales promotion methods focus wholesalers, retailers and salespersons. Examples include sales contests, free merchandise, demonstrations, point-of-purchase, and display (Anderson, 1986; Pride and Ferrel, 1989).

3. Research Methodology

3.1. Research Design

A descriptive survey research design was adopted for the study. The descriptive research design is proposed for this study because of its suitability and ease of use. Yieri (2006) argues that descriptive survey involves the collection for data in order to answer research questions concerning the current status of subjects under investigation.

3.2. Sources and Types of Data

Both primary and secondary data sources were used for the study. The Primary data for the study was obtained from the views of respondents expressed in a questionnaire. The Secondary data were also collected from an assortment of sources. These comprise scholarly journals (through the internet and available hard copies), research reports, educational guides, textbooks and newsletters from the various telecommunication companies in the country. Data from magazines and websites of telecommunication firms as well as websites of organisations that do business with them (telecom firms) were used.

3.3. Population, Sampling Technique and Size

A stratify random sampling technique was employed to choose four (Marketing, Secretaryship and Management studies, Accountancy and HCIM Departments) out the existing eight (8) departments that run tertiary programmes in the Tamale Polytechnic. A total of 200 respondents were selected from the departments. Quotas of fifty (50) respondents comprising both male and female students were also randomly chosen. Therefore the choice of this combination of techniques is for their respective advantages of minimizing the level of bias and easy access to respondents. The population of the study encapsulated all Polytechnic tertiary students in Ghana.

4. Presentation and Analysis of Findings

4.1. Relationship Between Sales Promotion And Consumer Buying Decision

The respondents' views were elicited on whether sales promotion has influence on the network they choose. The results revealed sales promotion had positive influence on the choices that tertiary students make in the telecom industry. The results indicated that 44% of the respondents agreed that sales promotion is a key determinant in their choice of network(s) in the study area even though 49% disagreed that they will never subscribe to the services of network(s) that do not roll-out consumer promotions. The results are shown in figures 1.

The researcher dug into the 'black boxes' of respondents to seek their views on the extent to which sales promotion as compared with other factors influences their decision to patronize the services of telecommunication firms in Ghana. It was revealed majority (44%) agreed that sales promotion is a key determinant of their choice of a network. 9.5% also strongly disagreed that sales promotion is a key determinant of choice constitutes a relatively small number. This has been clearly presented in figure 1.

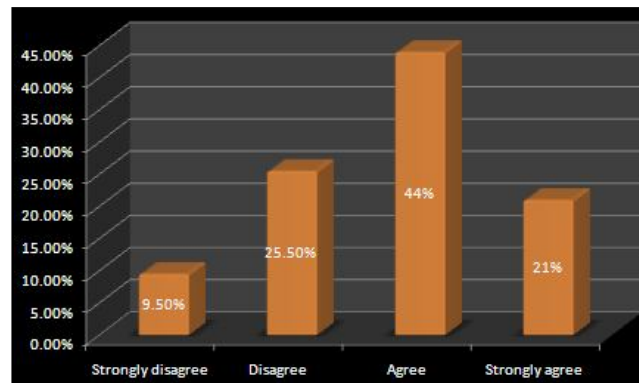


Figure 1: Sales promotion as a key determinant of respondents' choice of network
Source: Field survey (2014)

As indicated in figure 1. It's clear that telecommunication firms in Ghana need to view their sales promotional efforts as worthy as 44% constituting majority of the respondents agreed to the fact that sales promotion is key in their decision to buy. Very few (9.5%) of the tertiary students of my study area disagreed. This revelation is in favors of Michael (2004) as he stated that it would be a significant understatement to say that sales promotion is enjoying a dominant role in the promotional mixes of most consumer goods companies.

The study also tries to uncover the influence of sales promotion in determining consumers' choice of network. The views expressed by the respondents pointed to the fact that in spite of the key role sales promotion plays in choice, majority of the respondents as expressed in figure 2 (75.5%) prioritize other variables above sales promotion.

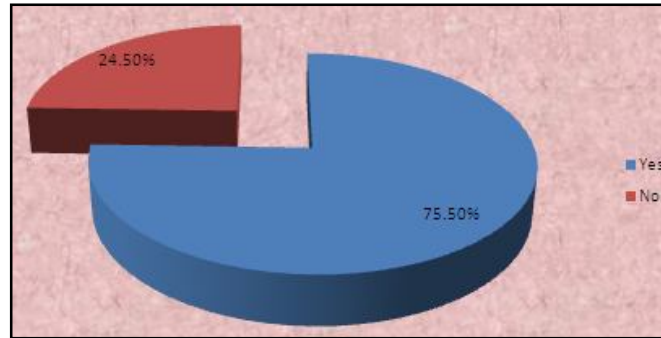


Figure 2. Whether respondents prioritise other factors above sales promotion
Source: Field survey (2014)

As stated above, the dominant among the respondents said ‘yes’ as against 24.5% responding ‘No’ indicating that sale promotion is not the most critical deciding factor as to which network they. This does not contravene the opinion of Onkvisit and Shaw (1997) as they stipulate that sales promotion is temporary in nature. Not being self-sustaining, its function is to supplement advertising, personal selling and publicity. Sales promotion cannot be the sole basis for a campaign because gains are often temporary and sales drop off when the promotion ends. Therefore, factors that are quite self-sustaining are likely to be prioritised above sales promotion.

Respondents were also asked to give their views on what they prioritise most if it is not sales promotion and their answers were diverse, ranging from network reliability (53.5%) to prestige of network (5%). Figure 3: represents the responses of tertiary students in Tamale Polytechnic as to the factors they consider before sale promotion.

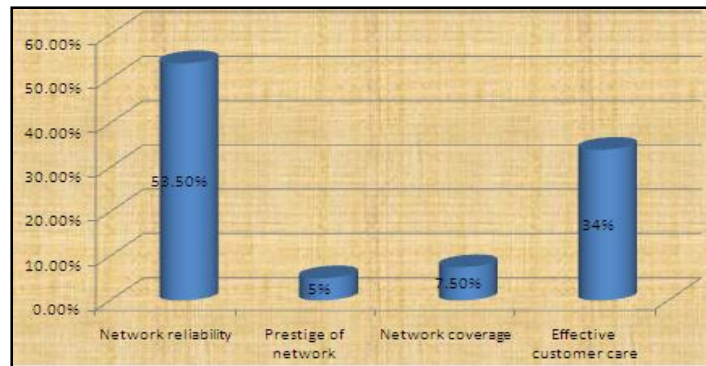


Figure 3: Factors that respondents prioritise above sales promotion
Source: Field survey (2014)

Being able to reach others at any time respondents want to is given the topmost priority as more than half (53.5%) of the students favoured network reliability as the most important variable in determining which network to subscribe to. Prestige of network is a factor a lot of people feel is very influential in consumers choice of telecom network but the results of this study speaks to the contrary as only 5% responded in its favour. Effective customer care has been revealed to be next to reliable network as 34% expressed that telecommunication firms should go beyond customer service to effective customer care.

As to whether sales promotion constitute an important part of tertiary students definition of quality of network, their responses in figure 3, is consistent with the views expressed earlier as 53.5% said in figure 3, that they prioritise network quality to sales promotion. On the other hand, as majority of the respondents (36%) said they disagree with the view that sales promotion is an important part in their definition of quality and only 14% agreeing to the assertion. This somehow contradicts the responses cited in table 1: that sales promotion is a key determinant in their choice of telecommunication network. Table 1: represents the frequencies band percentages of responses.

Variable	Frequency	Percentage (%)
Strongly Disagree	61	30.5
Disagree	72	36.0
Agree	39	19.5
Strongly Agree	28	14.0
Total	200	100.0

Table 1: Sales promotion as part of respondents’ definition of quality for a Telecom network
Source: Field survey (2014)

Evidently, it can be seen that customers in their definition of a telecommunication network’s quality do not consider sales promotion as so important. This could be for the fact that if the best of incentives are given to but no reliable network and no effective customer care, they will feel dissatisfied. The quality of a network like beauty lies in the eye of the beholder. It is only the customer who can give best definition for a good or service. The responses of the respondents in table 1, indicates clearly that only 14% against 36% respectively said they strongly agree and disagree with the assertion that sales promotion an important part of their definition of quality.

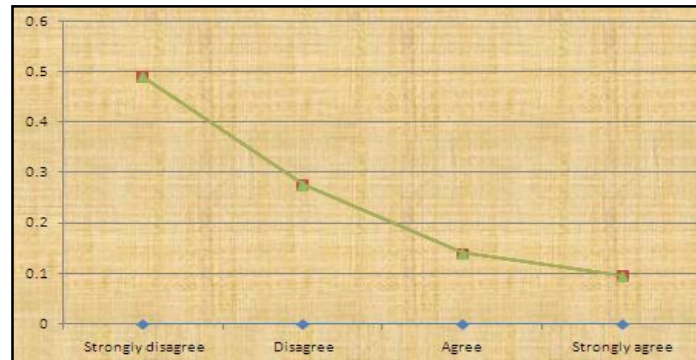


Figure 4: Respondents resistance to firms without attractive incentives
Source: Field survey (2014)

In order to unearth the degree to which customers of telecom firms amongst tertiary student can desire sales promotion and will resist companies that do not give incentives, it was revealed (as shown in figure 4) that a relatively great number (49%) of the respondents disclose that they strongly disagree with the view that they will never patronize the services of firms that do not roll-out sales promotions. This implies that to them their choice do not rest on sale promotional packages. Only 9.5% of the students strongly agreed never to subscribe to the services of telecom firms that do not roll-out sales promotions. On the whole, what is very clear is that sales promotion in one way or the other is influential in the buying decision of consumers of telecommunication firms.

The researcher therefore concluded by looking at customers most preferred telecommunication network in terms of sales promotion. As shown in figure 5, expresso had the least preference of 7 (3.5%) and on the contrary, Vodafone had the highest preference of 64 responses representing 32%. Airtel and MTN per views of the respondents were second 56 (28%) and third 46 (28%) respectively. Glo that is a late entrant into the Ghanaian telecom industry had more preference responses 11(5.5%) than expresso in terms of sales promotion.

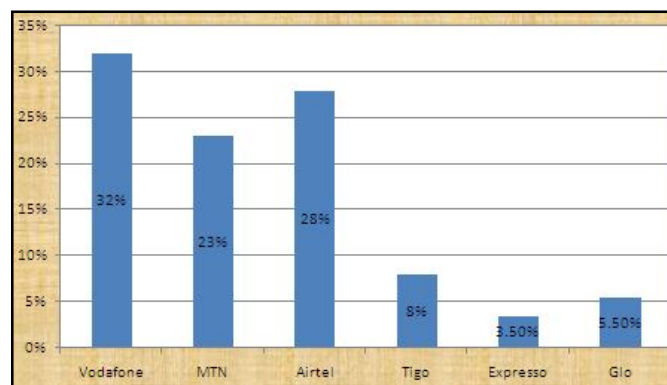


Figure 5: Respondents most preferred network in terms of sales promotion
Source: Field Survey (2014)

It can be deduced from the above diagram (figure 5) that in relation to sales promotion, most of the respondents (32%) expressed in favour of Vodafone as the most preferred network in terms of sales promotion. What is very interesting about these results is that, MTN is the leading network in terms of market share it’s not the most favoured in terms of sales promotion. In this regard, MTN was not even the second favoured but rather airtel.

4.2. Determination of sales promotional strategy that is most appropriate for the telecommunication industry.

The fact of the matter is that customers have mix feelings about how firms use the sales promotional tools and this translates into mixed reactions and for that matter mixed impressions. Table 2, clearly shows respondents’ views on whether firms in this industry greatly depends sales promotion to create their competitive edge. Out the 200 respondents contact for the purpose of this

study, 154 (77%) responded yes and the rest said 46(23%) meaning that customers view sales promotion as the main competitive tool used by firms in the telecom industry.

Variable	Frequency	Percentage (%)
Yes	154	77.0
No	46	23.0
Total	200	100.0

Table 2: Sales promotion as the main competitive tool in the telecom industry
Source: Field survey (2014)

The above table (4.3.) clearly indicates that telecommunication companies in Ghana might have observe that customers are price-sensitive and will favour companies that offer reduced rates and free gifts. That is why majority of the respondents (77%) said they are of the opinion that firms are competing mainly on promotions and not other areas that they equally view important(i.e. reliable network ,wider network coverage effective customer care etc) .

The researcher further wanted to find out how the perceived over use of sales promotion as a competitive tool affect respondents’ buying decision. Most (76.5%) of the respondents as indicated in table 3. were of the view that the shift efforts and attention to sales promotion negatively affect their buying decision.

Variable	Frequency	Percentage (%)
Negatively	153	76.5
Positively	47	23.5
Total	200	100.0

Table 3: How over use of sales promotion by telecom firms affect respondents
Source: Field survey (2014)

From the table(3.) above, it’s clear that majority of the respondents 153 representing 76.5% said the over-use of sales promotion by telecommunication firms as a competitive tool negatively affect their buying decision as against 47(23.5%) of respondents who responded in the affirmative. The firms need to critically look into what aspects of their sales promotional activities may negatively affect the level of satisfaction. It could be that some practices are helping the success of their investment into sales promotion and if not well handle, will continue to give negative results.

At the disposal of all the telecom firms in Ghana are the same sales promotional strategies or tools but how each roll-out these activities make the difference. The researcher was interested in finding out from respondents their views on which sales promotional activities are effective in driving customers’ desire. Largely, (43.5%) the respondents mentioned free or reduced charges to same network is more desirable. This is shown in figure 6.

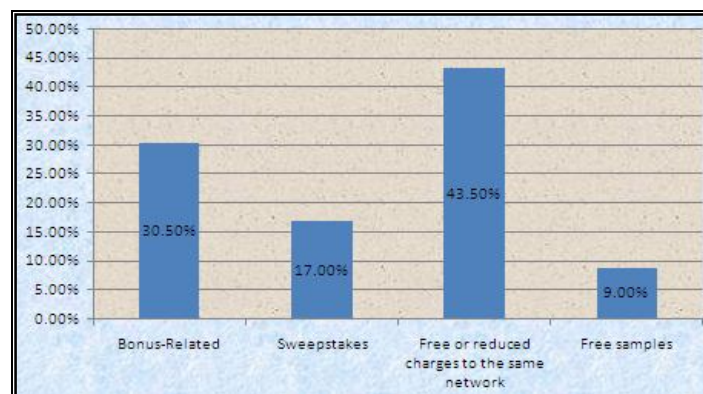


Figure 6: Sales promotional strategies that drive customers’ desire the most for a network
Source: Field survey (2014)

One can easily and clearly deduce from the figure 6 trend of preference for sales promotional strategies. It can be observed that 43.5% constituting majority of the respondents favour promotional incentives that allow customers to subscribe and communicate to people in the same network for free or at much reduced rates. Next to free or reduced rates is respondents’ desire for bonuses after recharge (30.5%) and free samples is the with least preference of 9% as shown in figure 6. .In the case of the free sample, I can say it’s not common if recently that Glo as a new entrant gives customers free sample of GH¢0.20 every morning. Therefore, the most effective sales promotional strategy for the telecommunication industry of Ghana is free or reduced charges to same network.

This section could not just be brought to an end without the researcher looking into the overall impression of respondents about how their chosen telecommunication network runs the various sales promotional strategies. The responses took a particular

dimension as up 50 % (100) respondents as shown in figure 7, constituting majority of respondents said they are satisfied with how their chosen networks employ the various tools or strategies.

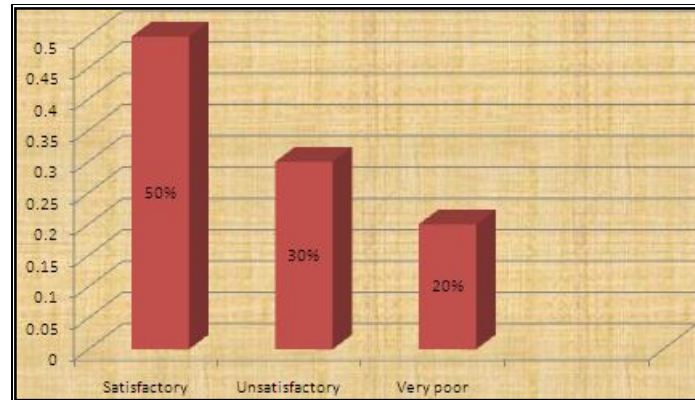


Figure 7: Customers' impression about how their chosen networks employ the sales promotional tools or strategies.
Source: Field survey (2014)

The figure above (figure 7) clearly shows that most of respondents have a positive impression about how their individual networks roll-out the various sales promotional strategies in Ghana. Half of the number of respondents (50%) indicated to be satisfied with how it done by their networks. 30% and 20% also said how their services providers roll-out sales promotions is respectively unsatisfactory and poor. This does not mean there is no room for improvement as how these firms run their sales promotional activities.

5. Summary of Findings, Recommendations and Conclusion

5.1. Summary of Main Findings

The research also ascertained that sales promotion is a key determinant in the choice of network(s) by Polytechnic students in Ghana. This is because 44% as against 9.50% agreed and strongly disagreed respectively that sales promotion is a key determinant of their choice. However 53.5% of the respondents prioritise network reliability above sales promotion.

In terms of the most preferred network in relation to sales promotion, it was revealed Vodafone Ghana was the most favoured. Majority of the respondents (32%) answered in favour of Vodafone Ghana in terms of sales promotion against the 3.5% for expresso (which is the least preferred).

The study further revealed that free calls or reduced charges to the same network are the best sales promotion strategy for the telecommunication industry of Ghana. This is for the fact that majority (43.50%) of the respondents were in favour of that strategy.

It was found that majority of the students greatly derive several benefits including economic benefit from sales promotional of incentives of telecommunication networks in Ghana. Though majority equally say they dislike the aspects of repeat message (22%) and strict limitation of incentives to same network (22.5%).

5.2. Conclusion

Based on the findings of the research a number of conclusions can be deduced:

Though sales promotion is important in the Polytechnic students' choice of network, they priorities network reliability above sales promotion

In terms of sales promotions, most Polytechnic students prefer Vodafone Ghana to all other networks.

The students find free or reduced charges to some network as more rewarding than other sales promotional strategies.

As against the views of so many academics and marketing professionals, sales promotion is capable of retaining customers (i.e. it has long-term positive effect).

Tertiary students greatly derive a lot of economic benefits from networks' sales promotions. Strictly limiting sales promotional incentives to same network and repeat messaging on promotions are what tertiary students dislike most about sales promotion.

Polytechnic students in Ghana are satisfied with the duration of promotional incentives roll-out by telecommunication firms. Customers (especially tertiary students) feel that the shift of attention from other competitive areas to concentrating on sales promotion as the only competitive strategy has negative effects on them.

5.3. Recommendations and Implications for Further Research

On the bases of the above findings, the study makes the following recommendations:

- As established by the study, sales promotion is an effective competitive strategy. Therefore firms in the telecommunication industry of Ghana should invest substantial resources in it.

- The results also indicated sales promotion is an essential determinant of customers' (tertiary students) choice of network. The researcher therefore recommends that telecommunication firms should complement the incentives with reliable network as tertiary students prioritize reliable network sales promotion
- The researcher also recommends that the benefits of sales promotions should be across networks. The limitation of restricting incentives to same network should be removed so that that consumers offered free call package for a period can equally call different networks for free.
- Telecommunication firms need to also minimize the frequency of messaging customers about a particular promotion as they (tertiary students) have an aversion to repeat messaging.
- In order to enhance the long-term effect of sales promotion, telecommunication networks should give sales promotion activities reasonable durations (i.e. six months and more).
- The researcher also recommends to future researchers to consider "The effectiveness of sales promotion on brand loyalty in the telecommunication industry of Ghana".

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