

**T.C
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES**

**EFFECTS OF SOCIAL MEDIA ON MARKETING
EFFORTS OF AFRICAN FOOD MANUFACTURERS**

MBA THESIS

MARY NYARKOA

**DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION PROGRAM**

**SUPERVISOR:
YRD.DOC.DR.TUĞBA ALTINTAŞ**

ISTANBUL JANUARY, 2015.

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T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

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DEDICATION

This paper is dedicated to;
To God Almighty (The Most High God),
My lovely parents in Ghana,
My little siblings,
My love ones.

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DECLARATION

I declare that, the information given in this thesis was presented according to the rules and the ethical conduct.

I referenced all material and results that are not original to this work.

NAME: NYARKOA MARY.

SIGNATURE:

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LIST OF ABBREVIATIONS.

- SMN – Social media Network.
- ISIS - Islamic state of Iraq and Syria.
- SMM - Social media marketing.
- ESMA – Engagement in social media activities
- SMAB – Engagement in social media activities in
Regards to any brand.
- SMI - Social media importance.
- CMS - Content Management system.
- COCOBOD - Cocoa Board of Directors

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ÖZET

Bu araştırma, 3 ana bölüm ile 3 kısımdan, sosyal medya ağının tanımı ve kavramsallığından meydana gelmektedir. Başlangıç kısmında sosyal medyanın ne olduğu ve tanımı ve pazarlama çabası ve sosyal medya ağının yararları, kimlerin kullandığını içermektedir.

İlk kısım afrika pazarı ve bu pazarın kavramsal tanımını inceler ve içerir ve ayrıca bu kısımda afrika gıda pazarının sosyal medya ağını nasıl kullandığı incelenmiştir.

İkinci kısımda deneye dayalı ve teorik olarak sosyal medya pazarı, yararları, oluşan pazar, tanımı, müşteri ilişkileri, afrika pazarı ve afrika pazarının sosyal medyayı nasıl kullandığı, nasıl geri dönüş sağladığı, müşteri davranışları ve müşteri ilişkilerini inceler ve içerir. Deneysel araştırmalar ve araştırma yöntemlerinden bahseder.

Son bölümde ise araştırma geçmişi arka planı, tezin amacı, araştırmacının çabaları ve azmi, tez çalışmasında karşılaşılan güçlükler ve problemler, tez çalışmasındaki faaliyet alanı, kullanılan strateji ve yöntem, nasıl başladığı ve nasıl sonuçlandığı, varılan sonuç, yazarların sosyal medyayla ilgili bakış açılarıyla sonuçlandırılmıştır.

Anahtar Kelimeler: Sosyal Pazarlama, Ürün Pazarlaması, Hizmet Pazarlaması, Sosyal Medya

ABSTRACT

The research work consists of three main parts, with four chapters that's the introduction and conceptual part of social media networking. The introduction part explain what social media is about or the definition of social media and the marketing effort that is surrounded and connected to social media networking including the benefits in which users get in using the network, and the effort and impact that social media network has. The first chapter also explain and described what African marketing is about and it conceptual meaning of African marketing, how investment is evaluated in African marketing, I ended the first chapter with how African food manufacturers uses social media networking.

The next part of the Thesis, is the empirical part and the theoretical research which gives information and understanding of the literature review on what social media marketing is about and its definition as well as its benefits to customers and sellers at large, and what marketing mix is about and how buyers and sellers respond to the market and it ends with customer behavior and customer relationship.

The empirical research dealt with the research methodology. The research questionnaires, research problem, research strategy, and it end with the research questionnaires results as well as conclusions. I then concluded with how the respondent of the questionnaire responded to the research questionnaires. The last chapter conclude with the research background on what the thesis aim and ambition of the of the researcher has in mind, the problem discussion of the thesis work, the scope of the thesis work, the abstract which explain the strategy and how the research was contracted and it finishes with recommendation, references and conclusion of the writers.

My Aim and ambition of this thesis is to present a strategy on how food manufacturers can use social media in their marketing communication. I also explain the issues of social media marketing in which the marketer needs to target the right and potential clients and customers, in other to get detailed information and clear answers from respondents for the consumers. The main objective of this thesis work is to understand and have a broad idea and knowledge about the benefit of social media networks channels to businesses and

organization in Africa. To know the important of social media network to customers and consumers as well as the benefits that they get in buying a product online. To know and understand why companies in Africa like to use social media channels in selling their products to consumers. In my research, I realized that social media help most businesses in Africa to get their targeting and potential audiences through the use of online social media channels such as e-bay, Facebook, skycanners websites, e-dreams website (which most people uses it to buy their flight ticket).

Keywords: Social Marketing, Product Marketing, Service Marketing, Social Media

INTRODUCTION

In the olden days, about years ago, newspaper, radio and television was very much common in terms of companies reaching customer with their goods, products and services. Newspaper was so common to inform people on what is happening in the country, creating awareness to people, entertaining people and also educating the people as well. But now in this twenty- first century, which is term as a century of technology and science, there are a lot of inventions from different countries. Every country is trying to bring out new things into the system. Most companies both public sector and private sectors are really competing with each other to educate, inform and create awareness of their marketing product to their clients and potential customers.

Furthermore most companies use a phenomenon called **social media** to inform, educate and also create awareness to its customer as well as entertaining. Now a days, almost about millions of people in the world use social media a lot in doing all their everyday activities or working with their businesses. Not only companies use social media but also most Teachers also use social media to teach their students in most of the international schools such as kindergarten, primary school, high school student as well as in most of the Universities schools. Some of the social media networks are Google+, Facebook, Yahoo Mail and messenger, LinkedIn, Twitter and YouTube etc. In the mid-nineties most schools Teachers use blackboard and a chalk, later it was change to a white board and a marker. Now in this Twenty-first century which is also term as a century of Technology and good communications, social media is functioning so well in terms of providing information and educating people as well as entertaining people. In the olden days phone were only been use to make a call, now in this century, social media such as Viber, Yahoo Messenger, Tango and Tictoc are been used to make call both international calls and local calls. For example if someone in America is using Tango social network and someone in Istanbul is also using Tango network, they can call each other for free like the same as a normal call by the use of internet. With this kind of example I can recommend that, social medial is helping immensely by helping people such as friends, families to reach and be connected to each other and making things easier for people to communicate to each other.

Furthermore, most companies in most countries such as all over European countries, America Korea, China and most Asian countries uses internet marketing such as online marketing to introduce their product to its customers, wholesalers and retailers to their

product. For example my observation, I observe as a Ghanaian, as Ghana is my nationality, in Ghana whenever there is a new product in the market, they normally published it online, most Ghanaian companies normally like selling their product online to their customers with a discount and with this most customers go online to purchase their product online since it is cheap and quality as well. In these recent times, most restaurants also advertise their food products on the internet, for example Burger king catering service and McDonald catering service, advertises their food product a lot on the internet. Burger with cheese and king chicken was advertise on the internet on Yahoo mail and also Facebook whenever people want to log in their account.

Finally most countries uses or asks people to put their CV on the internet whenever they are looking for work. For example, in London and some part of African such as West Africa like Ghana, for my own observations jobseekers found it very difficult to get a job unless they apply it on the internet. Jobseeker are always been asked to apply online or send their CV online on the organizations in which they are applying for job webpage or websites. It is normally easy to found a job or vacancies on the internet for jobseekers which was not how it was in the eighteen centuries. Normally at first in the mid –nineties job seekers normally go to the job location or to the companies in which they are looking for the job and they drop their CV and also do their interview as well but now job seeker always apply and paste their CV on the internet. In conclusion, I can say that, social media network really helps in providing information, creating awareness and also entertaining people and customers who uses it.

The Reasons of the Thesis is to;

- Capturing and understanding how social media and internet helps the economic, technological, political and cultural factors to its users in the world at large.
- To obtain higher knowledge and understanding of the theories and approaches of the role of social media and the internet as well as social networks and how it works.
- To understand and have knowledge about how social media helps people.
- To know how social media is been used in multiple context in the society and the world at large.
- To know the culture and everyday life of how people uses social media, its challenges, benefits and the difficulties people faces when using social media networks.

Examples of some of the social media networks are; Twitters, Facebook, LinkedIn, Pinterest, Yahoo mail, YouTube and a Blog.

CHAPTER ONE

1.1 LITERATURE REVIEW

Social media has been described as a system that employ mobile web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content (Kietzmann, Hermkens, McCarthy Silvestre, 2011. p 241). Zarrella (2010) offers a basic definition that brings clarity to the term; social media that consists of online Technologies that facilitates the creation and distribution of content, concise and simple, this definition lays the foundations for a proper understanding of additional facets of social media. Social media are great way to promote most of the world biggest companies. It also creates awareness to its users and customers as well. An example of the social media includes; Twitters, Facebook. Foursquare , Instagram ,YouTube ,LinkedIn, Pinterest, Last Fm ,G+ ,Google ,Amazom.com, Daily Motion, Wikipedia.



Source: shutter stock, 2012.

Figure 1-1

Most of the youth and children now a days, use social media network to develop and improve their personal and social skills, other people also use social media to build their friendship, shared interests on the internet such as interacting with their friends on Facebook, playing games such as exploring on their hobbies and building their friendship and improving face to face interactions with their group mates. Most teenagers develop their technical skills through the use of some social media networks. Most people shared their life experiences on some social media sites to comments about their feelings and opinions as well as their views

on what they feel about a problem or an issue and how he or she thinks that problem should be solve. Some people also share their life experiences on social media sites. For example in terms of a company selling a product online or whenever a hotel company advertise on social media about the hotel, clients and customers who has been in that hotel before, try to comment about their feelings and their view point on what they think about the hotel, whether the hotel service was good or bad or whether the rooms of the hotels were neat or not on the hotel web sites or webpage for other customers to be aware of what is happening at that hotel. It also happens whenever a new product comes in the market, a customer who uses the products are allowed to share their opinion on the webpage of that's companies websites whether the new product has a good delivering, good service or was very good to customers satisfaction.

Twitter, Facebook and LinkedIn social network helps most business partners to connect with their clients through effective communication and word of mouth advertising with faster and good problem solutions. This helps business partners to achieve their customer's satisfaction and the goals of the target audience. Google internet sites gives most students and researchers an ideas, provides information of currents issues and what is happening in the country. Online internet communication helps most children such as collage students, kindergarten school children and others to interact with their new friends, sport team's friends on Facebook and Twitter.

This has resulted in improving most children new ways of technology on the internet with more new ideas. It has also reduces literacy as helping students, Adults by learning how to read and write on the internet. Teachers , researchers and students has the opportunity to upload currents learning materials, Games and most interesting topic that serves as a source of entertaining and learning materials for students and teachers on social media networks sites, it also helps to encourage children and Student to find learning more interesting . The sharing of photos, videos and message updates on Facebook, Twitter and LinkedIn help far away family members to connect with each other. most teachers uses Digg sites which is part of social networking site to teach in schools and also to communicate and discuss with student on a particular topic in which the teacher want to teach in class in the classroom and out of classroom discussion.

Twitter internet is a text message website that has almost about 1.5 million users all over the world. It contains a message which is known as “Tweets”. It has SMS messages with micro blogging service which tell people of their plans and how they are feeling. Twitter internet helps business partners to expand their business through good communication with the use of “Twitter 101” a tutorial web site. Most companies all over the world uses Twitter network as a means of attracting more customers in buying their products in their businesses. Smaller businesses use Twitter network to interact with their target audience in other to compete with larger and bigger companies. Customers also asked information on Twitter from their business partners. Twitter internet helps to improve communication between clients and their business partners. This helps to build good relationships between them.

LinkedIn is also another type of social media network that has about 70 million users. It is professional business sites that operate all over European countries and other part of the world. Most companies has allowed their staff members in their company to have access to LinkedIn account in order for them to interact and have accessibility of giving information , and also giving good communication ,as well as searching for clients who really want a product and is interesting in buying a product. LinkedIn helps most of its users to find good jobs since it is a professional websites, most companies advertised their products as well as announces to the public whenever there is a new vacancy or employment in their company, in other to get good and qualify people to the job market. This helps most companies to find their Target, diligent and qualify people in their Organization. These enables the Company to get more people to apply for the job and there will be definitely a competition among the employees which will serve as a good opportunity for the manager to choose the right and good delegate who will help the company to achieve its goals and objectives.

LinkedIn also serves as a source of publicity in which most companies advertised their product as well as new business partners. It also provides good relationship between new and old clients. It also helps clients to read the companies profile events and giving information about conferences. In conclusion , most largest and smallest Companies in Africa use social media network such as social Bookmarking like Digg, Deli.cious in order to create blogs, videos and web pages to share and organize new way of digital marketing as well as online marketing. Most marketers also uses social bookmarking as a source of providing and improving search engine and it results in terms of providing information to clients and target customers who buy the company’s products. linkedIn, Facebook, skype,Yahoomail and other

types of social media Network play a major role in providing information to people as well as educating and entertaining them.

1.1.1 THE CONCEPTUAL DEFINITION OF SOCIAL MEDIA NETWORK

Kaplan and Haenlin (2010) provide an excellent definition of Social media “as a group of internet-based application that build on the ideological foundation of web 2.0 and that allows the creation and exchange of user Generated content (UGC)” . Evans (2008) defines social media as “self –generated authentic conversation between people about particular subjects of mutual interests, built on the thoughts and experiences of the participants. Social media covers a wide variety of “online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer emails, consumer product or service ratings websites and forums, internet discussion boards and forums, and sites containing digital audio, images, movies , or Photographs, to name a few” (Hollensen,2011).

In my own view and understanding of social media, I can say that, social media is a social site in which people uses it to interact and communicate, share ideas, find out about inquires of a particular information and also gives out information to the public, Entertain and educate people on currents issues as well as bringing families and friends together. Evans(2008) elaborate that, for effective and good communication to be establish between a clients and his or her business partner, there should be the use of self generated authentic communication that brings out a particular thoughts, Feelings of the consumers and his or her interest in buying the product. For example, the use of Twitter and Skype internet helps consumers to interact and communicate with their consumers.

The feelings and thoughts of consumers in which they expresses on the internet, enables the company or the marketing manager to be able to know how the consumers fell about the product and also what they think about the company’s services. Evans further explains that, the experiences of participant, that is the consumers who purchases the product, allow the marketing manager to be aware of what the clients thinks about the product since the clients are the one who uses the products and they are the one who know how the product is important to them. Hollensen also explains that, social media has spread worldwide with its online and word of mouth advertisements with the use of social network such as blogs like the use of Facebook internet, YouTube, Skype , Yahoo mail , Twitter , and others.

This internet channels enables most online marketing companies to establish their businesses well by interacting and communicating with their Target Audiences. Companies can share their views and opinions through customer's emails, the company's service ratings websites and forums to interpret any discussion and problem they have with their clients as well as, the discussion they have with their staff members during conference meetings and after conference meetings. Vodaphone communication network companies have a branch in most of the countries through European countries and in some part of Africa countries. Most Vodaphone companies have a lot of images on billboards and some websites that shows lots of photograph of its products and images as well. This enables consumers and clients know more of what Vodaphone communication networks have including its products and its features.

Hencefore, kaplain and Haenlin (2010) also define social media as in six categories that is collaborated projects example is Wikipedia, blogs, content communication such as YouTube, social networking sites like Facebook, virtual social worlds, virtual game world etc. According to Wikipedia, social media is define as a "media designed to be disseminated through social interaction, using highly accessible and scalable publishing Techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues". They support the democratization of knowledge and information and transform people from content consumers to content producers" (en.wikipedia.org/wiki/Social_media).

According to Weber, marketing to the social web means to adopt a completely new way of communicating with an audience in a digital environment, Instead of continuing as broadcasting marketing messages to an increasingly indifferent audience. Instead, when marketing to the social web marketers should participate in, organize and encourage social networks to which people want to belong. Rather than talking at customers, marketers should talk with them (Weber 2009).The tasks of aggregating customers is done in two ways: by providing compelling content on your web site and creating retail Environments that customers wants to visits, and by going out and participating in the public arena (Weber 2009). Social media technology include: blog, pictures-sharing, Vlogs, wall-positions, emails, instant messaging, music-sharing, crowd sourcing, and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms like Mybloglog and Plaxo (en.wiki.org/wiki/social-media).

Weber (2009) claims that marketing within social media is to adopt a completely new way of communicating with the customers. The marketing function should act as aggregators of customer's communities, instead of as broadcasters (Weber 2009). The tasks of aggregating customers can be done in two ways according to Weber (2009), by providing compelling content on the company website, and by going out and participating in the public arena. There were also two scholars who also added their idea and their understanding about social media. In this Twenty-first century, a lot of most companies in the world use online and mobile networks, word of mouth communication advertisements, Social networking websites, Blogs, charts rooms, and photo graphs on the internet to be able connect with their customers.



Source; Cavazza, 2011.

Figure 1-2; the social media landscape 2011, by Fred Cavazza.

According to Fred Cavazza, who is a French web business consultant illustrated the social media landscape. He presented seven main areas of social media landscape as to;

- Publish (Wikipedia platforms(wiki), Digg, wordpress, Bloggers etc)
- Sharing (YouTube, Flickr, slideshare, intergrams, links such as Delicious.)
- Discuss (Skype ,Yahoo messenger, etc)
- Commerce
- Location
- Games
- Network

1.1.2 SOME SOCIAL MEDIA CHANNELS.

Twitter internet is a text message website that has almost about 1.5 million users all over the world. It contains a message which is known as “Tweets”. It has SMS messages with micro blogging service which tell people of their plans and how they are feeling. Twitter internet helps business partners to expand their business through good communication with the use of “Twitter 101” a tutorial web site. Most companies all over the world use Twitter network as a means of attracting more customers in buying their products in their businesses. Smaller businesses uses Twitter network to interact with their target audience in other to compete with larger and bigger companies. Customers also asked Information on twitter from their business partners. Twitter internet helps to improve communication between clients and their Business partners. This helps to build good relationships between them.



Source; site –seeker, 2014

Figure 1-3

1.1.3 EXPERIMENTAL ANALYSIS; SOCIAL MEDIA CHANNELS.

Social media has been described as a system that employ mobile web-based Technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content (Kietzmann, Hermkens, McCarthy Silvestre, 2011. p 241). Hubspot (2012) mention **seven** main reason of why company's uses Twitter to improve and develop their Marketing towards their Consumers. These are;

- i. Develop relationships with bloggers for potential public relations placement.
- ii. Interact with the target audiences and consumers.
- iii. Develop and promote a brand.
- iv. Create buzz around business events.
- v. Encourage employees to act as a link between the company and its audience.
- vi. Track what is being said about the company, its products and services.
- vii. Promote any piece of content generated by the business (webinars, blog posts, and media sharing. Hubspot (2012).

Hubspot explains further that, the use of Twitter internet enables marketers to develop their relationship skills through effective communication by the use of bloggers to interact with potential and target audience in the market and during online marketing. For example, when a customer's uses twitter to Tweets its clients about the service or the product that he or she is buying, whether he has a problem with it, he or she will be able to get a feedback from his clients. This enables and encourages a target and potential customer who needs to buy and purchase the product online. **Developing and promoting** product brand is also another factor that Hubspot suggested as a main reason of promoting social media marketing to potential and Target audiences in buying a product. Whenever, there is a new product in the market for the public to identify the product, the marketing manager makes sure that, that product is well known in the market through good and effective advertisement on the internet or in the market.

Publicity and advertisement helps the public as well as the target audience to be aware of the new product and its benefit to them and how and where they can purchase the product. **The encouragement of the employees** can motivate them to be link and get to know more of their Target audience. Hubspot suggested that, the staff members of every organization must

be encourage and motivated by the company in which he or she is working in. without the encouragement of the employees, the Target audience will be never satisfy with the service of the product since the employees or the staff members needs to gives the customers good service, so that they can continue to buy the product.

Facebook Network has about 2.1 millions user all over the world. Facebook users involve themselves in joining group and liking pages. As well as sharing photos. Most Facebook users have their Facebook accounts on their phone in order to integrate on online marketing and mobile banking as well. Facebook network helps business partners to create brand awareness and digital marketing strategy as well as online marketing. Many companies uses Facebook internet network to send feedback and information of a product to their clients who always buy products from their website. The manager make sure that he solve and answers all questions that has to do with the company , the product and its Target and potential audiences, whether positive way or negative way. This helps them to build good relationship with customers.



Source: Facebook, 2012.

Figure 1-4

LinkedIn is also another type of social media network that has about 70 million users. It is professional business sites that operate all over European countries and other part of the world. Most companies has allowed their staff members in their company to have access to LinkedIn account in order for them to interact and has an access of communicating and giving

information as well as searching for clients who really want and is interesting in buying a product.



Source: albertpalacci, 2014

Figure 1-7

LinkedIn helps most of its users to find good jobs since it is a professional websites, most companies advertised their products as well as announcing whenever there is a new vacancy or employment. This helps most companies to find their target diligent people who need a job. With this a lot of people will apply for the job and there will be definitely a competition among the employees which will serve as a good opportunity for the manager to choose the right and good delegate who will help the company to achieve its goals and objectives.

LinkedIn also serves as a source of publicity in which most companies advertised their product as well as new business partners. It also provides good relationship between new and old clients. It also helps clients to read the companies profile events and giving information conferences.

1.1.4 THEORY OF SOCIAL MEDIA PHILOSOPHIES

Mangold and Faulds (2009) also had an idea that, effective marketing and communications are navigating away from traditional method of advertising, and resorting to social media as a trustworthy source. Wright, Khanfar, Harrington, and Kizer (2010) theorize that utilities mobile technology to reach an audience is becoming more efficient than traditional method of marketing, communication and advertising (Wright et al., 2010). Wright et al. (2010) find that traditional methods of marketing such as television, radio and Print are capable of reaching a large population but these medium are too general.

According to (Wright et al, 2010) the increase in mobile marketing and interactive marketing is expected to continue its growth. Wright et al. (2010) state that, the use of smartphone's, like iPhones and blackberries, allows consumers to be connected to their favorite social media outlets 24 hours a day. Web 2.0 is not just a collection of technologies, but it is a broader concept where technologies, services and platforms comes together (Hoegg et al. 2006). Social media can be describe as collective goods produced through computer-mediated collective action. An example is wikipedia, where the collective goods are articles, and the collective action is the co-editing process of article writing (Smith et al. 2008). Java et al. (2007, p.2) in their analysis of users in tensions, they found that people uses twitter for reasons; daily chat, conversation, sharing information and reporting News. Leach (2009) claims that a great strength of the internet is the ability to encourage the formation of community while giving voice to anyone digitally connected.

Moreover, according to McLuhan and Fiore (1989), it is impossible to understand social and cultural change without knowledge of the way media work as environments. Media ecology is the study of different personal and social environments created by the use of different communication technologies (McLuhan, 2003) changes in technology transform the social construct, which in turn shapes perception, experiences, attitudes and behaviors (McLuhan, 1989). McLuhan explanation to his theory means that, changes in technology now a days has shape and change social media in terms of attitude in a way and how social media users ,uses social media and how people Correspond to social media through their experiences and behavior. For example, whenever someone open his or her account on Facebook, that

person is been ask on Facebook to update what he or she has in mind, that person can share his feelings, his experience he has in life, whether happiness or sorrow, that person will update it to his or her friends or to the public. All these kind of examples shows peoples mind, their experience they have in life, their attitude and also the behaviors of others.

McLuhan theory also explains how social media uses communication or help people to connect with each other through the use of social media networks and its technology. communication in social media technology can be describe by the use of Viber internet network to make international and local calls also Facebook messenger to send messenger to people and also to make call to people as well. Kaplan and Haenlein (2010) described social media as “a group of internet- based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user – generated content.”These two scholars definition of social media means that, social media is a group of internet such as Face book, YouTube, Yahoo messenger, Viber network and other types of internet based that comes together to make social media to be unique and functional in its own ways. They all contribute immensely to make social media easier and also simpler to be used by its users.

1.1.5

DIRECT AND ONLINE MARKETING

Direct marketing is defined as “connecting directly with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships”. Direct marketers communicate directly with customers, often on a one –to-one, interactive basis, using detailed databases, they tailor their marketing offers and communications to the needs of narrowly defined segments or even individual buyers. Most customers prefer direct marketing because it offers low cost, efficiency and speedy alternatives for reaching their target and final customers in the market, because of one on one strategy of online marketing, companies and Organization can interact with customers by phone or online. Whenever marketers do this, they learn more about their customer’s needs and customers Taste (Kotler and Gary 2010).

Online marketing has normally had the lowest cost; it improves efficiency and speedier handling of channels and Logistics functions such as order processing, inventory handling and delivering. Direct marketers such as Amazon.com or Netflix avoid the expense of maintaining a store and related costs of rent, insurance, and utilities passing the Savings along to customers (Kotler and Gary 2010). Kotler explanations of direct marketing show how marketers are connected to their consumers through the use of inventory handling and good delivering. Logistics functions in product processing and channels in which products are been delivered by customers is very essential in Online and direct marketing.

1.1.6

SOCIAL MEDIA MARKETING.

Social media marketing is marketing that focuses on people, not product (Diamond, 2008). Diamond further explains that, the comments and opinion of people who buy the product can affect the purchasing power of the buying decisions of consumers who normally buys the product. A word of mouth from a consumer, if it is positive or negative can influence other consumers who buy the product. Diamond makes more understanding that, the consumers such as the people are more important since the consumers are those who bring profit to the sellers who are selling the product to increase output ,the more the company show

more Attention to the clients and answers and solve their complaints the more they buy more product to increase output. If a marketer refuses to answer and gives feedback to their clients and customers complains and solutions to their problems, they will refuse to buy the product. Consequently, the ability of influencing the crowd effectively is the main quality needed by the marketing team (Evans, 2008).

Evans further clarify that, doing marketing of a product, customers are the main focus or Target by any company who is campaigning its products to the market in other to meet the achievements of the Company as well as the target audiences. Social media marketing as “using social media channels to promote your company and its products (Barefoot & Szabo, 2010, p, 13). The social media channels are Facebook, Yahoo mail, Twitter Network, YouTube, Skype Network etc. Hunt (2009) maintains that social media marketing is synonymous with community marketing. There are six main categories of social media marketing. Social media marketing is also a process of gaining website traffic or attention through social media sites. (*en.wikipedia.org/wiki/Social_media_marketing*).

The six main types of social media that Hunt explains are;

- Social News Site
- Social Bookmarking site.
- Media sharing site
- Micro blog
- Blog
- Social Networking site.

Social networking site and social network “are generic terms for site that are used to connect users with similar backgrounds and interest “(Weinberg, 2009, p.149)”. This kind of social network are a ways and means of connecting people such as Facebook and Yahoo messenger which are quiet example of this type of network. Facebook for example helps people to connect with each other. Most people upload photo and albums, as well as updating their personal profile on Facebook. These help to know old friends and get new friends as well. LinkedIn and MySpace also help people to search for the music they want and like. This helps in promoting the music industry.

A **blog** is also “a type of content management system (CMS) that makes it easy for anyone to publish short articles called post” (Carmella, 2010, p.9). Example of a blog can be Google blogger in which most people now creates a page on their own such as businesses like marketing companies to advertise their product as well as researchers also uses Google blog to do their research and paste the result of the research on the Google site.

A **social media sharing site** empowers users to upload multimedia content: videos, images, products and other forms of media (Zarrella, 2010). Example of this site can be YouTube (<http://www.youtube.com>) and Flickr (<http://www.Flicker.com>), and slide share. These sites are sharing site that help people to upload photo images. It also helps people to share their research presentations on this site.

Social bookmarking site also is similar to a social news site,” but the value presented to users is focused on allowing them to collect and store interesting links they ‘ve found and may wish to revisit.”(Zarrella, 2010, p.103). Example of this site is stumble upon (<http://www.stumbleupon.com>) and Diigo (<http://www.diigo.com>). Safko and Brake (2008) social media “refers to social media as activities, practices, and behaviors among communities of people who gather online to share information, knowledge, Opinions using conversational media (p.6). Weinberg (2009) state that social media “relates to the sharing of information, experiences and perspectives throughout community-oriented websites” (p.1).

This means that, social media play a major and significant role in most part of the countries such as Europe, Asia, USA and many more. In Europe most people use social media marketing in buying their food product on the internet, sharing their videos and comment on Yahoo mail using other network such as Vibes Social Network, Messenger Network to make a call and to share information and also share their videos, advertising their product and exchanging products as well. According to Safko and Brake, social media can be an activities because most people in European countries do not work but rather use the internet as their work that they do, they stay on the internet all day. Chatting and communicating with people.

Most housewives also use the social media for their leisure time on the internet such as Facebook, Yahoo messenger and etc. Comm. (2009) says that social media is “content that has been created by its audience” (p.3). The Universal McCann report (2008) refers to social media as” online applications, platforms and media which aim to facilitate interaction, collaborations, and the sharing of content” (p.10). Hunt (2009) maintains that social media marketing is synonymous with community marketing. In my own understanding, I think that social media marketing is a means of communicating to the society and the masses through the use of information to create awareness it can also be a means of direct marketing to people. Since social media is a relatively new concept, social media experts continue to debate a proper definition of the term, and deciding on a universally accepted definition may prove impossible (Solis, 2009).

There are a number of problems with traditional media outlets that companies have relied on in their marketing efforts, and three of the primary problems are inundation with advertising, a lack of trust, and too many choices (Hunt, 2009). Social media has empowered media consumers to not only communicate with media creators but also create their own media as long as they have an internet connection (Szabo & Barefoot, 2010). Aaker (1996) predicts that the firms skilful in operating outside the “traditional” newspapers, TV, radio, the internet, event sponsorships, direct marketing, trade marketing, trade shows) are those that will be the winners in the battle of raising brand awareness (Aaker 1996). Carlsson (2010) claims that social media can be very valuable for creating long term relations and for building brand awareness.

There are a variety of social media activities that can be initiated to build brand awareness according to Carlsson (2010), the using of company blog for example gives the possibility to spread the corporate philosophy and to show the soul of the company. It gives the possibility for fans to further spread the company culture. Example can be YouTube and Facebook which has the same similarity and usage. In these recent times most people barely read newspapers because of how most people found it very busy to read it which is given for free. In London and other part of united kingdom, newspapers are been given on the street, in a train and during events but most people do not take it from people who are sharing them on the street simple because they claim they are busy going to work. In Africa such as Ghana, and other part of African countries newspapers are been sold yet people always buy them in Africa but social media in African do not basically based on direct marketing but rather both

on direct and indirect marketing .Direct marketing also involve face to face marketing and the indirect marketing is been used in internet base marketing, such as face book, Twitters, YouTube, Yahoo Mail and etc. Scott (2009) recognizes the important of bloggers:” Bloggers are likely already talking about your organization, too. Why not cultivate a relationship with them? (p.98). Weinberg (2009) says that” when it comes to social media marketing, the rules of engagement are different. Altruism rules above all. Authentic online relationship can further your cause and help foster real relationships that can flourish offline” (p.323).

Social media marketing can also be defined as “using social media channels to promote your company and its products (Barefoot and Szabo, 2010, p 13). Social media also helps in providing information on what is going on or happening in other countries such as the report of Michal Brown death, which was recently recorded on BBC News, CNN news and also on social media, including Wikipedia, Google, YouTube and also Facebook. Social media network help in creating awareness to people and its users. Example of the awareness creating of social media can be about the deadly spread of Ebola virus in West Africa recently in 2014 in which there was a lot of massive campaign on the social media such as Google, Facebook, Yahoo news and other social networks. Ebola virus which began in West African cause by a virus called Ebola virus was first of all name after a river in Democratic Republic of Congo.

It was later on spread to Sub-Sahara Africa ,Guinea, Liberia, Nigeria, Sierra Leone and recently in Senegal which has confirm a new case of Ebola virus by a university student who is believe has travelled to Guinea for a holiday. Its symptoms include Headache, vomiting, rashes, and later infected by the kidney and liver not functions of infected victim. The disease killed up to 90 percent of infected victims. Although this virus has claim the life of about 1500 people including Liberia, Guinea, Nigeria, Sierra Leone and recently Senegal people are recovering from this deadly virus through the use of the new experimental drugs called z map. With this clear examples I can say that, social media play a major and significant role in terms of campaigning on the internet such as Yahoo mail and messenger, Facebook and Google to create the awareness to people for them to know how the virus spread to human to human transmission as well as animal and how many countries are then been affected with the help of Google maps and the videos of YouTube internet to people so that people and the public will stay away from the infected areas. (www.cdc.gov/vhf/ebola/symptoms/).

In conclusion social media network helps marketers to raise the product brand and to increased brand awareness, helps marketers to increase a search engine optimization that helps customers and consumer to find the product and purchased the product on the internet easily and convenient way than the customer going to buy the product in the market. It also helps in creating awareness as well as reduces and decreases the price of the marketing cost of the product. Most people find internet or online marketing very cheap and easily because, most business companies always sell their products on discount. This helps and enables clients to get cheap things to buy on the internet than on he or she buying the product from the market.

Social media marketing also helps customers and clients to interacts and get information as well as a feedback from their business partners. This helps marketers and business partners to increase brand exposure on the media to get the targets and potential audiences from the market. Brand reputation management is also encouraged by marketers to improve the product advertisements to the public as well as the target and potential audiences.

ADVENTAGES AND DISADVANTAGES OF SOCIAL MEDIA MARKETING.

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> ➤ It Increases Product Brand Awareness ➤ It Increase search Engine Optimization ➤ It Improves product brand Exposure ➤ It Increase Customers satisfaction and Customers loyalty. ➤ It is Easily to get Target Audiences. 	<p>Internet are Sometimes slow to use.</p> <p>It does not Favour iliterate who are unable to use the internet.</p> <p>It is Expensive to use the Internet at Times.</p>

Fig 1- 6

1.1.7 THE BENEFITS OF SOCIAL MEDIA MARKETING

Social media marketing helps in the business world a lot nowadays. A lot of people prefer to do online shopping than going to the real market to do shopping this topic explain and examine the benefits of social media marketing through the use of the internet by marketers. Some of the benefits of social media marketing are as follows;

1. IT INCREASES SALES

Doing online market to persuade a lot of people to buy a product is one of the main factors of social media marketing. After this type of marketing it helps to increase or it bring profits to the individual marketer or the marketing company. Incensement of sales brings a lot of profits into the company who does the online marketing to target the potential and target audiences.

2. IMPROVES EXPOSURES

Today's businesses in all over the world always want to be well known to the public and to the potential client. Whenever businesses or companies advertised their products online it exposes that business to the world and to their customers.

3. IT DEVELOPS BUSINESS PARTNERSHIPS

Most businesses developed and get their partnership from the internet. It helps marketers to invest and gain more business partnership form all over the world. When marketers invest it help them to gain more profits through their investment.

4. IT PROVIDES PEOPLE WITH JOBS.

Most people use the internet as their jobsite to work and gain income on the internet, this is now a common thing and a new thing been done by some youth and most university people nowadays who does not have time to do full time job because of schooling and he or she will go for lectures, he will rather go to the internet to do a part-time job than to stop school and do a full time job.

5. REDUCES MARKETING EXPENSE

Most people prefer to do online business or marketing simply because it does not increase cost, for example if an entrepreneur want to build his own business on the internet he just have to create a web page on the internet of his business to advertised the product that he or she has in mind. He do no need to rent an office to star that business or a lot of office equipment or he do not need to do brochures to advertised the product, he just need to create and advertised his product on the internet for people to see what he or she has.

6. INCREASES TRAFFIC

Companies who often uses social media marketing gets more experience in their job market since, they are well known to the market and to their potential and target audiences. They are also able to developed long term relationship with their clients and their customers through their experience they have.

7. IMPROVES MARKET PLACE INSIGHT

Social media marketing always improves market insight to its customers and to its business partners as well. They get to know each other through their long term business relationships.

8. DEVELOPED LOYAL CUSTOMERS

Long term customer relationship as important as it is, always helps business Customers to have good relationships with their customers. Social media marketing helps business partners to connect to each through good communication such as Skype chatting to clients through Skype networking.

THE BENEFITS OF SOCIAL MEDIA IN A DIAGRAM.

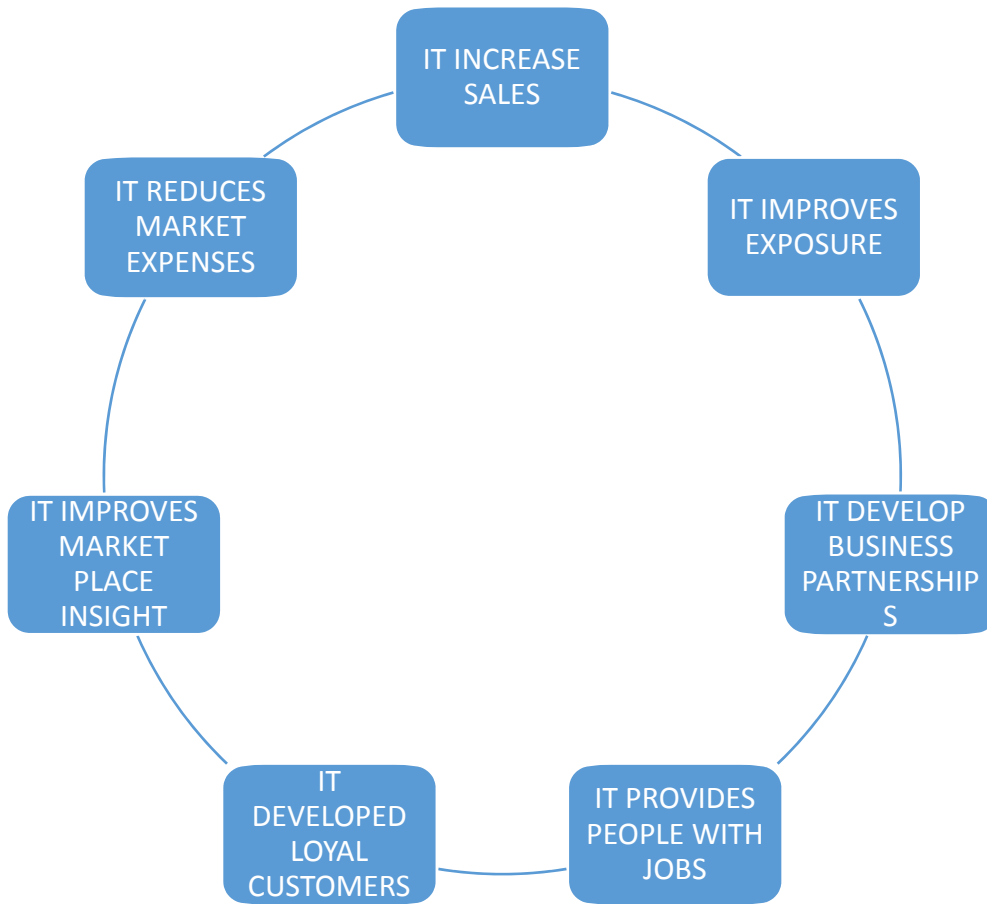


FIGURE 1- 7

1.1.8 HOW BUSINESS PARTNERS RESPOND TO CONSUMER BEHAVIOUR WHEN USING SOCIAL MEDIA.

➤ PERSONALITY TYPES

Most companies use social media sites to know the type of customers that they have, respond to their needs and open up to them. Most business partners observe their target audience to know and to understand the type of products that they require.

➤ COMPLAINTS AND ALTERCATION

Customer complaints and altercation is an essential and powerful tool whenever a business or a company wants to get its potential or target audiences to buy a product. If customer's complaints are not well solved, they will refuse to buy the product.

➤ FOR EMPLOYEE TRAINING

After target and potential audience complaints have been solved, the product manager and the marketing managers of the business ensure that the employees are well trained for the job and for the market in order to solve the complaints of the business or the product that customers talked about.

➤ WORKPLACE STABILITY

There is the need for staff members of the organization including the marketing manager, the product manager and the CEO of the company to understand the variety of employees and client personality's reaction toward the business or the organization. There is the need for businesses to involve in ESMA (Engagement in social media activities), SMAB (Engagement in social media activities in regards to any brand and social media importance (SMI)).

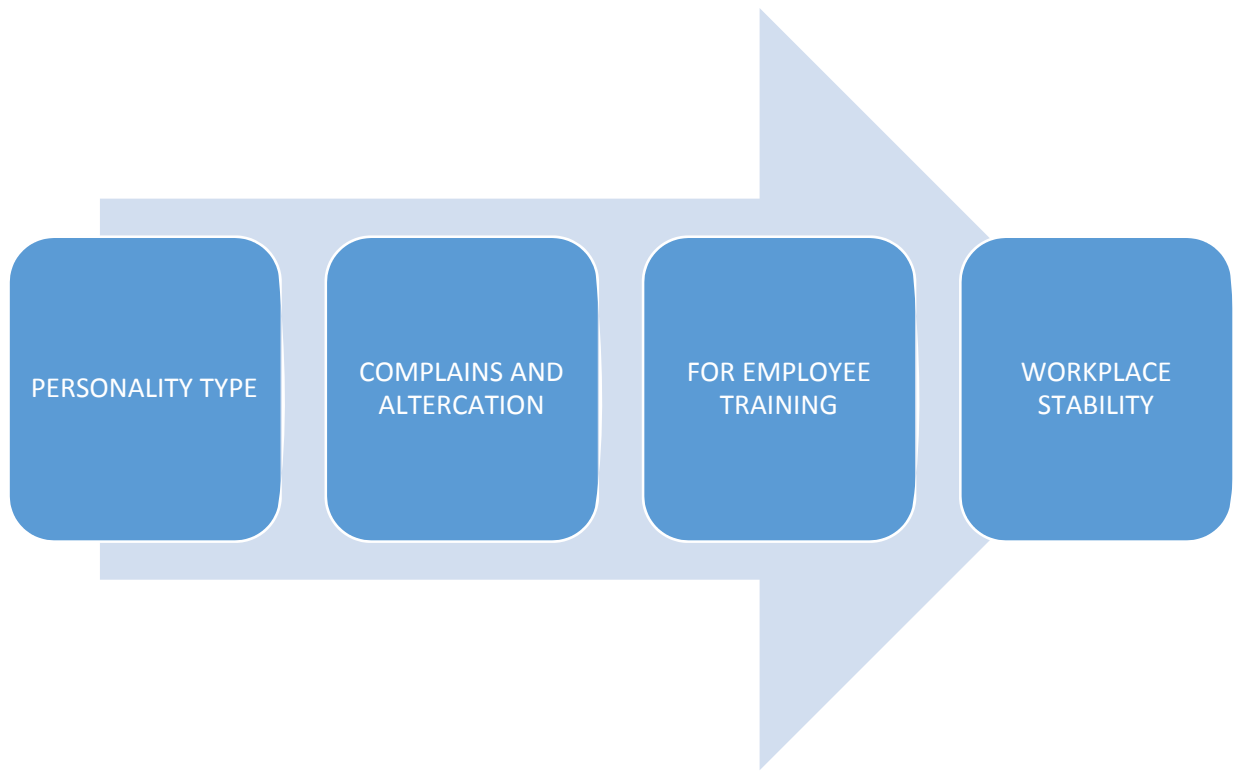


FIGURE 1-8

1.1.9 HOW TO MANAGED EFFECTIVE SOCIAL MEDIA MARKETING

For a good business to be well known and to be exposed to customer and target audience that business needs to observe and have good and effective marketing background. In this section I would like to explain and gives more details on how managers use social media network effectively with their good managing skills. The measurement and effectiveness of social media are as follows;

1. GOAL ESTABLISHMENT OR GOAL SETTING.

Before a business is been established the manager needs to know the aim of the business as well as the future of the business. Goal setting of the business by the manager will it the manager to develop his or her aim of the business. Whenever there is no goal in the business the business always does not been able to stand on its fit because it does not know where exactly is going or moving to. The managers try to develop the mission statement of the company. A mission statement can be defined as the statement of purpose that guides the employees on what to do and what not to do. It is also the reason for the establishment of the company or the business of the firm. The manager also create a vision statement which is defined as what the company what to achieve or the companies expectation or what they are expecting in the near future.

In social media effectiveness creation, the manager makes sure the business is;

- i. **Achievable;** in every organization that uses social media to create brand awareness of a particular product, the manager make sure that he or she achieves his goal successfully.
- ii. **Realistic;** whenever a product is advertised on internet, the marketing managers make sure there is a truth in it in other to achieve and gets his target audience. Whenever there is an advertisement with no truth, customers will not believe the product and may not buy it.
- iii. **Measurable;** Marketing managers make sure the product that they are producing online is measurable.
- iv. **Timely;** there is the need for marketers to advertise their product on time according to the products seasons, during celebrations such as Christmas and Muslim festivals such as During Eldril fitri and bayramm (Turkish festive celebration), week and a year celebrations, Eidul Adha celebrations of

Muslims at this seasons a lot of people celebrate with their families and they killed cows and goats to prepare food for their love ones. During this time it brings a lot of income to the meat industry since a lot of people will buy from them.

- v. Companies need to sell at season in other to gain more profits and good income.
- vi. **Specific;** companies who advertised their products on the internet needs to be specific in the product that they sells in terms of advertising with the type of brand and products line.
- vii. **Ethical;** marketing manager needs to observes good ethical codes and conduct in their marketing businesses in other to develop good long term relationship with their clients.
- viii. **Reachable;** manager and marketing personnel have to make sure that their target and potential customers are reachable.

CHAPTER TWO

2.1 AFRICAN MARKETING

A market can be defined a place where people have gathered to sell and purchased their goods as well as buy goods. It can be food products, livestock and other source of material goods etc. In African countries there do a lot of street markets. Some people do their shopping in the super markets, shops and at times wheel barrows. Both men and women always do the marketing of their products. Most at times in Africa such as Ghana, if someone has a foodstuff that person can go to the market to exchange the food not for money but for different items. In this chapter I would like to introduce;

- a. How African market is about and how it relate to social media.
- b. What benefits does an international market get in African Marketing?
- c. How the international business and local market corporate with each other.
- d. What are the things found in Africa marketing and what do they do in the market.
- e. What foreign market is and how it affect African marketing.

In African marketing there are some customer long term relationships that help in African marketing. These are;

1. Market performance

Market performance is the creating of product brand to the potential customers in the market. Before a product is been created, the marketing manager must make sure the customers and its potential customers are been exposed to the new product. With this how does the manager do that? The marketing manager does that through good advertisement. The advertisement can be on the social media or the press. On social media there is a lot of marketing products in which it is always been advertised every day. This helps a lot of people been aware to the new products. In Africa such as Ghana which is located in West Africa, for instance a lot of companies prefer doing door to door marketing to their potential client. They believe most people will be much exposed to the door to door marketing since most people ignore press advertisement and social media advertisement, so with this they believe the door advertisement will create more advisement to people.

2. Customer perception

Whenever a customer is exposed to a product, how do they receive them and what is their response of the product that they receive in terms of their feedback. “Supplier evaluation and audits, providing performance feedback to suppliers, and supplier certification, should provide both the buyer and supplier with important information exchange that should ultimately help buyers to improve their own performance” (Krause, 2006). With this theory, I can also say that, with the customer’s perception or their feedback it helps the managers to know how they feel or their innermost feeling about the product, whether it is good or bad. If they bring out about the wrong thing about the company’s product it helps the company or the business to do their correction and also beat their competitive with quality service. The customer’s feedback makes the company stay on their feet in building up the quality of their products. Customers satisfaction towards the received service, improved their attitude towards the company. This attitude will then affect the consumers’ satisfaction with the organization. (Andreassen et al, 1998).

3. Good personal relationship

Is also most important thing about African marketing among the company and its potential customers and their business partners in terms of quality good relationship? Personalized relationship is defined as the value the customers give to a friendly and polite relation with member of staffs (Izquierdo et al, 2005). If there is a good relation between the staff members it develop good relationship among them, they work together as a team, if they do not work as a team there will be not organized and there will be always misunderstanding and which will bring down the business or no unity among them. Decision making will also be slow and it can bring no happiness at the work place. Good relationship must also be among the board of directors and the managers as well as the staff members. If there is no respect and unity, the staff members will not feel free to approach the manager whenever there is a problem. So in my own opinion, I think there should always be a good relationship among the customers and the business organization, the staff members in the companies as well as the manager and the Board of Directors.

4. Service quality

How does service quality play a role in African marketing in African market? In African marketing quality service is what consumers and potential customers are always expecting from their client. If there is a bad service delivering, consumers may do shift to other markets or competitors for a quality service. Most Companies are always giving good service to their potential clients and consumers in the market at Africa.

Gilbert (1996) suggested that quality should play role of the chief facilitator to achieve the objectives of relationship marketing such as commitment to the brand, emotional involvement, and active interaction. Delivering more effective services quality than others is one of the ways that a firm can be a successful in achieving today's business environment is to (Lai et al, 2007).

5. Customer satisfaction:

For a company to be well developed, that company must be very good in satisfying its customers, customer satisfaction play a very key role in most companies and business in African. "Overall satisfaction with the providing of a service that is needed by the customer is a function of the buyer's degree with various aspects of the service offered" (Gounaris, 2005).

6. Customer loyalty

In most African countries customer loyalty play a very major role in business, for example in the Banking industries, if a customer does not trust its company that person will never put his money in the bank because of the trust that person has for the bank he or she invest and leave his or her investment and money in the bank because of the trust. Most potential customers always invest and do business for so many years with some companies because of the trust and the loyalty they have for each other. In Africa, most international companies always invest and do business with most African countries because of the loyalty and trust they have for each other.

In conclusion, I would like to give more details about how social media relate to African marketing. In Africa, social media play a lot of major roles in terms of creating brand awareness and its product to its consumers, clients and as well as its customers and to the public as a whole. Social media helps in terms of campaigning the product to the general

public. It also promotes good personal relationship through international and local marketing in African business as well as international business. It also promotes the awareness of international client to be known to Africa products and goods in the market through the display of social media on social network to their international clients.

Furthermore, whenever International business corporate with local market, they give room to local business to advertise on their product and they helps in relating to each other in terms of export and import of international products and goods. Although most African people sees international product as quality than their owns product, most people still buys their local product in their country. For example most companies in African put a foreign brand on their product like an African foods had Italian and American logo on their product which is too bad, some companies always try to do fake products in their own product. Whenever there is a foreign company in African it will bring good quality of export and import services in African countries.

2.1.1 HOW AFRICAN FOOD MANUFACTURERS USES SOCIAL MEDIA

Africa as large as it is uses so many marketing strategies in selling and advertising their products to consumers and customers. In African as it is build on many kind of continents, it has been divided into continents, there is west Africa, East Africa, North and as well as south Africa and its sub religion. In this section, I would like to;

- To found out the type of market and the type of audience in the African market.
- To find out what human Resource is, and how the African staff members' response to their client.
- To find out what effective human behavior is and its importance in the African Business.
- To find out the type of social media that the African markets uses most.
- To find out the types of African food Manufacturers in Africa and what their roles are as well as what they do.

In Ghana which is located in West Africa, uses a lot of social media measures in selling their product to consumers. Some people in Ghanaian society also uses push strategy in their marketing in which most companies uses his promotion of products on television, radio but in this case it is not possible for the buyer to interact with the company or the seller, but if the communication is been made by phone the buyer will be able to interact with its customers, the buyer has the responsibilities to interact with the seller. In the first case information is just pushed towards the buyer while in the second case it is possible for the buyer to gives information according to the requirement such as internet shopping or marketing. In the case of pull strategy, the communication by the buyer or the seller can be both interactive and non-interactive.

Furthermore, another strategy that, most African marketing normally use can be Pull strategy, that is a strategy in which, there is the request of the product is been pull by a delivery channel such example can be pizza hut restaurant in Ghana, the consumers or companies normally order food product or the pizza online and the restaurant manager order it

to be prepared and it will be send to the customer's house by delivery it to their door step. This kind of strategy is always unique and convenient.

Most companies in Africa also uses Direct marketing a lot in which it involves in web sites, interactive television in which consumers can interact with the advertising company online to buy the product, and also through Tele marketing which is now very popular in the African marketing. Tele marketing is the use of telephone to interact to customers and the target audience. In most companies in Africa before a product is been advertised, the manager of the company try to found out about the personal factors of the product, such as the age of the consumers, the personality such as female or male, occupation of the customers, values, life styles and the economic situations of where the company will be located. They also look at the types of market according to who the customers are such as; the potential market, the occasional market, target market and the available market.

2.1.2

TYPE OF AFRICA MARKET

- a. **Potential Market;** they are the people or customers in which the sellers have to decide on the market or they make decisions on the market. Examples are the number of people, whether they are women or men, they age group of the people and the location of the market.
- b. **Available Market;** they are the people who are available for the products whether they are children, men or women for the product.
- c. **Target Market;** they are the people in which the company has targeted for the product that is the target group, whether they are children, Men or women.
- d. **Penetrated Market;** after target market or audience, what is left is penetrated market, people who are left to buy the product is the penetrated market. After the market, the manager also considers the type of audience who will be coming to buy the product. If the manager is able to know the type of audience in to the market, it will easily help him or her to know what the customers need and want and their priority in the market, it will also help the manager to bring the more product that is been easily bought in the market.

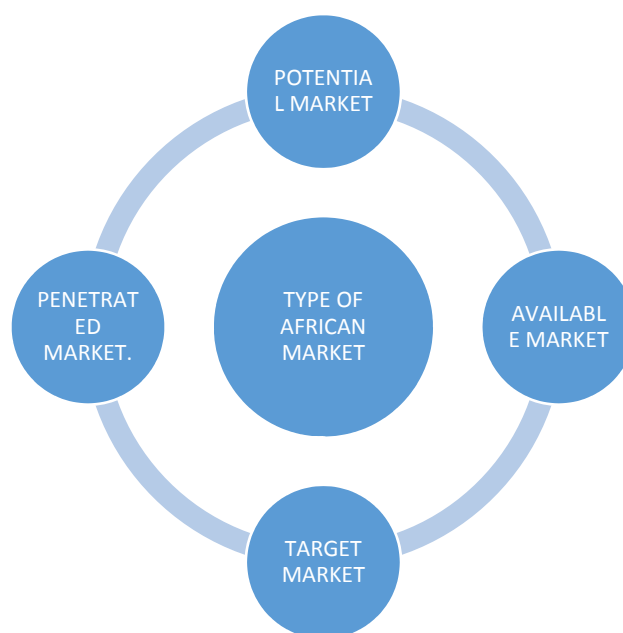


Figure 1- 9

2.1.3 THE TYPE OF AUDIENCES IN THE AFRICAN MARKET

a. Potential audience/customer

They are the audience or customers that need a little publicity to motivate them to buy in the market. They are also the people who buy the product for purposes. They can also be the potential client to the market. This people buy things or the product on purposes like Christmas, Easter or valentine Day. Such people can be parents who buy school uniform for their children when school re-opens. In the Christmas time, most parents in the Christian society buys Christmas clothes for their ward to celebrate the birth of Jesus Christ as well as during the celebration of Easter time. During Valentine day most people buy gift for their love ones in Africa. This helps to improve most marketing and Business that sell gift in during that celebration.

a. Regular customer

They are the type of customers that have the habit of buying things even though they have more things; they are habitual customer who can be convinced easily with routine or small advertisements.

b. Occasional customers

they can be the irregular customers who normally buy things during occasion for example when there is a football match between two countries most people buy flags of the country that they support their team. Example can be during the world cup, most people in Africa buy t shit and jersey of the country that they belong and the country that they support.

c. Target customers

They are the target customers the company or the Business normally supports. They are familiar with the market and they are interested in what they want to buy. Example of such people can be children or women. fro exam a company that does sanitary pad also target women and little babies, because they know that men will not be interested in buying it. In African before a company is been established, the manager of that company also considers the resource Analysis in the African market. In conclusion, I think that for a company to get its more target group and audience that company must observe and know the type of audiences

they are dealing with their age, occupation and their interest in other for the company to know and be aware of what they want and what the like.

THE TYPE OF AUDIENCES IN THE AFRICAN MARKET IN A DIAGRAM

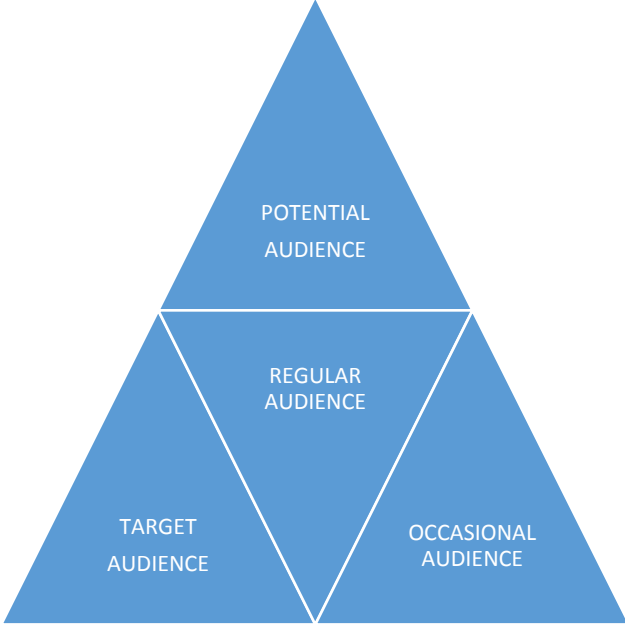


Figure 1-10

2.1.4 HUMAN RESOURCE ANALYSIS

Human resource analysis is the analysis that the marketing manager of a company needs to focus on and to use it to establish the success of the company. Example of the Human resource Analysis is;

a) Total staff strength

This is where the company looks at the total strength of the employees or the staff members whether, they are capable of doing the work or not and also the managers consider the work load of the staff. The manager gives job description to the employees according to their qualification or what they know about the work. For example the security officer of the company cannot work as an accountant or a secretary. The jobs descriptions are always given by according to their qualification.

b) Gender Ratio is also always been considered in the African market;

Most African company considered their company product according to the type of product that will be favorable to the public for example in terms of the location in which the product is been manufactured. Sanitary pad companies always does their product accordingly since, they know their product is been bought by most women and babies since men do not use or need them.

c) Training and development

An African company always makes room to train employees and gives workshops to its staff members.

d) Competence base training

is also a major key in terms of African marketing, Africans companies normally looks at the strength and weakness of the staff members according to what they can do best and what they cannot do and which area that person needs to be trained. For example most staff member is best in working in the Accounting side than the secretary side. It is always good for the manager to know and correct this mistake in other to bring out the best from the company.

e) Age distribution

Most African managers in African companies make sure that age of the staff members always varied. There should always be younger staff in the company so that when the old people retired the young ones can replace them if not this will bring the weakness of the company but cannot improve the companies to bring its best from the staff members.

f) Promotion

This is also another major that the African managers also put in consideration whenever there is a new brand of product in the market, like for example in Ghana, the coca cola company limited bring out free sample of drinks whenever there is a new drink, they will go out with their staff members to share the free sample of the drinks to people on the street, in their home and office and at time during occasions like Christmas.

g) Administration and managerial training

Managerial training is always considered by most managers to be very essential in the work place since there is an always new invention of technology in the market. Staff members need to be trained anytime there is new product or new tools or equipment at the work place. This will develop the knowledge of the staff on what to do on their new products and the measures that they need to take.

h) Official sites

Most African companies create and advertise their product on the official webpage of the company, since most people likes online marketing a lot. Most customers prefer to buy their product from the website with online marketing. After the manager considers the human resource analysis, he also considers the effective human behavior

2.1.5

EFFECTIVE HUMAN BEHAVIOR

Effective **human behavior** which is also essential and important at the African market. Customers are always right no matter what they do, because he or she needed the product, so the seller has to suppress his or her feelings and also has to control his emotions. As a staff member of an organization you need to sacrifice to your customers in other for them to come back and buy the product in the company and also has a good name and good feedback of the company so that he or she will always continue to buy from the company.

2.1.6

HOW TO MAINTAIN GOOD EFFECTIVE HUMAN BEHAVIOR

Managers make sure that they create open and friendly atmosphere at the job place. The more they create friendly atmosphere with their customers, staff members and also their manager it keeps the job environment unique and every one will be interested with what he or she is capable of doing.

- i. **Positive interaction** with customers makes work fun and it helps the market moving.
- ii. **Team spirit** also is very important since the manager; the board of director and staff members has to work as a team and together.
- iii. Most African managers make sure that, there is always **discipline** at the work place because limited job knowledge reduces performance and failure to work by one staff means another staff member as to do it, and
- iv. **Learning** is closely tied to performance because it is always to give compliment to both customers and workers.
- v. The African managers make sure they provide the needs and the desires of their customers.

In my own opinion, In Africa such as Ghana in the capital cities like Accra, Kumasi, Takoradi and other region there are a lot of social media that they normally used but only few uses them to advertise their product because most people in African are not educated and they are not open and well known to the internet. Buy most companies' like the private and

government school advertise their school on the internet that is the education sector. But nowadays because most foreigners are coming to Ghana and other part of Africa, social media is then been used, such as YouTube, Facebook, Facebook messenger, Twitter and other.

In my own observation most hotels post their hotel rooms and the environment on YouTube and Google as well as Facebook to invite foreigners who comes to the country for tourism. There is also online marketing and booking website like booking.com for hotel booking and trip advisor also for hotel booking and flight purchases for foreigners who are coming to Ghana and other part of Africa for tourist purposes. Apart from social media marketing that most African companies uses, they also use publicity advertising that involves the company getting attention from customer, motivation from the staff members as well as their potential clients and delivery satisfaction. When the company what to get attention from customers there are so many thing that they do to create public attention. These are;

- Press release and personal appearance from the staff members since appearance is the most important thing in business.
It could be the dressing or how uniform of a hotel staff member is easily neat and iron nicely.
- Newspaper advertisement is also an essential tool in the African market. Products are always advertised in newspapers to the public.
- Radio and television jungle is also another factor in the African market where most company advertised their product on television that is called the telemarketing.
- A poster or hand bill is also seen often on the notice board of the street and on the wall of where a person normally passes.
- A float in a long caravan is also seen in the African market whenever there is a new product especially the bottling and drinks like Coca Cola Company.
- A demonstration of a drama sketch are also seen in the African market as well as a carnival are also been held. Example can be seen when there is a festival in villages in Ghana companies comes around to advertise their product.

In my own observation, there are many types of food manufacturers in African although most of them are from foreign countries. In Ghana industry there is food beverages, Clothes, Agricultural sector, metals wood products pharmaceuticals companies, footwear,

steel product which are all state own enterprises in Ghana. In the food processing industry, Ghana also has a large scale manufacturing sector including textiles drinks foods and plastic manufacturing companies which is managed by the Lebanese community and Unilever and Valco also run factories with the help of export and import areas such as Takoradi, Tema and Takwa in the capital regions of Ghana. (www.nationsencyclopedia.com/.../Africa)

CONCLUSION

In every organization or business there is the need for the marketing manager or the staff members to build long term relationship with their clients and potential customers, as the saying goes customers are always right as long as they are the one people who buy the product in the market to keep the business going and to keep the business on its feet. Customers also help the business to increase the output and profit of the business.

Customer relationship management is also a system for managing a company's interactions with customers. It is often involves using technology to organized, automate and synchronize, sales, marketing, customer service and technical support. (en.m.wikipedia.org/.../customer-relationship). Customer relationship includes customer loyalty, customer satisfaction, customer expectation, monitoring satisfaction, measures Techniques and customer's Complains. Kotler, P, Keller. (2006) Good communication and good interactive with customers who buy a product is very important in business.

Effective human behavior is also important in terms marketers want to observe and acquire good long term relationship with their clients. For a long term relationship of customers to be achieved there is the need for business manager to observe and practice good customer's satisfaction. Whenever customers are not satisfy with their service or buying of the product there is always a problem. And whenever customers complaints are well not solve they may chose not to buy the product from the market.

Customer's loyalty is also a good example way of marketers to observe long term relationship with their business partners. Whenever there is a loyalty between the customers and their business partners it helps each of them to trust and believe themselves. For example whenever a business partner in African has a trust in a foreign business partner, they always work together without any doubt but if there is no trust or a loyalty between them, they easily separate apart. About hundred years ago social media network was not in existence, news paper, radio and television advertisement was well known and very popular to people and to marketers who uses them to sell their product to the market. Today in this twenty first century, social media marketing is now the new way in which most marketing companies use it to advertise their product in the market.

Most companies' uses social media network to get the attention to the target audiences through good posting of videos, images and text messages to the emails of their target and potential audiences. Without the use of social media networks most companies will found it difficult to reach and connect to their target audience. Some of the benefits of social media are, giving information to clients and customers about the delivering of a product. Helping the clients to get information of a new product through advertisement of the company. Today's world has turn into global communication with a new invention of technology. Social media is now in the world wide and is use by educated and illiterate.

The main purpose of the benefits of social media is communicating and broadcast information of the products to its customer. Every manager or marketer in an organization needs to control and communicate an ideals and thought of the organization or the company in which he or she is working in. good communication and decision making by the manager is a very important tool in terms of running a business of a company. Control means that, the manager must be able to have total dominion over the performance of the company. He must be able to also control the resources in the company. The resource can be the use of the equipment of the company. The manager of the company should also learn the new way of interacting with customers. The marketing function should act as aggregators of customer's communities, instead of as broadcasters Weber (2009). The task of aggregating customers can be done in two ways according to Weber (2009), by providing compelling content on the company website, and by going out and participating in the public arena.

2.1.7 HOW PERFORMANCE EXPECTATION AND STANDARD ARE ACHIEVED IN THE AFRICAN MARKET

In every organization or every business the manager of that business makes sure that he or she achieves the company's goals and objectives as well as the staff and co- members of that company. In doing this the CEO and the board of directors as well as the staff members make sure that the performance expectation of that company is achieved and there is a success at the end of every budget that they do. In achieving this manager make sure that there is a good **Performance indicators**; these are a way in which the manager of the company or a business assess the work of the organization ensures to take place. There are **six** categories of performance indicators. These are as follows;

- a. **Quantitative**; is based on how goods and services or activities in which the company is rendering in at the end of every sales of a product the company make sure that they calculate to know the type of product they sold to their customers, the amount of profit they gain and the amount of money they lose in every sales, whether there was an increase of profit or not.
- b. **Financial**; is based on the cost of the business. It can be the amount of money been use to put up the business, the amount of money been used to develop new product of the company. The manager also has to make sure on the accounting management to see how much money that goes out and the amount of money that comes in and out of the company. This will help the manager to know their profits and loss.
- c. **Qualitative**; is also based on how goods, services and activities are. The activity can be the work performance of that company, including the staff and the board of directors. As a manager in a company there is the need to see how work is been done in other to know how good the company is getting to, for example the manager has to supervise the punctuality of the workers that is whether they come to work on time or not and also how they react to customers including good communication skills delivering.
- d. **Process**; is based on how decisions are made and how people are involved in the service or activities in the company. Decision making in the company is very necessary because whenever there is a problem or there is a new planning of the

company the whole member of the company needs to come together to make decisions including the staff the manager and the board of director of the company. Decision making should not be only done by the manager, the board of the director and the CEO of the company alone. It should always be involve with the staff members so that whenever there is a problem in the decision of a plan, no one will be blame decision making involves all the staff members and the board of directors as well as the managers.

- e. **Outcomes;** An outcome is based on what happens as a result of the service or activity that is such as investment. Whenever there is an investment of the company there is the need for the company to know the outcome of it.
- f. **Comparative;** it is a Comparism, which is based on comparing the business or the company to other business organization. The manager or the marketing manager must observe the way other competitors advertised their product on the market and how they post their products on the job webpage or website.

2.1.8

RETURN ON INVESTMENT

The product manager needs to understand an effects and valid measures of the return achieved of an investment, no matter what type of business product or services.

HOW TO MEASURE RETURN OF INVSTMENT IN BUSINESSES

- Comparism of one year's results with another.
- Noting a trend for example plotting a graph to find out how far the business or the market has come so far.
- Comparing one division of a company or a product with another. For example comparing a product like tea and coffee.
- Setting target for each unit of the business or subsidiary or a branch. This helps towards maximization of output of the product.

2.1.9

EVALUATING INVESTMENT.

In every business there is a need for the manager to evaluate investment of the outcome of the company. Example of this investment evaluation can be as follows; **Cash flows**; for investing in the development of a new product, it is also important to forecast the flow of cash (both Negative and positive). So as to argue whether the product is of itself. A good use of the company's money must be properly checked and accounts for.

For these purpose three aspects is needed, that is, what type of capital is employed in existing product group, what capital is invested in the new product and how such investment can be evaluated. The capital employ for the business can be divided into fixed assets and working or circulating capital which is equal with currents assets such as stock, cash and easy negotiable securities and debtors or current liabilities or creditors dividends. The business manager is always in consultation with the financial and accounts managers who handle the cash.

Forecasts; it is always important for the manager of the company to forecast the product which the audience want or expect as well as the expectation of an output of the product. The

product manager and the marketing manager of the Companies must be able to predict to see whether the company of the product in which they are going for will give them a profit.

First of all product forecast must be made of capacity and production of the products requires stocks and sales. There should be turnover in unit to see whether the project of the product will work or not. Such forecast can be shown either on an annual scale or detailed as a series of action stages on the new product launch.

CHAPTER THREE

3.1 THE DEFINITION OF MARKETING MIX AND ITS CONCEPTS

Kotler P, Gary A. (2010) “**Marketing mix** “can also refer to the set of actions, or tactics, that a company uses to promote its brand or product in the market. Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. There is four type of marketing mix that most companies use. These are;

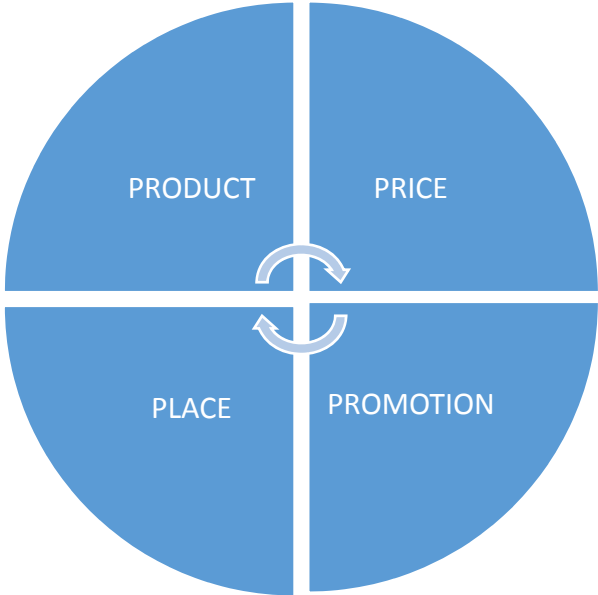
- i. Price refers to the value that is put for the product such as cost of production, segment targeted, ability of the market to pay, supply and a host of other direct and indirect factors
- ii. Product is also refers to the items being actually sold.
- iii. Place is the point of sales such as the industry or the organization and the location of the business.
- iv. Promotion is the overall activity which is undertaken to make the product or service well known to the user and trade. This includes advertising, word of mouth, press report, commission and incentives.
([economictimes.indiatimes.com/definition/...](http://economictimes.indiatimes.com/definition/)).

According to Kotler P, Gary A. (2010)” Define **Marketing mix** “as a set of controllable tactical marketing tools, product, price, place and promotion that the firm blends to produce the response it wants in the target market”. The marketing mix serves as guidelines in implementing a marketing strategy in a business or an organization. The four elements of marketing mix help marketers to know the wants and need of their consumers within the organization as well as the business. Borden.N.1964 developed the marketing mix model and the four element of the marketing mix such as the product, promotion, place and the price.

The term "marketing mix" became popularized after Neil H. Borden published his 1964 article, *The Concept of the Marketing Mix*. Borden began using the term in his teaching in the late 1940's after James Culliton had described the marketing manager as a "mixer of ingredients". The ingredients in Borden's marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display,

servicing, physical handling, and fact finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P's of marketing, depicted below:

THE MARKETING MIX DIAGRAM



NETMBA.COM

FIGURE 3-1

Borden. N. 1964, model and definition of marketing mix explain that marketers and managers of an organization should know their target audience as well as they must also know the customer's needs and want in the market.

THE FOUR ELEMENTS OF MARKETING MIX.

❖ Product

Product can be described as any goods or service which the business renders or delivered to its potential and target audiences in the market. A product can be grouped into Tangible or Physical product according to the type of services it gives to the target audiences. There are so many characteristics of a product. The characteristics in which a product must fall into are; Brand name, functionality, styling, quality, safety, packaging, repairs and support, Warranty, Accessories and services. Mercedes-Benz, Opel, Audi, BMW, which are German made with German brand Name are mostly preferable to most customers because of its functions, how Quality it is, its style of design. Other customers also like this type product because of how it can be easily repaired and the Warranty that this car has.

Macdonald Catering Centers are also very popular and well known all over the world including America, European countries and African countries. It has so many branches in every country that you go. Most customers buy this type of product because of the brand name and the quality service it gives and its packaging. Most customers prefer to buy coffee from Starbucks because of its design and packaging. Toyota cars have a high customer purchasing power because of its quality, its repair and its support that this vehicle has. HP and Packard Bell computers have a good brand Name and also has good accessories, which most customers prefer because of that Target audience and potential audience prefer to buy it from the market since it is very easy to get its parts to buy in the market. Other customers also prefer to buy it because it is repairable when it gets spoiled.

❖ PRICE

Price can be explained as the cost of the product. It can also be the money in which the customers use to purchase the product. The price of the product can be the discount, the credit terms and allowance. The price can be categorized as, pricing strategy (skim, penetration, etc.), suggested retail price, volume discounts and wholesale pricing, Cash and early payment discounts, seasonal pricing, Bundling, price flexibility, price discrimination. Most people choose their product according to the price of that product. Most people prefer to buy Mercedes Benz than the Toyota according to the amount of price from that of Toyota. Most companies who deal and sell Mercedes Benz Company gives retail prices and negotiates with

customers of the prices. They at times give discount, Trade –in allowances, and credits terms to their Target Audience.

❖ **Distribution (Place)**

Place can be the location or the distribution of the product to the target audience. The place can be how accessible or the reachable the product can reach to the target customers as well as the potential clients at the market. The place or distribution must have distribution channels, market coverage (inclusive, selective, or exclusive distribution), Specific channel members, Inventory management, warehousing, and distribution centers, Order processing, transportation, reverse logistics. Marketing managers must also make sure that there is accessibility of sending the product to its target audience in the market. After the product is been made or manufactured, there is the need for marketers to send the product to the market for the customers to get access of purchasing it. It will be useless if the product does not get to the target audience. The manager and marketing personnel's must make sure that , the distribution channel of distributing the product are available such as roads, good vehicles, good market coverage, good inventory management, distributing centers and also warehouse to be keeping and packaging the product to save it from damaging.

❖ **Promotion**

Promotion includes the activities that marketers uses or the strategies that marketers uses to persuade to the target audience or potential customer. These include; promotional strategy (push, pull, etc.), advertising, personal selling & sales force, sales promotions, public relations & publicity, marketing communications budget. Promotion can also be the product sales, low-financing rates and also purchase incentives given to customers in the market. For example whenever there is a new product in Burger king catering service, there is a promotion with a reduction of prices. Price reduction is made in the market whenever there is a new product. Tata motors car dealers at times gives reduction of price when aver there is a lot of goods but customers are finding it to buy or purchase it because of its high cost of price. Publicity is always done whenever companies want to advertised their product in the market. Publicity advertising can be bill board advertisement on the street, Word of mouth selling or marketing, personal selling like marketers going to house to house to sell a product to customers or consumers. In London, Tesco shops normally gives out promotion of their products whenever their market product has been keep long at their warehouse and it is about to expire in the warehouse., the manager put cheap promotional price on the product or a discount of the

product so that they will still get their profit back. This enables the manager not to lose their profit that they want to get from the product. Although they may lose or do not get any profit from the product, but they can still get their retailed price that they used to purchased from the product.

A DIAGRAM OF THE ELEMENTS OF MARKETING MIX.



analysisproject.blogspot.com

Fig 3-2

The diagram above shows how a product must be quality, well designed with good varieties, and have good brand name with good features and well designed packaging with good service and warranty in other to get more attention from the target audiences. The place mix in the diagram also explains that, a company must also have a good warehouse in order to keep the product safety. A good transportation into and out of the place and also be able to reach the target audience with good accessibility of transportation and good distributing channel with inventory management. The place mix also includes agents such as retailers and wholesalers who will buy the product from the market. The price mix also includes discount of the product, allowance, Terms of sales, commission and price of substitute goods.

Finally, the promotion consists of publicity, personal selling promotion of the product to consumers, advertisements and public relations. In conclusion I think that the marketing mix helps immensely in terms of the establishment of a new product. Managers and marketing managers have to learn how to minimize an output of a product through the use of the four P's element of marketing mix. Whenever the manager applied the marketing mix in their sales, it will let them to get the attention of the customers. Marketing managers need to have time to evaluate and understand the benefits of using the four types of marketing list in their product. Managers must also see themselves as the selling product as they always sell the product to its customers as most customers see themselves as buyers of the product.

Marketing managers must also know the need and wants the customers want in purchasing the product, how they want the product to be designed and how the product can be available to them in the market place. Moreover, marketing managers must also make sure that, the service that they are delivering to customers are good and quality service, so that users and customers will not have a complains about the product. Whenever customers complain about a product, it makes the company have a bad name. Quality services to customers are very important in a business since customers buying of the product will give the company its profits. When customers refuse to complain about a bad service or about the product badly, it gives the product a bad name and customers will refuse to buy the product.

3.1.1 CRITICISM ON MARKETING MIX MODEL

Peter Doyle (Doyle, 2000) describes the marketing mix approach leads to unprofitable decisions because it is not grounded in financial objectives such as increasing shareholder value. Doyle definition to the marketing mix model enlightens how important the value of shareholders is important. Financial objectives in the company are been increase by the business partners of the company as well as the share holders of the company. Indeed, criticism of the 4Ps has centered on its inception in the production and supply context of the 1950s, and its appropriateness to later Twentieth century marketing functions. Consequently, it has been extended with a further 3Ps of participants, process and physical evidence (Booms and Bitner, 1981), and an eighth P for personalization, to reflect a service marketing Orientation (Goldsmith, 1999). The growing importance of the political environment led Kotler (1984) to propose two additional (Ps) of political power and (PR) to the marketing.

As marketing's focus has moved to consumers and consumption, it has arguably broadened into an integrated and networked approach to organizational resources (Brownlie and Saren, 1992). Kotler definition of the marking mix make me understand that the element of the marketing mix enables consumers and business partners to connect and communicate with each other. In conclusion, Booms and Bitner view of the 3Ps also demonstrate that, the Participants, the process and the Physical evidence that has a reflection on marketing orientation gives a lot of evaluation of the product insight and the product quality management of the business or the Market.

3.1.2

CONNECTING WITH CUSTOMERS

Communicating to target and potential audience is the most essential tool in the marketing business, because there is the need to know from the customers how they feel about a product and how good or bad a company's product is to them. There is the need to know the feeling of every customers and his or her opinion about a particular product. Connecting with customers can be the use of social media network such as contacting customers through Facebook media, Yahoo mail, Skype, and other social media networks.

Other forms of communication can be through the use of mobile phones by texting messages to customers and also by sending emails. In order for a company to have long term relationship with customers, there is the need for the marketing manager and the business as a whole to create an awareness of the product through good publicity and advertisement, the company must also have a good knowledge of the product, must be able to be loyal to its customers and must also observe good customers satisfaction and advocacy.

3.1.3

TOTAL QUALITY MANAGEMENT (TQM)

According to, Thomas L. W, David .J. Hunger (2010)"Strategic management and business policy, 13th edition. P.318 defined Total quality management control as "an operational philosophy committed to customer's satisfaction and continuous improvement. TQM is committed to qualify; it can be used as a program to implement an overall low-cost or a differential business strategy. There are four type of TQM, they are;

- Better, less variables quality of the product and service.
- Quicker, Less Variables response in processes to Customer Needs.
- Greater Flexibility in adjusting to customers shifting requirements.
- Lower Cost through quality improvement and elimination of non-Value-adding work.

According to TQM, faulty processes, not poorly motivated employees, are the cause of defeats in quality. Thomas L.W and David J. Hunger describe TQM as a way of maintaining customer satisfaction and its improvement. They explain further more that, failure for managers to motivate its employees can lead to defeats in quality. In conclusion, the four types of TQM which explains how a product should be less variables and quality of the

product in other to reach the target audience in the market. Is also gives more explanation that, there should be quicker response in the process to customer needs. Greater flexibility in adjusting to customers shifting of the product should be achieved by the target audience in the Business market. Lower cost of the product quality improves and eliminates the adding work of the business.

3.1.4 PUBLICITY MARKETING

Publicity is the movement of information with the effects of increasing public awareness of a subject. The subjects of publicity include people (For example, politicians and performing artists), goods and services, Organizations of all kinds and works of art or entertainment. (www.businessdictionary.com/.../publicity).It is the responsibility of a manager and the marketing manager to “woo” the audience attention in purchasing or buying the product from the market. The marketer should make sure that the publicity meets the three basic requirements of getting attention of the customers, motivating the employees and all other staff members to sell and promote the product with good delivering. Getting the attention of the customers can be in a form of press release and personal appearance by employees and staff members, newspaper advertisement, radio and television jungles, A poster or handbill, a float in a long caravan, a carnival and a demonstration of a drama sketch, all must be captivating enough to draw the attention of the public that something is about to take a place.

A written advertisement must be accompanied by an action photograph which tells a story about the performance. Managers must make sure that, the publicity that the make promotes the product to the consumers and it also gives attraction and not to promise what cannot be provided. Whenever there is an advertisement with no truth in it makes the product not to improve it efficient purchase from the target audiences. There are five types of publicity.

TYPES OF PUBLICITY.

- Posters publicity,
- Television and radio publicity,
- Newspaper publicity,
- Direct mail publicity ,
- Database publicity.

a. POSTERS PUBLICITY

Marketers and the posters managers must make sure that, the posters ensures that the poster, banners, hand bills and flyers are aimed at informing and persuading selling and estimating the public to buy the product from the market. The poster or the marketer must ensures that , the posters must be simple, easy to read, straight forward, easy to see, easy to comprehend and also the poster is place at a vantage points for customers and the public to see it. The poster must also attract the unregarded passersby. These are the necessary to be seen of the posters, the name of the product, the brand name of the product, date of manufacturing of the product as well as expiring date of the product.

b. RADIO AND TELEVISION PUBLICITY.

They can be interviews of the product to customers on television and radio as well as Jingles. The marketer must release their outrageous cost of advertisement on the electronic mass media. He must find a way of getting his product publicized through this medium. As advertising has become the most dominate economic and motivation force in public. The radio and TV product manager must have his product co-operate with the programs manager of a station to see how his activities can be accommodated in the schedules and commitment of the station.

c. NEWSPAPER PUBLICITY.

The newspaper publicity is obviously, a useful investment, it can be expensive and so must be kept to minimum. The marketing manager or the product manager must be in a position to read the daily newspaper carefully, to know which of them is more interested to the customers. It is normally to know whether the newspaper has features editor who normally

covers newspaper programmed. The editor decides whether the information to be published in a good and at the front page.

d. DIRECT MAIL PUBLICITY.

Direct mail publicity decides whether the publicity material must be poster, fliers, folders, letters, post cards or seasons calendars, this are usually sent out to follow ups on enquiries, keeping product manager aware a new product advertisement. The direct mail publicity consumes time, money and energy.

e. DATA BASE PUBLICITY.

Database publicity is where managers get and kept the detailed information of their potential clients. In data base publicity managers normally kept the details information of their clients such as; their name, their addresses including house and business addresses, their house and Business phone numbers. When companies record and the data of their potential and Target audiences in their file or records , it enables the managers and the marketing managers to know much more of who their clients is , how to locate them whenever they want to reach them and how to communicate and contact them whenever they need them to advertised their Products.

3.1.5 ADVERTISING.

Advertising is the activity of attracting public attention to a product or businesses. The essence of creating awareness for advertising is to market the product. There are three types of advertising, which includes persuasive, amplified expressiveness and Impersonality (Kotler and Gary 2010). Persuasive is when the buyer repeat the message of the product many times to the buyer or the consumers. It also allows the buyer to receive and compare the messages of various competitors. Large scale advertising says something positive about the seller's size, power, and success. Amplified expressiveness provides opportunities for dramatizing the Company and its products through the artful use of print, sound, and color. Impersonality is when the audience does not feel obligated to pay attention or respond to advertising. Advertising also is a Monologue in front of, not a dialogue with, the audience.

Moreover, advertising can provide an introduction to the company and its products. If the product has a new product advertising can explain the new product to its customers. Remainder advertising is also more economical than sales calls. Advertisements offering brochures and carrying the Company's phone number are an effective way to generate Leads for sales Representatives. Sales representatives can use copies of the Company's ads to legitimize their Company and products. Advertising can remind customers how to use the product and reassure them about their purchase. (Kotler and Gary 2010). In Conclusion, I can say that through publicity, managers are able to communicate with the customers in order to satisfy their needs and wants. Customers assume that, the inventor or entrepreneurs who have an idea or create a product as a result of insight into consumer's requirements or perhaps research into consumer needs.

CHAPTER FOUR

4.1 SOCIAL MEDIA AND AFRICAN FOOD MANUFACTURERS.

This chapters of the thesis work explain and demonstrate social Media Network and its and African food manufacturers in Ghana, West Africa.

(Barefore and Szabo, 2010, p.13) defined social media as “using social channels to promote your companies and its product. Social media marketing has been categories into social networking, Blogging, Micro blogging, social news, social bookmarking and media sharing.

- Social Bookmarking. ([Del.icio.us](#), [Blinklist](#), [Simpy](#)) Interact by tagging websites and searching through websites bookmarked by other people.
- Social News. ([Digg](#), [Propeller](#), [Reddit](#)) Interact by voting for articles and commenting on them.
- Social Networking. (Face book, [Hi5](#), [Last.FM](#)) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social Photo and Video Sharing. ([YouTube](#), [Flickr](#)) Interact by sharing photos or videos and commenting on user submissions.
- Wikis. ([Wikipedia](#), [Wikia](#)) Interact by adding articles and editing existing articles. (webtrends.about.com/od/web20/a/social-media.htm).

Social media helps in so many ways in terms of combinations of tools and Technology with social interaction by the use of words. The tool describes the use of internet based Technology and Mobile base Technology that most companies use to apply in their marketing process in their companies. For example of the internet base could be the use of Twitter Networks, Face book, YouTube and MySpace are the few Examples that describes social media internet Technology and the internet base usage that most companies uses it in abroad , Europe and other part of the world. During my research paper work, I realized that, social media gives most companies and other marketers the opportunity to share their advertisement through communication with their customers as well as their potential clients and friends, Co –staff members in their companies or in their working place. Social media also helps marketers and

most companies in their conversational way with the use of good communication skills. It also reduces loads from marketers, for example when a clients want a product to purchase from a company, He or she does not necessary go to the company he or she can stay back home and purchase whatever he want from online marketing, simply because of the help of social media Technology. Social media also help to spread information to people like YouTube and yahoo mail always update news of BBC news in London on YouTube and Yahoo mail, So that whenever people log into their Yahoo mail or Face book account, they can easily read news on the internet about what's really happening in the world. Companies such as BMW has been using Face book which is a social media to create the awareness and promote their company on 1-series Road Trip in which they created a web page to its clients to use as well as its fans.

The most critical point , I would like to elaborate about social media network is that, when USA or America stated their presidential election, Barrack Obama who is now the President of the united state of America use Twitter during his presidential election , with this, he had over 170,000 followers , with this he was been considered as a good leader by his use of Twitter buzz during his debate and his election to reach the majorities of Americans on what he is capable of doing for America in case he is been chosen as a President. Most people in The United states considered him to be the most powerful person who had a lot of leadership experience and Good communication skill as well as a delegated person for a good leader to lead the country.

With these clear example that I have given, shows that social Media marketing do not help marketers and companies alone but also has a lot of benefits and impacts on individual and their personal life as well. Social media is also use to create relationship among friends, peers and Target market to its potential customers. It helps to communicate with people and also helps researcher in their research inquiries. Social media marketing is marketing that focus on people, not products (Diamond, 2008). Now a days the internet has become the significant source that most people use as a tool in terms of communication.

4.1.1 CONTROL AND COMMUNICATION IN AFRICAN BUSINESS

In managing a business in Africa, there is the need for the manager or the company owner to be able to control and communicate ideals and thought of the company as well as making good decisions. Decision making is done by all the staff members and the Board of directors. **Control means** that, the manager must be able to have total dominion over the performance of the entire company of the business. Then manager must also have total control of the company including the equipment and the tools and Technology been use in the company. The manager also must also control the factors of production that include Land, capital, labor and entrepreneur.

a. The land

Land has to do with the location of the company. The company location is also an essential part in terms of building up a business. The manager must make sure whether the company location has the accessibility of good road and good transportation. This will help to bring in product out to the market and raw material in the company.

b. Labor

Labor also has to do with the number of people at the workplace. In the marketing business the manager has to know the number of staff at a particular time to the number of personnel in the business at a particular time for the product. It also has to do with professional skills, whether the staff members of that company has the qualify and the professional skills or whether they are qualify to do a particular work. Manager must also know the educational background of their workers in order to place them at their good position of their work.

c. Entrepreneur

Managers and marketing personnel's must be able to know the tools, and the machine for the job in which they are working with. Entrepreneur also deals with management skills to help bring together the other factors of the production in other to help the manager to minimize profits.

d. Capital

Capital also has to do with money and investment, and at times support from the banks in other for the manager to help to support the business. There are two types of capital, which is fixed capital and variable capital. Fixed capital or assets deals with the equipment use in the business and variable capital deals with shares. Variable assets also deal with the money. Investment and stocks of the business. In conclusion, I think that there should be enough communication procedures within the organization and the marketing manager and the managers of every company should observe the four factors of production.

4.1.2 MARKETING EFFORTS OF AFRICAN COMPANIES.

In this section of the thesis, I would like to explain and describe what Africa and the continent in Africa. But this Chapter is limited to Ghana alone. I would be talking about Ghana food manufacturers and how they benefits from the food manufacturing industry.

The second and largest continent in the world is Africa which also has the largest population. Africa has about 30 244 000 km² (11 700 000 mi²) Area with a 20 % of the earth coverage. There are about 1,072 million population human inhabitants, about 14 percent of the world's population. The famous and the highest point mountain in Africa now called Kilimanjaro - Uhuru peak on the volcano Kibo, 5 895 m (19 340 ft) in Tanzania. The most famous and largest Lake is called Lake Victoria or Victoria Nyanza; 68 870 sq. km. The famous longest River: is Nile; 6 695 km. Moreover, the most spoken Language in Africa is divided in four types of Category. They are Languages of Africa: Afro-Asiatic (e.g. Berber language), Nilo-Saharan, Niger-Congo (Bantu), and Khoi-San. Africa is has fifty-four continents in the world with Nine Territories, and de-facto states which has no recognition on human Rights. Africa as large as it is has 11.7 square- miles and 22% of world's Land Mass.

(www.atlas-westafrica.org/culture-and-religion-i...).

CASE STUDY IN GHANA.

4.1.3 MANUFACTURING COMPANIES IN GHANA.

Ghana is an African country located in West Africa, with its population of 78.3% male and 65% female. Ghana's factories and Industries are basically advanced. Recently in Ghana, there are a lot of import and export manufacturing of goods and foreign product in Ghana, as well as Ghana is also exporting some of their Local foods to sell it to most of the African people in Ghana. Some of the import factories of Ghana which is new and was been established recently in last four years 2000 was Rlg mobile and communication which is an electrical manufacturing Industry. The Rlg is the first African Company in Ghana who was able to develop and manufacture desktops, mobile phones, Laptops and West Africans biggest information and Communications Technology. (ICT).and Mobile manufacturing company in Ghana and other West African as well as automobiles and electric cars manufacturing.

In the Year 2009, there was Ghana made luxury cars by Apostle Dr. Kwadwo Safo Kantanka. He is the only Ghana car manufacturer in Ghana who succeeded with making his own Car but was later rejected by the government for support. Ghana now has a Car manufacturing and Automobile from "Suame industrial Development organization" (SMIDO). There is also Textile industry at Akosomo in Eastern part of Ghana. The Akosomo textile has four major companies that is, Tex style Ghana limited (GTP), printed and Ghana Textile limited (ATL). And Ghana Textile manufacturing company (GTMC). Other manufacturing in Ghana includes crude oil and gas refining by the Ghana National petroleum Corporation and Ghana Oil Company.
(en.wikipedia.org/wiki/Ghana).

4.1.4 THE LIST OF AFRICAN FOOD BEVERAGES IN GHANA

The list of food and beverages which is found in Ghana is;

- Alcohol such as Baron Distilleries in Accra that produce pusher and playboy alcoholic drinks
- Bakery factories like Nyame Bekyere Bakery at Nkawkaw in Ghana.
- Candy factories
- Canned food such as canned fish from Accra in kaneshie areas in Accra-Ghana.
- Bottling food and bottling companies like the coca cola bottling company in Ghana that produces coca cola drinks, Fanta drinks, spirit, Energy Drinks and Bottling Mineral water.
- Chocolate and chocolate ingredient which is produced by the Golden tree chocolate company in Accra Ghana.
- Cocoa Liquor which is also produced by Baron Distilleries in Ghana.
- Cooking oil which is produced by the obaapa cooking Oil Company.
- Blended food and oil which is produced by the obaapa tomatoes company and oil industry.
- Fast food
- Instant noodles.
- Fish and sea fish like crabs are normally sells in the market in Ghana.
- Cereals such as corn flakes are also been produced.
- Grain products
- Flour a factory which is also located in Accra Ghana.
- Drinks factories are mostly found in Accra, Kumasi and more. (companylist.org/Food_Beverages/).

Some Food manufacturers entrepreneurs recently came to Ghana to established their company who are from Swiss based entrepreneurs called Nicholas Draeger and Guido Schaer, who recently came to Ghana in 2010, they started a company called Nurevas international which manufactures a range of food products in west African country of Ghana. (www.howwemadeitinafrica.com/ghana). In conclusion, before a business or a market is set for a particular product, the product manager make sure that, they know the customer needs,

that is what the customers actually want from the product features, the sized of the product, the design of the product and the price and benefits of the product in which will help sellers to buy the product more. The product manager also makes sure that, he or she the type of customer group and customer technology in which the client are. For example the company make sure that they know the type of customer they have whether potential customer, available customer, regular customer and occasional customer as well as the type of technology been used for the product.

Most African businesses like Ghana make sure that, they quickly share information of their product to customer. They also create independence online forum, customer reviews and opinion sites and customer complaints in order to manage marketing intelligence on the internet. They also create web sites, interactive television marketing and Telemarketing as well as Tele shopping in order to improve effectiveness measures, selective targeting, good communication skills to customers, good personalized messages and to prevent market demassification . They also consider consumers behavior to see how their client respond to their marketing strategy and business.

4.1.5 FOOD COMPANIES IN GHANA.

- Golden Web limited Accra, Ghana.
- JD Ejorna Trading Ent.
- Produce Buying limited
- Aboso Royal limited
- Afridom Ltd.
- Cadbury Ghana Ltd
- Cocoa Processing Company limited
- Divine Seafood's limited
- Ghana Agro-Food Co Ltd (Tema Food Complex Corporation)
- Ghana Cocoa Board (COCOBOD).
- Ghana Extracts Ltd.
- Ghana Food and Beverages Industries Ltd.
- Iran Brothers and others Ltd.
- Limbrest Foods Ltd.

- Nestle Ghana Ltd.
- Pro-Bio Laboratories Ltd

4.1.6 TYPES OF SOME FOOD PRODUCTS IN GHANA.

- i. Artificial sweetening foods.
- ii. Cereal flour foods
- iii. Cereal grains
- iv. Cereals
- v. Chewing gum
- vi. Chocolate or chocolate substitute candy
- vii.** Coffee brewing equipment or supplies
- viii. Confectionary products
- ix. Cooking machinery
- x. Cutting machinery
- xi. Dried or processed meats
- xii. Edible ice cream cups or cones
- xiii. Filling machinery
- xiv. Fish
- xv. Flavored ices or ice cream or ice cream desserts or frozen yogurts
- xvi. Food cooking and smoking machinery
- xvii. Food preparation machinery
- xviii. Food preparation machinery
- xix. Forming machine
- xx. Fresh plain pasta or noodles
- xxi. Frozen fish
- xxii. Gelatin or jelly crystals
- xxiii. Honey
- xxiv. Ice cream machines
- xxv. Infant foods
- xxvi. Instant mixes and supplies
- xxvii. Jams or jellies or fruit preserves
- xxviii. Mango puree
- xxix. Milling machinery
- xxx. Natural sugars or sweetening products

(www.mbendi.com/indy/fdbt/food/.../index.htm)

In conclusion, most African countries always get the help of foreign manufacturers. “Sheba” Enterprise Company limited which is located in Ghana has support from United States of America NGO and UNICEF to help the company in financial support. The minister of Trade in Ghana statistical service and the US export of consumer oriented food product have recently increased with other foreign manufactures in Asia and United Kingdom food manufactures. There are also at times higher freight charges for transshipment to Ghana through most European Unions and United States of America.

4.1.7 BACKGROUND INTRODUCTION AND HISTORY OF GHANA.

The gold coast which is now known as Ghana, is located in northwest of the contemporary state at the bordering on the gulf of Guinea, between Cote d'Ivoire to the west, Burkina Faso to the north, Togo to the east with the largest river called Volta river. Ghana has a land area of 88,811 sq mi with 25,758,108 population growth. The capital city of Ghana is called Accra. The monetary unit of Ghana is Cedi. It also has a constitutional democracy government. The recent president of Ghana is called John Dramani Mahama. Ghana got independence from the British colonial rule in 1957.

4.1.8 AGRICULTURE FOOD BUSINESSES IN GHANA.

The Food and Drugs Board (FDB) are a group of regulatory body that implements food and drugs law in Ghana. They regulate manufacture, importation, exportation, and distribution, advertisements of food, drugs, cosmetics household chemicals and agriculture food products in Ghana. There are a lot of agriculture products in Ghana. These are; Vegetables food products such as carrots, garden eggs, cabbage, okro, onions, lettuce, etc .

There is also Carbohydrate food product such as; Yam, potatoes, cocoyam, cassava, plantain etc. some of the carbohydrate food products are neat fufu food product. They are a group of companies that manufacture and produce carbohydrates food products to abroad. Proteins food products; such as animal foods, eggs, turkey, pig, fish products, cow meat products etc. Crop product foods. Such as yam, cassava, plantain are also Other agriculture products include grains, cocoa, oil palms, kola nuts, and timber, from the base of agriculture in Ghana economy. The economy contribution to Ghana's GDP from 2012 is 22.7%.

4.1.9 FOOD INDUSTRIES AND MANUFACTURES IN GHANA

Livestock production increase in the northern part of Ghana called Tamale. In 1989 there were about an estimated 1.2 million cattle, 22 million sheep, 2 million goats, 550,000 pigs and 8 million chickens in Ghana. This live stock was base in tamale which was run by individual people in Ghana. It was mostly raise in Tamale because there was low grazing vegetation where animals can be reared.

➤ Vegetables production industries

Produces vegetables food products such as Tomatoes, garden eggs, kontomire, peppers, garlic, green pepper and many more. Tomatoes products are been manufacture into Cans and bottles. In Tamale at the Northern part of Ghana, there is a tomatoes industry that produces tomatoes products into cans and bottle. Some of the tomatoes industries are obaapa tomatoes industry, salsa tomatoes industry and Pomo tomatoes industry which are all base in Ghana, tamale and has their headquarters in Accra-Ghana. This gives employment to the youth and also social media advertisements, helps foreign investors to come to Ghana and improves most of this industry.



Figure 4-1

Example of vegetables sold in Ghana market.



www.maierandmaierphotography.com

A woman selling vegetables in the African market.



A woman selling vegetables in Ghana Market, Accra.

www.gubaawards.co.uk

figure 4-2

➤ Pineapple industries

Most pineapples food products are field harvesting agriculture food product which is been grown and harvested in Ghana. The main food crops in Ghana are mostly corn, yams and cassava but pineapples field plantation also gives and increase the income rate of Ghana. It gives job to the people and also serves as a fruit juice. Some of the pineapple fruit products in Ghana are Don Simon fruit juice, kalyppo fruit juice. Food imports rose from 43,000 tons in 1973 to 152,000 tons in 1981.



en.wikipedia.org

Pineapple field in Ghana.



www.21food.com

Example of pineapple fruit product in Ghana.

Figure 4-5



www.modernghana.com

Pineapple production in Ghana.

Figure 4-6



joemellin.wordpress.com

Pineapple Production in Ghana.

➤ Cocoa industry

Cocoa industry is the biggest industry that increases the country and its resources. Cocoa is the major agriculture export in Ghana after Ivory Coast; Ghana is the second largest cocoa exporter in the world. The planting and harvesting of cocoa product in Ghana in the eighteen century. Cocoa seeds which is at times called a beans are been used as a coffee and chocolate products. In the late 1970 cocoa farmers were getting fewer prices from a cocoa product co-operation called (COCOABOD).But now recently in 2014 the government of Ghana has

improves the life of agriculture farmers by giving them allowances and incentives as well as agro-chemical product to plant their products.



www.howwemadeitinafrica.com

Cocoa harvesting in Ghana.



Photo courtesy of Koa Kahili www.gardenislandchocolate.com

www.howwemadeitinafrica.com

Example of cocoa beans.

Figure 4-6

4.2.1 HOW SOCIAL MEDIA IMPROVES AGRICULTURE PRODUCTS IN GHANA.

- it serves as a source of advisements to the public
- it expose the product to the public
- It spread information about the product.

Agriculture food businesses or the organization needs:

- To Understand and to know the psychological thinking of individual buyer, their needs and all they need to know about the business or the organization including the product.
- To focus on the Target and potential Audiences or customers relationships and to engaged in good marketing sales in order to grow the business and the budget.
- To Achieve good sales results and to understand the consumer who buy from the business
- With the face to face interaction between consumers and their business partners on social media network, it helps business partners to interact, and to know the expression and feelings of their buyers. Example (Skype, Facebook).

4.2.2 THE EFFECTS OF SOCIAL MEDIA NETWORK ON AFRICAN FOOD MANUFACTURERS

- Little knowledge of the use of the internet.

Some time the use of social media Network favors only the literate people are educated but do not favors the illiterate who do not know much about the use of the computer as well as the use of social media Network.

- Some business companies delay of solving and resolving customer's complaints.
- Most items that are been bought on the internet are regarded as cheap not quality by users.
- Some of the social media websites are sometimes difficult to download and it also delays.

4.2.3 THE ROLE OF SOCIAL MEDIA IN AFRICAN FOOD MANUFACTURERS OR COMPANIES

The business or the organization needs:

- To Understand and to know the psychological thinking of individual buyer, their needs and all they need to know about the business or the organization including the product.
- To focus on the Target and potential Audiences or customers relationships and to engaged in good marketing sales in order to grow the business and the budget.
- To achieve good sales results and to understand the consumer who buy from the business.

- With the face to face interaction between consumers and their business partners on social media network, it helps business partners to interact, and to know the expression and feelings of their buyers. Example (Skype, Facebook).

5.1

PROBLEM STATEMENT AND DISCUSSION

Over the years, about years ago, Television, newspaper and radio was the most common and method of getting target and potential customers to the market, to buy a product but in this modern and recent century which is term as a century of technology, there is now a phenomenon called social media network. My research work provide the answers and issues as well as providing the understanding of the effects the use of social media marketing in buying a product online to customers and audience as well as to found out how food product is been purchase on social media and how social media marketing help customers in buying their product online. I research, analyze and implement on how people fell when using social media product on online marketing as well as how businesses advertises their product on online to their Target and potential customers.

5.1.1

BACKGROUND OF THE THESIS

In this contemporary society which is term as a society of information and a century of Technology, every company is competing with each other to get more customer to buy its products and to draw more attention to customers in so doing, most companies are using a phenomenon known as social media in other for them to attract and get more client or potential customers to buy or purchase their product. Social media helps in creating awareness, acquisition of information, opinion attitude, purchase behavior, post purchase communication and evaluation of results. Social media helps in providing the necessary information to customers and potential clients as well as creating the necessary and good communication to inform its customers.

Larry Weber (2009) in his book “marketing to the social web” say: “social media is a new strategy that has the capacity of changing public opinion-every hour, minute, even a second. Larry Weber who is the author of this book explains and describes social media as a network in which customers purchase their product from. He also further described that, brand awareness and customer needs can be created and designed on the internet as well as customer satisfaction is also a major tool. If the company or a business refuses to provide the customers or the clients of their needs they will refuse to buy the product. Identification of the customer needs help the company to know which kind of product which the customers want, and the way they want the product to be designed and its quality.

This will help to improve the purchases of the product. Most of currents companies always like to compete with other companies in order to get the right people to buy their product from the market, this has make marketers and other business partners to communicate

with the target audience in conventional and unconventional Way. There are many types of communication that most companies uses it to convinces their customers in buying their product both verbal and non-verbal but now in this current and this twenty-first century, there are a lot of new development and technology which is described as a phenomenon called social media network. This form of social media educate the clients and customers about products brand and development, service quality and training, informed customers about a new product, and also give customers to share their opinion and issues as well as the evaluations and the quality use of the products.

For a long time commercial media have been used to convey messages are designed to develop consumers, Attitude and feelings towards brands. Today, many of the messages are designed to provoke audiences into responding, either physically, cognitively, or emotionally, (Baines et al 2010, p 4159.Organizations that understand the new rules of marketing and PR develop relationships directly with consumers like you and me (Scott 2010, p.5). The web has also opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big-budget advertising cost (Scott 2010, p.6).

According to Baines et al (2010, p.413) the balance within the mix of social used by organization is changing and new ways of delivering messages are evolving. As a result of an increasing internet penetration in developed countries there has been a development and adoption of digital resources, from mobile technologies to internet and social media resources such as blogs, social networking sites, wikis, and similar multimedia sharing services. These digital trends are not only altering consumer expectation of their interaction with the web or an organization, but they are also changing how we market in the digital space. (Baines et al 2011, p.627). Segmenting the market appropriately allows marketers to reach people who can

ignite the fuse of interest among others. (Wright, 2010). The current trend towards social media can therefore be seen as an evolution back to the internet roots, since it retransforms the world wide web to what it was initially created for; a platform to facilitate information exchange between users. (Kaplan and Haenlin, 2009).

5.1.2 THEORETICAL AND EMPIRICAL CONSIDERATION

The thesis work begins with a literature review and an introduction section; it also includes the definition and concept of social media network and few examples of social media network. Moreover, this thesis work also resolve and explains how people or customers fell about the use of social media channels to buy their products online and the benefits that, they get from using such products. This research also continues with the little introduction of social media marketing and the use of social media to purchase food products on online marketing. The location of the research is been located in West Africa.

Finally, the research also introduces the empirical analysis and consideration of social media networking sites and blogging as well as Micro blogging platforms examples are Twitter or Flickr. Social bookmarking like Digg and delicious, wikis and forums. Social media sites like Google+ and Facebook.

5.1.3

PURPOSE OF THE THESIS

My focus and the purpose of the thesis is to explain and describe the effects of social media on marketing efforts of Africa food manufactures. The main purpose is to describe the marketing efforts of social media networking as a whole. Secondly, to obtain knowledge in a way in which social media helps food manufacturers in advertising their products. In this research work, I also explain why most food manufactures companies, uses social media and how they benefits from it.

My Aim and ambition after this thesis is to present a strategy on how food manufacturers can use social media in their marketing communication. I also explain the issues of social media marketing in which the marketer needs to target the right and potential clients and customers, in other to get detailed information and clear answers from respondents for the consumers. I also used questionnaires to collect information, since I want to know the marketing efforts and the impact it has on users, consumers and the potential clients. The questionnaire will help me know the innermost feeling and how people feel about social media Network in positive and negative way. The research use of the questionnaires will also makes me know how people well known and understand social media Networking.

The main objective of this thesis work is to understand and have a broad idea and knowledge about the benefit of social media networks channels to businesses and organization in Africa. I also have explained and describe the important of social media Network to customers and consumers as well as the benefits that they get in buying a product online. I also explain why companies in Africa like to use social media channels in selling their products to consumers. In my research, I realized that social media help most businesses in Africa to get their targeting and potential audiences through the use of online social media

channels such as e-bay, Facebook, skycanners websites, e-dreams website (which most people uses it to buy their flight ticket).

RESEARCH LIMITATIONS

Few people in Ghana like using social media channels and sites to buy food product in Ghana but, because of most farmers are illiterate and they have not been to school, most of them are unable to read and write, as well as to use social media site. This cause a lot of problem to most business partners who manufacture and produces agro-chemicals to farmers. Although social media networking helps customers, potential audiences and business partners to be in contact with their marketing personnel's to achieve the goal of their target audiences, I also explain and examine the bad side or the number of people who social media site do not favors them or the bad side or the bad effects of social media networking to complete the general analysis.

This will enable me as a researcher to tally and calculate the number of people who sees social media marketing as benefiting them with their online shopping and the number of people that think social media networking does not help them and do not benefit them. I also elaborated on the type of agriculture products in Ghana as well as the type of manufactures that are been build to expand food industries and manufactures as well as food products products.

The nature of this thesis work is to find the solution and the analysis of how social media helps people and how social media improves the proficiency of food manufactures and industries in Africa (Ghana). Social media channels helps to promote cross- communication and interaction between business partners as well as target and potential clients. Social media also helps consumers who normally buy or market from social media channels and also helps most companies to interact with their customers. First and foremost, this project defines the definition and conceptual terms of social media channels and marketing. The first section of this project work gives detail information and background of what social media is and its benefits to its consumers.

Secondly, the second part of the thesis also gives detailed explanation of the introduction and bibliographical background of Ghana ,it also gives details explanation of how food industries and manufactures are been improve by the use of social media in advertising and buying a product from online marketing. Consumers are the person who buys the product in the market so their feelings are important to their business partners. If a company refuses to listen to the consumers they will refuse to buy the product, which can collapse the business of that company. Moreover, there is theoretical and experimental analysis of the work. The types of social media will be explained. Media sharing, social networks, blogs, Micro blogs, social bookmarking etc will be analyzed.

Finally, the whole results of the project will be presented and analyzed with the use of its methodology. The project work will be examined with the use of both quantitative and Qualitative method such as interviews and general diagrams as well as research questionnaires.

5.1.6

RESEARCH METHODOLOGY

There are many kind of methodology been used in research work, in my research work, I used the qualitative approach, descriptive data analysis and observations. I also explain the research design and elaborated on the research questionnaires and study approach. The purpose of this thesis is to describe how the effect use of social media is been beneficial to its users as well as its consumers. I also use explanation, description and exploration in the thesis work. This comes of the research questionnaires and the study approach method as well as observation. The research strategy is the use of survey. The questions are based on opinion, facts, the knowledge of people and the attitude and feelings of people.

The questionnaires are structured questionnaires which the target group or people will answers it based on their knowledge and understanding. To resolve this problem at hand and to formulate and analyze this problem, I would like to use both descriptive and qualitative approach; I would also like to explain the empirical data and theoretical conceptions. The empirical data was collected through interview a number of people both men and women including students, researchers, marketers and the public which include online shoppers, House wives, Nursing Mothers, baby sitters etc, who uses social media Network to do online shopping as well as those who purchases their products online.

The interviews that I conducted to people help me to know people's inner most feelings and their expressions towards the use of social media network or how they feel when using social media Network whether it help them or not. The justification of this research work is the discussion of the subject with my interviewers. My methodology that I use is qualitative research method with few demonstrated diagrams. An interview is a face to face interaction with people or the interviewer. In this Thesis work, I also interview 10 including

40 numbers of people making a sum total of 50 people and I also prepared a structured questionnaires. The questionnaires was a structured close questionnaire with a possible option in which I asked my respondants to chose from it, in which it was put on social media website (facebook) in order to know and examine them on how they think about social media Network and what benefits does social media site help them in the daily basis or everyday activities. The interviews help me as a researcher to know the inner most feeling and expressions about what and how social media is important to them.

5.1.7

RESEARCH STRATEGY

The Research Strategy that I use was Descriptive Statistics, SPSS 17 and Microsoft Excel. The Number of Participants that took part in the Research Questionnaires was 50 number of people in Total both Interview and the Research surveys Answering All this 50 Participants answered all the questions well and most of them were Facebook users, Professional Marketers from British international school in London at Hages and Harllington at Central London. Other Participants also include University of Ghana Research Institute including student at marketing department at University of Ghana, Business School, as well as the general Public or Online shoppers including close and mutual friends from Facebook and family People on Facebook.

In my Research survey, 80% were females and 20% were Males that is females (n=80 %) and (n=20 %) males, which in Total becomes 100%. Among the research participants, the youngest among them was from the age of 18 years and the oldest was at the age of 70 years old. The Analysis of Empirical data, for example, may well be combined with, or pre-empted by, the study of earlier theory in the literature, not by application to individual cases, but as an inspiration for the detective of patterns that gives understanding (Alvesson and sköldberg,2008,p.55-56). In my research I had a face to face interaction with my research participants, some of them answers were not complete, others argue with the questions and other people agree with the question but few people disagree with the questions. As the saying goes, majority carries the vote, majority of them strongly agree that social media marketing help and benefits their online marketing as well as it affects their marketing behavior.

According to Merriam(1994 p.83), qualitative data consists of detailed descriptions of situations, events, people, interactions and observed behaviors, the direct quotes from various people about their experiences, attitudes, opinions and thoughts, and of extracts or entire section from the raw data from the protocols, letters, registers and case descriptions. Sharan B. Merriam quotes Ratcliffe, J.W, in her book:” Numbers, formulas, and words have common characteristics- they are all abstract and symbolic representations of the reality but is not this reality”. (Merriam, 1919, p.84).

In my research work, I interview a number of student, researchers, marketers and online shoppers which was my experimental study approach. I did this interview with these people because I believe that, the interview with them will help me to know the innermost feelings of the people through their facial experience and their opinions.

5.1.8 DATA COLLECTION AND ITS INTERPRETATIONS.

The total number of the people who answered the research questionnaires were 50 fifty Number of people in total including; children both male and female, Adults both male and female, Older men and women. The age group of the people who participated in the questionnaires was between the ages of; 18-25, 25-30, 30-45, and 45-70. All this age group includes both male and female. The questionnaires were straight forward questions with an option answer for the respondent to answer it according to his or her own idea and his knowledge that they know about it. I also make sure that, the questionnaires were well understandable to the respondents and I make sure to supervise and answer questions of any respondent of the questionnaire if he or she does not understand it. This question was asked by student from different countries who came to British international school for their internship and student in British international school in London who came for English language school for English courses. African student from Istanbul Aydin University, and student of PFH University of Applied science at Gottingen and students in Africa. This questionnaire was structured and was given an alternative answer for them to choose, with closed structured question.

5.1.9

QUANTITATIVE METHOD

According to Merriam(1994 p.83), qualitative data consists of detailed descriptions of situations, events, people, interactions and observed behaviors, the direct quotes from various people about their experiences, attitudes, opinions and thoughts, and of extracts or entire section from the raw data from the protocols, letters, registers and case descriptions. Sharan B. Merriam quotes Ratcliffe, J.W, in her book:” Numbers, formulas, and words have common characteristics- they are all abstract and symbolic representations of the reality but is not this reality”. (Merriam, 1919, p.84). In my research work, I interview a number of student, researchers, marketers and online shoppers which was my experimental study approach. I did this interview with these people because I believe that, the interview with them will help me to know the innermost feelings of the people through their facial experience and their opinions.

FREQUENCY DATA INTERPRETATION.

5= strongly Disagree

4= Disagree

3= Neither Agree nor Disagree.

2= strongly Agree

1= Agree

5.2.1 MY RESULTS AND FINDINGS OF THE QUESTIONNAIRES.

FREQUENCIES.

X	5	4	3	2	1	MEAN SCORE
Q1	1	4	15	10	20	2.12
Q2	1	10	20	5	30	2.12
Q3	5	10	20	5	10	2.9
Q4	5	5	5	10	25	2.1
Q5	1	1	6	2	40	1.42
Q6	1	4	10	10	25	1.92
Q7	1	1	3	15	30	1.56
Q8	3	2	5	25	15	2.06
Q9	3	2	5	10	30	1.76
Q10	5	5	10	20	10	2.5
Q11	5	5	5	10	25	2.1
Q12	2	1	2	15	35	1.7
Q13	2	1	2	5	40	1.4
Q14	4	1	15	10	20	2.18

MY EXPLANATION AND OPINION ABOUT THE RESEARCH RESULTS AND FINDINGS.

1. In question number one, because the mean is **2.12**, I think that , the use of social media online marketing affects the buying behaviour of the people of Ghana.
2. In question Two, because the mean is **2.12**, I think that, Target Audience must be persuaded with Publicity and advertisement whenever there is a new Product in the Market.
3. In question number three. Because the mean is **2.9** I think that,most people in Ghana buy product because of its Product Name and Brand.
4. In question number four, because the mean is **2,1**, I think that, Creating product Brand awareness though social media network is a good way and example of getting potential and Target audience to buy a particular product.
5. In question number five, because the mean is **1.42**,I think that, there is the need for companies or business to maintain customer Satisfaction in their businesses.
6. In question number six, because the mean is **1.92** in my opinion I can conclude that,social media marketing is good for online Marketing.
7. In question number seven, because the mean is **1.56**, I can say that, Brand Name, quality service, Good features of a product always draw Ghanaians attention in buying a product on the internet.
8. In question eight, because the mean is **2.06**, I think that most Ghanaians buy online marketing whenever they need to buy a product.
9. In Question Nine, because the mean is **1.76**, I think that Ghanaians prefer to buy from the African website for their online marketing only than to buy from foreign websites.
10. In question Ten, publicity and Advertising help African Market in selling their goods and Product.

11. In question Eleven, because of the mean is **2.1** , I think Social media Network such as Skype, Face book , Twitter and others are one of the sources to keep most Ghanaians pleasure without the regard to feelings of others.
12. In question twelve, because the mean is **1.7** ,I think that most Ghanaians buy all their Products from online internet marketing
13. In question thirteen because the mean is **1.4**, I think Customer Satisfaction are observe and manage in Ghana Company.
14. In question fourteen, because the mean is **2.18**, I think African import and export of goods in the Country and outside the country is been motivated by Social media marketing.
15. In conclusion, I can conclude that the majority of my findings was 2 and 1 which means majority Ghanaians strongly Agree on online social Media marketing.

5.2.2 RESEARCH FINDINGS AND RESULTS.

In analyzing this project, I found out that, there are a number of businesses who uses social media network to purchase their product online. Majority of student including university students, nursery children, and most research fellows who use social media channel as a means of research. About almost 25% student uses social media to do their assignment at home uses channels like Google chrome as search engines in searching a results of their assignment given to them at school by their Teachers and lectures. Most students use other different type of social media to do their project work and to find results of their answers to classroom question. About 25% marketers, product managers and organizations use social media channels to interact and have a face to face interaction with their potential and Target audience.

They normally uses Skype internet channels and Facebook internet channels to resolve their complains. 30% of the public also uses social media network to do online marketing and shopping on the internet. the public can also be classified as workers, house wives, baby sitters, nursing mothers who are always at home and are using social media channels such as Facebook, Twitter, and other channels to comment, share, tweet and like their fan of their friends. They always see those sits as an entertaining and keeping them busy since they are at home not doing any kind of work.

Moreover I also found out that, majority of the people who uses social media a lot are mostly the youth with the age group from 18-30 since most of them are university student, researchers and the Marketers. The percentage number of participants that involved in my Research questionnaires, 80% was Females and 20% were males. The number of the age participants that involve in the research questionnaires were between 18-25 age group with

the percentage of 25%, 25-30 age group with the percentage of 25% , 30-45 age group with also a percentage of 25%, and then finally 45-70 with the a percentage of 25%. So in total is, $25\%+25\%+25\%+25\% = 100\%$ in Percentage. Therefore 100% people took part in my research questionnaire, in which 80% were female and 40% was males.

The Type of people that took part in the questionnaires was student from Istanbul Aydin University Istanbul Turkey who are from Ghana, professional marketers from Admiral marketing company at Cannoe Street at Central London, from Ghana, The General public / online shoppers on Facebook as well as my mutual and close friends and finally researchers from University of Ghana, marketing Department at University of Ghana business school. The student that took part in the research questionnaire were 25%, 20% were marketers, 25% were researchers and the general public /online shoppers. Therefore in total, $25+20+30+25=100$. So the percentage number of the type people that took part in my research questionnaire was 100 percent in percentage. I found my research work more interesting because of the multiple Nationalities that I had in my research work. My research respondents are all African though, but most of them were born in Africa but was bred in different countries all together. 30% are Ghana base people, they were born in Ghana and rise in Ghana who is also online shoppers.

15% of them were African student from Ghana but are base in Nigeria, Somalia, Gambia, and Cameroun and others, who are all student of Istanbul Aydin University, Turkey 15%, were Facebook users from South Africa. 15% were Student from PFH University of Gottingen, Germany but are from Ghana. 15% were professional marketers Admiral marketing company from Central London and half of them is from British International School from Hayes and Harllington, London. This entire people help contributed immensely

to my research work. 15 % are also online shoppers and Facebook users from Ghana who are base in America, United State.

5.2.3

RECOMMENDATION

My Research work was been prepared by using a questionnaires or survey with respondants with the help of my mutual and personal friends on Facebook, Twitter, Skype, and other social next work, families, my school mate from Istanbul Aydin university , Turkey and PFH private university of Gottingen, Germany as well as social Networks. My questionnaires and surveys sample was conducted and were given to most people who are younger, others are older than me and others are at the same age like mine. Since the survey was answered by most of my friends in school, most of the respondent, who participated in my questionnaires, most of them were educated people and student at Istanbul Aydin University and PFH university of Applied science, out of the 20% that were student, 10% were student from the Bachelor level, 5% were also student from the Master level and 5% was also from the Post-graduate level. But all this students are an educated student who uses Facebook and other social media for their Research and on regular basis.

Secondly other respondant that also help me in the research was Admiral Marketing Company from London at Canoe Street at Central London, since they were marketing companies They help me to found out more about social media marketing since they have more experience in their working field as marketers, also British International school marketing department help me in my survey work and questionnaires since they are a highly experience marketing company with a good international background. The other groups of respondant were the general public or online shoppers, some were my mutual friends and others are family members on facebook, I also email the questionnaires to other friends that I know in Ghana, at University of Ghana research center. In my research work I had few challenges or

Disadvantage and advantages. In my research work some of the questions were confusing and somehow complicated to other participant which became very challenging to me, because my survey were a structured close questions with my own answered in which I asked them to choose their answer from what I have provided in the questionnaire. Another challenge that I had was that, my questionnaire was so long and most of my respondant on facebook found it very difficult to read all the questions and this does not meet the standard and experience of all my Participants.

My main goal and ambition of the thesis was to Capturing and understanding how social media and internet helps the economic, Technological, Political and Cultural Factors to its users in the world at large. To obtain higher knowledge and understanding of the theories and approaches of the role of social media and the internet as well as social networks and how it works. To understand and have knowledge about how social media helps people. To know how social media is been used in multiple context in the society and the world at large. To know the culture and everyday life of how people uses social media, its challenges, Benefits and the difficulties people faces when using social media networks. **The** main objective of this thesis work is to understand and have a broad idea and knowledge about the benefit of social media networks channels to businesses and organization in Africa.

Although the Thesis has a Title, “ effects of social media on marketing of African food manufactureres,” I choose to research about Ghana instead of the whole Africa. I choose to research about Ghana because, Ghana is now experiencing Social media marketing in their business and Social network is now a new technology to most businesses. Most of the companies in Ghana are now giving their employees and staff members a computer training on social media networks such as LinkedIn, Twitter and others. I found my research topic

more interesting because it has given me a lot of information that, I never knew on Social media and also it has educated me as a researcher. Furthermore, as a researcher and a student, with my findings that I have, I would like to **recommend that**, social media network is has a lot of Benefit in terms of marketing to the public through its Publicity and advertising.

In my research work, I found out that, Social media marketing helps in the marketing industry to **increases sales**, because online market to persuade a lot of people to buy a product is one of the main factors of social media marketing. After this type of marketing it helps to increase or it bring profits to the individual marketer or the marketing company. Incensement of sales brings a lot of profits into the company who does the online marketing to target the potential and target audiences. Improves exposures; today's businesses in all over the world always want to be well known to the public and to the potential client. Whenever businesses or companies advertised their products online it exposes that business to the world and to their customers.

Social media marketing helps to develops business partnerships, because most businesses developed and get their partnership from the internet. It helps marketers to invest and gain more business partnership form all over the world. When marketers invest it help them to gain more profits through their investment. Social media marketing help to **provides people with jobs**, because most people use the internet as their jobsite to work and gain income on the internet, this is now a common thing and a new thing been done by some youth and most university people nowadays who does not have time to do full time job because of schooling and he or she will go for lectures, he will rather go to the internet to do a part-time job than to stop school and do a full time job. Social media marketing also help to **reduce marketing expenses** most people prefer to do online business or marketing simply because it

does not increase cost, for example if an entrepreneur want to build his own business on the internet he just have to create a web page on the internet of his business to advertised the product that he or she has in mind. He do no need to rent an office to star that business or a lot of office equipment or he do not need to do brochures to advertised the product, he just need to create and advertised his product on the internet for people to see what he or she has.

In Conclusion, Social media marketing also help **to increases traffic companies** such as Competitors who are competing with other firms to win more Customers for their Businesses and those businesses who often uses social media marketing gets more experience in their job market since, they are well known to the market and to their potential and target audiences. They are also able to developed long term relationship with their clients and their customers through their experience they have. Social media marketing **improves market place insight Social** media marketing always improves market insight to its customers and to its business partners as well. They get to know each other through their long term business relationships.

Social media marketing **helps developed loyal customers**, long term customer relationship as important as it is, always helps business customers to have good relationships with their customers. Social media marketing helps business partners to connect to each through good communication such as Skype chatting to clients through Skype Networking.

CONCLUSION

In conclusion, According to, Zarrella, D. (2010), in his book *The social media marketing book*, helps me as a researcher to understand that, the channels such as, Facebook, Twitter, Youtube, Yahoo mail and other social network, help me to understand, examine that, the channel been used help users such as business partners to reach it targeting group through a sensible and interest way. It helps the target group to be easy to reach by their client and straight forward to be easily located.

The objectives of this research help me to understand and know the type of which channel are best in terms of reaching customer in their numbers of a new or old product. The research has also made me know the type of customers which is well targeted when a product is very new in the market. The research has also improved my knowledge on how the product awareness is created in term of product brand and product line through social media network. As a researcher, the use of the questionnaires has improved my ideal and how I approach people for my questionnaires, with face to face conversation with people.

Finally, According to Mangold, W. G., & Faulds, D.J (2009), in their book *Social media; the new hybrid element of the promotion mix*. *Business Horizons*, 52(4), 357-365, Makes me understand that, social media marketing helps to improve brand awareness whenever there is new product in the market. It also helps to increase the sales and promotion of the product through the use of the social media channels and it's networking such as advertising new products on Facebook, Twitter, Yahoo mail, Google network etc. It also helps improve and increase customer and marketing campaigns .It also improve face to face communication on the internet such as Skype network uses Skype to communicate to their customers face to face and to ask of their needs and to give them the answers to their problem.

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- (<http://www.stumbleupon.com>)
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Saint Cecilia Primary School and Junior Secondary School , Ghana.	Basic Education Certificate Examination (B.E.C.E)	1996	2004
Saint Paul Senior Secondary School, Ghana.	West African senior Secondary School Certificate (W.A.C.E)	20th May, 2004	16th september,2007
University of Ghana Accra-Ghana.	Bachelor of Fine Arts	20th August, 2010	31st June,2012
İstanbul Aydın University, İstanbul-Turkey.	Master of Business Administration	02.02.2012	27.01.2015
PFH Private University of Applied science, Gottingen, Germany.	Research Assistance	01 September,2014	30 september May,2015

PROFESSIONAL WORK EXPERIENCE.

BRITISH INTERNATIONAL SCHOOL, LONDON.

JUNE 16 2014-SEPTEMBER 12 2014.

Part -Time Marketing Personel and Customer Service (INTERNSHIP).

- ❖ Directing marketing Activities.
- ❖ Directing the sales Department Works and Activities.
- ❖ Recording Daily sales.
- ❖ Arranging and structuring Works to Accomplish organisational goals.
- ❖ Planning the organisational marketing sales, the organisational goals and purposes.
- ❖ Supervising other activities.
- ❖ Interacting and providing customers with inquiries and addresses of the company and its products.
- ❖ Resolving customers complaints and issues through mobiles phones and skype.
- ❖ Involving in clerical activities such as answering telephones calls and making appropriate transfers such as when customers makes inquiries about the company broadband, processing customers new account, implementing changes to existing account, and filling Document and other paperwork.
- ❖ Assisting in Selling Companys products and service.
- ❖ Inform customers about services that suit them
- ❖ Suggesting products customers may be interested in.
- ❖ Handling complains and difficult situations
- ❖ Ability to work with other staff workers and departments as a team.
- ❖ Friendly and and work with tactful personality.

ALPAY SIGORTA / INSURANCE, TURKEY.

NOVEMBER, 2011-DECEMBER 2014

Part –Time Marketing Personnel.

- ❖ Selling companies products such as life insurance Policy, Travelling insurance Policy etc.
- ❖ Advising customers about the products Policy and types of the product.
- ❖ Assisting customers to fill Policy forms.
- ❖ Sell s insurance policies to potential clients
- ❖ Help individuals, businesses, and families to select the most appropriate policies for health, life and properties insurance.
- ❖ Pay beneficiaries when policy holders dies.
- ❖ Sell annuities for retirement incomes.
- ❖ Sell mutual funds and variable annuities.
- ❖ Advise clients on how to minimize risk.
- ❖ Offer property about casualty, life, health, disability, and long-term care insurance.
- ❖ Sell policies that protect individuals and businesses from financial loss resulting from automobile accidents, fire, theft, storms and other events that can damage properties.

NESTLE GHANA LIMITED, ACCRA –GHANA

JANUARY 2005- MARCH 2006

Part-Time advertising Manager

- ❖ Asisting the marketing Department in adverting the companys products such as food beverages like Nestle coco Milo, milk ect.
- ❖ Analysing the advertising activities and sales performance of competitors.
- ❖ Supervising the staff members in the Marketing and advertising department.
- ❖ Helping to do other tasks such as, Asisting the Human Resource department and other Department in their work.
- ❖ Attending official seminars concerning the growth and development of the products as well

as the company.

- ❖ Developing the companys brand development such as Logo, sometimes sound, music used in television, or radio advertisement.
- ❖ Advertising the company products at the company websites.
- ❖ Attending to customers complains on the companys web site.

SPARO TRADING ENTERPRISE, NKAWKAW-GHANA

SEPTEMBER 2006- OCTOBER 2007

Full-Marketing Manager and Co-ordinator

- ❖ Recording daily sales account of the company.
- ❖ Going for outdoor marketing when there is a need.
- ❖ Promoting the companys products brands.
- ❖ Doing research to foothold the companys success.
- ❖ Implementing survey and hosting focus group of customers research on what they want to purchase, customers complains, customer needs and wants of the products etc.

Full-time Public relation officer

- ❖ Assisting to Grant interviews in an effort to promote new products, service or initiatives.
- ❖ As a representative in the companys charitable events.
- ❖ Assisting in damage control of the companys products whenever there is products crisis.
- ❖ Courting the press for the purpose of changing a negative opinion of the company.
- ❖ Working in partnership with internal and external Public relations Professional.
- ❖ Preparing and Supervising the production of publicity brochures, handouts, directmail, leaflets, promotional videos, photographs, films and multimedia programmes.
- ❖ Planning, Developing and Implementing the companys products and services.
- ❖ Laising with and anwering enquiries from media individuals and other organisations, often via telephone and emails.
- ❖ Writing and editing in house magazine, case studies, speeches, articles and annual reports.
- ❖ Organising events including press conferences, exhibitions, open days and press tours.
- ❖ Managing and updating information and engaing with users on social media sites such as Twitter, Facebook, skype etc.
- ❖ Fostering community relations through events such as open days and through involvements in the companys initiatives.

HOME FOOD PROCESSING AND CANNERY LIMITED, ACCRA-GHANA JANUARY 2009-MAY 2010.

Part-time International Export and Import representative Manager

- ❖ Oversees the movement of goods and products of the company between Ghana, Turkey, London and other part of European countries.
- ❖ Asisting and ensuring shipments products of the Company through complicated global supply chains while juggling with everyday supervisory duties at the home Office.
- ❖ Supervising freight forwarders, third-party logistics companies, large retailers and manufacturers.
- ❖ Ensuring that employees and junior staff members comply with rules and regulation of the company and Export and Import Administration regulation.
- ❖ Ensuring that employees follow custom and border protection requirement.
- ❖ Ensuring that employees handle arrangements for freight shipments in a timely and cost-effective mannar and also make sure that, staff members track freight movement and communicate any delays to customers.
- ❖ Ensuring and finding opportunities of lower cost carriers and faster shipping routes.
- ❖ Developing contingency plans and facilitate expedited shipments whenever there is products shipments disruptions.
- ❖ Communicate with clients to understand and document that business objectives.
- ❖ Formulating analysis in the development of companys products and service and also moderator guides to Ensures the necessary data is captured.

EUROFOOD GHANA LIMITED, SPINTEX ROAD-ACCRA GHANA

DECEMBER 2010-2011

Part-time Marketing and sales personnel

- ❖ Going for outdoor marketing and selling the company's products to wholesales and retailers supermarkets and shops.
- ❖ Maintaining and improving relationship with the clients and customers effective and good communication skills.
- ❖ Promoting products brand of the company.
- ❖ Devises strategies and techniques for achieving sales target.
- ❖ Motivating sales team members of the company and ensuring that team members deliver a desired results.
- ❖ Attending seminar concerning the growth of the company.

GOLDEN LEMON PROCESSING CO. LIMITED ACCRA-GHANA

MAY 2011-2012

Part-time International Logistics Manager

- ❖ Manages the performance of International carriers and intermediaries.
- ❖ Develops logistics strategies and processes for entering new markets on a global basis in and out of the company.
- ❖ Works with the packaging engineers to effectively protect imports and Export goods.
- ❖ Evaluates trade-offs between transportation costs, inventory costs and service costs.
- ❖ Ensures compliance with International law related to Export and Import activities.

BURGER FOOD INDUSTRIES LIMITED ACCRA-GHANA.

AUGUST 2011-DECEMBER 2012

Marketing Officer

- ❖ Co-ordinating, Implementing and formulating marketing activities in the company.
- ❖ Directing marketing and sales activities in the entire organisation in order to influence customers to choose the organisation products over competitors.
- ❖ Helping the company to create a market niche for its products and service by conducting a market research to study the company's products and its development over other competitors.

PFH PRIVATE UNIVERSITY OF APPLIED SCIENCE,

GOTTINGEN-GERMANY

SEP 01 2014- SEP 30 2015

Full-time Research Analyst

- ❖ Responsible for interpreting Data.
- ❖ formulating reports and making recommendations based upon the research findings.
- ❖ Works with clients either internal or external to understand, define and document the overarching business objects.
- ❖ Applying quantitative and qualitative techniques to interpret the data and produce substantiated recommendations.
- ❖ Presenting findings and recommendations to the clients.
- ❖ Formulating analysis plans and acquiring clients sign-off.
- ❖ Conducting in depth data analysis using traditional and advanced methods.

- ❖ Authoring reports containing actionable recommendations.
- ❖ Making presentations and answering questions and instilling confidence.
- ❖ Designing or Asisting in the development of questionnaires and moderator guides to
Ensures the necessary data is captured.
- ❖ Communicating with clients to understand and document the business objectives.

KEY SKILLS

- ✓ Capacity to work under pressure with minimum supervision
- ✓ Possess excelent computing skills, conversant with Microsoft Office suite- Word, Excel, power point and Publisher.
- ✓ Pleasant personality with great interpersonal skills.
- ✓ Ability to multi-task and report to different superiors.
- ✓ Ability to Excel individual as a team.

JOB RELATED SKILLS

- ✓ Good communication and publicity skills.
- ✓ Ability to work under pressure with little supervision, puntual, neat and results oriented.
- ✓ Proactive and self motivative.
- ✓ Pleasant personality with great interpersonal skills.
- ✓ Has analytic and critical thinking skills.
- ✓ Has exceptional writing, oral and presentations communication abilities.
- ✓ Expert with Excel, Powerpoint, and SPSS or SAS.

COMPUTER SKILLS

- ✓ Computer literate,
- ✓ MS Office suite,
- ✓ Microsoft Word
- ✓ Excel
- ✓ Powerpoint.
- ✓ SPSS or SAS.

REFERENCE

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