



VAASAN AMMATTIKORKEAKOULU
VASA YRKESHÖGSKOLA
UNIVERSITY OF APPLIED SCIENCES

Mwaawaru Laaru Sarah
**MARKETING STRATEGY IN TERMS OF
PROMOTION AND COMMUNICATION
FOR ENERGY DRINKS IN GHANA.
CASE COMPANY: SINEBRYCHOFF
BREWERY**

Business Economics and Tourism
2009

FOREWORD

It has been a great opportunity for me to research this interesting and demanding topic on the appropriate and right promotion and communication variables in the Ghanaian energy drink market. These commended promotion and communication variables will help Sinebrychoff Oy to evaluate their opportunities of doing business in Ghana. It has been a great experience for me to relate my academic knowledge in exploring and establishing facts about the practicalities involved in the promotion and communication strategies of energy drinks in Ghana. There is no doubt that this research study will serve as a platform for future research studies. The challenges encountered through the process of this research study will also serve as a guide for my future research decisions.

I would like to express my gratitude to the many individuals who made this research study a reality. I would like to thank Mr. Jukka Leskinen from Sinebrychoff Oy, Mr. Kristian Ylinen and Mr. Vesa Jaakkola from CYRR Group Ltd for giving me this opportunity. Special thanks to my supervisor Mrs. Nahan-Suomela Rosmeriany for her continued support, suggestions, understanding and guidance through this process of this research. Many thanks also go to Charles Abugre, the Mwaawaaruu family and the Suojala family for their great support.

This research study would not have been possible without the help and contribution from the Ghana Ministry of Trade and Finance- Domestic Trade Department, Joseph Kojo Akoto, Joseph Faalong and Louis Kuukpen.

ABSTRACT

VAASAN AMMATTIKORKEAKOULU

VAASA UNIVERSITY OF APPLIED SCIENCE

Degree Programme in International Business

Author	Mwaawaru Laaru Sarah
Title	Marketing Strategy in Terms of Promotion and Communication for Energy Drinks in Ghana. Case Company: Sinebrychoff Brewery.
Year	2009
Language	English
Pages	87 +12 Appendices
Name of Supervisor	Nahan-Suomela Rosmeriany

The objective of this research study was to give Sinebrychoff Oy an insight of the Ghanaian energy drink market. This will enable Sinebrychoff Oy evaluate the opportunities of entry into the Ghanaian energy drink market. The purpose for this research study was to find the best and appropriate promotion and communication strategies in terms of variables and mediums. This research study also pointed out the practical aspects entailed in the promotion and communication strategies of energy drinks in Ghana. The research study employed cultural, social, consumer behaviours and market information associated with energy drinks in Ghana.

The utilization of the qualitative research method was adopted. The research methodology outlined some cultural, social beliefs, values and expectations associated with creating brand awareness, brand loyalty and effectiveness to promotion and communication variables. In order to accomplish the aim of this research study questionnaires were handed out to 1000 respondents, in the Kumasi Metropolitan. A taste sampling for 7 respondents was also conducted. Interviews with 10 respondent and some key persons in the energy drink industry in Ghana was also conducted.

Findings from the questionnaires, taste sampling and interviews, were analyzed with the qualitative data analysis. Findings from the research showed that 61% of the respondents were motivated, by the presence of endorsers in promotion and communication advertisements. The findings also showed that, advertising, with the television and radio mediums, were the most effective and efficient. Other promotion variables included sales promotion, sponsorships and personal selling.

Keywords Promotion and Communication, Brand Awareness, Advertising

TIIVISTELMÄ

VAASAN AMMATTIKORKEAKOULU

Kansainvälisen liiketoiminnan tutkinto (BBA, tradenomi)

Tekijä	Mwaawaru Laaru Sarah
Nimeke	Energiajuomien Markkinointistrategia Ghanassa Markkinoinnin ja Viestinnän Näkökulmasta. Case yrityksenä: Sinebrychoff Oy
Vuosi	2009
Kieli	Englanti
Sivumäärä	87 + 12 liitettä
Työn ohjaaja	Nahan-Suomela Rosmeriany

Tämän opinnäytetyön tavoitteena oli antaa Sinebrychoff Oy:lle näkemys energiajuomamarkkinoista Ghanassa. Opinnäytetyön perusteella Sinebrychoff Oy voi arvioida mahdollisuutensa aloittaa toiminta energiajuomamarkkinoilla Ghanassa. Tässä opinnäytetyössä pyritään löytämään parhaat ja sopivimmat markkinointi- ja viestintästrategiat eri muuttujille ja viestintävälineille. Työssä otetaan huomioon myös energiajuomien markkinointi- ja viestintästrategioihin liittyvät käytännön näkökulmat. Työssä tutkitaan energiajuomiin liittyviä kulttuurisia ja sosiaalisia kulutustottumuksia ja markkinatietoa Ghanassa.

Opinnäytetyössä käytettiin laadullista tutkimusmenetelmää. Tutkimusmenetelmän avulla hahmotettiin joitakin kulttuurisia ja sosiaalisia uskomuksia, arvoja ja odotuksia, jotka liittyivät tuotemerkin tunnettavuuteen, tuoteuskollisuuteen ja erilaisten markkinoinnin ja viestinnän muuttujien tehokkuuteen. Tutkimusaineistona käytetty kyselylomake jaettiin tuhannelle osallistujalle Kumasin kaupungin alueella Ghanassa. Tämän lisäksi tehtiin seitsemän henkilöä käsittävä testiotanta. Tutkimuksen yhteydessä myös haastateltiin 10 kyselyyn vastannutta henkilöä sekä joitakin ghanalaisia energiajuoma-alan avainhenkilöitä.

Kyselylomakkeiden, testiotannan ja haastatteluiden tulokset analysoitiin laadullisen sisällön analyysin menetelmiä hyödyntämällä. Opinnäytetyön tulokset osoittivat, että tuotteiden suosittelijoiden mukanaolo markkinoinnissa ja mainonnassa oli kannustava tekijä 61 %:lle vastaajista. Tulokset osoittivat myös, että radio- ja televisiomainonta oli kaikkein toimivinta ja tehokkainta. Muita markkinointimuuttujia olivat muun muassa myyninedistäminen, sponsorointi ja henkilökohtainen myyntityö.

Asiasanat Markkinointi ja Viestintä, Merkkittunnettuus, Mainonta

CHAPTER SUMMARY

CHAPTER ONE

Background of the Study

The Research Aims and Objectives

Limitations

Methodology and

The Structure of the Study

CHAPTER TWO

Theoretical Framework

Literature Reviews

CHAPTER THREE

Research Methodology

Selected Research Type

CHAPTER FOUR

Empirical Framework

Case Study

Research Findings and Analysis

CHAPTER FIVE

Recommendations

Conclusion

REFERENCES

APPENDICE

LIST OF FIGURES

<i>Figure 1: Outline of Research Study</i>	16
<i>Figure 2: Filter Stages in Selecting Target Markets</i>	28
<i>Figure 3: International Export Entry Modes</i>	35
<i>Figure 4: Case Company's Export Entry Modes</i>	35
<i>Figure 5: Advertising -Management Process</i>	39
<i>Figure 6: AIDA Model</i>	41
<i>Figure 7: Modified Elaboration Likelihood Model</i>	42
<i>Figure 8: Schematic Diagram of the Habituation-Tedium Theory</i>	43
<i>Figure 9: Ansoff-Matrix</i>	45
<i>Figure 10: Creating Brand Awareness Using Promotion Variables</i>	48
<i>Figure 11: Relationship between Research Variables</i>	50
<i>Figure 12: Linkage between Theoretical Framework and Research Type</i>	51
<i>Figure 13: Findings from Taste Sampling</i>	70

LIST OF TABLES

<i>Table 1: Import of Energy Drinks to Ghana-2008 December</i>	<i>64</i>
<i>Table 2: Net Weight of Imported Energy Drinks to Ghana-2008 December</i>	<i>65</i>
<i>Table 3: Import of Soft Drinks to Ghana-2007 December.....</i>	<i>66</i>
<i>Table 4: Origin of Imported Soft Drinks to Ghana-2007 December.....</i>	<i>67</i>

CONTENTS

ABSTRACT	2
TIIVISTELMÄ	3
CHAPTER SUMMARY	4
LIST OF FIGURES	5
LIST OF TABLES	6
APPENDICES.....	9
1. INTRODUCTION	10
1.1 Background Information	10
1.2 Research Aims and Objectives.....	12
1.3. Implications for the Research Study	13
1.4 Limitations	13
1.5 Methodology	14
1.6 Structure of the Study.....	14
2. THEORITICAL FRAMEWORK	17
2.1 Marketing Strategy	18
2.2 International Trade.....	19
2.2.1 International Marketing Environment	21
2.3 Market Analysis.....	27
2.4 Promotion and Communication.....	36
2.5 Advertising Strategy.....	38
2.5.1 Persuasion in Promotion and Communication	40

2.6 Arguments of Literature Reviews.....	46
2.7 Research Types	49
3. RESEARCH METHODS.....	52
3.1 Research Limitations	54
3.2 Data Collection Method.....	55
3.3 Questionnaire Design.....	57
3.4 Reliability and Validity.....	58
4. EMPIRICAL FRAMEWORK	60
4.1 Case Study.....	60
4.1.1 Buzzed with Energy	61
4.2 Sinebrychoff Brewery	68
4.3 Findings of Research Study	69
4.4 Analysis of Research Study	74
4.4.1 Product Analysis	75
4.4.2 Promotional Analysis	76
4.4.3 Responsiveness to advertising mediums	77
5. RECOMMENDATIONS	79
6. CONCLUSIONS.....	82
REFERENCES	83

APPENDICES

- Appendix 1. Diagram for respondents gender
- Appendix 2. Diagram for respondents age range
- Appendix 3. Diagram for respondents occupation
- Appendix 4. Diagram for unique characteristics of respondents favorite brand of energy drink
- Appendix 5. Diagram for convincing factors relevant to respondents
- Appendix 6. Diagram for event attendance of respondents
- Appendix 7. Diagram for respondents relation to advertising.
- Appendix 8. Diagram for commonest form of media available to respondents.
- Appendix 9. Diagram for effect of celebrity influence on respondents.
- Appendix 10. Diagram for energy drink pricing.
- Appendix 11. Questionnaire Design
- Appendix 12. Questionnaire Design for taste sampling.

CHAPTER 1

1. INTRODUCTION

The introductory part of this research material, will consist of the background of the study, why this particular topic was chosen, its significance with an emphasizes on the research objective. This introductory part will also explain briefly, the aims of the research study, identify the research problem, the limitations and an overall structure of the thesis topic.

1.1 Background Information

Marketing strategy as the title of this research study represents, is the process whereby an organization, in this case Sinebrychoff Oy, focuses its energies and resources on activities which will lead to an increase in sales and dominance in its new target market. This research study is centered on the concept of creating brand awareness, with the help of promotion and communication strategies. Marketing strategy involves the plans, budgets and controls needed to direct a firm's production, promotion, distribution and pricing activities (Shimp 1996 219). Simply put, lets picture marketing strategy, as our big basket with a combination of elements namely - product development, promotion, distribution, pricing, relationship management and other elements. However, note that the research study is narrowed down to only the promotion and communication aspects of marketing strategy.

Marketing strategies, often as a well-structured method of delivering goods and services to a target market and distributing them there, consists of a layer of marketing plans, which will guide Sinebrychoff Oy to deliver its product: Battery energy drink, to its potential new market, Ghana. Developing a marketing strategy, in this particular case study, will also involve an analysis of other potential competitors and the potential target group. Other relevant determinants like trade barriers, price localization, local expertise, export and import subsidies will not be discussed in this research study.

Marketing research aims to take some of the risk out of marketing decisions by providing information that can form part or the entire basis of decision-making. It is applicable to all aspects of marketing-mix decisions and should be an integral part of the process of formulating marketing strategy (Proctor 2005, 3).

The main reason why this particular topic was chosen is due to the increasing demand for modern companies entering new target markets to have a fair and thorough knowledge of their new market environment, in terms of culturally accepted principles, business ethics and other environmental factors. This sought after knowledge in the interest of organizations has significantly increased market research awareness. Sinebrychoff Oy has successfully launched its product, Battery energy drink, in 30 different countries. Generally speaking we could conclude, by pointing out their achieved success in these markets, to anticipating future success in any new potential market (Sinebrychoff Oy, 2009). We would have to consider that each target market is uniquely different from the previous market area, for example, marketing strategies adopted in Sierra Leone, may fail to thrive if applied to a new potential market-Ghana. The reason for that is both economies when compared in terms of economic stability, environmental factors, trade policies and consumer behaviors are uniquely different. Another reason, in addition to the significance of this research study, to the company, is that this research study is an interesting and challenging opportunity for me.

This research study, after its completion, will assist Sinebrychoff Oy in evaluating appropriate marketing strategies for market entry. Sinebrychoff Brewery in collaboration with CYRR Group Limited, is conducting this research study. On their web pages Sinebrychoff states that

“We are a modern brewery, a pioneer in the manufacturing and marketing of beers, ciders, long drinks and energy drinks. Most Finns come into contact with at least one of our products every day” (Sinebrychoff Oy, 2009).

Globalization has for a long time been a very crucial aspect of multicultural companies in reaching the outside world. Sinebrychoff Oy has seen its fair share of globalization when it comes to the marketing of their products in other foreign

countries. The Sinebrychoff brand is currently present in 30 countries with 9 of the countries in the African continent, namely: Guinea, Congo DRC, Gambia, Nigeria, Liberia, Sierra Leone, Ivory Coast, Mali and South Africa (Sinebrychoff Oy, 2009). Also the company is considering Ghana as a potential market. To reach a conclusion, the following factors will be considered- the market overview of energy drinks and soft drinks in Ghana: existing competitors, previous promotional and communication techniques and the cultural connotations associated with energy drinks and social events in Ghana.

There are no records of written documentations of Sinebrychoff Oy's market entry strategies, promotional and communication strategies. Prior to this study the employment of the qualitative research was compromised with the following forms of data collection- historical research and other distinctive forms of research methods. The theoretical and empirical sections of this research study will be explained shortly.

1.2 Research Aims and Objectives

The research objectives will be broken down into two main segments:

- First of all, to find a constructive approach to promotion and communication strategies which will be suitable for Sinebrychoff Oy's product Battery energy drink, and also identify the associated problems and recommended solutions.
- Secondly, a brief highlight of the other factors a market overview of energy drinks and soft drinks, the cultural and societal values associated with events and energy drinks, existing competitors and previous promotional and communication techniques.

To understand the aim of this research topic the initial process will be to clearly identify the research problem, which is the constructive approach employed in finding out the right and appropriate promotion and communication strategies to

be adopted by Sinebrychoff Oy in entering its potential market, Ghana. In an effort to identify these promotion and communication strategies, a systematic process, will be carried out initially with the theoretical framework of this research study, to further on explaining the research type, followed by the analysis of the research findings and finally the conclusions and recommendations.

1.3. Implications for the Research Study

This thesis study is done with the aim of finding the right marketing strategy, in terms of promotion and communication, to be employed by Sinebrychoff Oy, to launch Battery energy drink in its potential market of Ghana.

I also feel that this research topic is of great value because, when properly conducted it will:

- Avoid any marketing disasters or business fiascos, before and after entry into the new foreign area.
- Avoid being duped in the new market area.
- Work as a recommendation for selecting a marketing strategy, for the potential market, Ghana.
- Position Ghana, as a fast growing energy drink market, and offer a great opportunity for supporting Sinebrychoff's Battery energy drink's global growth.

1.4 Limitations

Sinebrychoff Oy is a well-established organization dating back to 1819 in Helsinki, Finland. It is up to today one of the largest breweries in Finland (Sinebrychoff Oy, 2009). As has been mentioned earlier, the lack of written documentation, relating to Sinebrychoff Oy's market entry strategy, promotional and communicational strategies, served as a shortcoming in this research study. But for the purpose of this research study, I limited my findings and other web-related sources to the African continent and more precisely to Nigeria, albeit there is the absence of documentation, pertaining to Sinebrychoff Oy's market entry and promotion strategies in Nigeria. In addition to the lack of written documentation pertaining to the market entry and promotion strategies, another

shortcoming is the availability of statistics or documentation relating to the energy drink sector in Ghana. In order to acquire information regarding the viability of the energy drink market in Ghana, one must find the authorized personnel, when it comes to the acquisition of the valid and updated statistics or information, and therefore most of these statistics and information are classified.

Limiting one's searches to the internet, even though it might be a helpful source in market research, might not give one the valid information desired. Albeit this limitation exists, it can be resolved by finding the right source of information and tapping information directly from the source, hence dealing directly with the authorized persons in charge. The only option of communication in this case will be the exchange of e-mails. Then it has to be borne in mind that there is the problem of the opposite party not responding on time, due to the geographical location and the frequent inaccessibility to the internet in this case.

In general, having mentioned the limitations, which are: (1) the absence of documentation related to Sinebrychoff Oy's market entry and promotional strategies, (2) lack or very little statistics and documentation relating to the viability of the Ghanaian energy drink market and (3) the validity and accessibility to statistics and information, which is only limited to the organizational level; these limitations, can not serve as a hindrance when conducting this research study to meet Sinebrychoff Oy's expectations.

1.5 Methodology

This section contains the tools and techniques that will be employed in this market study process. Research tools and techniques usually differ from discipline to discipline. For the purpose of this study the qualitative research method will be employed with its carefully selected data collection methods, this will enable the research process to be tackled systematically in order to draw the right conclusion.

1.6 Structure of the Study

This study will serve as a careful approach to the various chapters and a guide to the entire thesis topic. In the preceding chapters the background of this research

study was explained, the reasons why this topic was chosen, the motivations behind it as well as its limitations. The next chapter will have a clear explanation of the theoretical framework of this research study, and any theory stated facts that will back the research study. Having explained the theoretical framework, the research methods that will be employed in this particular research study will be explained. A thorough explanation of the research methodology will be drawing in chapter 3. Next, the empirical part of this research study. The case study will be looked into and the other factors mentioned earlier on- market overview of energy drink and soft drink market, existing competitors, cultural and societal connotations associated with energy drinks and social events and previous promotion and communication strategies, adapted by existing energy drink brands in Ghana will be explained. I will also go through my findings, as to which marketing strategy and medium will be best suited for Sinebrychoff Oy and lastly give analysis based on the research findings. And finally, the last chapter will be a summation to this research study followed by recommendations. Figure 1 is a figurative explanation of what will be tackled in this research topic.

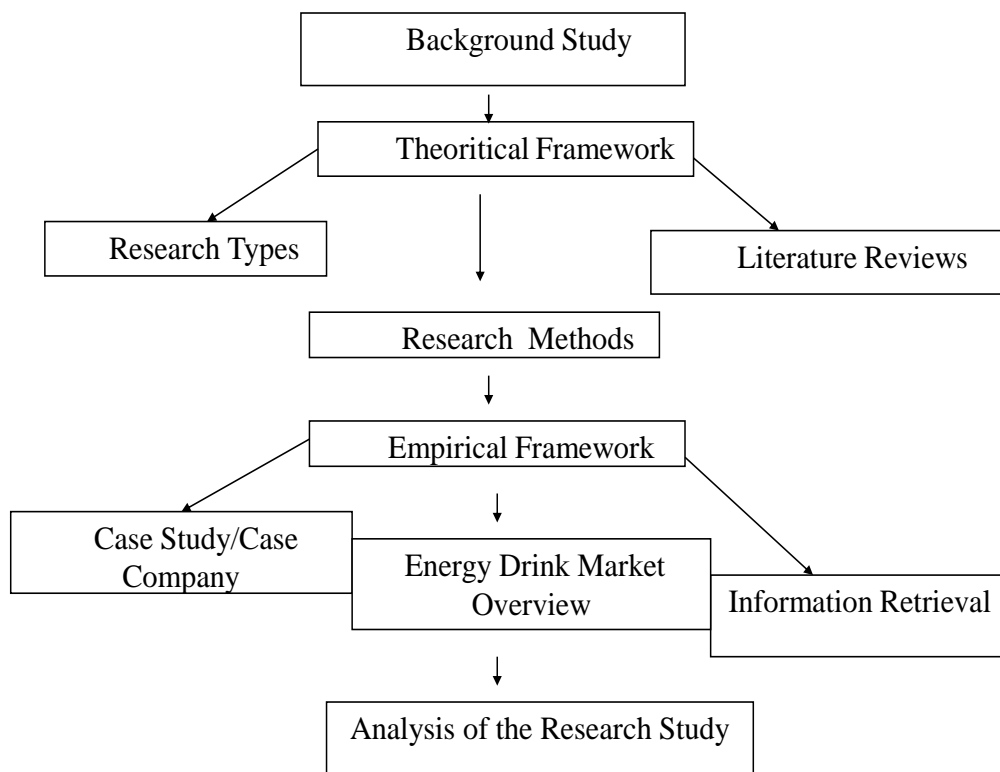


Figure 1: Outline of Research Study
Source: Own

CHAPTER 2

2. THEORITICAL FRAMEWORK

This chapter is devoted to the presentation of the theoretical concepts relevant to this study, this will enable us develop ideas, which will later on serves as a ground for comparing our findings and finally concluding the aim of this research study- the suitable marketing strategies, in terms of promotion and communication, that will enable Sinebrychoff Oy launch Battery energy drink in the competitively, new potential market- Ghana.

The purpose of this chapter is to outline the commended steps involved in the marketing strategies, hence looking at what needs to be taken into consideration when a company decides to enter into a foreign market. The steps will later translate into the types of export entry modes that exist and are relevant to this research study, this will later help draw a line, on which entry mode will be best suited for our target market, then finally, a more clear insight into the marketing strategy models or theories relevant to this research material. My main focus will be based on literature readings, citing the significance and nature of these marketing strategies, in international marketing. This theoretical framework will conclude by showing, that not only does a company succeed in the international field, by way of having a very good product or service, but it is a two-sided effect on attaining success in the international market-a very well developed business model and the thorough understanding of the new business area. As earlier mentioned in the preceding chapter, the related literature will be the comparison of how battery energy drink sprung its way into the Nigerian energy drink market, by way of massive marketing. This theoretical part of this research study will bear a resemblance to a brief understanding of the steps involved in venturing into a new market, the environmental factors involved and what constitutes a marketing strategy in terms of promotion and communication.

The rapid growth and dynamic changes in the international business over the past several years have made international marketing of great importance to companies of all sizes, to customers as well as to the national economies. Both small and

medium size companies together with giant multinational companies have increased their opportunities to enter into foreign markets as goods, services, technologies and information are fairly and easily movable across national boundaries. In the modern business world, every firm at some point seeks to make advanced modernizations in each stage of its business cycle, in order to make higher profits and gain a good reputation.

2.1 Marketing Strategy

As earlier on stated in the introduction, marketing strategy, when pictured as the bigger basket, consisting of elements relating to production, distribution, promotion and pricing, will guide understand the meaning of this research study. The marketing concept, whereby a company decides to build its focus on the profitable satisfaction of its target customers, has helped many firms, both small and medium size companies, to increase their sales growth and competitive advantage. There are several marketing strategies an organization employs in order to enter a market for the first time and to retain its consumer base. A marketing strategy can also serve as a marketing plan for the organization. They both go hand-in-hand and help yield effective results. An example of marketing strategy going hand-in-hand with the marketing plan is when Battery energy drink was first launched, the creation of consumer relationships was established. Sinebrychoff Oy made changes in its marketing plan by adding additional promotional products example Battery energy drink coolers, fridges and other valuable services to enhance and retain its consumer base. Marketing strategy involves tactics and actions which the organization may deem necessary after outlining its main goals. In this scenario, the case company's main goals will be to gain a consumer base and create brand awareness in the new market and eventually an increase in its market share.

There are a number of models, theories and literature reviews related to marketing strategies, there are many models and theories, which may bear resemblance to what will be discussed later in this research study. Some of these include the marketing mix - product, price, place and promotion, in other literature reviews, they are referred to as the 4Cs- commodity, cost, channel and communication.

Another model or theory which also bears resemblance to the next discussion, but from a different perspective, is the 3Cs: corporation- Sinebrychoff Oy, consumer-Ghanaian market and the competition- existing energy drink brands. Others include the SWOT analysis, the STP-segmentation, targeting and positioning. It should be noted that all these theories, models and analytical approaches should be taken into consideration, if an organization is entering a market area regardless of market profitability or the consumer base.

2.2 International Trade

There are various reasons underling why companies whether small or medium size companies or even the giant multinationals, decide to expand their business internationally. As globalization and increase in trade continue, there has been growing concerns among many individuals, labor groups, businesses and governmental bodies regarding the effectiveness and the fairness of freer trade, the costs as well as benefits to the nation or regions and finally the behavior of international business and their social and environmental impacts (Albaum & Duerr 2008, 63). There are several theories and concepts stating the elements of international trade and their importance.

Normally, export markets occur on the bases that both parties will benefit from the result and not cause any injury or damage to the other party. Factors that govern trade among many nations are usually complex and extensive. It could be said that many nations, businesses and the people of a particular country have benefited from increasing international trade. Ghana can be cited as a very clear example of a nation that has seen its fair share of international trade benefits. Countries that usually have very flexible trade policies, like China and India, enjoy quite a substantial amount of increase in the economic growth whereas countries with very restricted trade polices in the aim of protecting their domestic imports have rather had a very difficult and slow raise in the standard of living compared to the former. Yet the benefits of trade do not appear to be fairly or evenly shared among nations, nor equally shared by the different groups of people living in the economy. There have been numerous theories that have been

developed to explain the patterns of trade among nations and how the benefits of the trade are distributed (Albaum & Duerr 2008, 66).

In (Albaum & Duerr 2008, 67) they explain three such theories:

- Firstly, the classical theory of international trade, which demonstrates a fairly simple 2-country, 2-products model, the conditions under which both countries in a trading relationship benefit.
- Secondly, factor proportion theory, which offers an explanation for the differences in comparative costs between trading partners
- And lastly the product life-cycle theory, which attempts to explain why international trading patterns began to change in the 1960s.

I would argue in favor of the last theory. This is due to its importance and relevance to this research study. The justification to this argument could also be that the viability of business organizations in new markets relies on product development life cycle. There have been very many changes in the technological progress and the development and expansion of multinational enterprises. Therefore, it will only seem fair to look for a new theory that will correspond with the changing realities of today's dynamic trading world. The product life-cycle theory of international trade has been found useful in the explanation of trade patterns of manufacturers, multinational expansions of sales and production subsidiaries and certain types of foreign direct investments (Vernon 1966; Vernon et al. 1996).

Most companies upon penetrating a foreign market turn to face a lot of stiff competition, in the sense that they are literally kicked out of the market. This can be seen as in the case of some energy drink brands that made their way into the Ghanaian market, only to be kicked out by brands like Red Bull, Blues Jeans, Rox energy drink and other recognized brands.

In the process of business life marketing changes, in terms of the product or service development, promotion strategies and marketing plans, should be considered. Red Bull, one of the leading competitors of energy drinks is up to date, finding ways and means of keeping the customers coming back for more.

They have very well-planned marketing strategies underway in Ghana. These marketing strategies include sponsorships, sports events, entertainment functions and other promotional strategies. These strategies are put in place in an effort to ensure brand loyalty and increase in market share.

One could draw an assumption that with the right business model and well-developed strategies any company, be it a small, medium sized or a multinational company could likely make it in any foreign market. This fact, however, can be argued but one would have to consider the absolute knowledge of the foreign market as a competitive advantage. It should be clearly noted that whatever marketing strategies were employed in the home country of the manufacturer will not predictably work in the foreign market.

2.2.1 International Marketing Environment

Scholars and marketing experts have developed several papers, theories and models that explain the major environmental factors entailed in international marketing. There is the PEST/Step, which consists of political factors, economical factors, socio-cultural factors and the technological factors. Some theories have been broken down into the internal environment, micro-environment and the macro-environment which entails the political, economic and socio-cultural factors. Be it the SWOT Analysis or the Five Forces Analysis that are being used, all these theories or models boil down to one fact that the environmental factors of a foreign market need to be efficiently and effectively analyzed before entering into that market. The reason for the inclusion of the environmental factors in this research study is to emphasize the fact that they have an influence on the marketing strategy in terms of promotion and communication. The following environmental factors can be deduced from all writings, theories or models which explain their importance and influences on marketing decisions:

- Cultural and Societal factors
- Economic factor.

- Political and Legal factors and
- Competition.

These factors directly affect information asserting to the accessibility, negotiations, market entry strategies and modes, distribution channels, product and pricing decisions, financing and method of payment, promotion and marketing communications, logistics and organizational structures and are all of significant value to this research study. Other components affecting the environmental structure of international marketing include geographical locations, infrastructure and technology.

Environmental Factors in International Trade

- **Cultural and Societal Factors**

Culture broadly defined in many ways can be simply understood as the way a group of people live and share knowledge, their way of life, their behaviors, their lifestyle, beliefs, values, symbols and so on, passed along by communication from one generation to another.

In a nutshell, culture is a shared system of meanings, it is learned, it is about groups and it is relative (that is, there are no cultural absolutes); it is not right or wrong, inherited or about individual behavior (Hoecklin 1995, 24-25). Thus, culture can be viewed as a homogeneity of characteristics that separates one human group from another (Griffith et al., 2000). Yet another view looks at culture as the collective programming of the mind that distinguishes one group of category of people from another (Hofstede, 2001).

The most crucial part of every environmental component is the culture and the social lifestyle of the people of the foreign market one intends to operate in. Culture and the socio-cultural factors influence the behavior of the customers consisting of the target market, the planning and implementation of an international /export program, the negotiations and the marketing intermediaries (for instance advertising agencies and the media) that help in the marketing

process. It should not be overlooked or taken lightly when it comes to the cultural aspects of any new market area. Understanding the cultural and socio-cultural factors of a particular foreign market will pave the way to understanding other factors like the competition, the political system and their taste in what product or service they admire, hence enabling the manufacturer to know what to be sold in the overseas market.

Many US companies and other multinational companies have made it solely because of understanding the cultural values and the social values of the people in the foreign market in which they operate. Likewise others have failed not just because they were unable to understand the culture in which they operated, they might have had the perceived assumption of the culture but not fully understanding and managing it. Wal-Mart, one of the retail giants, has seen its ups and downs in the overseas markets. In China and Mexico Wal-Mart is doing fairly well, while in Germany and Japan, the company has been facing problems, whereas in the United Kingdom, the company's *Asda* chain grew until it became the second largest retailer in 2003. However the company failed to recognize the change in consumer taste (The Economist, 2006).

To finalize this point, culture is a repeated environmental variable affecting all international marketing activities, and for the purpose of this research study, the concerns are the influences of families, educational and social systems of the society of Ghana, all these will later on help determine which promotion and communication methods will be best suited for the target group.

- **Economic Factors**

A major characteristic of an international marketer's world is to know the diversity of marketing environments in which business can be conducted. Economic factors in a country are influenced strongly by the infrastructure that exists including the communication, energy and transportation facilities. Characteristics of a population form also a key aspect, for instance, considering the target country the total population and the degree of urbanization.

Another aspect can be the income and wealth distribution of the people in Ghana, this greatly helps to determine the purchasing power of the target group.

An example cited in (Albaum & Duerr 2008, 129) serves as an illuminating theory behind why people are very crazy about energy drinks in Africa and in Ghana. The price of energy drinks in Ghana is fairly priced and hence everyone with the purchasing power can afford it. Also, the distribution chain of energy drinks in Ghana has become relatively less structured, hence one can get an energy drink from any street corner. Finally the cultural and societal connotations associated with energy drinks have also influenced the consumption of energy drinks amongst the Ghanaian society.

To conclude any manufacturer seeking to enter and penetrate a foreign market should take into consideration the economic situation of the country, the GNI (Gross National Income) and the GDP (Gross Domestic Product) of that particular desired market area.

- **Political and Legal Factors**

Decisions taken by business firms in international marketing are somewhat affected, either directly or indirectly, by governmental actions at various stages. The extent to which a government becomes involved in international marketing and the specific nature of its involvement depends on the type of economic system pertaining in the country (for example capitalism, socialism or communism), the form of government organization (for example monarchy, republic or dictatorship) and finally the type of legal system (for example code law or common law).

The involvement of the government influences the international marketing process. Governments have controls and restrictions concerning the type of products or services that are either imported or exported. For example, in 1998 the government of Myanmar (Burma) banned the import of a range of products that could be produced locally: soft drinks, beer, alcohol, cigarettes, fresh fruits, biscuits, canned food and seasoning powder. At the same time many products were banned for export including rice, sugar, mineral, rubber and cotton (Albaum & Duerr 2008, 139). Governments in regulating trade turn to regulate other business activities. All these are put in place by the government due to increasing concerns in environmental issues, labor rights, human rights, tax policy and corruption issues.

In an online article, the Food and Drugs Board in both the Western and Central Regions of Africa have embarked on a mission to identify and withdraw unwholesome energy drinks from the markets of both regions. The FDB has very strict guidelines on industrial foods and other consumable products, hence putting manufacturers in a position whereby their products are banned and withdrawn from the market if they fail to abide by these standards (Ghana Business News, 2009).

A company must understand and not judge these actions or activities as being negative implementations on the path of the government, rather a company should have a feeling of empathy for their customers. Many companies in most African countries have successfully made it to the top due to mutual trade agreements between both the governments and the companies. In other words, the company and the governments are both looking for the common good of the people in the country.

- **Competition**

Competition affects today's marketing strategies of individual exporters. Every business must make it a point to seek and find a function in order to maintain itself in the marketplace. A firm occupies a position that is in some respect unique, for example, its location, product and customers. The creation of competition in international market results from the occupying of niche markets by firms. Managing and understanding cultural differences can lead to innovative business practices and sustainable sources of competitive advantage (Hoecklin, 1995). Surely it is an undeniable fact that competitive advantage hereby lies in doing the right things effectively, not doing the 'wrong' things efficiently. The question then one will ask is what are the right and acceptable things concerning consumer perception. Developing and managing a fair amount of knowledge is a very important part in the international marketing process. The organization must be able to retrieve and convert relevant information into competitive knowledge.

Competition is sometimes not 'fair', sometimes shares have to be acquired in exchange for financial support. Sometimes, threats are used, whereas in some cases, the acquisition of one local competitor is undertaken in order to prevent foreign investors from interfering. In some countries, for example in Ghana, such

business practices are not viewed as illegal or unethical. For instance the acquisition of Ghana Telecom by Vodafone, took place earlier this year and the Ghanaian government now owns 30% of Ghana Telecom (Wireless Federation, 2009). A good knowledge of competition structures and the actions of one's competitors are very vital factors in international marketing planning. Products that are not quite identical but similarly considered as acceptable substitutes also face some degree of competition. Such products have to be tailored-made and tailored-marketed to each market segment. For instance, in order to face the competition in the new market, the formula or the ingredients of the energy drink might be altered according to the consumers' taste. A key factor in the case of products that are considered as acceptable substitute is that the new products entering the market have to go through a series of strategic changes. The pricing factor can also be considered. Competition should also take into consideration the needs of the customers and that they are adequately met. When such needs and interest of the consumers tend to be docile to the sellers that is when the laws and the government step in.

In a nutshell, competition is influenced greatly by:

- the business in general, cultural, economic and social conditions
- the costs and
- the laws and regulations.

The discussion of the major components of the international environment and their bearing on marketing efforts in international trade shows that although each factor is distinct, each may in some ways interact with one or more of the other factors. For example, as earlier on stated, government policies may influence the competitive situation. As stated in (Ablaum & Duerr 2008, 162) an international marketer or exporter must never forget that 'a business firm is a producer of its environment'.

The next step, after taking into consideration the reasons why an organization wants to enter into a particular foreign area, and also looking at the environmental components involved is to analyze and evaluate its potential market areas.

2.3 Market Analysis

There are various models, theories and approaches of analyzing a market, discussed under different perspectives, but with the same objective. This particular section may bear a resemblance to the 3Cs approach or the 4Ps. The decision to take when analyzing foreign markets will automatically result from the company's marketing plans. It is of significant importance that any company entering or seeking to do business overseas should look into the analysis of the market. This is due to the fact that the company will have to design a unique development strategy, pertaining to its organizational goals and more importantly, its resources, and its existing capacity. There are various literature reviews that are written in the business world about this issue. Unfortunately, some of these are unclear and may have assumptions that may not be closely related to the company's specific circumstances. To make it easier and to have more meaning to this research study, I have deduced a simple but yet general approach to help understand the steps involved in analyzing a foreign market.

Step 1: Evaluation of Foreign Market

When a company decides to do business overseas, they have to analyze the list of potential foreign markets they have at hand. They weigh the pros and cons of the each potential market before they come to a final decision. The question then is, what are the indicators or variables that help companies and multinational firms determine which potential foreign market they should export to. In an article written by (Graham, 2005) he states that the first criteria for choosing which market to analyzes is very simple: Can consumers and end users afford your products or services or does the proposed business venture have any real potential for success? This is usually the fact, as in practice one has to consider this factor before analyzing the foreign markets. Graham (2005) goes on further to explain the dangers involved when executives decide to do business for reasons like they either fall in love with a particular country, when on, one of their vacations and realizes that his/her product is not sold there or he/she would want to do business there, he describes this mistake as a "foreign vacation syndrome". Another mistake he explains is the "foreign contact syndrome", when upon meeting

someone who claims to have contacts to enable you to enter into the market. Such mistakes should, obviously, be avoided. Knowing and analyzing the new potential markets will enable the company or organization come to a final conclusion whether or not to do business in that particular foreign country.

Gathering the right information necessary for analyzing the foreign markets may in some instances be a tedious task. As has been mentioned in the preceding chapter, finding the right authority that has the reliable information is the key point in this case. Statistics and data acquisition may sometimes prove to be impossible during the foreign market analysis process. Wolfe & Snyder (2003, 25) explains that statistics do not usually work and that the eye always set for numbers should be cleared and rather, one should have an eye for identifying and implementing solutions in the era of the new customer majority. There is various literature concerning the steps or process involved in evaluating the potential target market. Figure 2, is a figurative explanation of the filtration stages involved in the process of choosing a particular target country.

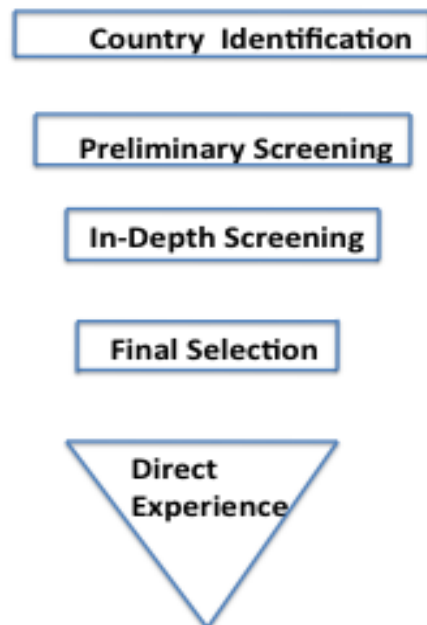


Figure 2: Filter Stages in Selecting Target Markets.
Source: www.marketingteacher.com

1. **Country Identification:** This is when a company decides which part of the world to consider a potential business market. The reasons why Ghana is being considered as a potential target market is that the country is making its way gradually to the top of the international market world and an opportunity for global growth. Ghana is being considered a potential market due to the similarities it shares with the Nigerian market. In this instance, the past market experience or relationship that Sinebrychoff Oy has with Nigeria will influence the decision to enter into the Ghanaian market. Another reason is the geographical location between Ghana and Nigeria and the ease in the movement of related information, services, ideas and marketing plans.

2. **Preliminary Screening:** This second stage is when a very serious and more careful approach is taken to weigh the final selected potential country against the other remaining countries. For instance macro-economic factors like currency stability, exchange rates, level of domestic consumption are considered. This stage will also look into the entry policies that are existing in those potential market countries: are they favorable enough or not? Political stability is also a very important aspect of this screening process (Marketing teacher, 2009). Ghana for one has a very stable economy in terms of politics, trade policies and the economy at large. Having decided on that, an in-depth screening is very necessary.

3. **In- Depth Screening:** This stage is also referred to as the mid-point of the process. This is when the country or countries that make it up to this point are considered viable for market entry. Every vital piece of information on the target market is needed at this stage in order to attain an accurate decision. It should be noted that not only the macro and micro- economics factors have to be considered. The local conditions pertaining to their marketing strategies, competition, pricing, distribution channels, marketing communication, product adaptation, trade tariffs or quotas, market size, market growth rate and so on should be considered as well (Marketing teacher, 2009).

4. **Final Selection:** Finally, the decision to choose a potential target market is made. This stage involves the reflection of the organization's strategic outlook and how the final selection relates to previous trade relationships with other countries (Marketing teacher, 2009). Ghana, in this case, shares some similarities with Nigeria. Hence, learning opportunities can be cited from the previous business relationship. The competitors already existing in the selected country or countries should also be weighed. Knowing and having a very good knowledge of your competitors will serve as competitive advantage. Therefore, one should not get carried away with eliminating the competitors. But rather keep your eye on your customer, without them there is no market environment.

5. **Direct Experience:** A personal encounter with the selected target market is a very important factor. It gives one an insight on what actually goes on there. The selection process cannot be complete without fully confirming whether the information, the organization acquired is accurate or not. In the case of this research study, the aspect of this stage is fully experienced. This is in the case that many firms or organizations today may find some comfort or reliability in hiring a native from the potential new country. The advantages in this case are far better compared to the disadvantages. Having a native or someone well invested in the desired or potential target market can help create a sense of trust with the customers at first hand (Marketing teacher, 2009). For instance in our research study, the Ghanaian target group will be more open to a Ghanaian researcher, due to factors like- common language skills, cultural beliefs, values and so on. Of course it should be pointed out that one should not be judgmental in drawing a conclusion. Racial prejudice and other overlooking factors should be avoided. The research is about what is best for both the company and the customer.

Step 2: Product /Service

After evaluating and analyzing the foreign market, the next step is to take a good look at what you have to offer to the market and what can be done better. For the relevance of this research study, the unique qualities Battery energy drink has to offer, taking into consideration the homogeneity of the product and the stiff competition will be considered. Knowing whether a particular product or service offered to the potential target market will thrive is crucial in the initial stages and for business continuity.

There are obviously certain questions pertaining to the product or service in question, but the three questions outlined below are of relevance to this research study.

1. Is there demand for the Battery energy drink in the Ghanaian market?

There are many energy drink brands on the Ghanaian market but this particular target market is one that is readily open to any new product that satisfies the target markets' needs. However, we should not overestimate that just because there is already existing energy drinks, consumers may want to try new products. Therefore, there is the need for market researches and consumer behavior research. Another factor to consider is what we have in our product that is different from the already existing energy drinks brands on the Ghanaian market. The variety of flavors this Battery energy drink has may serve as an advantage over other energy drink brands on the market. We can conclude by saying that the customers in this target market are looking for another product "out-of-the-ordinary".

2. Is there already existing competition in this market?

The definite answer here is yes, there is an already existing competition in this market. The energy drink market in Ghana is lead by the Austrian brand Red Bull,

followed by Blue Jeans and Rox energy drink. Also competing and falling in and out of the of the grid are brands like Shark energy drink, Burn energy drink, Flacon energy drink, Black Star energy drink, Ozone energy drink and other recognized energy drink brands.

The question then is: What can we do better than they can? Understanding our customers is a very crucial part in reaching their hearts. Acquiring knowledge from the failures of other energy drink brands can serve as a competitive advantage. Both customers and organizations rarely appreciate repeated marketing disasters. Making the product which is more appealing to the eye than that of the competitors' will help put us ahead of the game.

Marketing plans and promotional strategies will have to be adjusted to suit the target customers: if plan A fails, plan B is introduced. Accomplishing brand loyalty and market share in this seemly concentrated market may appear difficult, but with the right marketing strategies, customer retention is guaranteed.

3. Are we assured of customer retention with our product?

The question that is a core component of every market evaluation process: Will there be that continued service and customer relationship after the product has penetrated the market? Customer retention is a very important aspect, if one needs to stay in the game. Changes in promotional and communication strategies, marketing strategies and plans have to be in place to meet with the increasing demand and already existing demand. For instance, Key Soap, a very well liked washing soap brand in Ghana up to present still has faithful and loyal customers. Key Soap has occasionally changed its marketing strategies and ways of targeting new customers and retaining its existing customers. In the 1990s, there were promotional strategies, like buying more than a bar and finding a hidden key, which when returned to the wholesaler/ retailer or the store of purchase was exchanged for prizes ranging from fabrics, wrist watches, cash prizes and many more.

Omo, another famous laundry brand, also in the late 1990s and in early 2000, initiated different promotional strategies such as buy one packet of Omo and get one free. Also hidden prizes ranging from cash prizes, educational kits and so on

were usually found inside the packet of Omo. All these were efforts done to retain their loyal customers and gain new ones. Many people who were not purchasing the brand Omo, shifted to purchasing Omo. In short, are we assured of brand loyalty?

Step 3: Export Entry Strategies

After evaluating and analyzing the foreign market and deciding which country is the new potential market, the decision of the product or service value is considered. The next step is to decide what entry modes will be suitable in this process. In this research study, the channeling modes that will be simple and easier to meet the needs of the foreign market are clearing through exporting.

There are different international marketing channels employed when entering into a new foreign market. In Albaum & Duerr (2008, 276-281) they explain the various alternative entry channels between nations as involving exporting, licensing, contract manufacturing, management contracting, manufacturing and establishments of assembly operations, joint ventures and many others. They further explain the various ways by which the product can reach the customers or end users after the product has entered the foreign market. They further distinguished the two forms of exporting as direct and indirect entry modes. The decision involved in determining which of the two forms to take is solely based on the exporter, his desired control over the transactions cost and the actual cost realized from performing the necessary function. Whatever form of entry mode decided by the exporter, the marketing organizations or intermediaries will have to be agreed upon, after carefully taking all factors into consideration (Albaum & Duerr 2008).

In order to have a clear understanding of this step and its relevance to this research study, the following points will be addressed:

- International marketing channels
- Export entry modes and
- Intermediaries or marketing organization

Albaum & Duerr (2008, 271) define international marketing channel as a system composed of marketing organizations that connect the manufacturer to the final users or consumers of the company's product(s) in a foreign market.

Another definition is given as a set of interdependent organizations involved in the process of making a product or service available for use or consumption (Coughlan et al. 2001, 3). Export entry modes, an alternative form of entry available to an exporter, includes indirect export, which is defined as occurring when exporting manufacturers use independent marketing organizations located in his/her home country. In addition, the manufacturer may have a dependent export organization that will work with the independent organizations to coordinate the entire export effort. The two broad ways of indirect exporting available to a manufacturer are (1) using international marketing organizations and (2) exporting through cooperative organizations. Direct exporting on the other hand occurs when the manufacturer or exporter, in this case Sinebrychoff Oy, decides to sell directly to an importer or buyer located in a foreign market Ghana. Thus, the transaction between both nations is handled directly by the dependant organization of the manufacturer of the first kind, or it chooses a foreign-based marketing organization or customer (Albaum & Duerr 2008, 308).

For the purpose of this research study, the decision of which entry mode to use has already been compromised, hence the direct entry mode, involving independent marketing organizations- distributors will be employed.

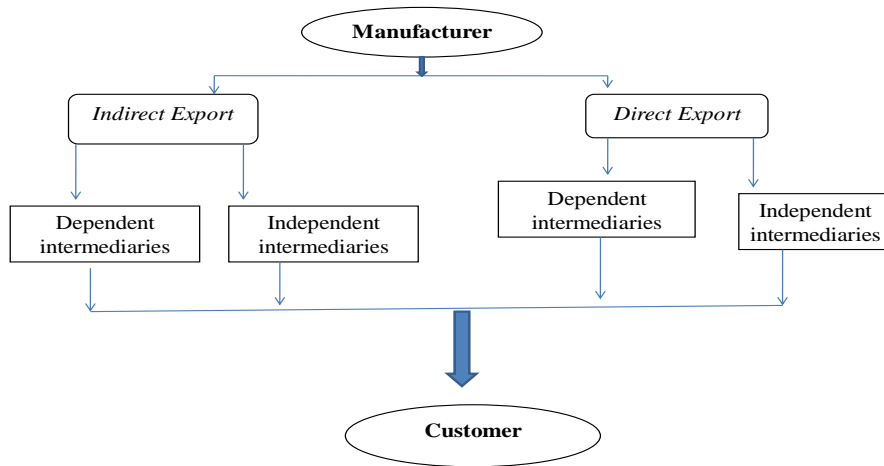


Figure 3: International Export Entry Modes.
 Source: Albaum & Duerr 2008

Figure 3 explains the entry modes available and relevant to this research study and of interest to Sinebrychoff Oy. Figure 4, shows a detailed explanation of the direct export using independent organizations.

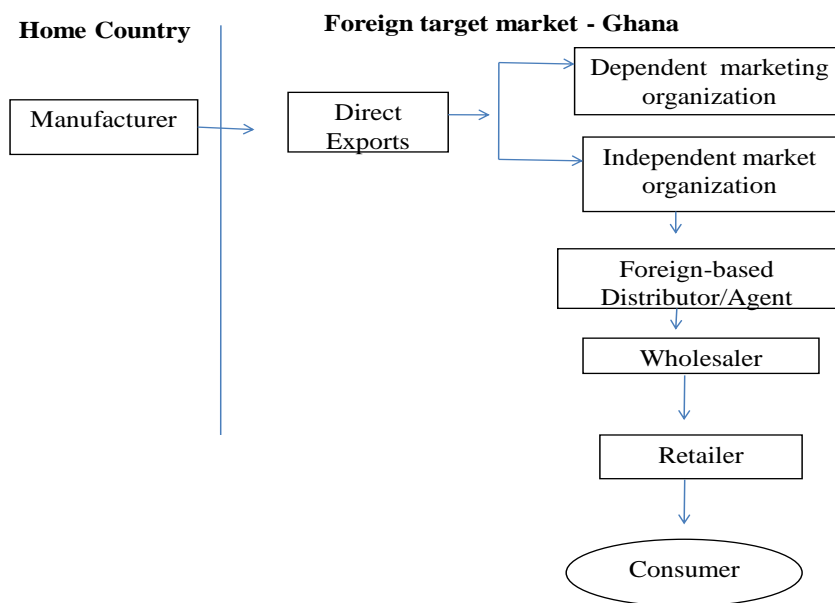


Figure 4: Case Company's Export Entry Modes
 Source: Albaum & Duerr 2008

The final step involved in the market analysis is the promotion and communication decisions. This last step is also an integral part of this research study, as it serves as the focus of this research study.

Step 4: Promotion and Communication

This step is the crown jewel of every market analysis process. It is also an important aspect in the market evaluation process. The promotion and communication stage is vital to the organizations marketing strategy.

There are various literature reviews relating to marketing strategy, in terms of promotion and communication. One such matrix, the Ansoff- Matrix, developed by Igor Ansoff, will be further discussed. This matrix is of key relevance to this research study in that it covers aspects from market penetration right through product development.

2.4 Promotion and Communication

Included in the four sets of decisions that have being referred to as the 4 Ps- product, price, place and promotion, this research focus is directed towards the element of promotion. Promotion and communication efforts in marketing strategy are directed at accomplishing brand awareness, brand loyalty and increase in market share. The increase in market share is characterized by effective advertising, secured channels of distribution, retail outlets and other forms of communication and other promotion variables. Marketing communication and promotion specialist in every organization are faced with the demanding issues of how to communicate and promote the organization's brand name to its clients or consumers (Shimp 1996, 10). Seeing that products and services do not market themselves, it is a key factor, for any organization seeking to create brand awareness or rekindle the consumer brand loyalty, to assign time and resources in its marketing strategy, in terms of promotion and communication.

Communication is the process whereby thoughts are conveyed and meaning is shared between individuals or between organizations and individuals. Marketing communication represents the collection of all the elements in a brands marketing mix that facilitates exchange by establishing shared meaning with brands consumers. Prior to the definition, the communication aspect is a mixture of both the marketing mix variables and the promotional variables, needed to communicate to the customers (Shimp 1996, 10).

There are several tools entailed in the marketing strategy of communication and promotion, according to the organization and its marketing plan, below is a list of the primary tools which are of relevance to this research study.

- **Advertising:** A form of marketing communication involving the use of mass media, for example magazines, newspapers, billboards, radios, television and other forms of media.
- **Personal selling:** A form of communication involving a one-on-one persuasive selling technique. Face-to-face interaction now includes telephone sales and other forms of electronic communication.
- **Sales promotion:** Consists of various marketing activities designed at accomplishing fast customer actions and immediate sales. It is usually done to supplement both advertising and personal selling. It targets wholesalers, retailers and the end consumer. Sales promotion techniques include free samples, bonanzas, contests, quantity discount, coupons and souvenirs.
- **Point-of-purchase:** This is targeted at influencing buying decisions at the point of purchase, with the aid of posters, signs and other promotional materials.
- **Sponsorship marketing:** This is when the organization associates the promotion of its brand with a specific event such as tennis, tournaments, festivals, entertainment functions or charitable causes (Shimp 1996, 10).

Publicity is also a form of marketing communication activity, employed by some firms. Having established various forms of communication activities, the next point is to look at which of these will enable Sinebrychoff Oy to launch

Battery energy drink in Ghana. The next discussion will argue the reasons and support, other arguments, why advertising- a variable of promotion and communication- is being viewed as an effective, favorable and a long-term investment in creating brand awareness.

2.5 Advertising Strategy

Advertising of products and services is often described as being costly and slow in showing positive effects in the initial stages. Advertising of products and services in some organizations is considered a long-term investment and hence, the allocation of time and resources is shifted to the advertising strategies of the organization.

Tellis (2004, 27) gives a very logical explanation behind why firms advertise. Primarily firms advertise to persuade customers about the merits of their products or services, whenever supply exceeds demand, knowledge about the product is low, confidence in the supplier or product is low or when demand exceeds supply. He further explains why some advertising schemes may sometimes prove ineffective. He classifies customers into four distinct states of attentiveness to ad-search, active processing, passive processing and avoidance. Usually most customers are in the state of avoidance. Customers' lack of interest and active state of avoidance are usually the contributive factors to why most advertising tends to be ineffective. Advertising has proven in some ways to be ineffective, the perception the lay public have or professionals hope for is an undisputable fact, there are various reasons why advertising may prove ineffective –the lack of field tests and tracking, conflicts with ad agency, competitive pressure, incentive system, budgeting system and pricing system (Tellis, 2004, 27).

Shimp (1996, 219) also argues in favor that advertising, performs the following functions (1) informing, (2) persuading, (3) reminding, (4) adding value and (5) assisting other company efforts.

Advertising evolves from a company's overall marketing strategy. Marketing strategy involves the plans, budgets and controls needed to direct a firm's production, promotion, distribution and pricing activities (Shimp 1996, 219). Figure 5 shows how advertising evolves from marketing strategy.



Figure 5: Advertising -Management Process
Source: Shimp 1996

Advertising strategy involves four major activities: the media strategy, which is the selection of media categories and specific vehicles to deliver the advertising message, the objective setting, budgeting and the message to communicate to its clients or consumers. The strategy implementation emphasizes on decisions concerning the choice of media over other media, and the times used to air the commercial. Finally, assessing the effectiveness of the advertising strategy implemented will involve evaluating the results and determining whether the objectives have been accomplished (Shimp 1996, 219).

The next section will take a look into the effects of persuasion in communication and promotion, and how it affects advertising. Some of these discussed models and theories elaborate how consumers can be persuaded through advertising, relating to the number of times they are exposed to the ad and how peripheral cues, for example celebrities, music and scenery, might also serve as determinants of persuasion.

2.5.1 Persuasion in Promotion and Communication

The Ghanaian energy drink market is at its peak, based on the increase in the import rates and consumption rates of energy drinks (Ministry of Trade and Finance- Domestic Department). Energy drink brands like, Red Bull and Blue Jeans are constantly competing for consumer base in the market. Vibe energy drink, Pulse energy drink and Shark energy drink have not performed favorably in penetrating the Ghanaian market. Reasons ranging from ineffective advertising, broken channels of distribution or a shift in customer taste can be attributed to the failure of these energy drinks in the Ghanaian market. This is reflected in the decline of their customer base and market shares. Albeit, we are not too keen about the failures of these brands, a lesson can be learned.

In the quest to persuade and win the market share advertising which is a variable component of promotion and communication but not the only component has proven to be effective.

Some companies or brands may choose advertising as a last resort, when entering into a market for the first time. For example, when Red Bull hit the U.S markets in 1997, they choose to enter the market by securing unusual distribution and later resorted to advertising. This proves that no matter how superior a product is, it is not expected to sell itself (Hein, 2001). Red Bull was launched in Hungary, its first foreign market in 1992. Red Bull aggressively gives samples of its products at sporting events and on campuses. In the U.S.A they target dance halls, night clubs, alternative sports venues and cab drivers. Red Bull also sponsors some 500 extreme athletes and today is a global success (Dietrich Mateschitz Red Bull's Buzz 2009). Already existing brands resort to advertizing or other forms of promotional strategies to reintroduce their products or so to send the message "We are still here". On the other hand, new brands do advertise not only to persuade the target customer, but to also penetrate the market by creating brand awareness. In the mist of the entire competitive atmosphere, the focus should not be shifted from the customer. The Ghanaian market, like all other new target markets, requires a lot of attention and persuasion from the new brand. It is often

asked why a particular brand of energy drink is considered better than the existing brands, or what's in it for me?

From the Skype interview, conducted with 10 respondents, all in the target group, they corroborated my interpretations, stating that they would rather want to try a new brand of energy drink, if:

- The advertising is not cliché, in the sense that is different from what other brands of energy drinks advertise,
- There is a massive degree of attractive elements in the brand's packaging and presentation and
- The taste is similar to their favorite brands or even better.

This clearly points out that in order to accomplish brand awareness, consumer base and brand loyalty a lot of planning both financially and advertising strategy is crucial. The reason why advertising is the focal point here is that Battery energy drink is a new product and, hence, effective communication and promotion is needed to accomplish brand awareness.

Onkvisit & Shaw (2009) explain that potential customers must not only receive the desired information but also be able to comprehend the information, likewise explained in the AIDA model of effect:



Figure 6: AIDA Model
Source: Tellis 2004

There are several literature reviews and theories explaining how customers react to advertisements for the first time whether the brand is a familiar one or unfamiliar. A model developed by two American psychologists, John Cacioppo and Richard Petty (1980) explained how likely a person is to think deeply or

elaborate about an ad when exposed to it. The model depicts that when people have both the motivation and the ability to evaluate a message in an ad their likelihood of thinking about it will be high.

Figure 7, is a figurative and modified model of how a customer with both the motivation and ability will evaluate the message in an ad.

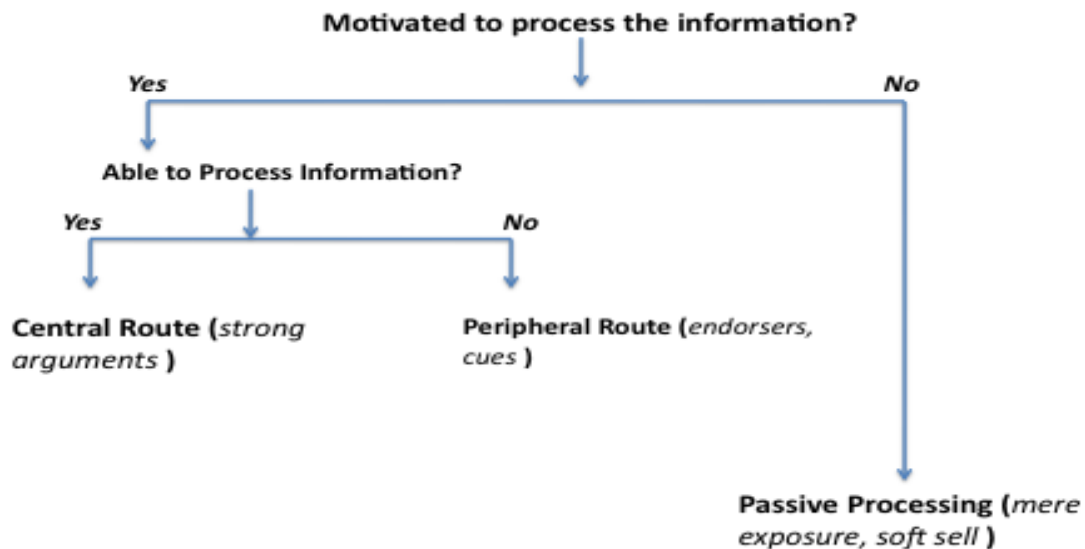


Figure 7: Modified Elaboration Likelihood Model
 Source: Tellis 2004

When advertising information reaches the target customer, he/she may evaluate and relate to the ad based on his/her motivation. However, a target customer lacking the ability to evaluate the advertising information, will most likely respond to cues associated with the ad, for example the presence of an endorser, the fame of the endorser, music and scenery. On the contrary, if our target customers lack both the motivation and the ability to process the message, their respond is more likely to be that of a low-involvement process. Both motivation, which is defined as the willingness of the individual to evaluate the message and the ability, defined as the competence of the individual to engage in the required mental, are needed for the central route (Tellis, 2004, 28).

Another theory which researchers have used in explaining the effect of repetitive ads mechanism is the habituation-tedium and conditioning theory. For the relevance of this research study, the habituation-tedium theory will be elaborated. When an individual first sees a fresh stimuli-advertising, the originality leads to uncertainty and tension, a couple of repeated exposures tend to reduce this uncertainty and tension leading to familiarity and liking. This is a habituation process. When the repetitive exposure to the same stimuli increases, this tends to create boredom and decreases liking. This is the tedium process and this theory is important because it suggests that response to a repetitive ad is neither instant nor continuous (Tellis, 2004). This theory will also help determine the level of repetition ideal for the new target market.

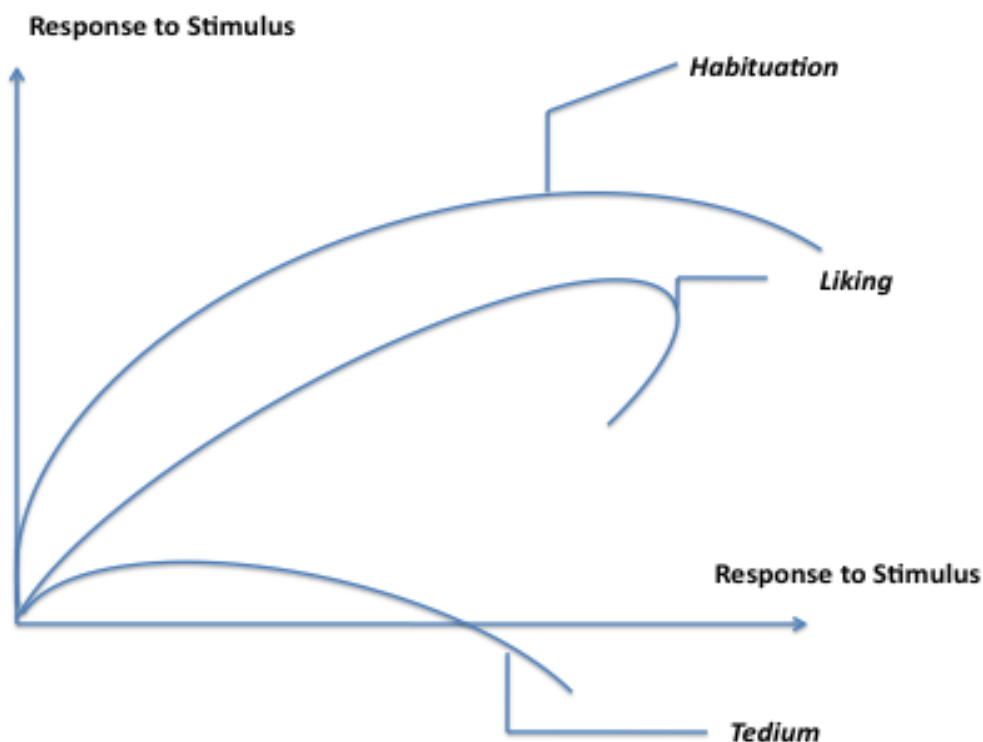


Figure 8: Schematic Diagram of the Habituation-Tedium Theory
Source: Tellis 2004

Another theory which follows the sequence above explains that consumers first gain an awareness or interest in a product, followed by they making a trial purchase. Finally, a repeat buying habit may be developed and reinforced if satisfaction is achieved after the previous usage (Jones 1998, 63). Another argument similar to this is by Shimp Terrance (1996).

Products can be classified as either feeling or thinking. Feeling products such as wines or paintings, and in this case Battery energy drink, are evaluated by personal preferences like taste, flavor, style or design, whereas thinking products such as washing machines or car batteries are those that are purchased on reason. Emotional appeals are preferable for feeling products. Emotions, endorsements, arguments and passive processing are the four main appeals. Emotions are probably one of the least understood of mental activities, but yet have proven to be a very effective and powerful means of persuasion. Emotions and endorsements can take place with each other or with other forms (Tellis 2004, 147).

In a nutshell, advertising in this scenario can be seen as a catalyst in speeding up the adoption process of a new product by creating awareness and indirectly gaining retail distribution, advertising in this case works as a lubricant. It should also be noted that a product can be promoted in several ways: advertising, personal selling, publicity and sales promotion. Although advertising may seem like the most prominent technique or method, in order to achieve effective promotion or marketing of a new product, all four of the above mentioned techniques must be employed and coordinated.

- **Ansoff- Matrix**

Ansoff-matrix consists of four quadrants, namely Market Penetration, Product Development, Market Development and Diversification. The latter is usually described as the most difficult and risky strategy, as the organization has to find new products for new markets. It usually involves new technology, resources, strengths and abilities (The BrandStop, 2009).

To enable us understand, the Ansoff-Matrix, explanations relating to this research topic will be deduced. First of all Market Penetration or MP, will enable

Sinebrychoff Oy to use an existing product, Battery energy drink, to penetrate an already existing market. In short, Sinebrychoff Oy is seeking to capture its competitors' customers. This approach can later be applied when the consumer base is established to help increase consumer frequency. This approach or strategy is of great importance as it centers on consumer behavior and all the aspects related to penetrating the market - advertising, promotion, personal selling and pricing strategies. Product Development or PD is used when the organization creates a new product for an existing market. It could be used to increase market share or attract a different consumer segment. The next approach is the Market Development or MD, which is when an existing product is directed towards a new market. One clear example is when Lucozade, initially marketed for unhealthy children, was later rebranded to target athletes. Here the new markets could also be understood as geographical locations (The BrandStop, 2009). Figure 9, is a figurative explanation of the advantages and disadvantages when the employment of each strategy approach is considered.

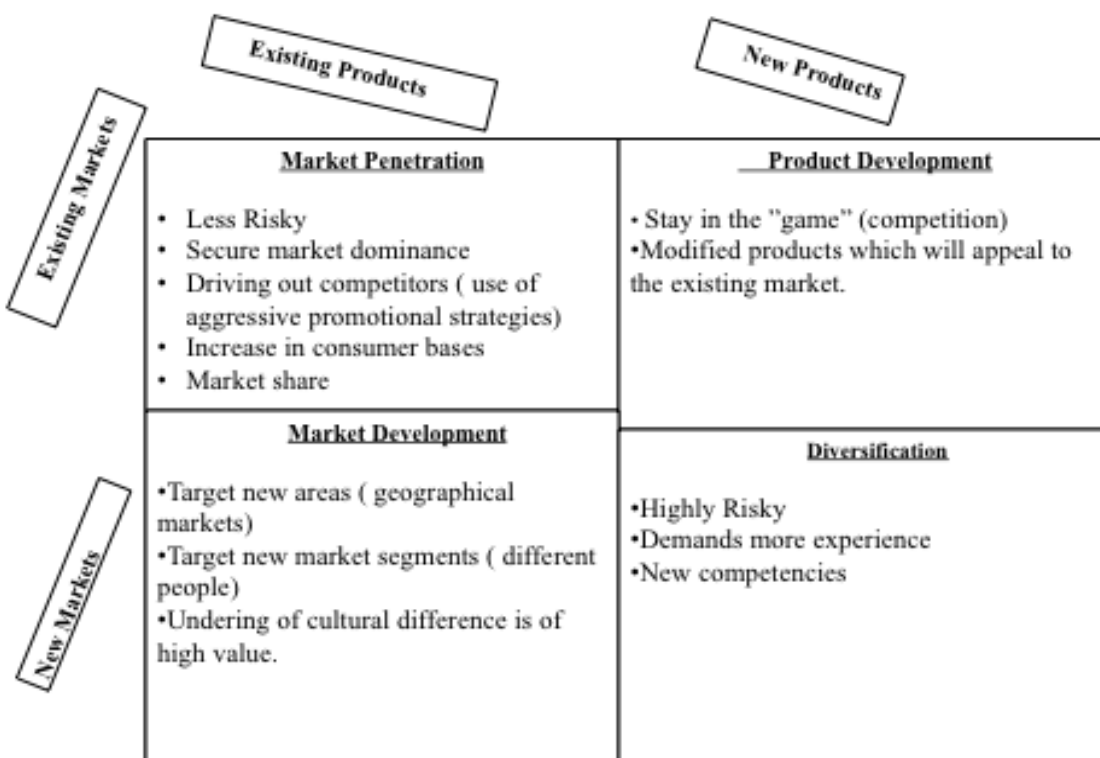


Figure 9: Ansoff-Matrix
Source: Own

2.6 Arguments of Literature Reviews

After systematic description of the theoretical framework and its relevance to this thesis research I would like to state and argue in favor of the above discussed theories and models. This is based on the undeniable fact that in order for Sinebrychoff Oy to launch battery energy drink, advertising is an initial tool for market entry. All the above theories, models and matrixes will serve as an illuminating guide, through the implementation of this market strategy. Another justification for arguing in favor of advertising is that it is more practicable in modern business.

Although, my arguments are in favor of the idea that advertising is an initial tool in market entry. One should also look at the practicalities and how business environments differ from each other.

The promotion and communication elements of a market strategy which has earlier on discussed, does not consist of only advertising. It will therefore be unwise to assume that advertising alone will help launch Battery energy drink.

The validations for this argument are based on the following:

- Sales promotion, personal selling, point of purchase, launchings, sponsorship and publicity, are other promotion and communication techniques that have proven, to be successful, in the Ghanaian market environment
- In order to accomplish brand awareness, consumer base and market share the implementation and coordination of the other promotion variables, are needed.
- Consumers, retailers, wholesalers and distributors are essential institutions in the initial entry stage. Therefore, the need for, the right promotion and communication variables for each institution.
- There should be no assumptions that the Ghanaian energy drink market, will relate solely on advertising. The creation of brand awareness, in this particular, potential market, is a constitution of all the promotion and communication variables.

- And finally, the reinforcements of the consumer's beliefs and values of Battery energy drink brand will be based on all the other promotional variables.

To also justify my arguments let us assume this scenario. How do we create brand awareness in the energy drink market in Ghana? Initially, an advertisement of the brand, in any form of media, will create awareness. The brand awareness, will translate into expectations and excitements on the consumers path. The consumers will develop attitudes, interest and a sense of curiosity towards the brand. This stage is when our target consumers decide to make a trial purchase of this new energy drink. However, their decision to make a trial purchase could be based on the following factors: the ability and motivation to evaluate the ad information or the motivation based on a word-of mouth.

If the consumer decides to make a trial purchase, his/her expectations will lead to his/ her perceived beliefs and values about Battery energy drink. It should however, be noted that we can persuade the consumer in making a trial purchase. This can be done, through free samples, personal selling and promotional sales. The consumer, having developed positive or negative beliefs and values, will be influenced by advertising and other promotional variables. This will ensure the reinforcements of his /her beliefs and values. Figure 10 is a figurative explanation of the stated arguments.



Figure 10: Creating Brand Awareness Using Promotion Variables
 Source: Shimp 1996

Before touching which research methods or types to be applied here, a recap of what has been discussed so far. Initially, the organization decides at some point to go global, of cause it can just pack bag and baggage, to the new potential market or operate from the home country. International marketers, in dynamic trading environment, have to be aware of the significances of market research. In this chapter the importance of the environmental factors, the relevance of analyzing foreign markets and related literature were discussed.

2.7 Research Types

Every research study requires a foundation for conducting a research. The foundation is usually referred to as the theoretical framework. The key goal is to build and link the theoretical framework and the research type to the results of the study. Hence if the linkage is able to follow the sequence, it helps answer the ultimate question: did the study findings in this research justify or answer the foundation i.e. the theoretical framework. For the purpose of this research study the employment of the qualitative research method will be used. This decision is based on the aim we hope to achieve i.e. the suitable promotion and communication strategy Sinebrychoff Oy will adopt in launching Battery energy drink in Ghana.

The reason why the qualitative research type was opted for is because it seeks to understand how consumers behave and why they behave as they do (Philip 1998, 122). Qualitative research type also examines the attitudes, feelings and motivations of product users (Proctor 2005, 221). The sample size for qualitative research, in this research study is small. Therefore, the results from the findings will not be generalized. Also the administration of the qualitative research requires interviews with key persons, in this case, key experts in the fields of advertising, marketing and distribution in the beverage industry in Ghana. This type of research is usually investigative. Since the theoretical aspect will be based on the connotation and attitude towards promotion and communication strategies, associated with energy drinks in Ghana the use of psychology, social psychology, consumer behavior, beliefs and cultural ideologies corroborates the usage of this research type (qualitative research).

A key importance in every research study is how the researcher links the research types to the theoretical framework through the variables. For the purpose of this research study a critical and well explained step will guide us through, the variables selected and how they link to the research type. A more detailed explanation of the research type will be discussed in chapter 3.

A variable is a characteristic of a case, qualities of a case one seeks to measure or record as defined by Borgatti (1996-1998). There are two types of research variables: independent and dependent variable. In order to find the independent and dependent variables in this research study, the proposed question here will be: If Sinebrychoff Brewery wants to gain market share, consumer base and profitability in the Ghanaian energy drink market, what is the right and appropriate marketing strategy (in terms of promotion and communication)? In this scenario, the dependent variable is more than one, namely- the market share, consumer base and profitability, whereas the independent variable is the marketing strategy. Here the independent variable (marketing strategy) causes a change in the dependent variables (market share, consumer base and profitability).

Another research variable that can be derived from this scenario is the intervening variable- a variable affected by the independent variable and in turn affects the dependent variable (Borgatti 1996-1998). This intervening variable also helps determine which research type is to be used. The following: the consumer behavior, social virtues, beliefs and psychology fall under the intervening variables, serving as a foundation for the qualitative research. The justification for the qualitative research type is based on the general ground of understanding the consumer behaviors in this energy drink market.

Figure 11 is a figurative explanation of the variables and how they relate to each other.

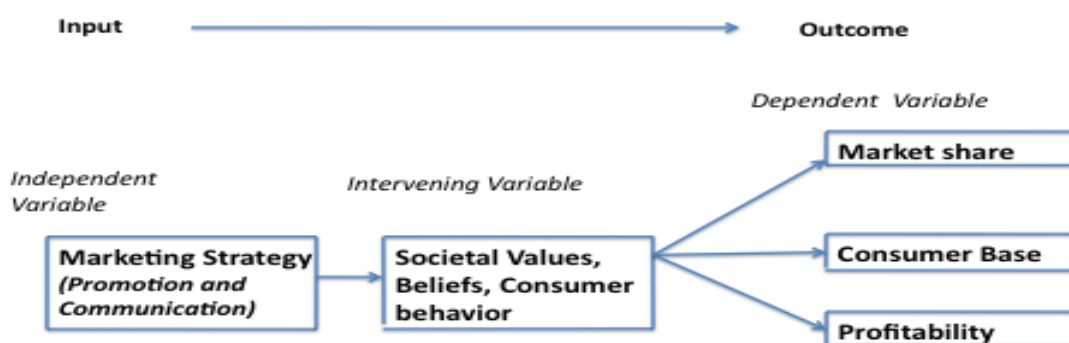


Figure 11: Relationship between Research Variables
 Source: Borgatti 1996-1998

This then gives the concluding fact of how the theoretical framework, research type and the aims of the research study are inter-related.



Figure 12: Linkage between Theoretical Framework and Research Type
Source: Own

CHAPTER 3

3. RESEARCH METHODS

As has been mentioned in the previous chapter this chapter is a more detailed insight of the research methodology, its limitations, the data collection types and analysis. Research is a very important element in international marketing, ignoring to do research, is like a general who ignores enemy signals. Research is needed in international marketing to reduce the level of uncertainty and to provide data for developing strategies. To the contrary, no amount of research can answer all the questions about consumers or guarantee a certain level of right without a field study.

The aim of the qualitative research for this particular study is to provide a greater understanding of what needs to be studied and understood in the areas of consumer behavior and the effects of promotion and communication. Qualitative research is a widely used term for research that does not subject research findings to quantification or quantitative analysis. Qualitative research examines the attitudes, feelings and motivations of a product user. It is characterized by small sample and it can improve the efficiency of quantitative research (Proctor 2005, 222).

Another definition given by the Advertising Research Foundation (ARF) is: the intent of qualitative research is to gain insights concerning consumer attitudes, beliefs, motivations and behaviors. When creatively and perceptively analyzed and reported, qualitative research offers insights which go beyond the surface. The qualitative research approach provides “feel”, “texture”, a sense of intensity and a degree of fine distinction. Qualitative research is usually reported expansively, often in respondents’ own words (Philip 1998, 122). The following characteristics form a base for why the qualitative research was chosen- (1) the type of questions used in the qualitative research is probing or investigative, (2) the sample size is usually small, (3) this type of research is usually exploratory,

(4) the research type of analysis is subjective or interpretive and (5) the findings from the qualitative research should not under any circumstance, be generalized, as the findings for the entire population. Qualitative research also involves fieldwork, a necessary tool for this research study. There are several literature reviews about the pros and cons of qualitative research and how it is different from the quantitative research.

- Qualitative research can be used to identify vital behavioral patterns, beliefs, opinions, attitudes and motivations of our target customers. By providing a clear understanding of our target customer's perceptions of a brand, the qualitative research will help highlight consumers' uses of a particular brand (Philip 1998, 123).

There are various forms or approaches used in the qualitative research, but for the purpose of this research study, the historical research approach will be employed. This is systematically examining the past events and enabling us to have a reflection of the present situation. The reason why I decided on this is that, the historical research approach will help understand and answer questions concerning the historical marketing strategies of energy drink brands and their effect on the Ghanaian market. However, not all the information retrieved may be of use to us. Below is an outline, of the significance of the historical approach to this research study:

- The historical approach will help answer questions like why some energy drink brands failed to penetrate the Ghanaian market.
- The historical approach will also assist in understanding the cultural connotations, beliefs, values, attitudes and perceptions, the target group, associate with promotion and communication strategies.

- It will also help identify and compare the relationship between previous marketing strategies and present strategies that are being employed in the energy drink market in Ghana. For example, Red Bull's historical marketing strategies have played a very vital role in creating brand awareness, brand loyalty and a huge market share.
- And finally, it will be a guide to accomplishing accuracy in the recording and assessment process of this research study.

3.1 Research Limitations

Although this research type seems helpful for this research study, there are some limitations to this research type. In the preceding chapters I pointed out the limitations of this entire research study: the lack of information and statistics, and the lack of related documentations related to Sinebrychoff Oy's market entry strategies.

One limiting factor of the qualitative research is that it may fail to point out small differences, whereas the quantitative research can outline these minor differences. Another limiting factor to the usage of this research type is that the researcher must be present to witness the whole process. And finally, his/her research interpretation, quality and analysis usually depends on the skills of the individual. Therefore, the adoption of a clear approach is needed to draw the final conclusions.

In conclusion, the effectiveness and efficiency of this research type is limited by the following factor:

- The inability to witness the whole research process. (In order for Sinebrychoff Oy to see the big picture, the need for a field study is a key success).

In today's dynamic business world, international businesses and multinational firms have seen the essence of direct experience (field study) as a vital force in business viability.

3.2 Data Collection Method

Qualitative method employs various forms of data collection methods, ranging from focus groups, in-depth interviews and many other forms. The various data collection forms will be considered for this research study:

- Interviews with key persons- promotional experts, event organizers, distributors, exporting expert in Sinebrychoff Oy and a sample of the target group
- Related information - in this case how Battery energy drink was launched in Nigeria and
- Literature reviews.

Data collection in this research study might exhibit some limitations like the inaccessibility of the opposite respondent to the internet. But, as has been mentioned this limitation will not be a restricting factor in this research process.

The following methods in the interviewing process used in the data collection process were:

- Electronic interviewing via e-mails
- Telephone interviews with key persons
- Other internet calling applications- for example Skype and
- Follow-ups, by local persons

With the use of the electronic interviews the constraint of the geographical locations or time zones is not a problem (Proctor 2005, 236). The only limitation to this research type was the inaccessibility to frequent internet. (For the respondent). All in all, the electronic interviews was more advantageous, as it was time and money saving. The next form of data collection was through telephone conversation. This acted as a very important aspect in the data collection method, since there was no direct contact between the respondents and the researcher. Also telephone interviews with other key persons like promotional experts and with Sinebrychoff Oy exporting expert were conducted.

However there were some limitations to the telephone form of data collection method such as poor connectivity problems, time differences and the difference in the availability of the respondents.

The other form of data collection which proved easier was to conduct a conference call with the internet calling application Skype. In this form of data collection one had to be patient since there were more than one respondent. There were 10 respondents for this form of data collection. The 10 respondents in this data collection form were selected based friendly basis. This is to conclude that all 10 of the respondents consisted of some friends and their friends as well. The interview was conducted in a period of three days, with two to three respondents in a day. This resembled a focus group: we discussed how they felt about their favorite brands and how they react to stimulus like advertising from their favorite brands and other advertising in general. Also, there was a discussion about their reactions towards other promotional and communication strategies. For example, what were their expectations, in an advertisement or other promotional variables, like- personal selling, promotional campaigns, bonanzas and etc? Another discussion was centered on their expectations towards a new brand of energy drink, i.e. what will motivate them or persuade them into making a trial purchase of Battery energy drink. And finally, discussions about whether the pricing factor was viewed as key in motivating and persuading them to buy Battery energy drink. One limiting factor was to get all of the respondents involved. Occasionally a little “chit chat” was included. My main role was to ensure full-involvement of the respondents by creating a friendly environment. During the research process, the usual questions were asked and respondents had to complete the sentences in their own words. For example, a question might be asked to imagine what comes into mind when a particular or their favorite brand of energy drink brand was mentioned. Answers ranged from (1) the taste or the flavor, (2) the attractive packaging elements of the energy drink or (3) the feeling they experienced after consuming one or more. After the entire interview session there was a cross-check through each respondent’s answers. This was done to ensure that their answers corroborated my interpretations but in the respondents own words.

Finally, a very helpful form of data collection was to have locals do a follow-up. The purpose for this use of follow-ups was to ensure that the respondents played their part in this research process. This is due to the fact that after the telephone and electronic methods were used, respondents may choose to ignore or forget to get back with me. Usually the number of e-mails and telephone conversations will only be effective if a local was to follow-up and get the information. Choosing the local person to follow-up was not a problem since a trusted and familiar relation would do the job right. These problems occur due to the fact that we are constrained by geographical locations. The follow-ups also had some limitations in that the required information might not be available or the key person might not be present. This posed a problem of referral for the follow-ups.

A very vital skill I had to possess for this entire research and the retrieval of the data information process was to be less talkative and a patient listener.

3.3 Questionnaire Design

This research study made use of a questionnaire. The purpose for this questionnaire was to find out the attitudes, behaviors, expectations, beliefs and values of our target group. These attitudes, beliefs, values, expectations are associated to energy drink brands, promotional variables, communication tools, event participation and product pricing in Ghana. Even if existing energy drink brands have already helped pave the way in the Ghanaian energy drink market, there is no harm in conducting another market research.

In this research process a total of 1000 respondents in the Kumasi Metropolitan, were targeted. The respondents consisted of students, sedentary workers, manual workers and the unemployed. With the help of event organizers and radio personalities, of one of the country's biggest radio stations in the Kumasi Metropolitan, a total of 1000 questionnaires, were handed out. The analysis and the entire questionnaire process were coordinated by both the researcher and the

radio personalities. The coordination of this questionnaire process was mostly done via electronic mails and through telephone conversations. The response rate was positive, in the sense that, there was full-involvement from the respondents. The data was collected using a questionnaire which enables relating the results to the theoretical framework of this research. It will also help solve the questions of what are the most effective and efficient forms of promotion and communication variables in the potential market? However, I justify the fact that a field study will best support these research findings.

3.4 Reliability and Validity

Reliability refers to the consistency in reaching the same results when the measurement is made over and over again (Proctor 2005, 208). Reliability according to Hamersley (1992, 67) refers to the degree of consistency, which is assigned to the same category by different observers or by the same observer on a different occasion. Simply put, reliability in this research study is how consistent the instrument of measurement (the questionnaire or research method) measures the same way each time it is used by the same condition whether by the same or a different researcher. In this particular case further testing may enhance reliability.

Reliability measures how accurate ones research methods and technique produce a data. In research background, reliability is related to the research instrument. In other words, how certain are you that any person using the same interview scripts (the research instrument) will not sway the answers of the interviewees? The possibility of a fieldwork within a qualitative research design helps to guide the analysis of in-depth interviews. Not all qualitative method is conducive to retesting and further testing, for consistency. In this case reliability issues would address the fact that one did not invent or misinterpret the data and that one has not being careless in recording the data (Dr. Cano, 2009).

Validity on the other hand means truth interpreted as the extent to which an account accurately represents the social phenomena to which it refers (Hamersley 1992, 57). Validity refers to the degree to which the questions measure what it is supposed to be measuring (Proctor 2005, 208). In short the validity issue in this

research study is whether the research explains or measures what we are trying to explain or measure -Were we right? In the words of Mason (1996, 147) “how well matched is the logic of the method to the kind of research questions you are asking and the kind of social explanation you are intending to develop.” Another way to look at validity in this research study is how I account for the fact that I did not invent my interpretations, but that they are a product of the research conducted and its analysis. Validity is ensured in this research by consulting other source of information and by allowing the respondents to corroborate my interpretations. While a valid measure is always reliable, a reliable measure is not necessarily a valid one (Proctor 2005, 208).

CHAPTER 4

4. EMPIRICAL FRAMEWORK

In the preceding chapters the main purpose for conducting this research study was discussed together with its shortcomings, the literature related aspects and the methodology. In the theoretical framework we saw what resembled, the discussion of the importance of the environmental factors in international marketing. There was also the discussion about the steps involved in analyzing and choosing a potential market area. Finally, models and theories concerning the importance and effects of promotion and communication variables were looked at. It was showed how the research type is related to the theoretical framework, justifying why the qualitative research was opted for.

This particular chapter will discuss the case company, the case study and finally, look at the findings and analysis of the research conducted. This empirical study will include the other factors mentioned of in the introductory chapter i.e. an overview of the energy drink and soft drink market, existing competitors, the cultural and social values associated with event participation and promotion and communication variables in Ghana. Finally a brief insight of the case study, the case company, Sinebrychoff Oy and the findings and analysis of the research conducted will be written about.

4.1 Case Study

This case study will take a descriptive look into the Ghanaian energy drink market, the key players, the demographic factors and other factors, such as cultural and social values, norms, attitudes, beliefs and the concept of events and occasions.

Ghana is currently home to more than 10 energy drinks brands. However, the market is constantly open to new energy drink brands. During the process of this

research study there has being three or more new energy drink brands entering into the market. These brands became operational following the acceptance and permission from the Ghana Food and Drugs Board Authority (Ghana Today, 2009). This supports the fact that the Ghanaian energy drinks market is at its peak. The market is also readily open to new and wholesome energy drink brands.

4.1.1 Buzzed with Energy

To ensure an effective and efficient research study data information and statistics concerning the energy drink and soft drink markets were considered. The origin of import, import volumes and annual imports values were the key information required. As at the end of 2008 the amount of energy drinks imported into the country was standing at 14,825,505kg, with a worth of US \$11,549,783.77. Most of the imports came from Belgium, Germany, the Netherlands, Thailand and the U.K. Is it an indisputable fact that there will be an increase in this amount by the end of this fiscal year. The figure of imported soft drinks at the end of 2007 stood at a net worth of US \$4, 403,520 and a net weigh of 7,834,544 kg (Ministry of Trade and Finance-Domestic Department). The volumes of imported energy drinks, supports the belief that the Ghanaian society is buzzed with energy drinks.

One will wonder why is there the energy craze and the constant increase in demand for these energy drinks. The Ghanaian society, like any other African nation, one with the habit of enjoying life to the maximum. There are the frequent occurrences of occasions like birthday parties, naming ceremonies, beach parties, pool parties, sports events, Christian gatherings, nightclub events, entertainment functions and so many occasions just to get people to have a great time. These events and occasions are mostly characterized by music, dance, good food and drinks (refreshments). Without these activities a party is not a party. The culture of Ghanaians, having a good time whether at a lavish party or at home, is usually associated with the consumption of soft drinks, energy drinks and even alcoholic beverages. The culture or ideology of occasions and events is not the only grounds for energy drink consumptions in Ghana. With the increasing population and the increase in the demand of restaurants, hotels and local eating spots (Chop

bars), a simple meal is always accompanied by a consumer's choice of drink. Also, there is the culture or ideology of youngsters and adults enjoying life. Venues for occasions and events can range from beach parties, Christian gatherings, casual get-togethers, pool parties, entertainment events, for example Miss Malaika, Ghana Music Awards etc and events organized by top nightclubs and other event planners. There are over 50 occasions and events in the Kumasi Metropolitan alone. These events, occasions and gatherings can serve as an opportunity in creating brand awareness. There is no line drawn as to who can enjoy a wholesome energy drink. Anyone with the purchasing power or an average lover of energy drink is entitled to engage in their choice of energy drink brand. However, for the purpose of this research study the age group will be limited to the ages, 18 years and above. The target group, for this research study will consist of students in the university, polytechnic and senior high school level, active workers, party people and occasional energy drink lovers.

The key players in the energy drink industry in Ghana are Austrian brand Red Bull, Burn, Lucozade and Blue Jeans. The soft drink industry is lead by brands like Coca Cola, Fanta, Pepsi, Schweppes, Sprite and Malta Guinness. The soft drink industry also consists of fresh fruit juice drinks, for example Tampico (Ministry of Trade and Finance- Domestic Department).

As has been, mentioned in chapter 1 government laws are sometimes set aside to protect the weak. The Food and Drugs Board Authority is always on the look-out and ensuring that energy drink brands, approved by them are wholesome for consumption. The modern Ghanaian energy drink is characterized by the introduction of herbal energy drinks and energy drinks fortified with fruits. Energy drink manufacturers in Ghana are cooking up new ideas when it comes to making their energy drink products more wholesome and unique. These are attempts to make their energy drink brands more marketable and exceptionally unique.

However, one is bound to find very healthy and cautious consumers, with no interest in energy drinks or products with caffeine as an ingredient. There has been health reports in Ghana stating the excessive consumption of energy drinks has led to health related issues like diabetes. The Food and Drugs Board has managed to eliminate some unwholesome and unhealthy energy drinks brands, from the market (Diabetes.co.uk, 2009).

Energy drinks, are a good source of energy, but excessive amounts or inappropriate combinations with alcoholic drinks may cause health related issues. The key issues for consideration could be focused on consumer satisfaction, product development and public awareness issues. In short, companies should offer the customers the good side of energy drinks.

An advantage Battery energy drink has over the existing brands is the variety in flavors. Hence, energy drink consumers will have the choice of both types- the Battery energy drink stripped (Sugar free) and the Battery energy drink (Original). Also, the Battery energy drink will be highly recognized amongst people who work very hard and party accordingly. Tables 1-4 show the data and statistics information concerning the import values, net values and origin of both the soft drinks and energy drinks, in Ghana.

IMPORT OF ENERGY DRINKS – 2008

Country	Net Weight [kg]	USD
ALGERIA	106,920	55106.32
ARGENTINA	171,034	104146.88
AUSTRALIA	65,832	48257.16
AUSTRIA	20,807	18,798.50
BELGIUM	1,440,264	1303036.504
CANADA	4,166	1,617.64
CHINA	604,254	197,572.27
EGYPT	16,409	6,405.77
DENMARK	6,393	2,777.31
FRANCE	136,918	79,462.81
GERMANY	1,280,157	1783805.576
GREECE	3,980	3,829.23
HONG KONG	282	835.47
INDIA	365	843.72
IRELAND	72,000	259,690.49
ITALY	42,771	16084.824
KUWAIT	2	5.44
KENYA	740	3281.048
KOREA	109,332	72201.856
LEBANON	5,729	5,612.85
LIBYA	7	23.264
MALAYSIA	36,095	31,145.70
MALTA	3,729	2797.472
MOROCCO	216,418	417,599.33
NETHERLANDS	2,619,587	2,311,849.63
POLAND	57,407	48,866.70
ROMANIA	28,470	27,686.46
SAUDI ARABIA	7	32.42
SINGAPORE	18,771	8,190.33
SOUTH AFRICA	73,498	99,133.27
SPAIN	172,718	206,044.07
SWITZERLAND	4,265	2,005.60
THAILAND	4,984,615	1,943,763.98
TOGO	30,300	8,699.94
TURKEY	42,177	40,686.96
U.K	2,238,070	2297528.544
U.S	170,430	98262.224
UNITED ARAB	40,586	42096.216
TOTAL	14,825,505	11,549,783.77

Table 1: Import of Energy Drinks to Ghana-2008 December
Source: Ghana Ministry of Trade and Finance- Domestic Trade Department

Net Weight[kg] of Imported Energy Drinks -2008

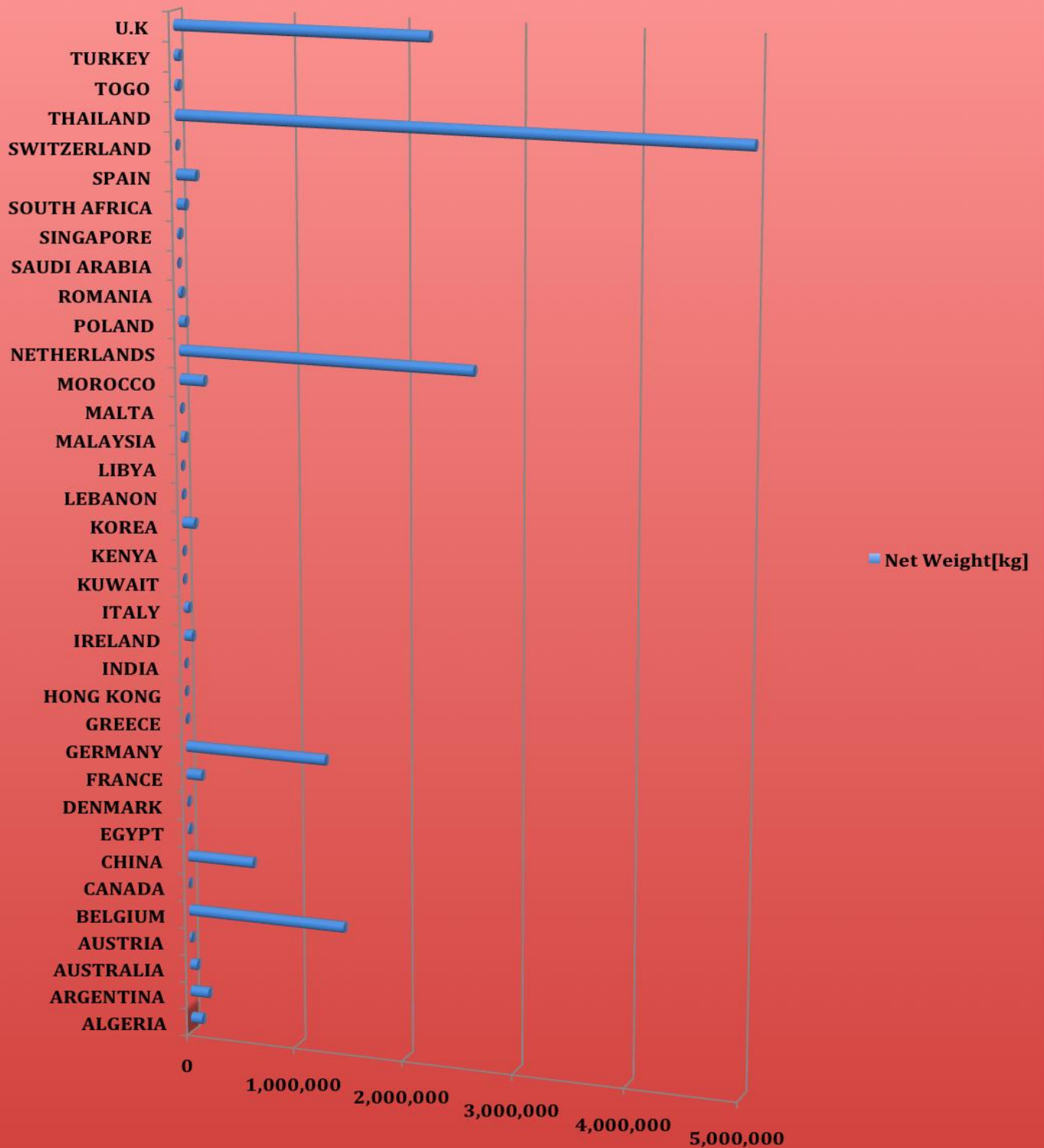


Table 2: Net Weight of Imported Energy Drinks to Ghana-2008 December
Source: Domestic Trade Department- Ghana Ministry of Trade and Finance

Country	Net Weight [kg]	USD
ALBANIA	13	8.25
ALGERIA	3,042,653	1,711,504.80
AUSTRALIA	129	138.07
BELGIUM	68,254	39,345.11
CANADA	57,342	46,345.76
<i>CHINA</i>	<i>154,628</i>	<i>67,047.94</i>
CYPRUS	643	215.34
<i>DENMARK</i>	<i>146,273</i>	<i>107,097.56</i>
FRANCE	41,272	19,773.39
<i>GERMANY</i>	<i>395,109</i>	<i>168,812.02</i>
<i>INDIA</i>	<i>286,553</i>	<i>280,083.10</i>
IRELAND	2,329	18471.78
ITALY	21,963	19,832.19
JAPAN	32	79.4
KOREA	102	272.73
<i>LEBANON</i>	<i>225,963</i>	<i>99,727.80</i>
MALI	34	91.94
<i>NETHERLANDS</i>	<i>235,014</i>	<i>97,622.18</i>
NORWAY	33	41.25
POLAND	65,150	16,818.41
SAUDI ARABIA	1,510	4,331.71
SOUTH AFRICA	2,224,812	1,258,292.94
SPAIN	22,056	16,682.85
SWEDEN	4	23.26
SWITZERLAND	8	5.88
THAILAND	43	96.72
TOGO	1,172	925.87
<i>TURKEY</i>	<i>369,383</i>	<i>7,589.69</i>
<i>UNITED ARAB</i>	<i>140,164</i>	<i>98,428.17</i>
<i>U.K</i>	<i>309,134</i>	<i>297,823.63</i>
U.S.A	22,769	25,991.09
TOTAL	7,834,544	4,403,520.82

Table 3: Import of Soft Drinks to Ghana-2007 December
Source: Ghana Ministry of Trade and Finance- Domestic Trade Department

IMPORT OF SOFT DRINK- 2007

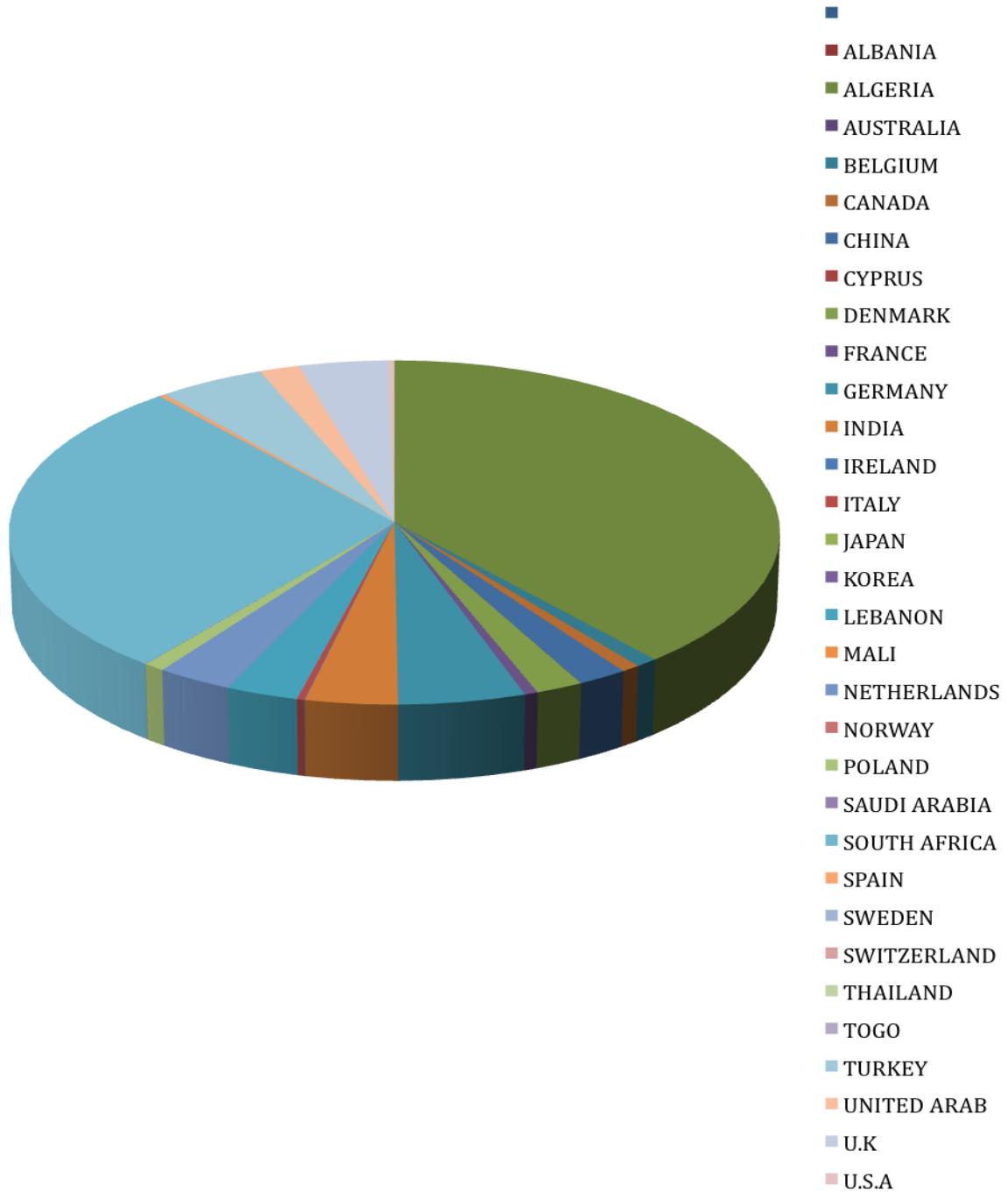


Table 4: Origin of Imported Soft Drinks to Ghana-2007 December
Source: Ghana Ministry of Trade and Finance- Domestic Trade Department-

4.2 Sinebrychoff Brewery

This research is done in collaboration with CYRR Group Limited. This content will contain a brief history and introduction of the case company. The company was founded in 1819 in Helsinki. This year marked their anniversary of 190 years in the brewery industry. Sinebrychoff Brewery is one of the oldest industrial operating breweries in the Nordic region and one of Europe's most modern breweries (Sinebrychoff Oy, 2009). The brewery is famous for its manufacturing and marketing of beers, ciders, long drinks, soft drinks and energy drinks. The company is part of the international Carlsberg Group. They are a pioneer in the brewery business. The company is dedicated to developing, manufacturing, marketing, selling, distributing and displaying drinks for people to enjoy. When it comes to economic and environmental issues, they are a very safe and dependable brewery and soft drink manufacturer. They also have social responsibility towards their customers.

In 2007, the company participated in the “ Drunk, you are a fool” public service, aimed at 18-30 year olds and purposed at increasing public awareness of excessive alcohol usage and create discussions concerning the Finnish drinking culture. The campaign proved effective and won the award for the Health Promotion Act of the Year award in 2008. The company is conscious of its environment and the people and is also a very key player when it comes to sponsorships, event organizations and charity roles (Sinebrychoff Oy, 2009).

The big question then why the research with Sinebrychoff Oy is that it came at an opportune time and it was done in collaboration with my current place of work. I deem it very important that a company seeking to enter into a potential market should not neglect the essence of market research. Also, this research study will help Sinebrychoff Oy evaluate their opportunities about entering the Ghanaian energy drink market.

4.3 Findings of Research Study

The findings of a research are sometimes mistaken for the analytical part of the research study. In this research study the findings are the data and information acquired during our interviews and from the distribution of the questionnaires.

During the process of this research study free samples were given to a number of our target group. The respondents were asked to fill a questionnaire in their own words. The aim of this questionnaire was to find out the respondents' attitudes and beliefs in the studied product. Factors like taste, aroma, color and packaging, all in comparison to their favorite brand of energy drink were considered. These findings will enable draw a conclusion in terms of their attitudes, beliefs, values and expectations related to Battery energy drink. A number of seven respondents participated in the taste sampling. Six respondents out of the seven respondents had experience in energy drinks. This taste sampling was held in Accra, Ghana. The findings from the taste sampling should not be generalized to the entire energy drink population in Ghana

A total of 1000 questionnaires were also handed, out in the Kumasi Metropolitan, with the help of radio personalities and event organizers. The aim of the questionnaire was to find out the attitudes, beliefs, values and expectations associated to, energy drink brands, promotional variables, communication tools, event participation and pricing in Ghana. Figure 13 shows the findings from the taste sampling.

Comparison to their favorite brands

Respondent	Age	Experience with ED	Taste/Flavor	Aroma/Smell	Colour	Package	Interest in Battery ED
1	41-50	15yrs	Average	Good	Better	Good	Yes
2	31-40	2yrs	Below Average	Not Good	Similar	Dull	Maybe
3	41-50	2wks	Average	Average	Average	Perfect	Yes
4	41-50	2yrs	Above Average	Above Average	Above Average	Not Interesting	Yes
5	51-	5yrs	Very Good	Excellent	Good	Too Dark	
6	31-40	First time	-	Good	Good	Not Bad	
7	51-	10yrs	Average	Average	Similar	Better	

Figure 13: Findings from Taste Sampling
 Source: Own

Figure 13 shows that out of the seven respondents, six of them have had experience with energy drinks. It should be noted that six of the respondents in this taste sampling had the choice of two or more favorite brands. The most common brand choices were Austrian energy drink brand Red Bull, Blue Jeans and Burn.

Other findings that evolved from the questionnaire will be discussed later. The aim of this questionnaire handed out helps to analyze and evaluate the following factors:

- Product analysis- what are their expectations and attitudes towards energy drinks?
- Promotional Mix Analysis-which of the promotion and communication variables is appropriate: advertising, personal selling, publicity and sales promotion?
- Advertising media- which media of advertising had the most responses?
- Attentiveness to advertisements - this will include responses, on how well our respondents relate to the various forms of advertising media. And how they respond to cues, like celebrities.
- The ideology and culture behind events and occasions.
- Target group - age group and occupational background.

The findings from the questionnaires and the interviews conducted with the respondents and key experts can be centered on the following topics:

- Product Analysis
- Promotional Analysis- in terms of marketing strategy
- Responsiveness to advertising mediums

These analyses will then corroborate the theoretical framework, discussed in chapter 2. Eventually the analysis will guide to the conclusion of this research study.

Following are the results from the questionnaire handed out. There were 1,000 respondents. The respondents were of both genders, since there is no gender connotation associated with energy drinks.

- **Target Group**

Out of the 1,000 respondents, 512 were male and 408 were female. There were 417 respondents in the age brackets of 18-25, with 305 respondents, in the age bracket of 25-35. 450 respondents, out of the 1000 respondents were students, 241 respondents were sedentary workers, 191 respondents were manual workers and 50 respondents were unemployed.

- **Event Participation**

Most of our respondents affirm to being event attendees. This can be reflected from the general atmosphere, not only in the Kumasi Metropolitan but everywhere in Ghana. The culture or concept of event participations is fairly young in Gambia, where Battery energy drink was launched recently. Ghana, on the other hand is quite the opposite. Out of our 1,000 respondents, 640 of them admitted to attending events very often, with a total of 360 respondents attending events once in a while and not so often. For the purpose of this research, the target area is limited to the Greater Accra region. Albeit, the questionnaire process was conducted in the Kumasi Metropolitan, both cities have similar market trends and cultural values. Also, both Accra and Kumasi are very lively and exciting cities. This excitement can be reflected in the increasing number of new pubs, nightclubs, restaurants and in general the occasional parties.

- **Advertising Media**

Out of the 1,000 respondents, 450 recorded that they had first class access to radios, while 297 respondents had access to the television. 102 respondents were in favor of the newspapers and 151 respondents were in favor of the internet. Most of the respondents with access to the radio stated that they listen to the radio over 3 hours a day. This is due to the easy access and time of the day. In Ghana most people whether employed or unemployed, listen to the radio during the day time rather than watch the television or read the newspapers. These days people pay attention to the juicy stories fabricated by journalist in the newspapers, with

little or no attention to the ads. However, in modern Ghanaian society, there is the growing culture whereby families or individuals watch the television after work or school in the evening, either to watch their favorite soap operas, movies or the evening news. Findings like these are important to any advertising company or organization in decisions concerning strategy implementation (the time and duration of advertisement exposures).

- **Advertising Cues and Relation to the forms of advertising media.**

In chapter 2, I discussed the motivation behind every first time consumer and their ability to evaluate a message in an ad effectively or ineffectively. This was discussed with the help of the Modified Elaboration Likelihood Model. This section will help identify what percentage of the target customers are most likely to respond and take cues from ads. Out the 1,000 respondents 61% of them were most likely to pay keen attention if the ads- in this case any medium had the presence of an endorser. 20% of the respondents had an average opinion, 12% were likely to be less attentive and finally 7% would just not be interested. In Ghana, advertisements have proven to gain a mass number of customer attentiveness. This is due to the facts that most customers or the general public develop motivation from ads with cues (endorsers).

How do the respondents relate to the various forms of advertising? There was a scale from 1 to 5, with 1 being the lowest rate for involvement, 3-4 being an average rate and 5 the highest rate of involvement. Out of the 1,000 respondents 611 respondents related averagely well with the radio form of advertising. 709 respondents related averagely well with the television form of media.

- **Product Characteristics**

Brand loyalty is a very key component when it comes to customer's choices in energy drinks. Consumers in the Ghanaian energy drink market have expectations and confirmations to their perceived belief about making a trial purchase. The Ghanaian energy drink market is heavily characterized by brand loyalty and the culture of "I know a friend who tried this". This, however, does not prevent new brands from filling the niche market.

Out of the 1,000 respondents, 612 stated that the flavor of the energy drink was vital. 205 respondents opted for the packaging and the remaining 183 opted for the ingredient composition of the energy drink. From the findings we can assume that most energy drink lovers of the target group will be interested in the flavor followed by the packaging. This assumption can be argued because most energy drinks contain almost the same ingredients. Therefore, priority was placed on the flavor.

In terms of pricing, the energy drinks should be affordable. Energy drinks in Ghana are normally sold at 2 GH Cedis (0.94 EUR). This reflects in the majority (550 respondents) of the respondents opting for the price range of 1-2GH Cedis, which is equivalent to (0.94 EUR).

- **Motivational Factor**

Finally included in the questionnaire was to find the driving forces that would motivate the consumer to make a trial purchase. The respondents were asked to choose from the alternatives of free samples and endorsers. 681 respondents, choose the fact that they would be convinced and motivated with the presence of an endorser, while 319 respondents opted for free samples.

The charts and diagrams from the research findings can be viewed in the appendix section of this research material.

With these findings from the questionnaires the main goal is to derive meaning from the analysis of the research findings. The analyses of the findings have been group into three segments- (1) product (2) promotional and (3) responsiveness to advertising mediums.

4.4 Analysis of Research Study

Analyzing a research data is like putting together the pieces of a jigsaw puzzle. The data analyzed must be meaningful after final observations. Qualitative research method was initially employed in getting the data findings. Therefore, the adoption of the qualitative data analysis.

The Qualitative Data Analysis Model explained by John V. Seidel inspired the research analysis process. The model consists of the simple process of noticing, collecting and thinking. The entire approach towards this research process reflects the variables listed in the Qualitative Data Analysis Model, from the initial stages of the data collection process through to the noticing and thinking process. The thinking process of this research is the analysis of the research data. In John V. Seidel's document, a very clear but yet convincing definition of analysis is given by Jorgensen, (1989, 107) as the breaking up, separating, or disassembling of research materials into pieces, parts, elements, or units. With facts broken down into manageable pieces, the researcher sorts and sifts them searching for types, classes, sequences, process, patterns or wholes. The aim of this process is to assemble or reconstruct the data in a meaningful or comprehensible fashion (Seidel, 1998).

4.4.1 Product Analysis

The product or service is the core element of every international marketing process. Battery energy drink, like any other energy drink, has a unique niche to fill in the competitive but yet free Ghanaian market. The findings from the taste sampling show that more priority was placed on the product.

The findings from both the taste sampling and research questionnaire also show that the respondents were more concerned with the taste. Energy drinks contain at least one similar component: caffeine. The remaining ingredient composition differs from brand to brand. An additional ingredient in an energy drink will undoubtedly speed up the process of brand awareness. Priority should be placed on the taste and packaging aspects of the energy drink. The justification for this notion is that the effective promotion and communication tools must complement with the product brand.

There are reasons behind brand loyalty of energy drinks, the perceived beliefs and values customers have about the brand. Some of these perceived beliefs and values could be: the experience from the consumption, the flavor or the physical attractiveness of the product. Packaging is an essential form of advertising.

For example, picture a motivated target customer making a trial purchase. This target customer is looking to find answers, to his/her developed expectations. At this stage he/she is looking to satisfy his/ her curiosity. Upon making the trial purchase the first observation is the packaging of the product. This particular target customer may not be so interested in the physical characteristics. His/her main objective is to have a taste and experience what was visualized on the ads. The flavor is what satisfies his/her curiosity or expectations and confirms the motivation for the trial purchase. The possibility of a satisfied customer and a potential loyal customer is higher, when priority is placed on the product's taste and packaging elements.

4.4.2 Promotional Analysis

Promotion and communication variables in marketing strategy consists of advertising, personal selling, publicity, sales promotion, sponsorships, point-of-purchase and other variables. Throughout the entire process of this research study, the objective conclusion of the advertising variables was compromised. It should, however, be noted that this research material is not biased in the sense that advertising, is not the only laid-down option. Justifications to this argument were discussed in the theoretical framework of the research material.

The research findings clearly show that advertising is the right and appropriate move during the initial stages of creating brand awareness and consumer base. Advertising could help create brand awareness and promote the new product. The justification for this is based on factors like the most common form of media, available to the target customer and the access rate to these forms of media. Another reason for arguing in favor of advertising is that during the process of the research study, I noticed that half of the Ghanaian population either listens to the radio or watches television. Another basis is that the majority of the target group (students and workers) have first class access to either the radio or a television set. Most of the Ghanaian population is in contact with the radio between working hours or during the daytime. At home they are either in contact with the radio or a television set.

Personal selling which is similar to advertising, sales promotion and sponsorships could also be introduced during the early stages of creating brand awareness. From the research findings I learned that some of the respondents were interested in free samples. The introduction of other promotional tools like money refunds, gift cards, coupons, bonanzas, T-Shirts, posters, flyers, fridges, coasters into the entire process is beneficial. Other promotional tools such as pens, calendars and bottle openers can be locally manufactured to save in costs.

In a nutshell, the continuous and consistent, adoption of the following promotion and communication variables should be considered: advertising, sales promotion, personal selling, publicity and sponsorships. Note that the middlemen i.e. wholesalers, retailers and distributors also help facilitate the promotion and communication process in this particular target market. In other words, the promotion and communication strategies should make provisions for these middlemen.

4.4.3 Responsiveness to advertising mediums

There is no single and simple form of advertising medium suitable for all products and countries. The selection of an advertising medium should be considered and decided based on factors like cost-effectiveness and efficiency. The selected mediums must be cost-effective in reaching the target customers and they should also be clearly efficient in terms of motivating and persuading the target customer. Most Ghanaian homes own a radio or a television, with the very common TV channels- Metro, TV3, TV Africa and GTV. The common radio channels, include, Joy FM, City FM, Wire FM and Radio Gold. The responsiveness to ads aired on radio or shown on the television, prove to be effective and efficient compared to advertisements in newspapers and on the internet. Discussions concerning why the radio and television are best suited for advertising can be seen in the promotional analysis section of this research material.

From the findings, it was noticed that 61% of the respondents were most likely to pay attention to an ad with the presence of a celebrity. This can be termed as the celebrity-syndrome. When Sinebrychoff Oy initially launched Battery energy in Nigeria, Saint Obi, a well-renowned movie star, was the product's ambassador (Fernandez I., IMI International Ltd, 2009). Some consumers can be described as being vulnerable to the presence of celebrities in advertisements. This is seen in the change in attentiveness and responsiveness towards ads.

Drawing to the final chapter of this research material, are the conclusions and recommendations to this research study.

CHAPTER 5

5. RECOMMENDATIONS

International marketing in today's business world is heavily characterized by success and failures in their market planning and strategies. This research study has clearly shown that to create brand awareness, consumer base and a market share, the promotion and communication variables should be interchangeably applied. The organization should consider factors like cost-effectiveness, marketing plans and organizational goals during the implementation of the promotion and communication strategies. Allocating financial and human resources, to a particular promotion variable, is considered a long-term investment. Advertising, in the initial stage of entry into a potential market, is a tool in creating brand awareness. Marketing strategy decisions on the promotion variables should not be centered on only the advertising variable. The organization must have options to choose from. Or as argued in the preceding chapters, the implementation of more than one variable could be a competitive advantage.

From the research findings and analysis, my suggestions for Sinebrychoff Oy, is that it should first of all secure a distribution channel. This is in the sense that the effective implementation of the promotion and communication variables (advertising, sales promotion, sponsorships etc.), will create a demand market for the Battery energy drink. A distribution channel will facilitate the demand and supply stage of the product. The organization should, however, take into consideration its capacity and resources. Initial market entry, for example to Ghana, can be described as time consuming and expensive, but in the end, a long-term investment. The organization could channel its resources to standardized promotional products like fridges, coolers and more samples. Cost-effectiveness can be drawn, from the local manufacturing of other promotion and sales promotion products like flyers, billboards, T-Shirts, etc.

Another suggestion is that Sinebrychoff Oy can establish and trade relationships, customer relationships and a brand image. These establishments have proved helpful for most business firms. Sponsorships of youth and sports events, charitable causes, entertainment events and student programs, are great ways of announcing the presence of the brand in Ghana. This will help establish a foundation for future relationships. Publicity can also be suggested as a form of entry into the market. Getting well-renowned and trusted personalities in the Ghanaian community to a taste sampling could generally create brand awareness.

In terms of advertising, the organization may decide to rely on the expertise of a local advertising agency. If that is the decision, there should be a mutual agreement on the media choice, objective, message, and the implementation of the advertising strategy. Suggestions for the forms of medium should be based on the most common, most effective and efficient form. For example, television sets, radios, illuminating billboards (which are very popular in Ghana), billboards, flyers, posters and other forms of souvenirs. All in all, the organization needs to focus on more advertising matched with fewer products of the energy drink, free sampling and the right channels of distribution.

Also suggestions concerning the target group at the initial stage could be centered on students and workers. Students usually want to relax and unwind during the process of learning. Organizing students' events and entertainment shows or erecting a stand or mini store close to these educational facilities, will create brand awareness.

Targeting top nightclubs, pubs, restaurants, retail shops, famous shopping malls (e.g. Koala), trusted organizations and businesses is also vital. The Greater Accra and the Kumasi Metropolitan area could be the target locations. This is due to increase in urbanization and the viability of markets in those areas. The general student atmosphere is characterized by tedious and extensive educational periods.

Finally, suggestions could be centered on the product composition in terms of taste, packaging and pricing. Sinebrychoff Oy, will have to exercise patience for the performance of these strategies to take place. I would like to propose for further a study that is field studies, to be conducted.

6. CONCLUSIONS

This research study employed a series of steps in accomplishing the research aim and objectives. A systematic approach was developed in the research methodology of the study. The application of the qualitative research method and the qualitative data analysis corroborated the theoretical section of this research study. The theoretical section also discussed arguments, theories, matrix and models in favor of the promotion and communication variable- advertising. This research study also discussed justifications for considering the other forms of promotion variables. An illustration, of how Austrian brand Red Bull also applies other promotion and communication variables was discussed. Finally this research study also discussed the cultural values, associated with event participations.

In conclusion, this research study will guide Sinebrychoff Oy in the evaluation process of the recommended promotion and communication strategies. In addition to this research study, a well-planned field study and the knowledge of local expertise, should serve as a platform to accomplishing, their desired goals.

REFERENCES

Text Books & Journals

Anne. T. Coughlan; Erin. Anderson; Louis.W and Adel. I. 2001. Marketing Channels. U.S.A. Prentice Hill. 6th Edition.

David B.Wolfe and Robert Snyder. 2003. Ageless Marketing- Strategies for Reaching the hearts and Minds of New Customer Majority. U.S.A

Gerald Albaum and Edwin Duerr .2008. International Marketing and Export Management. England Prentice Hill, 6th Edition.

Gerard. J. Tellis. 2004. Effective advertising- Understanding When, How and Why Advertising Works. London. Sage Publications Inc.

Griffith. D.A. Hu.M.Y and Ryans. J.K. Jr. 2000. Process Standardization across Intra and Intercultural Relationships. International Business Studies Journal. Vol.31 no.2

Hecklin.L. 1995. Managing Cultural Differences- Strategies for Competitive Advantage. Wokingham. England. Addison. Wesley.

Hamersley. M. 1992. What's wrong with Ethnographic Research- A Critical Guide. London. Longmans.

John. Philip. Jones. 1998. How Advertising Works: the Role of Research. London. Sage publications Inc.

Larry. Percy. John R. Rossiter and Richard Elliott. 2001. Strategic Advertising Management. Oxford. University Press.

Mason. J. 1996. Qualitative Researching. London. Sage Publications.

Philip Kotler.2002. Marketing Management. 11th Edition. Power Points by Milton. Pressely. University of New Orleans

Research Methodology in International Marketing. 2005. Vaasa University of Applied Sciences

Robert. J. Samuelson.2008. A Darker Future for Us. Newsweek. 10(November), 50-54

Sak Onkvisit and John J.Shaw. 2009. International Marketing: Strategy and Theory. Routledge. U.S.A. 5th Edition

Sekaranll. 2000. Research Methods for Business. New York. John Wiley & Sons Inc.

The Economist. 2006. A Little Solidarity. 23(9), 43-44

The Economist. 2006. A Long, long way from Bentonville. 30(9), 64-65

Terence A. Shimp. Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications. The Dryden Press. 4th Edition

Tony Proctor. 2005. Essentials of Marketing Research. England. Prentice Hill. 4th Edition

Vernon. R. Wells. L.T.Jr and Subramanian. R. 1996. Manager in the International Economy. Prentice Hill. 7th Edition

Vernon. R. 1966. International Investment and International Trade in the Product Life Cycle. Quarterly Journal of Economies. 80(May)

Virtual Publications

Borgatti P.Stephen. 1996-1998. *Elements of Research*.

<URL:<http://www.analytictech.com/mb313/elements.htm>>

Cited 27- August 2009

Diabetes.co.uk. The global diabetes community.2009. *Energy drinks causes diabetes in Ghana*.

<URL: [http:// www.diabetes.co.uk/news/2009/Feb/Energy-drink-causes-diabetes-in-Ghana.html](http://www.diabetes.co.uk/news/2009/Feb/Energy-drink-causes-diabetes-in-Ghana.html)>

Cited 16-October 2009

Dr. Cano Virginia. 2000. *Reliability and Validity in Qualitative Research*.

<URL: [http://: www.qmu.ac.uk/psych/Rtrek/study_notes/web/sn5.htm](http://www.qmu.ac.uk/psych/Rtrek/study_notes/web/sn5.htm)>

Cited 14-September 2009

Forbes Video Network. *Dietrich Mateschitz: Red Bull's Buzz*

<URL:http://video.forbes.com/fvn/billionaires/kd_mateschitz>

Cited 7-August 2009

Ghana Today News. Bennett 2009. *New Energy Drink Hits Market*. Source: Daily Guide.

<URL:<http://www.ghanatoday.com/index.php?option=news&task=viewarticle&sid=25494>>

Cited 13-October 2009

Ghana News. 2009. *Food and Drugs Board to withdraw substandard energy drinks*.

<URL: [http:// news.myjonline.com/business/200905/30031.asp](http://news.myjonline.com/business/200905/30031.asp)>

Cited 13-October 2009.

Graham P. Jeffery. 2005. *Going Global- Analyzing Foreign Markets*.
<URL:http://www.going-global.com/articles/analyzing_foreign_markets.htm>
Cited 5-August 2009

Hein Kenneth. 2001. *A Bull's Market- the marketing of Red Bull energy drink*.
<URL:http://findarticles.com/p/articles/mi_mOBDW/is_22_42/ai_75286777/>
Cited 5-August 2009

Johnson B. *Education Research Quantitative, Qualitative, and Mixed Approaches. – Online Lectures*.
<URL:<http://www.southalabama.edu/coe/bset/johnson/lectures/lec13.htm>>
Cited 27-August 2009

Nemec Lauren. Translatus, Inc.2002. *The steps to foreign market entry*.
<URL:http://rifdwizards.com/index.php?option=com_content&tasks=views&id=194&Itemid=168>
Cited 5-August 2009

Perez-Korinko Claudio. 2006. International Marketing, LLC. *Four steps to International market entry*
<URL:<http://www.imintl.net/Uploads/File/Four%20Steps%20to%20International%20Market%20Entry.pdf>>
Cited 5-August 2009

Radhakrishna B. Rama. Yoder P. Edgar. Ewing C. John. 2007. *Strategies for Linking Theoretical Framework and Research Types*.
<URL:http://aaae.oksate.edu/proceedings/2007/PosterAbstracts/692-Radhakrishna_etal.pdf>
Cited 22-July 2009

Seidel John.1998. *Qualitative Data Analysis*.

<URL: ftp://ftp.qualisresearch.com/pub/qda.pdf>

Cited 5-October 2009

Sinebrychoff Oy, 2009. Company, Sinebrychoff

<URL: http://www.sinebrychoff.fi/page.php?page_id=22>

Cited 29-August 2009

Cited 13-October 2009

The BrandStop. 2009.

<URL:http://thebrandstop.com/marketing-frameworks/>

Cited 24-August 2009

Wireless Federation. 2009. *Ghana Telecom to be rebranded as Vodafone*.

<URL:http://wirelessfederation.com/news/15131-ghana-telecom-to-be-rebranded-as-vodafone-post-easter/>

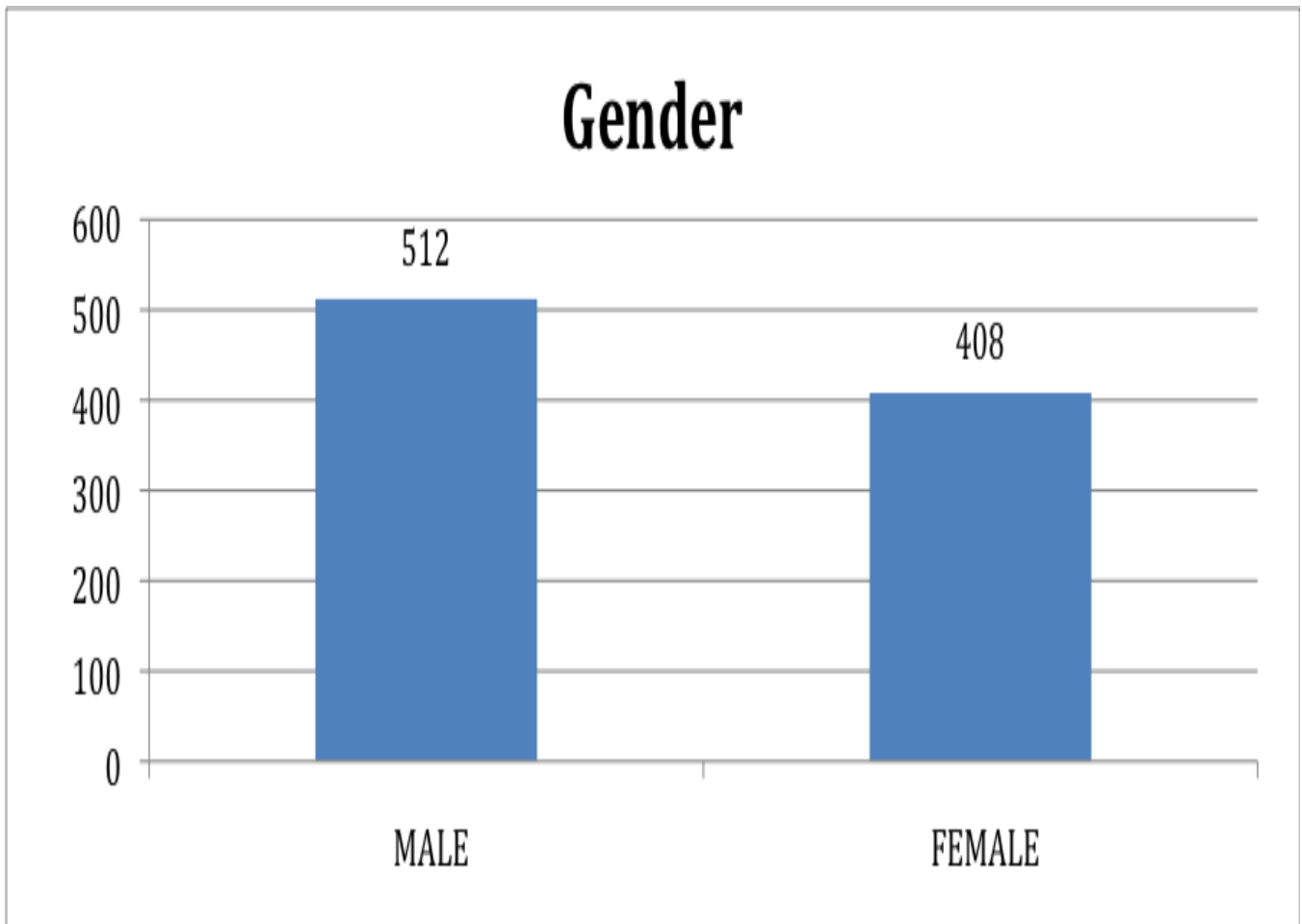
Cited 5-September 2009

APPENDICES

APPENDIX 1

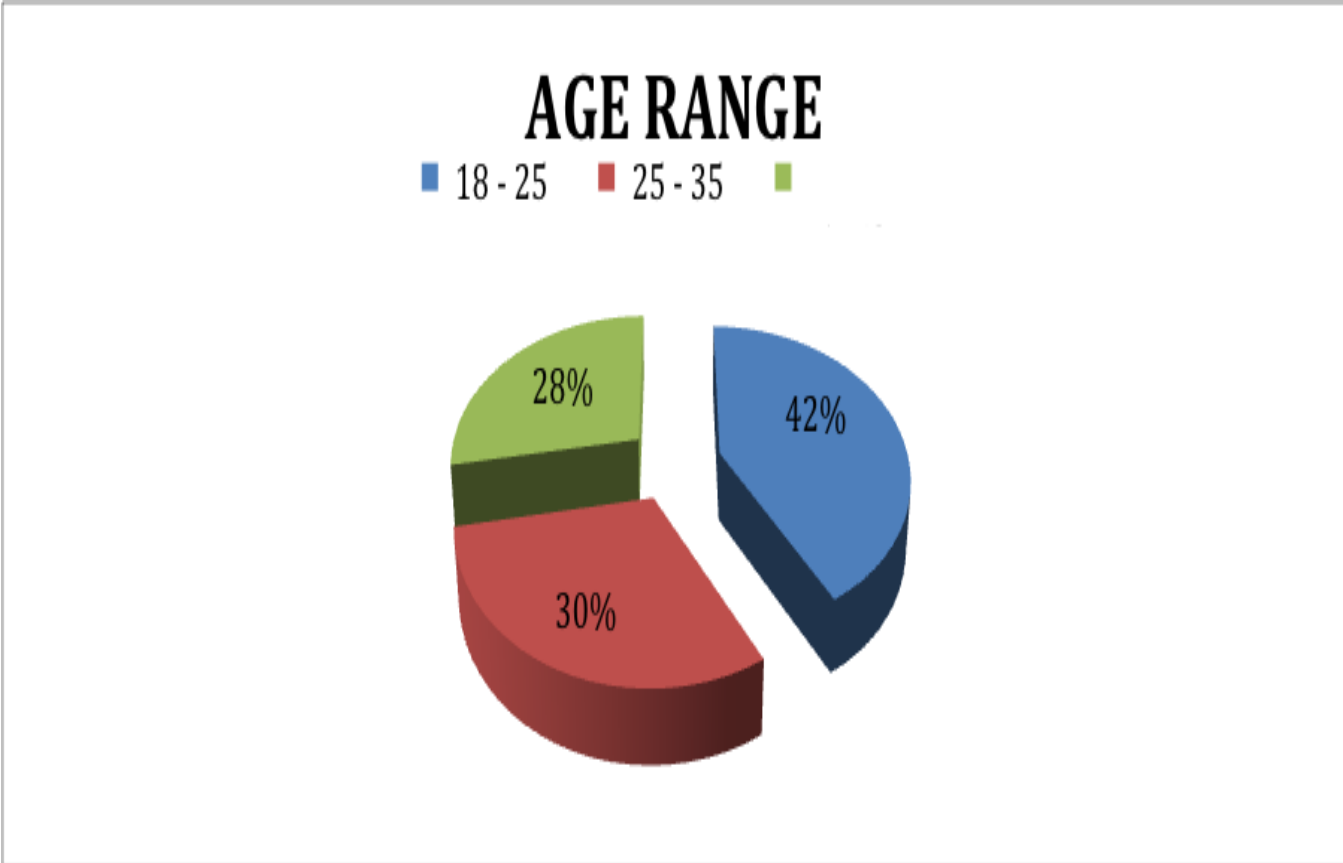
WHAT IS YOUR GENDER

<i>MALE</i>	512
<i>FEMALE</i>	408
<i>TOTAL</i>	1000



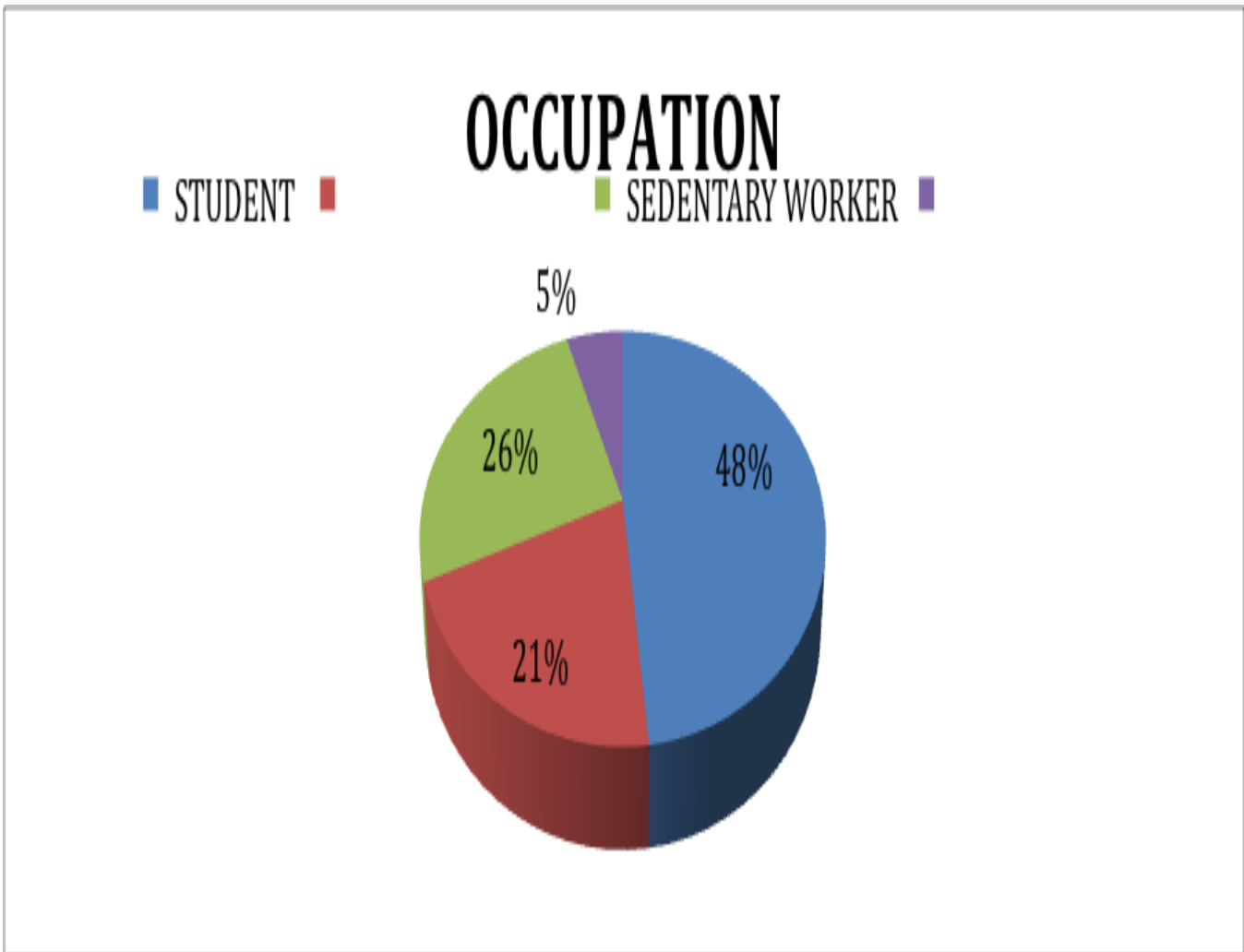
WHAT IS YOUR AGE RANGE

<i>18 - 25</i>	417
<i>25 - 35</i>	305
<i>35 - Above</i>	278
<i>Total</i>	1000



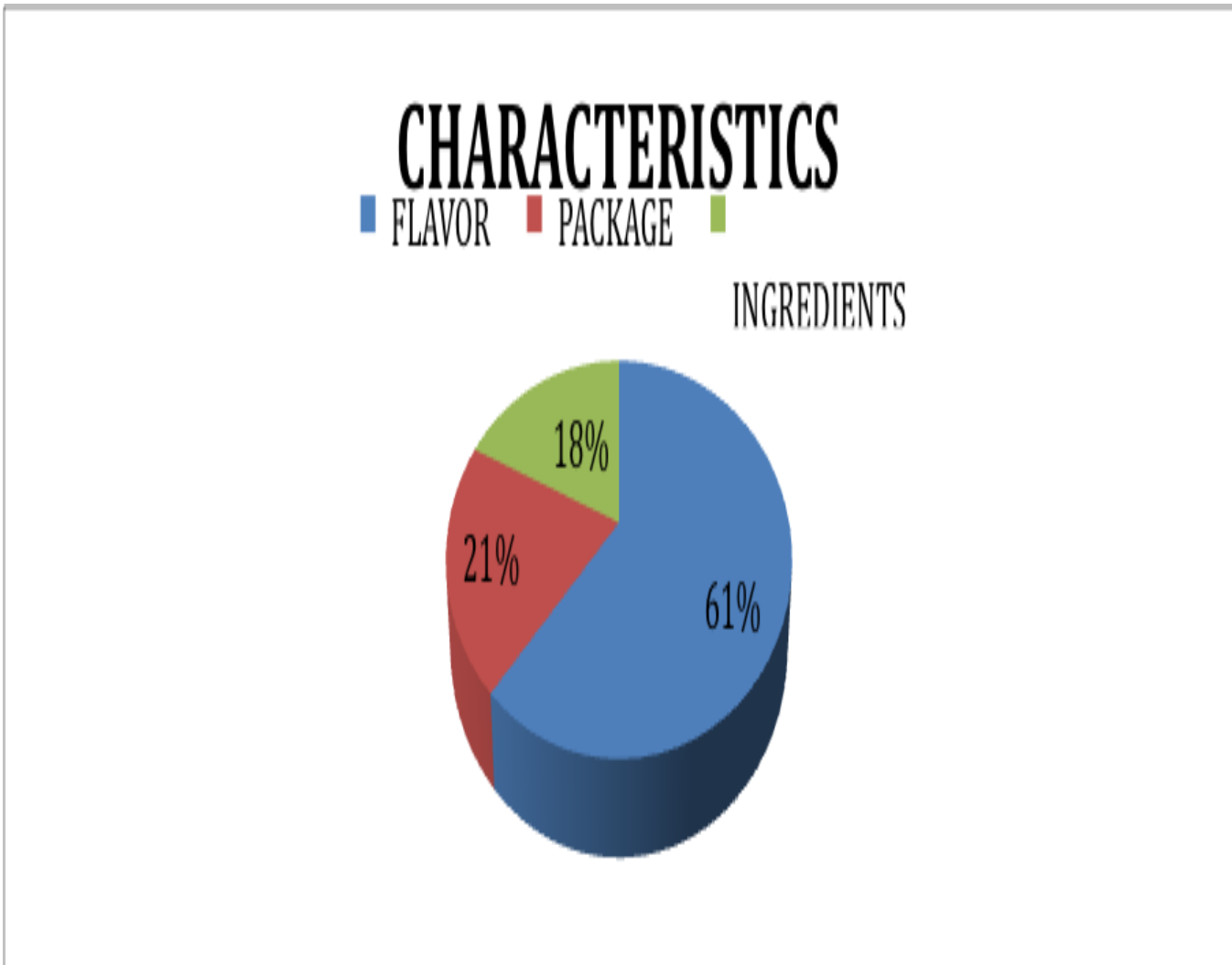
APPENDIX 3

<u>OCCUPATION</u>	
<i>STUDENT</i>	450
<i>MANUAL WORKER</i>	191
<i>SEDENTARY WORKER</i>	241
<i>UNEMPLOYED</i>	50
<i>TOTAL</i>	1000



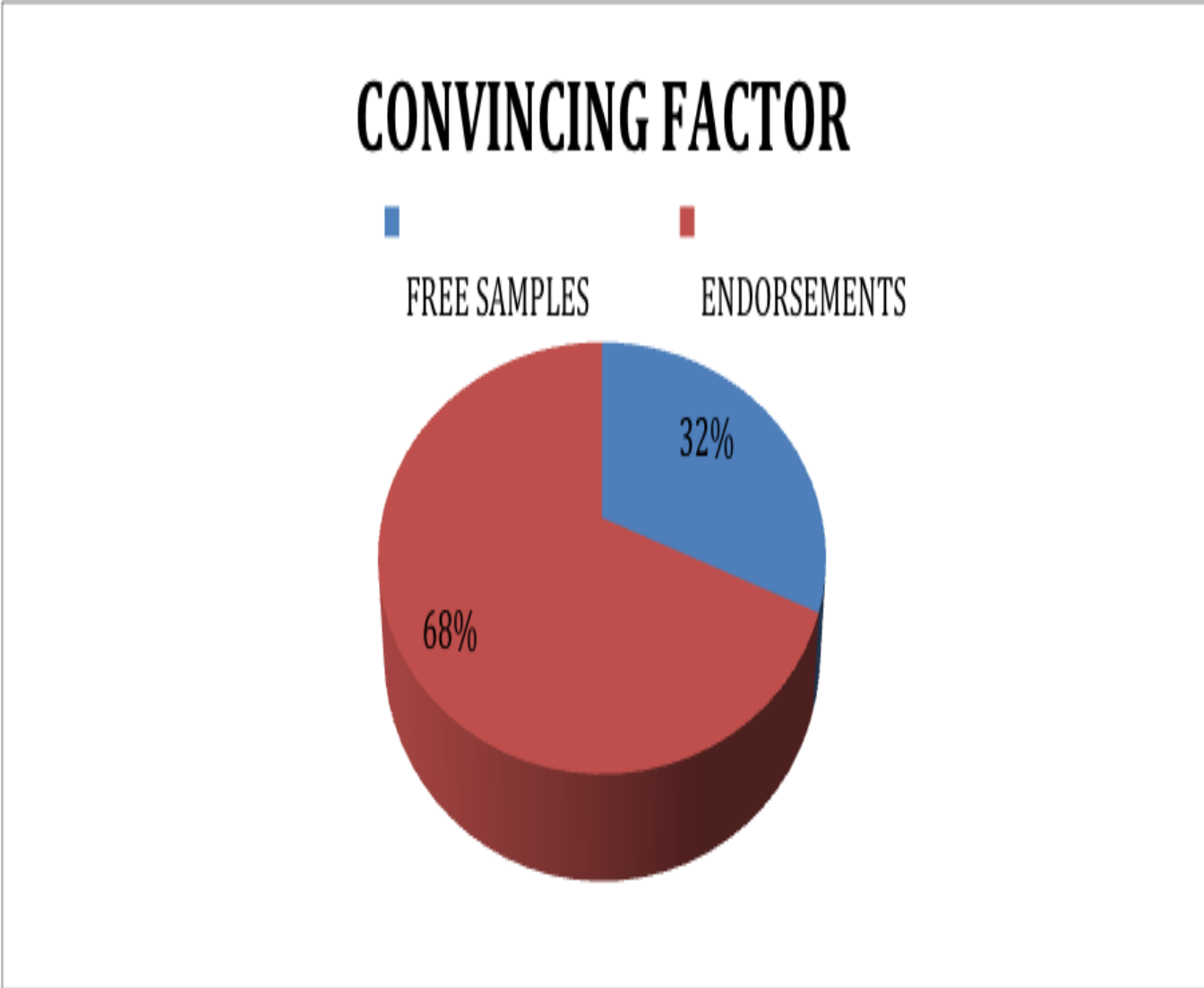
UNIQUE CHARATERISTICS OF YOUR FAV. E-DRINK

<i>FLAVOR</i>	612
<i>PACKAGE</i>	205
<i>INGREDIENTS</i>	183
<i>TOTAL</i>	1000



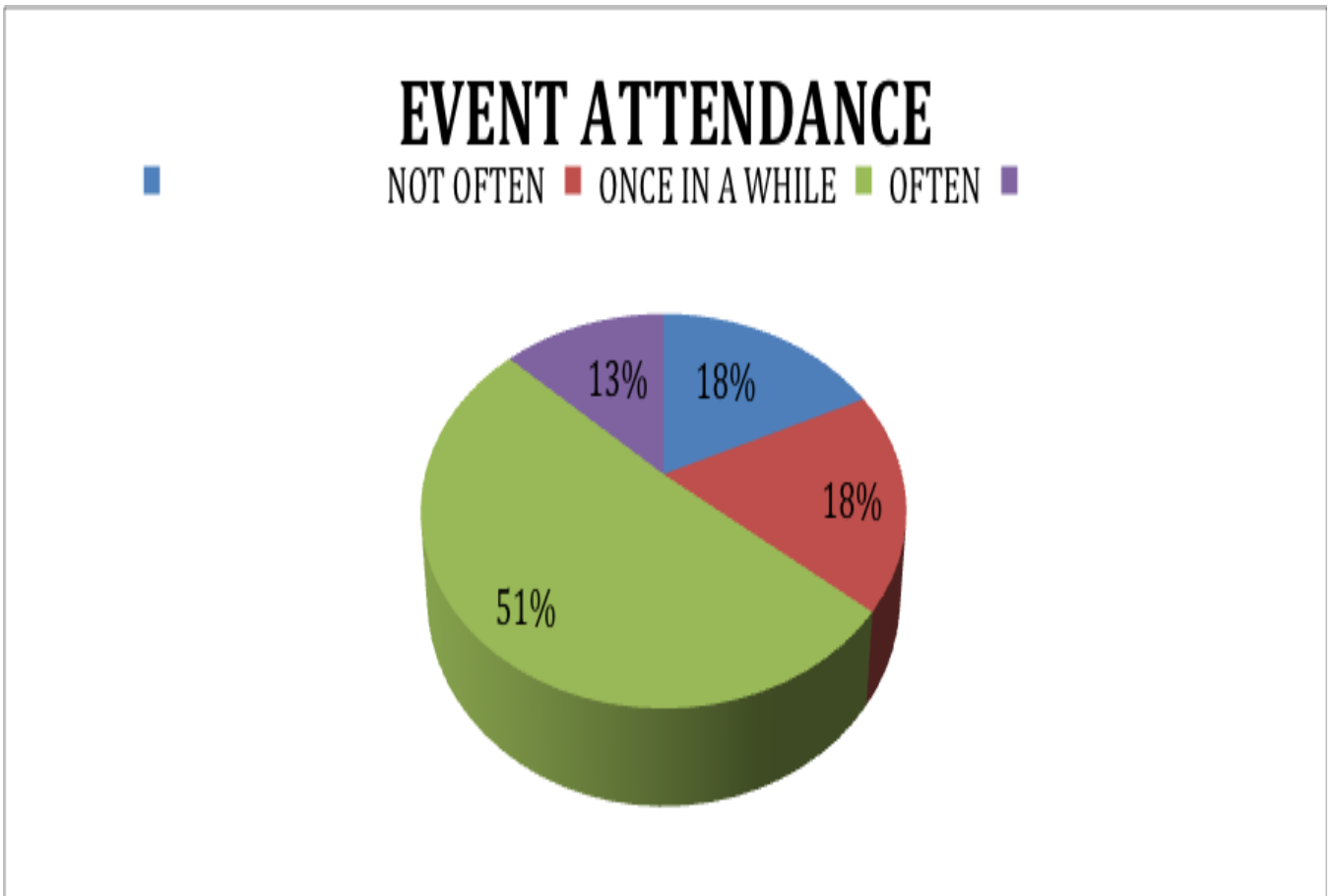
CONVINCING FACTOR

<i>FREE SAMPLES</i>	319
<i>ENDORSEMENTS</i>	681
<i>TOTAL</i>	1000



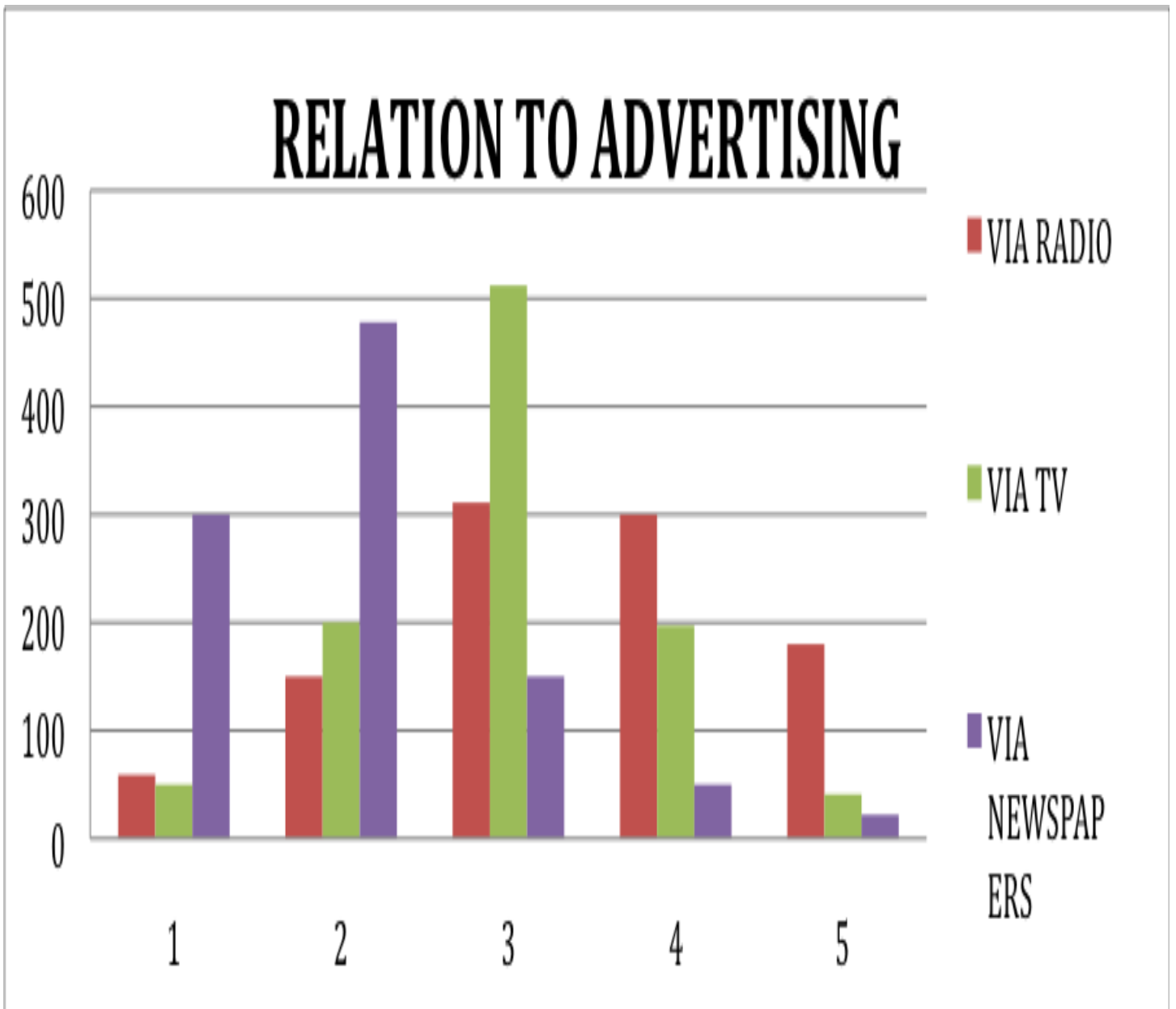
EVENT ATTENDANCE

<i>NOT OFTEN</i>	180
<i>ONCE IN A WHILE</i>	180
<i>OFTEN</i>	510
<i>VERY OFTEN</i>	130
<i>TOTAL</i>	1000



HOW WELL DO YOU RELATE TO ADVERTISING

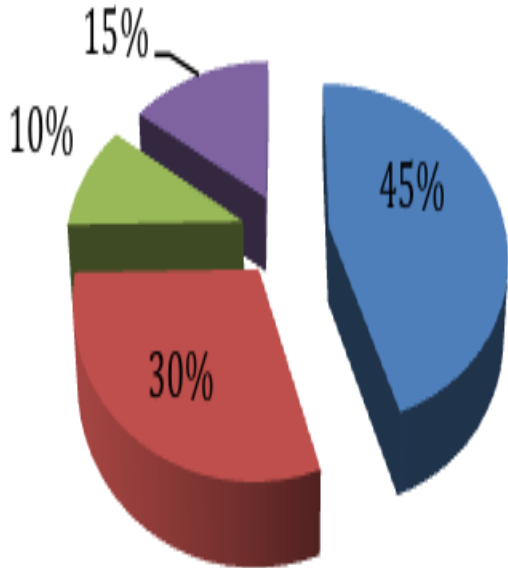
FREQ	VIA RADIO	VIA TV	VIA NEWSPAPERS
1	59	50	300
2	150	200	478
3	311	512	150
4	300	197	50
5	180	41	22
TOTAL	1000	1000	1000



COMMONEST FORM OF MEDIA

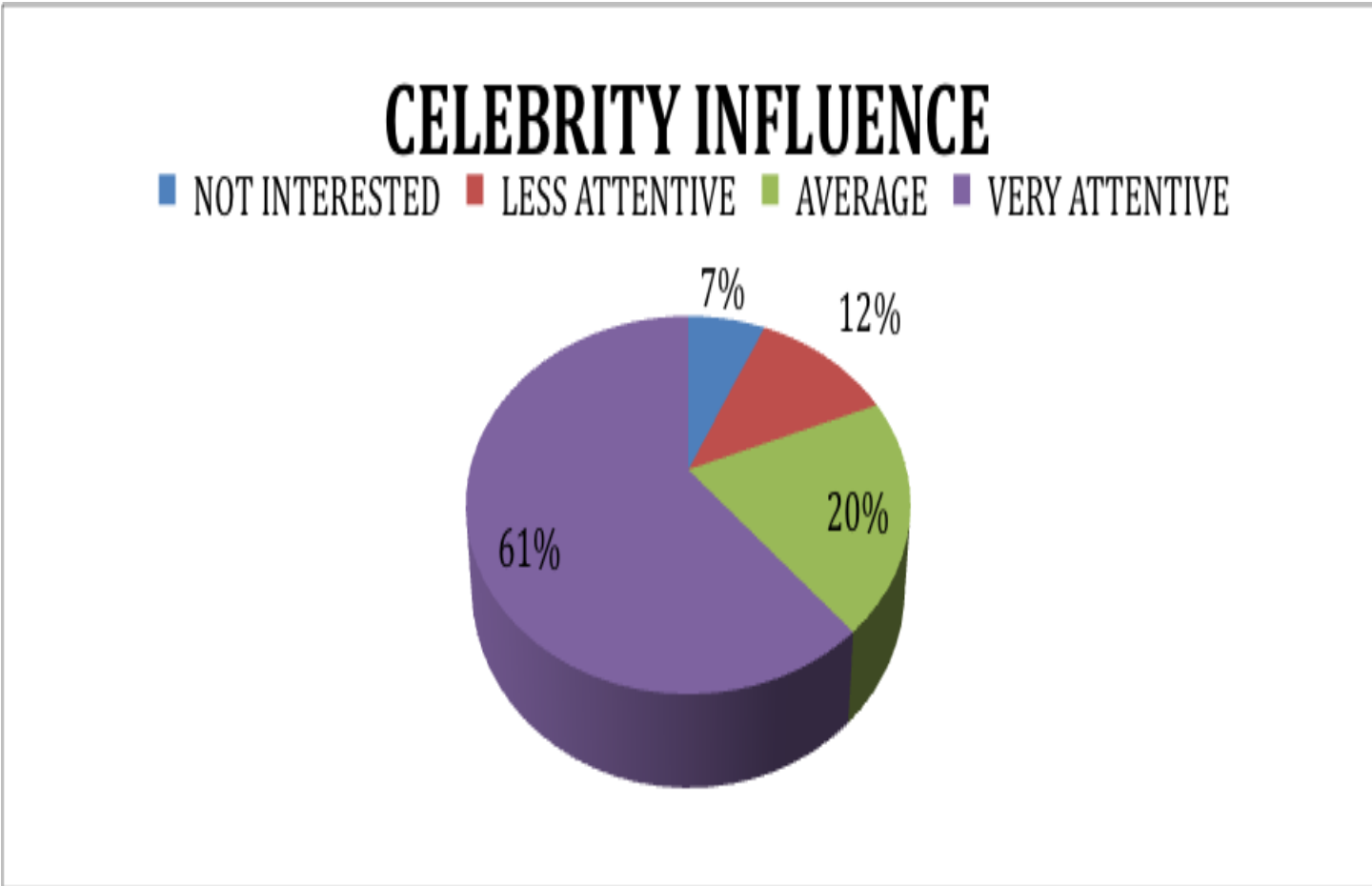
<i>RADIO</i>	450
<i>TV</i>	297
<i>NEWSPAPER</i>	102
<i>INTERNET</i>	151
<i>TOTAL</i>	1000

COMMONEST MEDIA
■ RADIO



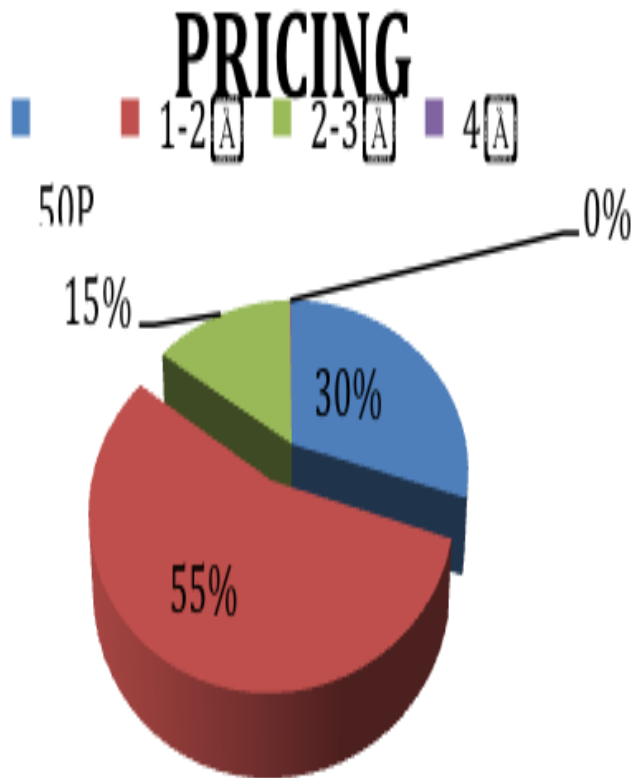
INFLUENCE OF CELEBRITY IN AD

<i>NOT INTERESTED</i>	67
<i>LESS ATTENTIVE</i>	121
<i>AVERAGE</i>	200
<i>VERY ATTENTIVE</i>	612
<i>TOTQL</i>	1000



HOW MUCH WILL YOU PAY FOR A NEW E-DRINK

5P	300
1-2P	550
2-3P	148
4P	2
TOTAL	1000



QUESTIONNAIRE FOR BATTERY ENERGY DRINK

1. What is your favorite brand of energy drink?
2. What is your gender? **Female** **Male**
3. What is your age range?
18-25 **25-35** **35- above**
4. How would you rate your favorite energy drink, from a scale of **1-5**?
5. What is your occupation?
Student..... **Manual worker.....****Sedentary worker.....**
Unemployed.....
6. What is the unique, characteristic, associated with your favorite brand of energy drink?
Flavor... Package... Ingredient composition...
7. Would you choose to buy a new brand of energy drink if it had the following compared to your favorite brand.
A better flavors/taste..... **Better packaging.....** **Better ingredient composition.....**
8. Which of the following would convince you to purchase a new brand of e-drink?
Free samples, of a new brand..... **Endorsements.....**
9. Which of the following forms of media, do you come in contact with most, during the day?
Television..... **Radio....** **Magazines/Newspapers...**
Internet.....

10. How well, do you relate to advertising, via television?

1..... 2..... 3.... 4... 5....

11. How often do you relate to advertising, via radio?

1..... 2..... 3.... 4... 5....

12. How often do you relate to advertising, via magazine/
newspapers?

1..... 2..... 3.... 4... 5....

13. How attentive would you be if a Ghanaian celebrity were featured
in an energy drink ad?

Not Interested.... Less Attentive.... Average.....

Very Attentive.....

14. How often do you attend events like sports events, nightclubs,
pool parties etc?

Not often.... Often..... Very often.... Once in a while....

15. How much will you be willing to pay for a new brand of energy
drink?

1-2GH¢....2-3GH¢.....4GH¢

THANK YOU FOR YOUR TIME

BATTERY ENERGY DRINK

- 1. Age Range **19-30.... 31-40.... 41-50.... 51- above**
- 2. How long have you been taking energy drinks?
.....
- 3. Which brands have you used?
.....
- 4. Which of the brands did you enjoy the most?
.....
- 5. How would you rate the taste/flavour of Battery energy drink,
 compared to your favourite brand?
.....
- 6. How would you rate the smell/aroma of Battery energy drink,
 compared to your favourite brand?
.....
- 7. How would you rate the color of Battery energy drink,
 compared to your favourite brand?
.....
- 8. How would you rate the packaging of Battery energy drink,
 compared to your favourite brand?
.....
- 9. Would you be interested in taking Battery energy drink again?
.....

THANK YOU FOR YOUR TIME