

The Project to enhance social media strategies of special company limited

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Introduction

Define the objectives and the application methods used in the master's thesis.

I.Theoretical part

- Prepare a literature review focusing on the impact of social media as a promotional tool for special Ice company limited.

II.Practical part

- Describe the structure and Activities of Special Ice Company.
- Analyze and evaluate the Behaviour of Consumers of Special Ice company.
- Develop a project to enhance the effectiveness of social media as a promotional tool for special company limited.
- Elaborate the cost, time, and risk factors of the project.

Conclusion

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ABSTRAKT

Očekává se, že Univerzální Adaptace a Efektivní Aplikace Digitálních Technologí budou charakterizovat současné i budoucí ekonomiky, utvářet jejich schopnost uspět na globálním trhu a nabízet kvalitnější zdroj propagace podniků za účelem posílení záštity nad zbožím a službami. Pokrok v technologii a vznik sociálních médií se ukázaly jako lepší a doplňkové médium pro podporu podnikání. Sociální média, jeden z těchto technologických pokroků, zůstala a v Ghaně nepochybně přijala jako všechny společnosti po celém světě. Sociální média se totiž osvědčila jako jeden z neúčinnějších propagačních nástrojů a Special Ice Company Limited jako zaměření této disertační práce není z hlediska použití žádnou výjimkou. Společnost Special Ice Company Limited z Ghany vyrábí minerální vodu v sáčcích i lahvových a různé nealkoholické nápoje. V souladu s tím je potřeba, aby společnost urychlila efektivní využívání sociálních médií tváří v tvář tvrdé konkurenci ze strany společností, jako je společnost stáječící Coca Cola, Twellium Industries Ghana Limited, Healhylife Drinks Limited, Vitamilk Ghana, Voltic Ghana Limited a další; nelze přehnaně zdůrazňovat. Hlavní oblastí pozornosti a cílem této práce tedy bylo prozkoumat a rozšířit dopad a využití sociálních médií jako propagačního nástroje v kontextu Ghany se zvláštním zřetelem na společnost Special Ice Company Limited. K tomu je na sociálních sítích jako propagační nástroj přezkoumávána dochovaná literatura, jsou měřeny popisné statistiky ve formě procent a průměrů od zákazníků speciální ledové minerální vody v Ghaně. Jako pokračování byl podniknut komplexní projekt, který má pomoci strategické hierarchii speciálních ledových minerálních vod o tom, jak mohou rozšířit své marketingové strategie – propagační strategie, konkrétně využití sociálních médií k přežití v této vysoké rychlosti ríffové soutěže s využitím poznatků teze. Nakonec jsou nabízena doporučení jako podpora pro výše uvedenou společnost.

Klíčová slova: Dopad, Efektivita, Sociální Média, Propagační Nástroj, Povědomí O Značce, Spotřebitelské Chování, Special Ice Company Limited.

ABSTRACT

Universal adaptation and effective application of digital technologies are expected to characterize economies now and the future, shaping their ability to succeed in the global marketplace and offer a better-quality source of promoting businesses to enhance patronage of goods and services. The advancement in technology and emergence of the social media has proven to be a better and complementary medium for promoting businesses. The social media, one of these advancements in technology has come to stay, and undoubtedly embraced in Ghana like all companies around the globe. As a matter of fact, social media has proven to be one of the most effective promotional tools and Special Ice Company Limited as the focus of this dissertation is no exception in terms of its usage. The Special Ice Company Limited of Ghana produces mineral water both sachet and bottled and assorted soft drinks. Accordingly, the need for the company to accelerate the effective use of social media in the face of stiff competition from companies like Coca cola bottling company, Twellium Industries Ghana limited, Healhylife beverages limited, Vitamilk Ghana, Voltic Ghana Limited and others; cannot be overemphasized. Hence, the main area of attention and aim of this thesis was to explore and augment the impact and use of social media as a promotional tool in the context of Ghana with particular reference to Special Ice Company Limited. To do this, extant literature is reviewed on the social media as a promotional tool, descriptive statistics in the form of percentages and averages are gauged from the customers of special ice mineral water in Ghana. As sequel, a comprehensive project has been undertaken to assist the strategic hierarchy of special ice mineral water on how they can augment their marketing strategies-promotional strategies, specifically the use of social media to survive in this high velocity of riff competition using the findings of the theses. Finally, recommendations are offered as a support for the aforementioned company.

Keywords: Impact, effective, social media, Promotional tool, Brand awareness, Consumer Behavior, Special Ice Company Limited.

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I hereby declare that the print version of my master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

In the words of Scott, 'we don't have a choice on whether we do social media; the question is how well we do it.' (Smith, 2011, 145).

One of the major objectives of companies is to find ways possible to seek attention of customers and provide their needs and wants and subsequently satisfaction, which culminate to bring about loyalty. In fact, customers in this regard, do not buy a product just for the sake of it. However, they will want to know much about the product or service before deciding on whether to patronize it or not. Customers of today possess the power to express their opinions about the brand and expect feedback on concerns expressed.

The old and conventional methods of products and service promotion through the non-targeted magazines, television, radio, and direct email was simply ineffective enough. According to Scott, these methods were not very effective as it was hard to target specific buyers (Scott, 2010). The emergence of social media some years ago has altered the conventional ways of business promotion. Social media has significantly improved and changed the strategies and tools in terms of communication between company and the customer. Mangold and Faulds states that, social media has allowed brands to communicate better with their customers and strengthen their association with them. The advertising world is not also spared from its influence. Social media play a vital role in promotion mix (Mangold and Faulds, 2009). Seeking consumers' attention and influencing consumer behavior is now effectively achieved through the use of social media.

In Ghana for example, and to be precise numerous researches has addressed the impact and use of social media in promoting businesses and brands. However, and to the authors best of knowledge no study or research undertaken in this regard is silent in the literature. Thus, the penchant to specifically singling out special mineral water company is non-existent as earlier stipulated, consequently this creates a teething problem for the strategic body of the company on how best they can survive in this business. On this account, this dissertation is set out to delve and address the challenges in the use of social media, and where possible augment its usage for special Ice Company Limited, Ghana. Thus, integrating it as part of the company's promotional strategy is of great importance and non-negotiable. More so, it is an untapped potential that needs to be utilized to the maximum. Overall, this thesis seeks to research into the impact that social media has on business promotion with particular reference to Special Ice Company Limited in Ghana.

To do this, existing research works in this area of study will be used as secondary data source and direct information/response through questionnaire will serve as primary source data. The data so collected will be analyzed and the results will form the basis for arriving at a conclusion and recommendations made as to how effectively and efficiently the social media can be utilized to achieve the full benefits.

The rest of the theses is followed as, Objectives and methods used in the theses are highlighted, afterwards, the methodology of the theses are signpost, an extensive literature on the subject matter is reviewed. Next, Descriptive statistics to gauge the views if customers

are established. Based on the responses a comprehensive project has been undertaken. Finally, recommendations are provided.

OBJECTIVES AND METHODS USED IN THE THESIS

Objectives of the study

The general objective of this project is focusing on enhancing the social media strategies of special ice company limited. The specific objectives are as follows:

- 1 To determine the effectiveness of social media
- 2 What are the uses and gratifications consumers receive from different forms of social media and promotion on Facebook, Twitter, and Instagram etc.?
- 3 To examine the current marketing and effectiveness of social media in promoting product of special Ice
- 4 To find out the extent to which social media can affect consumer's decision in buying

Research Questions

This research will provide answers to the following questions.

- 1 How is social media a promotion tool for special ice company limited?
- 2 How does the change in attitude, perception, taste of consumers' impact the use of social media 4 by the organization?
- 3 What are the current marketing and selling strategies of Special Ice Company Limited?
To what extent can social media affect the consumer's decision in buying?

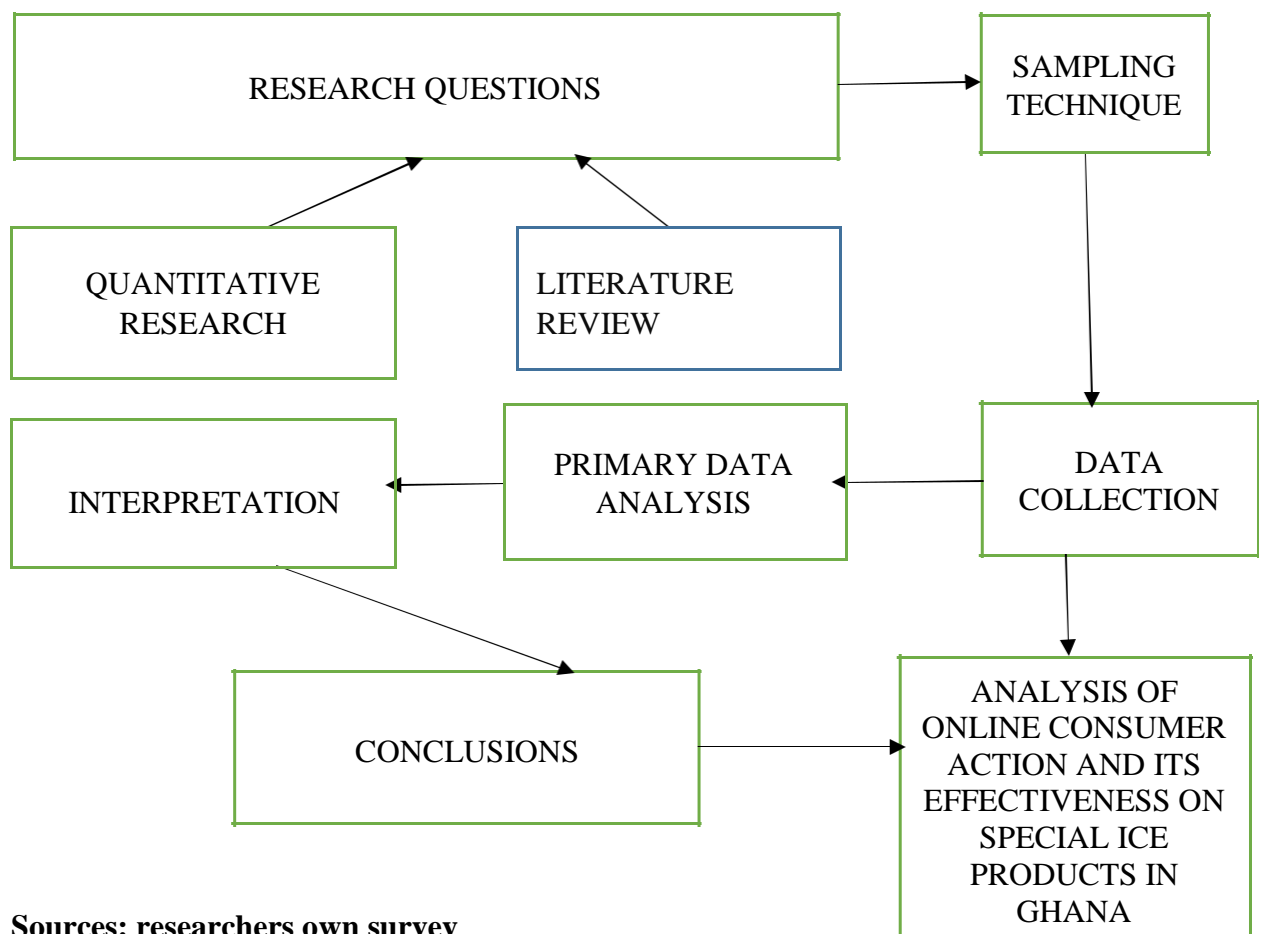
METHODOLOGY

Because of the aim and objectives and the questions that are asked in this research, This chapter gives in depth discussion available about the process and provide adequate justification, for all decision taken concerning the methodology and critically describing the process

This study adopted a mixed method approach or design. It involves surveys and interviews Of customers in Ghana. This will involve both qualitative and quantitative research techniques.

Research process

To authenticate the intended study, the researcher made use of a flowchart that illustrate the Armature of the study. A complete finding of an intended research has been characterized With the process below.



Sources: researchers own survey

Figure 1: Research into online consumer Behavior towards products of special Ice Company Limited in Ghana

In order to gain a better insight into the possibilities, when it come to the findings of our project there will be two tools, we would use to collect data in this research

- A questionnaire

ORGANIZATION OF THE STUDY

The final part of the study was organized as follows

1 Theoretical part

Prepare a literature review focusing on the impact of social media as a promotional tool for special Ice Company limited.

II Practical part

Describe the structure and Activities of Special Ice Company.

Analyse and evaluate the Behaviour of Consumers of Special Ice Company.

Develop a project to enhance the effectiveness of social media as a promotional tool for special company limited.

Elaborate the cost, time, and risk factors of the project.

I. THEORY

INRODUCTION TO LITERATURE REVIEW

This part of the thesis reviews existing literature about the subject of social media as promotional tool and at the same time bring out the benefits associated with its use. Social media has become a powerful agent of transformation in the business landscape. It is now considered one of the most vital tools of digital marketing with the ability to provide immense benefits that help businesses linkup with millions of customers domestically and globally.

Furthermore, this review will layout the steps in the marketing strategies, and what must be prioritize when it comes to customers attitude towards the usage of social media as a promotional tool in Ghana and how to increase its effectiveness. Applicable sources were looked out for to critically assess their contribution to the field of consumer behavior and branding

This project is written in a way that will make the reader or anyone who comes in contact with it be aware or understand the theories of this project from various perspectives. The task is to get the reader to think critically and choose a position on the numerous interpretations of certain theories that are present in the literature. The evaluation tries to find any gaps in the existing body of knowledge that could be addressed by additional investigation, among other things.

The reader will be able to comprehend the fundamentals of consumer behaviour and brand management in the context of marketing and selling after reading this literature review, making the project section easier to complete.

1.1 BACKGROUND OF THE STUDY AND JUSTIFICATION

Before the advent of social media, radio, television and the print media were the main promotional tools for companies to sell out products and services to potential or target customers. Creating awareness and general promotion of business and brand was not as effective as today. Zarrella (2010) stressed that, traditional media such as television, newspapers, radio and magazines are one-way, static broadcasting technologies. Weber (2009) echoed similar observation and states that; traditional media such as television, radio and newspapers are providing one-way communication, while social media consists of social networks, such as Facebook, branded web destinations, like Amason.com and ebay.com and companies, such as IBN and Dell.

It is impossible for people to become customers of a business if they are not aware of the business, their products and services. Creating awareness of a company's products and services is therefore central to the success of any business. The emergence of social media has changed the narrative and now a leading tool by all standards when it comes to business promotion.

Social media as a promotional tool in Ghana is somehow a new phenomenon to many companies. It is now fast gaining currency by the day in the market space. Hitherto, social media was not that popular amongst the business community in Ghana due to factors like; low internet accessibility, poor network systems and low patronage for smartphones and computers which was possible for only the elite in society. Significant segments of the population did not regularly use modern channels of communication including the less affluent people of all ages and the more conservative segments of society.

The government of Ghana (GOG) is making significant efforts and investments that are expected to position the country as a regional hub for digital services. The current government recognizes the opportunity that digital development has for stimulating jobs, improving productivity, and accelerating inclusive growth of businesses and has pledged to put digital economic transformation at the center of the country's Ghana beyond Aid agenda with more aggressive automation of business processes including business promotion. The government's program of complete digitization of the Ghanaian economy sends a positive signal for high use of social media amongst the population and companies alike. Now smartphones, computers, tablets and other digital gadgets have flooded in and the majority from, students to market women, businessmen etc. have access to them especially mobile phones, another good sign for the use of social media as an effective advertisement channel.

In December 2017, a Global internet giant, Internet World Stats, revealed that over 10 million people used the internet in Ghana. This figure represents 34.39% of the population living in Ghana. According to the 2017 mobile Data figures by the National Communication Authority, the total subscriptions of mobile data in Ghana was 22,865,821 with a penetration rate of 79.94%. The growth of the economy and rising urbanization couple with expansionary fiscal policies are changing the conservative nature of the people and closing the gap of economic inequalities. It must be categorically stated here that many companies in Ghana are still lagging in terms of fully utilizing the social media and those companies who are on various platforms also need to up their game in their quest to reap the full benefit thereof. What is lacking is efficient and effective use of the social media of which Special

Ice Company also need to address. It is therefore imperative for all companies to grasp this window of opportunity to improve their sense of business promotion with the use of social media and depart from the conservative old systems. These shortcomings form the basis of this proposed research work to bring to light the many prospects and gains available to companies embracing the use of social media and to encourage their efficient and effective use as well. Many indigenous and foreign companies continue to expand, and new ones established in Ghana as people take advantage of the government policy to assist potential investors to operate in all districts, dubbed 'one district one factory'. Competition amongst companies is on the rise and any company that does not take promotion and marketing strategies serious stands the risk of being fissile out. This thesis is mainly tailored to enhance the use of social media as promotional tool in Special Ice Company Limited to boost brand awareness and also enjoy the tripling benefits of high sales, brand loyalty, reduced cost of advertisement and what have you.

The purpose of this thesis focused on reviewing the present promotional strategies including tools employed by Special Ice Company Limited and to recommend the appropriate measures and necessary ways to achieve better results. To achieve these the researcher takes the consumers preferences, taste and general behavior into consideration. Consumers' perception about Special Ice Company Limited, their products and services as well as their promotions on social media were also solicited. A survey was conducted for customers of special ice company limited in Ghana, and then used the results to suggest a branding strategy that would be practical for at least five years. This strategy was based on the rise of social media as a pertinent tool in the business world. To create a reorganization, the survey provided information about the expectations of customers, focusing on the relationship-based interactions that occur between them in relation to the suggested rebranding framework and their demands. (Maria, 2011)

Inconclusively, it can be concluded from the evidence that this research's goal is to persuade Ghanaians to embrace and form favorable opinions about special ice company limited and how the organization can connect with customers through social media. This thesis will consider how to improve the sales and effectiveness of social media platforms of special ice Company in Ghana, considering the company's present promotional strategy and consumer perceptions about the use of social media. This is predicated on the idea that the development of the marketing mix has a favorable impact on several businesses in a variety of ways. In this situation, special ice company limited can improve its corporate image in search of

competitors in the district and beyond with potential reorganization of marketing and selling activities. This will go a long way to help the organization and other similar organizations in Ghana.

1.2 INTRODUCTION TO SOCIAL MEDIA

Social media has proven to be a very important promotional tool for businesses and should be seen as a pivot when it comes to marketing strategy in this era of technology. Apart from it being a social networking platform, the social media has now become a catalyst for business promotion.

The term ‘social media’ is widely used nowadays. The term was used for the first time in 2004, after LinkedIn social networking application was created (B&C, 2010). According to B&C 2010, the application is primarily an online technology tool to allow people to communicate with ease, utilizing the Internet to share and discuss information. Social media serves as an online means of interaction where information is shared among members for discussion and dissemination. Weber agrees to this assertion and defines social media as ‘the online place where people with a common interest can gather to share thoughts, comments and opinions’ Weber (2009). ‘It is a social instrument of two-way communication facilitating the sharing of information between users within a defined network via web 2.0 (O’Reilly, 2005).

The most prominent and valuable social media platforms include Facebook, LinkedIn, YouTube, Twitter, and Instagram. More than three billion people use the social media each month around the globe and engagement on major platforms continue to increase.

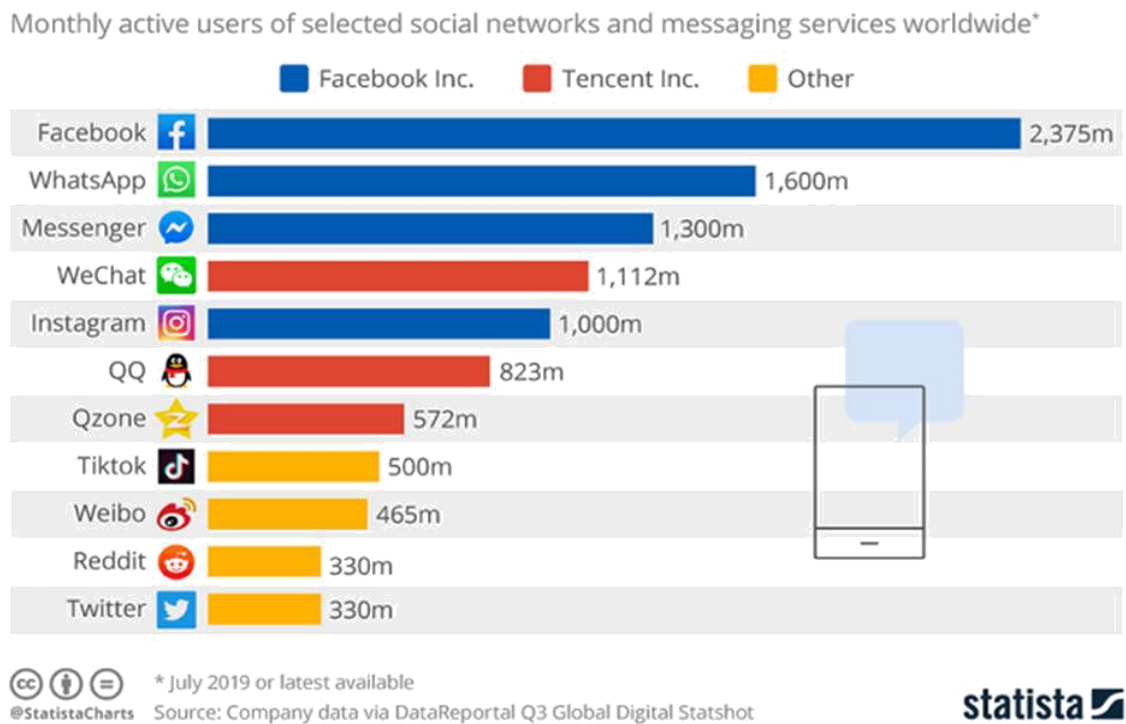


Figure 2: Data of monthly active users of selected social media networks

Sources: company data via DataReportal Q3 Global Digital statshot

The use of social media platforms enhances brand awareness or promotion and increase leads and sales, a powerful way of brand and product advertisement digitally. The influence of social media is so great that it helps to reach many potential customers as soon as an advert is posted. Social media is impactful and is a source of immense potential for businesses because it has become the habit of consumers to log on to it on daily basis. To many a life without any of the social media platforms is inconceivable and by so doing they are exposed to companies. There are no charges attached to the use of the major social networks and that creating a business profile on them doesn't come with a cost. Zarrella (2010) hold the convinced opinion that Magazines and newspapers distributing expensive content to consumers while advertisers pay for the privilege to insert their ads into the content. That readers are denied instant feedback when they have any disagreement on something. New web technologies have made it easy for everyone to create, and most importantly to distribute their own content. A blog post, a 'tweet' on Twitter, or a YouTube video can be produced and viewed by millions virtually for free. Advertisers do not have to pay publishers or distributor's huge sums of money to embed their ads; now they can create their own interesting content that viewers will flock to (Zarrella, 2010). Again, social media is defined

by (Palmer and Koeing-Lewis 2009), as online applications, platforms and media which aim to facilitate interactions, collaborations, and the sharing of content'. The social media is a new world of unpaid media, created by individuals and companies on the internet (Weber, 2009).

According to Zarrella (2010), social media are in various forms:

- Blogs
- Micro blog (Twitter)
- Social networks (Facebook)
- Media-Sharing sites (YouTube)
- Social bookmarking and voting sites (Digg, Reddit)
- Review sites (Yelp)
- Forums
- Virtual worlds (second life)

Palmer and Koenig-Lewis (2009) on their part categorizes social media as below:

- Blogs – made up of individuals or firms online journals usually combined with audio or video podcasts.
- Social networks – applications that give room to users to build personal web sites which other users can access for exchange of personal content or communication.
- Content communities – websites for organizing a sharing specific types of content
- Forum /bulletin boards – sites where ideas and information are exchanged normally by people with special interest.
- Content aggregators – application that permits users to completely customize the web they decide to access.

Blogs

Zarrella (2010) defines a blog as website containing and personal journal online with reflections, comments and usually hyperlinks provided by the writer. Blogs provide different social features which includes comments, blog rolls, trackbacks and subscriptions that makes it perfect for marketing purposes. Blogs also possess good connection capabilities for other social media marketing efforts, because they can be integrated into almost every other

marketing tool and platform (Ibid). Weber (2009) also defines blog as online journal that can be personal or corporate, where people can post ideas, images, and links to other websites.

Micro blogging is the type where the size of each posts has a limit (Zarrella, 2010). A clear example of such blogging site is Twitter. According to Zarrella (2010), Twitter is an easy tool which requires little time but a valuable with the ability to raise buzz, sales, and consumer insight. Twitter has been used for announcing offers or events, to promote new blog posts, or to keep readers 'in the know' which links to important news stories (Ibid)

Social networks

(Weber, 2009) defines social networks as 'places where people with a common interest or concern come together to meet people with similar interest, express themselves, and vent'. Zarrella (2010) again describes social network as a website where people connect with friends they already know offline as well as people who they come across online. Social networking sites are becoming popular among marketers, as they present several opportunities for interacting with customers, including via applications, groups, and fan pages (Ibid). Zarrella (2010) consider Facebook as the social networking with the most valuable features that can be useful for social media marketing. Facebook undoubtedly the dominant social networking and surely business promotions boom with its use. Facebook also allows businesses to create public profiles that have many of the same features as a user's profile. Users can connect with a page and become fans. Nearly every company engaged in social media marketing should have a Facebook page; it can often serve as a central place for the integration of other parts of a campaign (Ibid).

Media sharing

According to Zarrella (2010), media sharing sites can be described as websites where users are allowed to create and uphold multimedia content of their own choice. Marketers can create videos with little expertise and upload them to YouTube to reach millions of users. YouTube is presently the largest video-sharing site on the web and one of the most visited site on the Internet. As Zarrella (2010) puts it, YouTube has changed the face of the web, and there is hardly a marketing campaign that will not find value on it.

Marketers who fail to recognize the changing nature of the marketing landscape and embrace the use of the social media risk lagging when it comes to creating the necessary awareness for their brands. It is convenient and an effective promotional tool and very impactful. According to Carabineer communications (2009) report, more business-to-business

companies are now seeing the power of social media for marketing and public relation purposes.

Consumer behavior is the study of individual groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes and preferences affect buying behavior (Wikipedia). Consumer behavior has developed over the years and is now viewed as interdisciplinary social science that combines some aspects from psychology, sociology, social anthropology, and economics, in the area of behavioral economics.

Consumer behavior is defined by the American Marketing Association as: "The dynamic interaction of effects cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives" (marketingpower.com 2015).

Philip Kotler on his part defines consumer behavior as; the behavior of individuals or households which buy goods and services for final consumption (Kotler et al. 1998, p. 341).

Solomon's definition (Solomon et al. 2010, p.6) of consumer behavior states: the study of all the processes involved in the individuals or groups of individuals' activity which choose, buy, use or dispose of products, services or ideas that lead to satisfying needs or wishes of consumers.

There are many definitions by other authors, apart from those above but the common characteristics in all of them are obvious and they follow similar patterns which include the following:

- Consumer refers to individuals, groups, or organization
- Emphasis on the consumers' quest to satisfy certain needs or wish, being it personal or organizational
- Always include certain process that leads to a decision

It is important to state here that, the essence of these definitions do not change with the development of the information and communication technologies and emergence of the internet. In the words of Close (2012, p. xi-xii), the consumer behavior concept has not changed greatly, it has only been improved by the addition of the online environment.

According to (Kotler and Armstrong, 2008 p. 209; Catoju and Teodorescu, 2004); the components of the offline and the online behavior of the consumer in the decision-making process stay the same:

- Need recognition
- Information search
- Options evaluation
- Decision making
- Post purchase behavior

1.3 FACTORS INFLUENCING ONLINE CONSUMER BEHAVIOR

Consumer behavior is evidently influenced by many factors that can be classified into internal and external factors. These factors come into play in the consumers' decision-making process before the final decision as to choices.

It is important to evaluate these external/internal factors that affect or influence consumer behavior in making purchasing decisions to effectively manage them in the context of Special Ice Company Limited in their social media promotions. According to (Bennet,2009), this consumer purchasing decision related information is difficult but critical for marketers because it assists them identify what is significant to the consumer and what influences them at most in their purchase decisions. (Schiffman,2008) similarly states that, the most substantial help for marketers can be done by going through the process of consumer behavior and identifying specific internal and external influences on consumers. In the words of (Kotler,2002), identification of these internal and external factors that affect consumers' purchasing behavior is important to serve consumers in an appropriate manner. (Kotler,2002)

The upsurge in the use of the internet necessitates the need to also understand the psychology behind online consumer behavior in today's competitive markets and globalization. There is no doubt that the increasing use of the internet by end consumers has presented numerous challenges in the field of marketing research, and more specifically in the field of consumer behavior (Pomirleanu et al. 2013).

1.3.1 MODEL OF ONLINE CONSUMER BEHAVIOR

A consumer behavior model is theoretical in nature. It is a framework that explains the reasons behind customers' purchasing decisions to erase or guide predictions. Models of consumer behavior, as opposed to models of human behavior, attempted to describe, and systemize the entire purchasing process, to serve as a guide for further study and research on the subject of consumer behavior (Runyon and Stewart, 1987; PG 698).

The economic model of consumer behavior argues that consumers have the idea to meet their needs or satisfaction but with few resources as much as possible. It presupposes that it is possible for companies to make predictions on consumer behavior whether online or offline based on purchasing ability of consumers and products prices.

Although the economic model is straightforward and easy to understand, it has variety of limitations. Apart from prices and personal resources, there are other determinant or influencing reasons for consumer behavior.

The development of the internet and e-commerce have made an impact on consumers' lives – the way they transact and their decision processes. Online consumers are using a computer and getting cues from a virtual environment; thus, information technology has great influence on online consumer behavior and are drivers that motivate their actions; therefore, creating differences between consumer online behavior and traditional offline behavior (Paviou, 2003), (Pavlou and Pygensson, 2006).

1.4 EXTRINSIC IMPACT OF ONLINE CONSUMER BEHAVIOR

Extrinsic consumer behaviour is external in nature and does not emanate from the individual but from the environment around the person. These extrinsic factors have impact on the consumers' decision-making and influence their choices of product and service. These influences are recognized as social influences and it includes, culture, social norms, subcultures, family roots, household structures, and groups that affect an individual's purchase decision (Bennett, 2009). Some of these factors are discussed below.

1.4.1 Culture

Culture encompasses the tradition, taboos, values, and the fundamental attitude of the entire society in which the individual lives. It normally has to do with a certain nationality or religious identity of an individual. These cultural norms, behaviour and ideas are learnt from infancy and form part of the individual's life. These beliefs and opinions shape the individual

with the accepted culture and this in turn forms consumers' attitude when it comes to buying specific products and services. Culture of an individual also gratifies his several emotional needs and due to this, they try to protect their cultural values and beliefs (Singh, 2006). Cultural values have impact on; even how business is conducted, consumption behaviour patterns, food habits, and dressing style of the consumer.

1.4.2 Subculture

From cultural group or setting emanates several subcultures. These cultural groups share common set of values and beliefs. They are made up of people from different nationalities, religions, caste, and geographical areas. Through this association, a whole customer segment is formed, and their preferences are tailored towards specific types of products.

1.4.3 Reference group

Family and close friends can be categorized under primary reference groups because of the regular interactions with the individual which eventually impact on the individual's life. Schoolmates, colleagues, community members, and other acquaintances are considered part of secondary reference groups of a person. These groups serve as reference points of individuals for learning and copying beliefs, attitudes, and behaviour. This lifestyle adoption influences and impact on people general way of life and by extension product and brand purchasing, especially when the consumption is conspicuous in appearance. It has the potential to influence what purchasers perceive as acceptable to their reference group. Opinion leaders are also respected because of their social recognition, expertise and perceived sacred life in society and people around consider such as their reference points in life.

1.5 INTRINSIC IMPACT OF ONLINE CONSUMER BEHAVIOR

Intrinsic (internal) influences are also referred to as personal influences and it includes perception, motivation, lifestyle, learning and roles. These intrinsic influences impact on all purchase decisions (Dawson and Kim, 2009). Consumers' own lifestyle and way of thinking, basically form the internal influences. These are consumers' personal thoughts, self-concepts, feelings, attitudes, lifestyle, motivation, and memory (Kotler, 2002).

1.5.1 Perception

Consumer perception involves collection of information concerning a product by the consumer and interprets the information and make a meaningful image about the product under consideration. The meaning of perception in other disciplines can be different but in marketing, it is usually explained to mean the process by which the customer identifies,

organizes, and interprets information to make meanings out of it. “We process raw data; however, perception focusses on what an individual takes away from these sensations and what meaning they assign to them (Solomon, et al. 2010). The consumer eventually classifies what is perceived to be needs and wants. It is also about the impression and perception the customer develops by surfing through the internet exploring through cell phones. This has the impact of regulating consumers’ behaviour. Adverts, promotions, customer reviews, social media feedbacks relating to a product help customer to develop an impression on the product and influence their purchasing decisions. Perception is subjective and the meaning the individual consumer make out of information differ from one another. It is therefore important that the marketer clearly portrays the purpose and aims of the adverts to avoid incorrect interpretations. “The meaning of the stimulus is interpreted differently from person to person and is influenced by unique biases, needs and experiences (Solomon, Bamosey, Askegaard and Hog, 2010).

1.5.2 Learning and memory, knowledge

In marketing, learning is a psychological variable that have enough effect in the buying decision process of consumers. Learning is the process of acquiring innovative ideas or reviewing existing knowledge, skills, values, behaviour, or preferences. This involves processing different types of information. For example, we all indulge in nonexperiential learning on several occasions as we seek information through reading of books on platforms like Amazon and learn about products on Facebook and videos of YouTube. Learning ability is naturally possessed by humans and animals alike and it has psychological influence on consumer behaviour.

Knowledge itself is defined as the information kept in memory and involves a wide variety of information, which includes the availability and characteristics of products and services. Information stored in memory concerning products are of varied forms including the availability and features of products and services. Products information that is maintained in memory creates awareness of the product category, brands within the category, specific brands, product attributes and availability, channel of distribution as well as competitors who have the product. Furthermore, the consumer may have knowledge about seasons in the year, which will inform delay in purchases to ensure the right purchase decisions regarding affordability and discounts.

1.5.3 Motivation, Emotions and Personality

Motivation, personality, and emotion are all factors that have impact on consumer decision-making and affect marketing strategies. They are elements that help marketers to understand buying behaviours of consumers.

Motivation acts as incentive or reason for a particular action. Motivation can be explained as an “energizing force” (Hawkins and Mothersbaugh, 2010). An energizing force act as impetus that activates some attitudes which in effect provides purposes and direction that give birth to certain behaviours. Motivation may stem from fundamental human need or interest that seek to lower physical pain and increase pleasure.

There is that ultimate linkage between motivation and emotion. Emotions may be defined as strong, uncontrollable feeling that have effect on behaviour (Bagozzi, Gopinath and Nyer, 1999). This feeling is connected to physical and psychological changes which occur in humans and influence behaviour in all aspects of life. It is the belief of many researchers that the emotion is a key variable in understanding the customers’ experiences and their subsequent behaviour (Trorvold, 2011). The arousal of an emotion gives information that assists in decision-making as to whether to go ahead with or stop taking a particular action. High arousal emotions, for instance, informs impulse purchase because consumers are exceedingly pushed to act. Negative emotions about a promotion or advert on a social media about a brand is likely to be overlooked and pushed aside. In the other hand positive emotions is likely to generate interest and increase preference for a particular product leading to brand loyalty.

Social media promotions of Special Ice Company Limited, Ghana for example, should be structured in such a way that they arouse stronger emotions that sway target customers to be influenced in terms of marketing appeal.

Personality places emphasis on individual traits, values, beliefs, preferred behaviour patterns that come together to characterize market segment. (Kassarjian, 1971) defines Personality as “consistent response to environmental stimuli”. In effect, consumers exhibit consistency in their response tendencies in similar situations. The way a consumer responds to environmental stimuli is dependent on the individual’s psychological makeup. Analysts can look at personality as a variable to help predict the effects of individual traits on purchase and consumer behaviour (Engel, et al. 1995)

2 MARKETING MIX

Marketing mix is a basic model for company's marketing strategy. Phillip Kotler defined Marketing mix as a controllable group of variables that the organization can use to effect on the buyer's response to product or service (Kotler, 2000). The controllable variable in this essence focusses on 4Ps – Product, Price, Place(distribution) and Promotion. These 4Ps are the key elements around which the original theory of marketing mix is built. The 4Ps should also be considered when making plans for marketing strategies, advertising, promoting and brand or product positioning. The purpose of the marketing mix is to solicit for the desired response from the target market. It is a strategy to promote the company's product or brand. All the components inter-relate in the sense that decision in one area has effect on the other and the appropriate combination differ from one company to another depending upon the company's available resources and marketing objectives. The variables are unique and yet interconnected and interdependent.

To achieve the full benefits of marketing mix, Special Ice Company like all companies, should essentially strive to build a composition of 4Ps based on two points: That is creating the maximum level of consumer satisfaction on one hand and at the same time fulfil the objectives originally envisaged by the company. It is the responsibility of the company to:

produce to suit the consumers' need

at a price reasonable to the consumer

use the appropriate outlet to supply the product to the consumer

Give the consumer the necessary information about the feature and use of the product through the media accessible to the customer.



Figure 3: Marketing mix

Sources: ww.elementtree.com

2.1 Product

Product refers to the specific goods and services that the organization manufactures or offers for sale. It is the foundation for all the other factors in the marketing mix and a crucial component. The product is not only about the physical product to the consumer alone. The product will be purchased if it meets the consumer's specifications wants and needs. Consumer's satisfaction is therefore paramount. The consumer is more concern about the benefit and comfort to be derived from the product and the manufacturer has an option than to consider the bundle of benefits that come along with the product. To achieve this the company should look at variety, quality, design, features, brand name, packaging styling and services. The differentiation of the product demands additional customer value and benefits. Product is of the center of the strategy and has impact on all aspects of the marketing mix. The right product means it solves the customer's problem to guarantee customer loyalty.

2.2 Price

This is about how much the consumer is charged for goods and services. It is a vital component of the marketing mix that demands detailed attention because price fixing is a delicate and tricky job. Prices are not fixed for the sake of it just because we want to make

huge profit. Profit motive is of course an underlying factor when it comes to the amount to charge consumers. But equally important and critical factors worth consideration include demand for the product, cost involved, consumers' willingness to pay, competitors prices charged for similar products etc. Nonetheless, the key elements in the three pricing strategies by Kotler and Armstrong (2012) are customer, company and competitors. Affordability and profitability become a very crucial decision when it comes to pricing to get the balance right. To remain competitive, it is essential for the company to use the right pricing approach. When fixing the price, perception of consumers is important depending on whether the company wants to be known as cost effective one in the industry or as one charging a slightly high price due to a luxury brand. Customers must perceive the product has good value for the money they pay. "The highest price a customer is willing to pay is linked to the highest perceived value the product represents to a customer (Kotler and Armstrong ,2012).

2.3 Place

Place in marketing mix plays essential role which ensures that the product gets to the customer at the right place and time without which the customer may be enticed to look elsewhere for the product they need. The product should be distributed properly and made conveniently available for the consumer. There shouldn't be any difficult on the part of the customer to purchase the product and should be available in shops nearby to ease the search for it. This involves the effective use of the firm's distribution network of individuals and institutions like distributors, wholesalers, and retailers.

With the present era of technology and for that matter the emergence of the social media, the company can sell directly to the consumer using the internet. The social media platforms have developed over the years to the extent that it is virtually the marketplace for millions of people globally, taking into consideration the target audience. The social media has proven to be the most appropriate place for almost all brands and accessibility very convenient.

2.4 Promotion

Last but another critical and vital element in the marketing mix is promotion. Products are made to attract consumers who are the end users. To catch the eye of consumers and ensure patronage is through promotion. After all, the product is manufactured with the consumer needs and satisfaction in mind. Influencing and persuading the consumer through personal

selling, advertising, publicity using all the available and appropriate media such as the social media are all means of promotion.

It is the effort to create awareness of product or services and give information about the attractiveness, characteristics, price, use, and availability to give meaning to the other elements of Product, Price, and Place in the marketing mix. Promotion is the all-important process of informing, persuading, and influencing to sway the consumer's choice towards the product or service.

THE ADDITIONAL 3Ps TO THE 4Ps

The 4Ps form the fundamental factors of the marketing mix. Marketers in the 70s saw the need to update the marketing mix and in 1981 Booms and Bitner included three additional factors of, Physical, Evidence, People and Process. This resulted in the extended marketing mix referred to as the 7 Ps.

The additional 3 elements serve as impetus for the basic 4 in this era of customer-based commerce and technological advancement which has altered the dynamics of promotion. People in the company as well as customers are the heart of every business.

2.5 People

People in the marketing mix represent those who directly or indirectly play part in the business side of the company. This refers to anyone who is involved in the sales or promotion of the product or service, designing, the product, customer service, training and recruitment, managing teams and all aspects of marketing. They represent how the company works inside.

Since customer satisfaction is of utmost importance, any employee who has a direct contact with the company's customers should make an impression by being polite. Such employees should be knowledgeable, professional and well trained.

2.6 Process

The process has to do with how delivery is efficiently undertaken to satisfy the expectations of the end receiver of the product. The techniques or technology, in terms of service or product delivery to the customer should be on point.

Optimization of the process requires that a particular attention is kept on online reviews to minimize complaints. Customer's re-evaluation, and assessment and appraisals are necessary ways to address customer dissatisfaction and complaints. Personalize the

processes as much as possible to make customers glad by choosing the right and efficient processes in the company's marketing strategy. Practically avoid the frustrations and dissatisfaction associated with late shipping and poor communication that bring additional costs or unnecessary add up to the customers' expenses.

How one handles the delivery processes has the potential to make or break a brand, more so in the present digital world. This therefore demands a conscious effort of planning the processes in a manner to reduce cost both for the company and the customer which in effect ensures the maximization of quality of service to the customer.

2.7 Physical evidence

Physical evidence is the prove which gives the customer the reassurance about the product or service provided. This usually emanates from clear testimonials, reviews, and available evidence from third parties who have had positive interaction with the company. Physical evidence goes beyond only proof of purchase.

Modern business which is based more on technology demands a sharp shift to the appropriate website, social media, branding, product packaging and the post-purchase elements which provide the physical evidence the customers need to be rest assured that the business is legitimate, reliable, and viable. In the phase of many different scams and fake businesses especially online, the customer needs to be certain and confident to remain loyal to the brand and advocate as well. The customer should experience smooth delivery and convenient receipts of exact product ordered to serve as physical evidence without doubt. It is in the right perspective to again point out that the 7Ps assists companies to review and define main issues affecting the online marketing mix in businesses. This era of digital transformation and digital marketing has introduced new ways that customers search and purchase products. Customers are active and no more passive, as before, in making choices. Market dynamics have changed with technological advancement and customer have become more demanding. The 7Ps model moves the company from a co-centric mode to customer-based perspective.



Figure 4: The 7P models
 Source: www.skillsyouneed.com.

1.8 Ethnocentrism In Opposition To Locally Marketed Goods

Consumer ethnocentrism refers to customers' preference for domestic products and a certain prejudice against foreign products (Akram et al. 2011). Thus, the tendency to buy home made goods over imported products. Consumers who are highly ethnocentric are inclined to have preference for local products and refuse to patronize goods and services that are brought in from other countries.

Ethnocentrism entered the field of marketing when it had been suggested to be one of the potential factors that can influence and forge consumer behavior (Javalgi, Khare, Gross, and Schere, 2005). The concept has up to now been seen as human disposition that can impact consumer choices in various purchasing decision (Boieji, Tuah, Alwte and Mai Sarah, 2005). Consumer ethnocentrism is thus defined as the beliefs held by consumers about the appropriateness and morality of purchasing home-made products and rejection of foreign-made products (Shimp and Sharma 1987, p. 250). They hold the opinion that home-made products are better considering the fact that they own them and suit their local preferences. They consider it as a moral obligation to support their own to boost the local economy. Such people switch their attention to imported goods only when local alternative is somehow lacking. Ethnocentrism is thus greater when consumers associate their own country's product with higher value, at the expense of others (Huddleston et al. 2001). To the strongly ethnocentric consumers, their preference for domestic or home-made products equates the

show of patriotism, morality and a display of loyalty and nationalism. According to Sharma (2011), results provided by numerous studies that investigated consumer ethnocentrism indicated that countries with a high ethnocentrism are unlikely to purchase foreign products. They are prone to biased judgement by having a mindset that focus on the positive side of domestic products and discount the virtues of imported products (Brodowsky, 1998)., 2.9

1.9 Consumer Ethnocentrism and Country Of Origin

Country of origin (COO) effect is in reference to the tendency of consumers and marketers associating brands with countries as basis of making purchasing decisions with the country of origin of the product as a yardstick. The value attached to the country of production thus determines quality and therefore patronage of brand emanating from that country. The value of Brands of products worldwide is usually affected by the image perceived of the country of origin (COO). Favorable perception or information about the origin of any brand stands the chance of successful promotion and high acceptability in foreign markets. This conceptual phenomenon is of the revelation that purchasing decisions are not dependent on price enticement only but also depend on the criterion of where the product comes from (Garmatjuk and Parts, 2015). Country of origin counts when it comes to choose of products since most customers have preferences for or prejudices against products from countries. Others value products from selected developed countries as one of good quality than the other in a stereotyping manner and that alone informs consumers' purchasing decision. (Bilkey and Nes, 1982) is of the view that, consumers tend to have stereotypical idea about products and people of other country and therefore evaluate imported products based on almost always on country stereotyping.

The increased number of cross-national tourisms, education and advancement of communication network like television and internet, have influence on consumer preference in developing countries like Ghana (Saffu and Walker, 2006). According to (Opoku and Akorli ,2009) in their research pointed to the relevance of the study of consumer ethnocentrism in this era of changing consumer perceptions towards a country's culture and products.

The country of origin which indicates where the product was made have a general impact on consumer preference for goods and services. Country of origin is an intrinsic signal that serves to reduce a danger or good signal for consumers (Cordoll ,1992).

The debate as to the impact of country of origin continues with some researchers expressing some degree of doubt concerning how significant of its effect on consumers decision making. (Ellioth and Cameron, 1994), (Michelle and Creatorex, 1990), doubts.

Notwithstanding, other researcher like (Opoku and Akorli, 2009)., (Miloslava, 2012)., (Opoku and Onah, 2013) hold the view that, the country-of-origin concept has a sizeable influence on decision making of consumers in comparison to product attributes such as quality, price, and brand image.

The fact remains from many antecedents that country of origin image has been identified and it explains the differences in evaluations and can be grouped as individual-based or country-based dimensions. Image of the nation that manufacture a product have significant impact on judgements of product quality (Bilkey and Nes, 1982)., (Hong and Wyer, 1989)., (Klein et al. 1998).,(Maheswaran, 1994)., (Papadopolou and Heslop, 1993).

A quick example can be made of French perfumes, Italian leather/shoes, Japanese technology/cars, Swiss watches etc. the “made by” labels are powerful considerations in product promotion and consumer choices.

Available research by (Badri Davis and Davis 1995)., (Ahmed et al. 2004)., (Hamzaoui and Merunka, 2006) indicates that country of origin serves as a cue from which inferences are made by consumers concerning product and product attributes. The country-of-origin cue triggers how quality, performance or specific product attributes is evaluated worldwide. Again, existing research show some price-related advantages to marketers. Empirical evidence has demonstrated that the country country-of-origin has significant price-related consequences where brands with favorable country of origin associates are able to charge premiums over and above those attributed to observe product differentiation (Saridakis and Baltas, 2016).

Study has also established that, American college students more likely to purchase a teddy bear that is made in China at an American store they believed was benevolent, component, and honest, suggesting that unfavorable country of origin effects may be offset whereby consumers trust the store selling the product (Kabadadayi and Lerman, 2011).

Many other studies have also attempted to determine how consumers process company of origin information in connection with a product. Ahmed et al. (2004), indicated that consumer’s country of origin evaluation is notably processed in one of two ways which is termed “halo effect” or a “summary construct”. Ahmed explained “halo effect” to mean that the consumer uses personal perception towards a country to create an overall image of products from that country. “Summary construct on the other hand is developed when the consumer relies on familiarity in the evaluation of products from specific country as basis for overall country of origin evaluation. For instance, the consumer’s application of country-

of-origin information depends on the extent of familiarity with the product or product category.

1.10 *MARKETING'S ROLE IN SELLING AND SALES MANAGEMENT*

It is imperative and appropriate that majority of companies' focus is on the relationship between the company and its customers. This gap is well filled with the roles of salespeople and their management team. Therefore, the selling and sales management is regarded as the most important factor or variable of marketing. Understanding the word "sales" in its broad sense, underscores these offices as an essential requirement in organizations. The changing nature of salespeople's role is as a result of the changing nature of the product over time.

2.10.1 Introduction to the role of selling

The role of the traditional salesperson has extensively evolved in the phase of advancing technology and intense competitive environment. Sales is basically and traditionally a matter of selling products to customers, but selling presently involves selling solutions, in a way, helping customers to solve the problem of getting superior value out of a product vis-a-vis rival product. The salesperson's duty is also to liaise with customers as a problem solver in respect of customer problems and inefficiencies in effect eliminating the inefficiencies. "Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service" (Brian Tracy).

In almost all cases, the salesperson and the product are the only aspect the customer sees. It is based on the salesperson that the consumer forms an opinion about the company. Personal selling involves personal communication that get customers informed about products and persuade them to patronize the product. Personal selling is precisely the most effective form of communication compared to other kinds of promotion because through the salesperson, companies have the assurance that they are in direct contact with prospective customers. The key expectation of salespeople can be summed up as searching for prospective customers, giving them information, persuading them to purchase and to ensure their satisfaction through follow up service after selling. In order for salespeople to be effective enough, they must be competent in selling skills and be well trained in technical product features. Survival of most businesses is not dependent on only profits generated from one off purchase (technical marketing). As a result, personal selling has undergone tremendous evolution to include aspects of customer service and marketing research. Every contact with a customer affords the salesforce the opportunity to acquire more knowledge for exceptional service tailored towards customer expectations. Salespeople are privy to occurrences in the market and have the chance to learn about products that are in competition with the firm's products

as well as customers reactions. The company indirectly builds relationships during the process of selling.

“Most people think ‘selling’ is the same as ‘talking’. But the most effective salespeople know that listening is the most important part of their job” (Roy Bartell).

This awareness and knowledge of the sales force at the frontline is one of the most important assets a company as that can be leveraged upon as strength in the development of a marketing strategy. The conduct of the salesforce to a large extent determines people’s perception and reputation of the entire firm.

The importance of the salespeople is the reason most companies spend more money on personal selling as compared to advertising and sales promotion together. Most firms are prepared to spend a huge chunk of their communication budget on personal selling. Developing effective salesforce is expensive and many consider as a drawback. Costs associated with recruiting, selecting, training and motivating salespeople notwithstanding, the overwhelming or increasing importance of personal selling makes the high-cost worth it.

2.10.2 Effects of technology on Personal selling

Sales over the internet through the development of integrated supply chains and the procurement of standardized products, have considerably reduced the need of salespeople in many industries. The changing business environment demands that e-commerce and m-commerce are inculcated into the selling practice but not to entirely obliterate it.

The importance of personal selling vis-A-vis the use of new technology demands that, they are integrated, so that personalized, one-to-one client relationship is still maintained. Customer relationship management system, competitive intelligence activities, and internal customer database can lead to effective use of sales technology.

Technology can effectively boost productivity of salespeople and allow the salesforce to serve customers’ needs to increase sales revenue.

2.10.3 Sales management in marketing

Sales management is the management of the salesforce or exclusively the direction of the salesforce. But over time, the term evolved and took a broader significance in respect of the job it entails in addition to the management of personal selling.

The American marketing association defines sales management thus, “the planning, direction, and control of personal selling including recruiting, selecting, equipping, assigning, routing, supervising, paying, and motivating as these tasks apply to the personal sales force.”

Unlike before, the sales management task is now multi-faceted with much higher stakes. The sales management is presently positioned uniquely and cannot be overlooked when it comes to the success of the company. It is the only function in an organization by which revenue or income to meet its goals, targets and objectives is achieved. Since the financial results of the company depend upon the performance of the sales department, it becomes an area that should be managed properly for accurate supply and demand predictions and the planning of sales strategy.

The sales management role of developing a marketing team, leading the team, coordinating sales processes, and implementing sales techniques is geared towards helping the business to achieve its sales objectives or exceed them. Sales management is an important element of an organization's total marketing mix. It is for the sales manager to create conducive environment and opportunities for salespeople for effective performance. Researching and resolving matters concerning sales productivity is in the bosom of the sales manager.

II. ANALYSIS

3 INTRODUCTION

3.1 COMPANY PROFILE

Analysis of opinions solicited from both the company and customers of the company is done by the researcher. This section focuses on the analysis of these views to assess the impact of social media and its general effect as a promotional tool for Special Ice Company Limited.

Special Ice Company Limited is into the production of natural mineral water as a registered company in accordance with the companies' code in Ghana. Operations of the company commenced in 2011 with the primary objective of providing real natural mineral water to Ghanaians at reasonable prices throughout the country. The company's main production and wholesale factory is at Ayi Mensah near Aburi in the Eastern Region of Ghana. The company's main office is at 10 Osubadu St., Dzorwulu, Accra, Ghana.

In October 2014, the company introduced Carbonated soft drinks on the market and systematically expanded its capacity as demand for soft drinks increased. One spectacular and distinct characteristics of Special Ice Company limited is the strategic purified real natural spring taste of water. This is because of sourcing water from water tables 60 meters beneath the Aburi mountains which is treated without any additives. The company is by no means oblivious of the critical need for quality water as a requirement for good health and as such do not compromise on quality of water produced. Adherence to strict quality control measures gives quality assurance. Motivated by the high growth rate, another factory was built in Kumasi in the Ashanti Region of Ghana to produce purified mineral water. Natural mineral water from Special Ice Company Limited is branded in the form of Sachet water, bottled water, jar or expandable pouch water. Carbonated Soft Drinks produced by the company are: Special MALT, Special Ginger, Special Orange, Special Apple, Special Cola, and Special energy drink.





Figure 5: products of special ice company limited
Source: www.special.ice.company.com



Figure 6: **Pestle Analysis Chart**

Source: casereads.com/understanding-pestle-analysis-with-examples/

Political

Political factors is about the economic or industrial controls or influences that the government exercises. That is how and what degree a government intervenes in the economy or a certain industry which includes government policy, political stability or instability, foreign trade policy, tax policy, labor law etc. These policies surrounding the political environment can affect the industry and destabilize it.

The President of Ghana, Nana Akufo Addo in his last address to the nation conceded that the nation is in crisis after chocking a lot of economic successes at the beginning of his rule between 2017 and 2019. He blamed the shocks on the pandemic of Covid-19 and Russia-Ukraine war just as his ministers. “The story would have been different but for the pandemic and the Russia and Ukraine war. These government position notwithstanding, many economic analysts to some extent blame the government for certain political and economic decisions as contributory factors for the weakness in the system. They cite examples like: The implementation of the government’s most expensive campaign pledge of Free education program in public high schools, Free meals to students of primary and secondary school levels, Restoration allowances for nurses and teacher trainees which the previous government had cancelled. Most economist also cite, the Scrapping of 15 “nuisance taxes in the 2017 annual budget which included 17.5% value added tax on financial services, real estate and selected imported medicines, Reduction in import duties on spare parts and abolishing of the 17.5% VAT on domestic airline tickets and expenditure on what the government termed “banking sector clean up” to restore confidence and reposition the banking sector to support economic growth.

“This brought a massive reduction in government revenue. To make for the revenue shortfall, the government resorted to borrowing, increasing Ghana’s bond market activities domestically and externally which has culminated in a high debt-to-GDP exposure leading to the current debt unsustainability levels” William Kwasi Peprah, a Ghanaian associate professor of finance at Andrews university in Michigan told Al Jazeera.

Professor Peprah opined that the government spent \$2.5 million annually on nurses’ allowances alone and \$2.1bn on the banking sector cleanup from August 2017 to December 2018. The situation, according to him was aggravated by Covid-related expenditure of \$9.4bn on free electricity and feeding of 470,000 households during the three-week lockdown.

Economic

These economic factors have direct effect on the general performance of the economy the impact of which can affect the firm and profitability. These factors include; economic growth, exchange rates, inflation rates, interest rates, disposable income of customers and unemployment rate.

The World Bank thwarted Ghana as the world's fastest growing economy in 2019 as it doubled its economic growth. The sharp contrast today is that of a country battling its worst financial crisis in decades with inflation in the region of record 50.3 percent which is the highest in 21 years. At the inception of the present government of Nana Akufo-Addo in January 2017, the government significantly brought down inflation from 15.4% under the previous government to 7.9% and remained in single digits until the pandemic hit in March 2020. Ghana's budget deficit which hovered around 6.5% of the nation's gross domestic product was also brought down to 5% of GDP by the end of 2019.

“The growth that we experienced around 2017 to 2019 was coming from the oil sector. We were so excited that the economy was growing, but we couldn't devise strategies to ensure that the growth reflected in the other sectors of the economy” Amartey, Accra-based Policy Initiative for Economic Development told Al Jazeera. Mr. Amartey explained for instance that, the Agricultural sector was neglected, and that no meaningful value-added investment was undertaken in the sector. He added that, according to the United Nations' Food and Agriculture Organization, Agriculture represents 21% of Ghana's GDP and accounts for more than 40% of its export earnings and 90% of food Ghana requires. But to him, government failed to invest in the Agricultural sector to increase output that will in turn lead to economic growth. Inflation continued to surge, and the rising prices of goods and services kept the cost of living accelerating for the citizenry. Professor Peprah accepted the general knowledge that the Russia-Ukraine war affected global economies and exposed fundamental weaknesses. “Within a short period, prices in Ghana had increased, leading to hyperinflation and currency devaluation affecting both macro levels of the economy. The Bank of Ghana did not have the needed dollars to pay for the country's communities. The balance of payment had deteriorated, leading Ghana to insolvency” (William Kwasi Peprah). He stressed that investors' confidence in the economy dipped with the liquidity challenges and started moving their money out of Ghana. Credit rating firms such as Moody downgraded Ghana to junk status further pushing more investors away.

In December 2022, the government reached agreement with the International Monetary Fund (IMF) for a \$3bn loan bailout with restructuring measures as conditions. The economy has made some gains because of the IMF agreement with the Ghanaian currency recovering against the US dollar, appreciating by 63.7% in Mid-December 2022 after suffering a year-to-date depreciation of 54.2% at the end of November 2022 (Bank of Ghana).

Social factors refer to a dimension of general environment of demographic characteristics, norms, customs, population trends, attitude changes, lifestyle, and cultural barriers. It should be one of the company's focus to identify these emerging or changing trends, which in turn helps to understand what satisfies the customer in a social setting.

Population of Ghana has increased from 24.7 million in 2010 to 30.8 million as revealed by the 2021 Housing and Population Census (HPC). This implies that there has been an increase of 6.1 million over the last decade which represents a 24.6 percent increase over the 2010 population figure as recorded. This figure is made up of 15,610,149 women of the population and males 15,182,459. Overall, females make up 50.7% as against 49.3% males making the national sex ratio of 97 males for every 100 females (Annim,2010).

According to the 2010 Housing and Population Census, the Greater Accra Region has overtaken the Ashanti Region as the most populous region in Ghana. Hitherto, Ashanti Region had been the most populous since 1970. Population of 5,446,237 was recorded for the Greater Accra Region as against 5,432,485 for Ashanti Region. The Ahafo Region which is one of the newly created regions is now the least populous, taking the place of the Upper West Region which has been the least populous in all censuses after independence (<http://census2021.statsghana.gov.>).

Technological

Technological factors pertain to innovations in technology that may affect the operations of the industry and the market favorably and unfavorably. Consideration should be given to the rate at which new digital or mobile technology and automation is emerging, so that research and development is prioritized to catch up with other players in the industry. Being aware of new methods of distribution and production is never something to overlook. Ghana as a country is making significant progress in the field of technology. Most of its industrial processes especially production is automated with efficient machines mostly from Europe. This has enhanced the speed at which goods are produced helping companies to meet delivery or supply schedules.

Ghana over the years since 2013 has strongly come to the limelight as one of the countries that have consciously created and developed start-up ecosystem in Africa, assisted by foreign direct investments. Thus, in the field of formulation and implementation policies like the National Entrepreneurship and Innovation Plan (NEIP) which has considerably enhanced the ecosystem in Ghana. The Ecosystem in Ghana is predominantly the domain of businesses

in the informal sector. Entrepreneurs recognize the advantages that the ecosystem present, so they capitalize on it for their economic development and the development of the country which many studies (Singer et al. 2015). Incubators and Accelerators of the ecosystem include Ghana Tech Lab (Accra), iSpace (Accra), and MEST Africa.

Times have changed so much so that, Web Cafes and the use of PC Web link are widespread in major cities of most African nations of which Ghana is no exception. Ghana became the first country in Sub-Saharan Africa to have “full internet connectivity”.

Jumia report (2018), indicated that mobile phone penetration is 119% and a front-runner in Africa which in effect arguably means many are introduced to the use of computer. ICT (Information and Communication technology is spreading in an alarming speed beyond comprehension spawning and spreading other technologies too, despite the dire predictions of pessimists. “We paid the price of not taking part in the Industrial Revolution because, we did not have the opportunity to see what was taking place in Europe. Now we see that information and communication technology has become an indispensable tool. This time we should not miss out on this technological revolution, (Allotey,2005).

Legal

The organization should be abreast with what is legal and permissible in the geographical area that it undertakes business. Any change in the legal regime has the potential to impact the profitability of the organization. The company should always be on the lookout to avert such adverse effects and operate within the remits of the law.

The companies Act 1963 (Act 179) was longed used as the legal framework governing and regulating activities of companies in Ghana. On 2nd August 2019 the President of the Republic of Ghana – Nana Addo Danquah Akufo-Addo gave his assent to another substantive law, Companies Act 2019 (Act 992) which replaced the Companies Act 1963 (Act 179). In the words of the President, “At a very high level, the new Act seeks to introduced improved Corporate governance standards for companies operating in Ghana”. The President added that the Act which was worked on and passed by the Parliament of the Republic of Ghana was arrived at by drawing on the rich experiences of countries like United Kingdom, New Zealand, South Africa, and Mauritius which reflects international best practices.

The new Act also created office of Registrar of Companies appointed by the President as an autonomous body like the United Kingdom's Companies House to undertake the task of registering, regulating activities of corporate bodies and processes of their winding up. The Registrar of Companies which is run by a board with full financial autonomy thus operate separately from that of the Registrar Generals Department.

Act 2019 (992) comes with reforms to simplify and improve existing corporate governance standards and overall regulatory framework surrounding incorporation and operation of companies.

Environmental

With the increased prioritization and importance of CSR (Corporate Sustainability Responsibility) and Sustainability, and their influence on surrounding environment; the firm should take cognizance and conduct business accordingly. Elements of ecological effects need to be factored in the organizational operations. Some of these environmental factors are, climate, procedures of recycling, disposal of waste, Carbon footprint and Sustainability.

3.2 PORTERS FIVE FORCES ANALYSIS

Being aware of the competitive environment in which the company is to operate is of enormous significance. Porter's Five Forces has gained the recognition as a very useful tool that is reliable and most popular when identifying the main source and nature of competition in the industry. When these forces impacting the business are found, they assist management to adjust existing strategy, boost profitability and stay ahead of competition.

The tool was the creation of Michael E, Porter, a professor of Harvard Business School and published in 1979. Porter acknowledged the need for the organization to keep close watch on their competitors, but in his Harvard Business Review article ("How Competitive Forces Shape Strategy"), he went further to admonish leaders of business to look beyond the actions of competitors and examine forces that are at play, around the broader business environment. These five forces are, competitive rivalry, Supplier Power, Buyer Power, Threat to Substitution and Threat of New Entry.

Competitive Rivalry: This factor pertains to the number and strength of competitors. Take notice of who are the competitors, how many of them and their product quality as compared to that of the firm in question. Where intense rivalry exists in the industry, the company

should strategize either in reducing prices and resort to aggressive promotion of product to attract customers. Staying put under the circumstance of fierce rivalry, is a recipe for disaster as it becomes easy for suppliers and buyers to switch to other areas for a better deal. In the case where the firm's product or service is unique and competitive rivalry is not that high, then the firm stands the chance of competitor power which is likely to boost profits.

Supplier Power: The company's Suppliers can increase prices of materials easily or reduce the quality thereof if the company heavily relies on them without other alternatives who can supply a particular material or service required. This gives the provider, supplier power. In the scenario where the company can switch suppliers, consideration must be given to how expensive it is to switch.

The company can be forced into exorbitant contracts that will impact profitability if the supplier becomes stronger for lack of others to choose from.

Buyer Power: Customers attain "buyer power" where suppliers of goods and services in an industry outnumber buyers. This means it becomes easy for customer to turn to other competitors for cheaper products which in turn can eventually drive prices down.

It is therefore prudent for management to know the size of the company's customer base and the size of their orders. How much it will cost them to switch to patronize goods and services of rival firms should also be considered. With few savvy customers, the more the power they possess. On the other hand, buyer power reduces where the company can boost of many customers and with little competition

This is an assessment of how easy it is for buyers (Customers) to influence prices downwards depending on the number of buyers in the market and the individual buyer's ability to switch from one supplier to another.

Threat of substitution: This borders on existence of close substitute products in the market. It increases the likelihood of customer switching to alternatives in response to price hikes. Threat of substitution happens when a new or desirable product of similar characteristics suddenly enters the market. Another way is when the customer is able to find a different way of doing what the company does usually in terms of services.

Threat of new entrants: As the industry's profitability soars in the market, others firms are enticed to also penetrate into the industry. It is easy for rivals to enter the market if little

amount of money is required and takes little effort to do so and compete effectively. In most instances entry is easy where the industry has little or no protection especially for key technologies. The company's position can be affected by rivals' ability to enter the market.

In another shell, if the industry is effectively protected with strong and durable barriers then the chances of a firm maintaining its favorable position is high. Huge starting capital costs, complex distribution network, use of economies of scale, government interventions, and difficulty in getting the needed suppliers and customers who remain loyal and strongly committed to existing competitors; are some of these barriers.

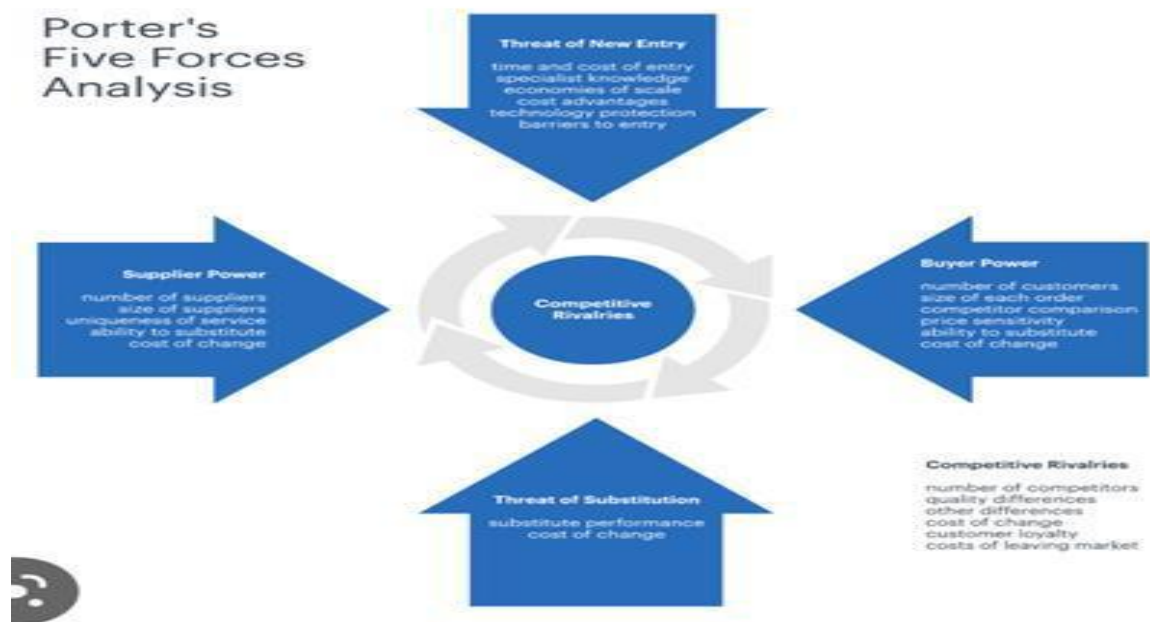


Figure7: Porter's five forces analysis

Source: *Source: <https://www.marketlinks.org>>Porter Five Forces*

3.3 COMPETITORS OF SPECIAL ICE COMPANY

No firm can enjoy a zero competition in a market setup or industry and Special Ice company as a natural sequence is no exception. Many companies in Ghana produce similar products in the market and foreign goods of similar make have flooded the Ghanaian market. The current government of Nana Akufo Addo, is vigorously pursuing their flagship program of “One District, one factory”, increasing the volume of competition in one industry or the other. The next chapter of the research will discuss some of the competitors of Special Ice Company who are also in the business of mineral water and soft drink production. The consumption of packaged or bottled water in Ghana has grown significantly in recent years with brands springing up all over culminating in a huge competition.

3.4 MAIN COMPETITORS OF SPECIAL ICE COMPANY LIMITED

3.4.1 Voltic (GH) Limited

Voltic Ghana is a subsidiary of Coca-Cola Beverages Africa (CCBA). Voltic natural mineral water has been a household name in Ghana for more than two decades with two production plants located in Media and Akwadum in the Greater Accra and Eastern regions respectively. Their reputation for producing world-class bottled mineral water makes them a generic name in Ghana. Voltic is NOSA, FSMS, and QMS certified and as recent as 2022 passed EMS audit. The company legitimately prides itself as the only water company in

Ghana with ISO certification. Voltic has twice been awarded “Water Brand of the year” at the Ghana Beverages awards in 2019 and 2020.

The company plays a managerial and supervisory role over 54 franchises under its quality Cool Pac water sachet brand. The company's mineral water products are all over Ghana with wholesale and retail outlets in all the 16 regions. Voltic mineral water now commands more than 75% market share (volicghana.com).

The company has expanded its brand portfolio adding fruit juices which include Hollandia Fruit juices and evaporated milk imports. As part of their contribution to the local economy, the company has paid more than GHS 100 million in taxes between 2016 and the first quarter of 2018 (Web Manager, 2018).

3.4.2 Twellium Industrial Company

Twellium is a multinational beverage corporation with its headquarters at Media-Adjen Kotuku, Nsawam in the Eastern Region in Ghana. The company is into the production of bottled water, soft drink and biscuit serving Burkina Faso, Ghana, and Togo.

The company was incorporated in Ghana in September 2013 starting with the production of four franchised products: Rush Energy drink, Original American Cola, Planet Range and Bubble Up lemon lime. The franchised license is from Monarch beverages – Atlanta Georgia; a diversified, international beverage company of many products operating in over 50 countries. The area of specialization is the production of a wide range of additional irresistible non-alcoholic beverages which includes, Rasta Choco Malt, Run Energy Drink, It's BIGoo, Easy flavored drinks, Dr Malt, Go on Energy Drink and Chale Fruit Drinks (www.twellium.com).

Twellium Industrial Company introduced Verna Purified Mineral Water in 2014 and the company prides itself as a flagship product for its general acceptability, taste, and refreshing appeal as confirmed by target market and consumers. Verna mineral water is considered as one of the top selling bottled water brands in Ghana.

Water to produce Verna is from protected underground mechanized borehole and uniquely treated with patented Italian High-Tech Purification Systems (peacefmonline.com 2020).

As one of the best-bottled water in Ghana with a PH value between 7.5-7.8 as proved by laboratory test and that satisfies its alkaline result. Verna Natural purified water comes in 330 ml, 500 ml, and 1.5-liter bottles. It is packed in a classy handy and easy shrink pack of 12 for all sizes and 24 Carton box pack and can be purchased from stores, supermarkets,

hotels and restaurants, filling station shops and kiosks at unbeatable prices kind courtesy of pricing evaluation that was undertaken. To ensure that Verna mineral water is wholesome, all products go through purification and filtration system for the removal of all particles and minerals (www. Twellium.com)

Regulations of Food and drugs Authority (FAD) and Ghana Standard Authority (GSA) for strict adherence to quality control and Safety standards are fully followed. Verna Mineral water is certified by ISO (International Organization for Standardization and HCCP (Hazard Analysis Critical Control Point) ranking it as an international standard brand (peaceonline.com 2020).

Verna mineral water was adjudged “Water of the year” award at the sixth edition of the Ghana Beverages Awards (GBA) for the year 2022 (allAfrica.com,2022)

3.4.3 Kasapreko Company Limited (KCL)

Kasapreko Company Limited is a multinational company in Ghana which is into the production of alcoholic and non-alcoholic beverages. Establishment of the company was in 1989 with Dr Kwabena Adjei as founder, chairman and owner. It all started in his garage in a town called Nungua, a suburb of Accra, the capital city of Ghana. With just five employees at the beginning in the garage, the company has grown over the years employing over 1,300 professionals and hundreds of contracted staff as at 2022. The main office of the company is situated at, D.TD #64 off Spintex Road, Baatsonaa, Accra.

Kasapreko made the conscious effort to expand beyond Ghana and it presently has distribution networks in some West African countries namely, Nigeria, Burkina Faso and Cote d’Ivoire.

At the foundation period, Kasapreko was mainly into the production of alcoholic beverage and its Gin dominated the alcoholic market in Ghana for a long time.

In 2005, Kasapreko went into the production of Carbonated Soft Drinks (CSD) starting with brands like Royal Cola, Royal Apple, Royal Orange, and Lemon Lime. The Royal Cola which is made with inputs sourced from Germany continues to compete well as alternative to Coca-Cola in terms of its high quality and affordability.

Today, Kasapreko can boost of many other non-alcoholic beverages such as: Puma Energy Drink, Royal Red Grape, Puma Cranberry, Puma Tamarind, 10/10 Energy Drink, 10/10 Apple line and Awake Mineral Water. A Malt drink which is the latest product innovation

named Choco Malt is the first of its kind in the Ghanaian market and is made with chocolate flavor.

A multi-dollar water, juice and soft drinks factory was unveiled by the company at Tanoso in the Ashanti Region- which is the second largest city and commercial center in Ghana. This multipurpose factory which is set up on a 10,000-square meter property forms part of the government's flagship, "One District, One Factory" (IDIF) initiative. This new establishment has the capacity to produce 35,000 bottles per hour of juice and non-alcoholic drinks and 15,000 bottles of the Awake Mineral Water per hour working at full capacity.

3.5 THE NEED TO PRECIPITATE AND STRATEGIZE FOR THE RESEARCH

Apart from the reasons already explained, there are also these other important areas which are considered as shortcomings informing this research and the company needs to take cognizance of and improve upon.

Branding

Products branding of Special Ice Company should be distinct enough from similar products of rival companies in the market. Branding assists consumers to establish the identity of assorted producers and it enhances effective product promotion because of its distinguishing effects on products.

The Ghanaian market is flooded with soft drinks and Natural Mineral water that look alike in terms of symbols, design, logo and sometimes names which resonates with many companies' style of branding. Branding of Special Ice Company should be made to stand out for consumers to be able to strongly relate well with the company's products to ensure customers loyalty, acceptance and inspire advocacy.

"Do what you do so well that they will want to see it again and bring their friends" (Wait Disney, Co-Founder of The Wait Disney Company).

Customer centric approach

Customer centricity is a business framework or philosophy where the customer is the focus of the company's efforts so that the customer's experience and relationship is considered the priority. It also means making decisions based on meeting customers' expectations,

satisfaction, and experience from the onset of product development as well as delivery strategies to reduce customer wait time.

Both Amazon and Zappos are companies who thrive as good examples of brands that are customer-centric creating a culture based on needs of customers with a genuine commitment, over the years. The reality is that Zappos is happy to sack employees who are not aligned to their customer centric culture (<https://www.superoffice.com>blog>).

“Customer service shouldn’t just be a department; it should be the entire company” (Tony Hsieh,2020)

According to super Office, Deloitte and Touché undertook research which indicated that companies which are customer-centric were 60% more profitable compared to those who did not have their focus on the customer and that 64% of companies with CEOs who are customer-centric have the edge over competitors in terms of profit. There was also the indication that 90% of companies solely compete with customer experience as basis.

“Customer centricity is about identifying your most valuable customers and then doing everything in your power to make as much money from them as possible and to find more customers like them. These customers give you a strategic advantage over your competitors; it’s a strategic advantage that could be the best path forward for many companies” (Fader,2016).

The focus of strategy should be the customer first and at the core of business to provide the customer with a positive experience which is an impetus for building a long-term relationship. “Every contact we have with a customer influence whether they’ll come back. We must be great every time or we’ll lose them” (Stirtz, 2008).

“By putting forth the effort to better understand the habits, tendencies, and value of each and every one of our customers, you can build better, stronger, and more profitable companies” (Fader,2016)

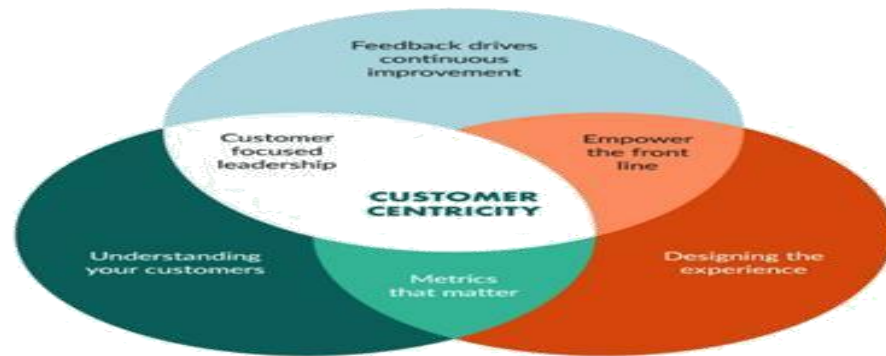


Figure 8: DIAGRAM OF CUSTOMER CENTRICITY

Source: www.superoffice.com

4 INTRODUCTION TO CUSTOMER ANALYSIS

4.1 CUSTOMER ANALYSIS

This chapter's objective is to provide a broad overview of the methodology and design used to study consumers' perceptions of using social media as a promotional tool, anticipating clients' brand preferences for Special Ice company limited, and asking about the marketing and sales methods of special ice company limited.

The approach in this chapter, was to ask inquisitive questions about Special ice company limited in terms of their sales tactics, the perception, and the expectation of the customers. The subjects covered in this chapter include:

- 1 Method of the Data collection
- 2 Population
- 3 sampling and sample size

4.2 METHOD OF DATA COLLECTION

This research will use Descriptive statistics data collection method. questionnaires were used to ascertain customers perception about how well they know special ice company's presence on the internet or social media platforms. The questions that was set on the questionnaire was basically to know how well the population selected for this survey knows the presence of the company in discussion as stated earlier. questionnaires were sent out through online and paper-based method. Link to the questionnaire was sent through emails and through WhatsApp to respondents and people also help by distributing to others in a form of a paper-based questionnaire.

In-depth, the research's questions for respondents were closed-ended questions. Age, gender, marital status, education, and employment status were the main demographic factors that were the focus of the first part of the questions. The second part of the questions focused on consumer perceptions or the perceived attitude toward social media and the presence of the company in question which is special company limited. Usefulness of social media, variables influencing social media usage, and consumer perception and attitude toward social media were some of the topics covered by the inquiries.

4.3 POPULATION

In statistics, the term population is used to describe the subjects of a particular study everything or everyone who is the subject of a statistical observation (Courtney taylor,2019) In this study the entire population of Kumasi a city in Ghana were targeted.

4.4 SAMPLING AND SAMPLE SIZE

Sampling is a strategy for drawing conclusions about a population by selecting and evaluating a subset of that group. A statistical analysis is used to calculate the number of items to sample, with samples chosen at random or in a systematic manner. The goal is to create a representative sample that represents the characteristics of the population drawn from. In this research, probability sampling technique was employed in a form of basic random sample approach. which means participants has an equal chance of taking part in the study using this strategy. Each member of this sample population has the same chance of being chosen at random, making the items in this population a sample. and

nonprobability sampling in this investigation. This indicates that each member of the population has an equal chance of being chosen for the study.

4.5 DATA RESULTS AND ANALYSES

The objective of this project is focusing on the impact of social media as a promotional tool and its effectiveness when it comes to how it influences consumers in buying products of special ice company limited.

The study employed Descriptive statistics data collection method, using quantitative survey data collected from customers of special company limited. A standardized questionnaire was used to conduct the study, In-depth information about consumer perceptions or the perceived attitude toward social media and the presence of the company in question which is special company limited. Usefulness of social media, variables influencing social media usage, and consumer perception and attitude toward social media were some of the topics covered by the inquiries. Below are the charts and interpretation of data acquired.

4.6 DESCRIPTIVE STATISTICS OF THE SURVEY

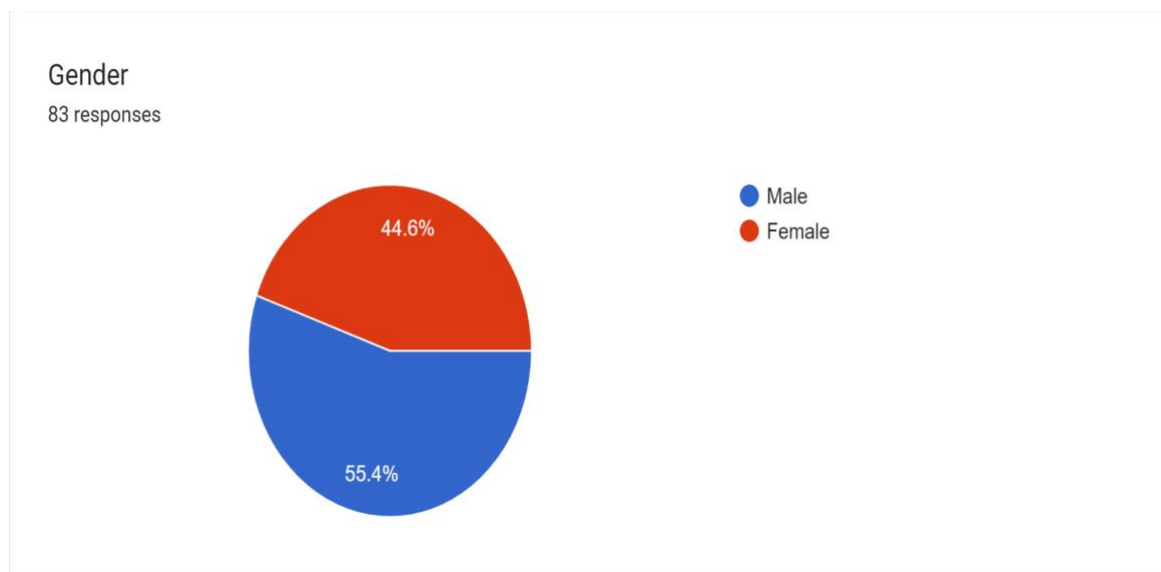


Figure 9: Gender of Customers of Special Ice Company Limited

Source: Researchers Own Work

As it was said earlier, descriptive statistic was used to uncover any variations in social media usage habits between men and women with Special ice company limited social media pages as a case by analyzing data gathered through a survey on the company. 86 people responded to the online survey; The survey asked a lot of questions when it came to the questionnaire that was given out to respondents. Some of the questions to mention a few was how frequent participants use social media, how well they know the company in question and many more.

Out of the 86 that participated,83 responded to this question and out of the 83 55.4% were men while 44.6% were women.

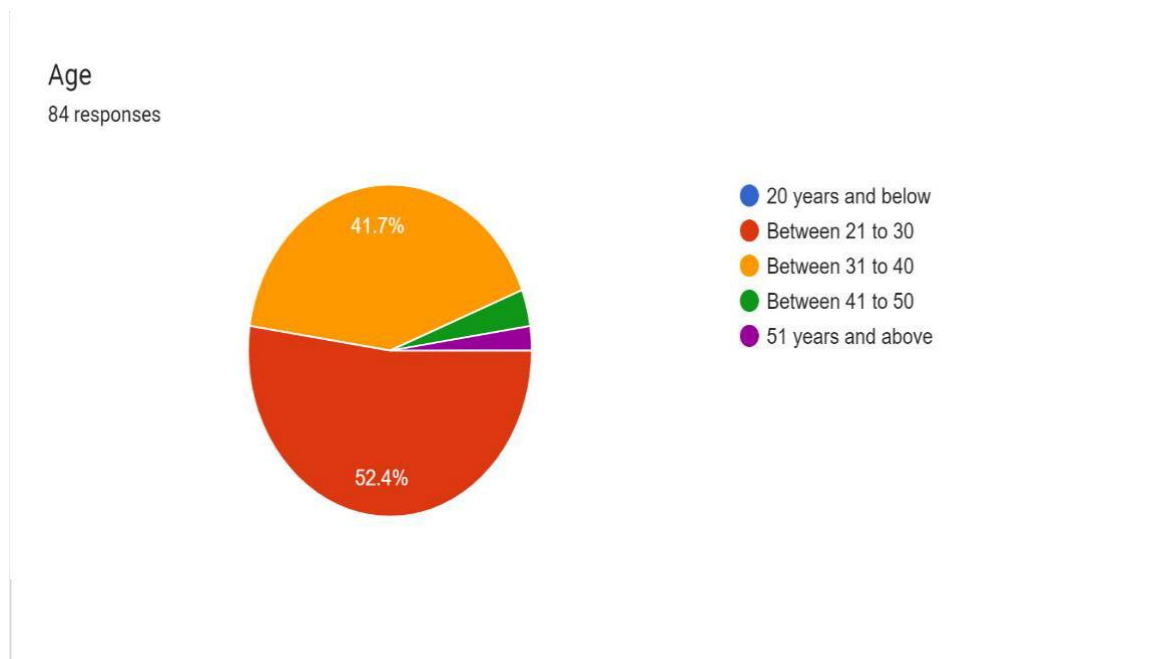


Figure 10: Age range of Respondents
Source: Researchers work

The goal of this study is to analyze the data obtained from a survey that was done about special ice company limited through web based and paper based questionnaire to detect any discrepancies or patterns across different age groups. The poll was done quantitatively and obtained responses from 86 people, with a fairly equal distribution across five age groups: 20years and below, 21-30, 31-40, 41-50, and 51 and above.

The greatest age group was 21-30, accounting for 52.4% of total respondents, followed by 31-40 with 41.7%, then 41-50 accounting for 3.6% and lastly 51 and above with 2.4%.

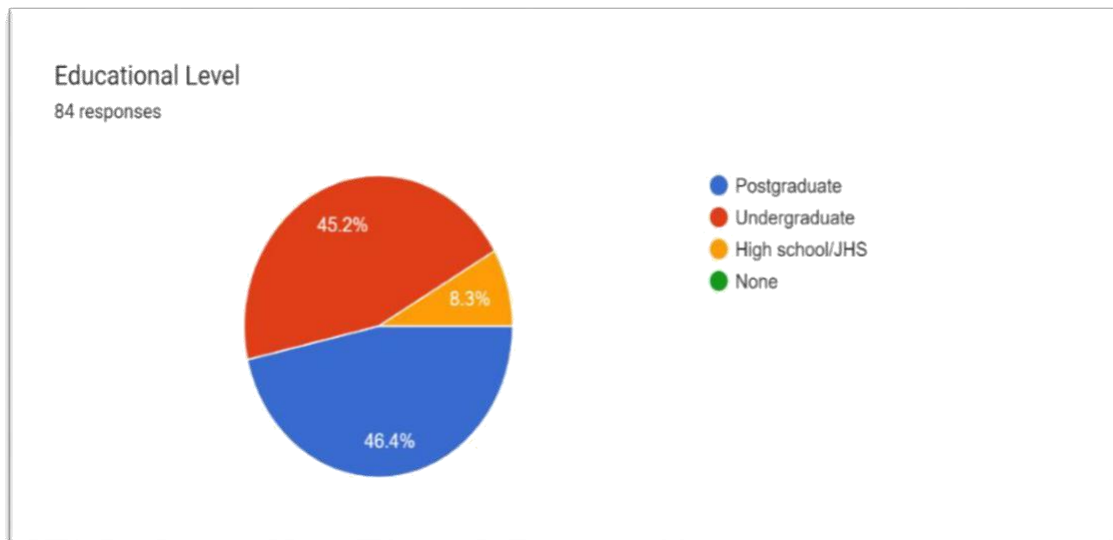


Figure 11: Educational level of respondents

Sources: Researcher's work

The results revealed that the educational level of the followers was broad, with those having a postgraduate degree being (46.4%), followed by those with undergraduates with (45.2%) and the rest being senior high school and junior high school students with (8.3%) According to the pie chart generated, it shows the distribution of educational levels varies among followers. According to these statistics, the majority of followers or potential followers out of the 84 who responded is at least a high school graduate.

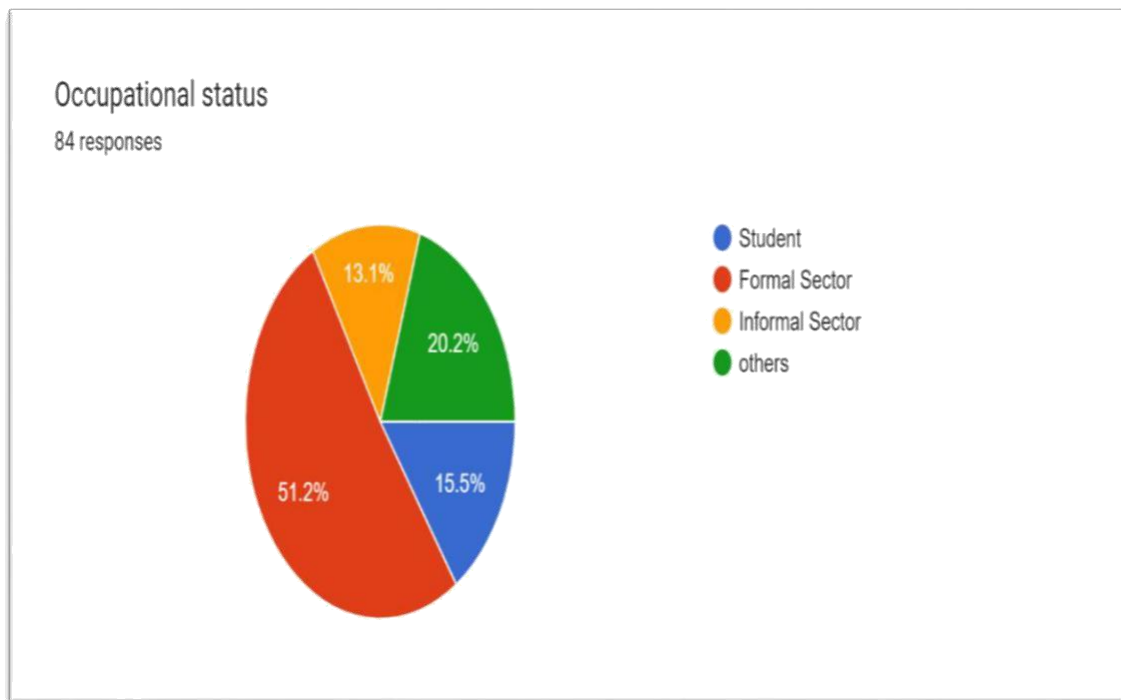


Figure 12: Occupational status of respondents

Source: Researchers work

Out of the 86 respondents that was gotten to participate in this survey, The goal was to assess the occupational background of respondents who is one way or the other associated with special ice company limited. The survey was performed online and through paper based. The occupational background was grouped into four groups: students, those in formal sector, those in the informal sector and one option being others that being homemakers, retired individuals, and jobless individuals. It was revealed that the bulk of respondents (51.2%) is from the formal sector, followed by the other option which is (20.2%), students (15.5%), and informal sector being (13.1%) These statistics collectively imply that the majority of respondents who follows the company or know about them are working professionals.

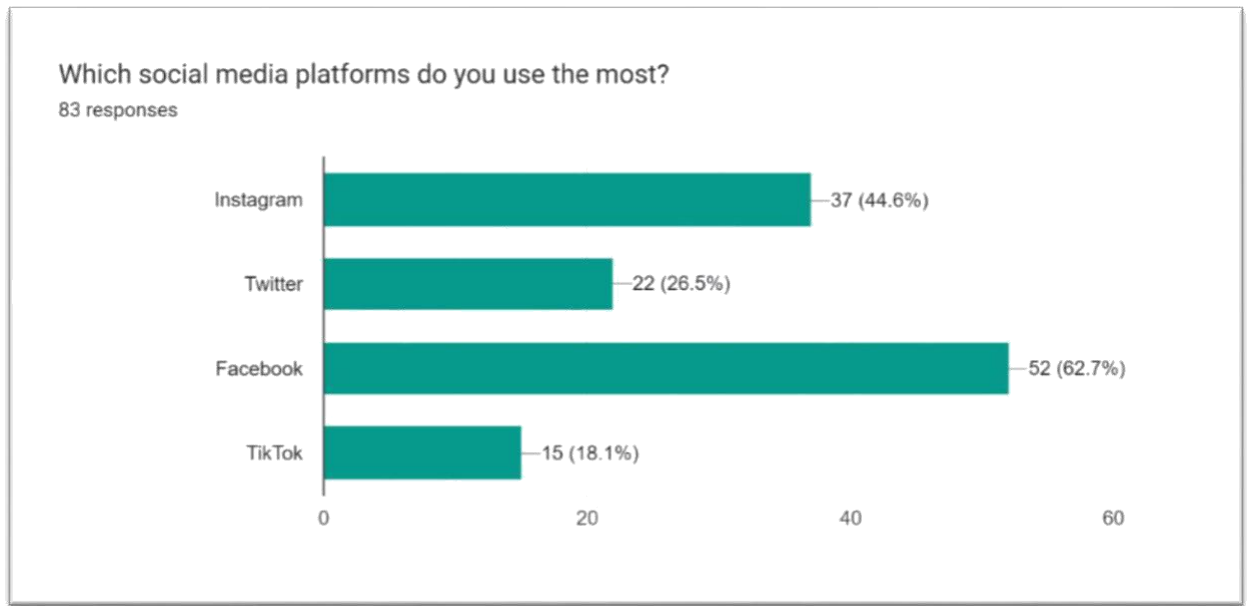


Figure 13: A chart of social media platform respondents uses regularly

Source: Researchers work

The main Goal of this project is to enhance the social media platforms of special ice company limited in other to help in effective promotion, to discover the most well-liked social media platforms among a company's followers and respondents who participated in the survey. A total of 83 Out of the 86 surveyed were at least having one social media platform. Data from the survey were analyzed using descriptive statistics. The results showed that Facebook was the most popular social media platform among the Participants, with 62.7% of respondents reporting that they have an account on Facebook. The next most popular social media platforms were Instagram with 44.6%, Twitter following with 26.5%, and TikTok (18.1%). Besides determining the most widely used social media channels, the researcher also had in mind in determining how often people who have this social media accounts visit these platforms. Which can help determine the platform the company must invest in when it comes to investing more in promotion and other aspects that help increase sales at the long round.

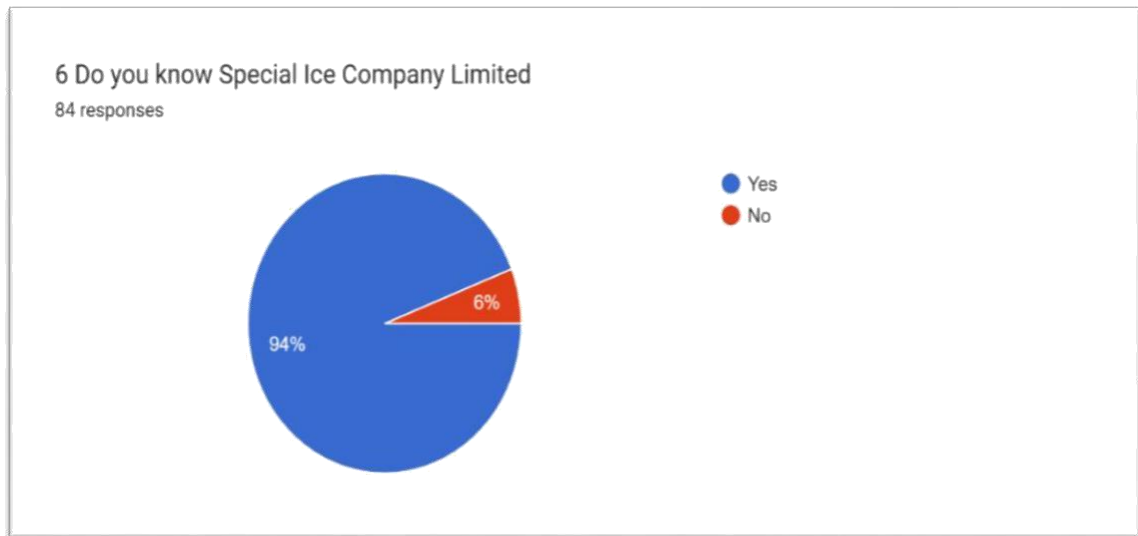


Figure 14: Data Analyzing how well the company is known by Respondents

Source: Researchers work

Based on the goal of the project, respondents were asked how well they know the company which is Special Ice Company Limited. The data gathered from the survey we took shows that out of the 84 respondents that participated, 94% percentage know the company or have heard about them while 6 percent have not heard about them. These results suggest that the company is generally well-known, as most respondents indicated that they were aware of it. Nevertheless, there is potential for development in terms of raising favorable perceptions of the business. Additionally, the results imply that Facebook is the best social media channel for broadening brand recognition within the intended market. The company's social media marketing approach can be influenced by these insights, with an emphasis on boosting good impressions and utilizing Facebook to raise brand awareness.

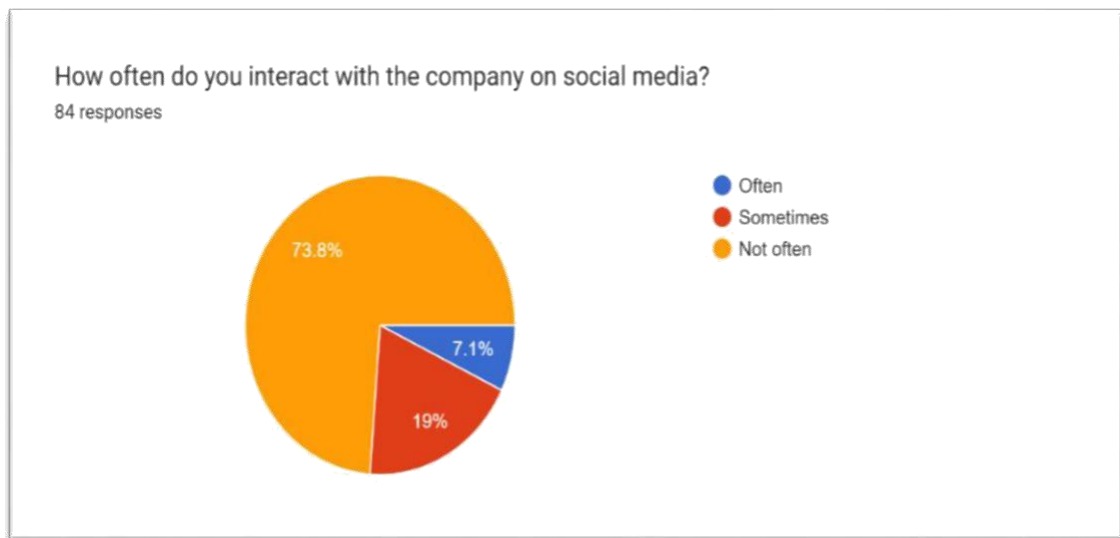


Figure 15: A chart Analyzing how respondents interact with company

Source: Researchers work

The researcher aims to investigate how frequently or often respondents who knew the company and is aware of the social media platforms or channel engage with the company on its social media platforms. with the respondents who said they have at least one social account and is aware of the existence participated. The majority of those surveyed, 73.8% said they interacted with the company on social media often, while 19% said they sometimes interact with the company on social media. And only 7.1% of those surveyed said they interact with the company rarely.

Overall, these data imply that customers who follow a brand on social media are likely to engage with, it might not be on a regular basis but there is certainly an interaction one way or the other. And with Facebook being the social media platform that is well known among the surveyed it is likely that it will account in majority of those interactions. The most frequent form of contact with every social media interaction is liking or replying to posts, followed by commenting and sharing posts. These results can aid businesses in better comprehending how their audience interacts with them on social media and can guide their social media marketing tactics.

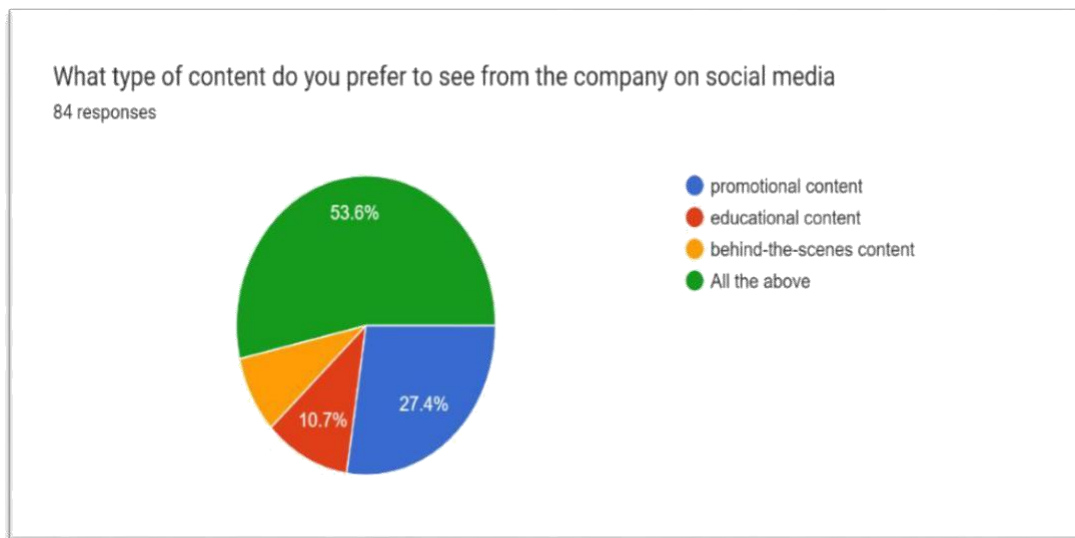


Figure 16: Respondents Respond on How they Perceive the Contents of the company
Sources: Researchers work

The goal is to examine information gathered from the survey on the preferred content customers wish to view on special ice company limiteds social media platform. particiapants who followed the company on social media responded to the survey which was conducted online and through paper based.According to the method that was chosen for a data analysis,which is descriptive statistics, respondents were asked concerning the type of contents the want to see from the social media platforms with options such as Educational contents,promotional contents,behind the scenes contents as to what the company do so far as production,making of contents, Product updates, company news, and events etc.and the participants who wished to see all the aboved mentioned.with our respondents between the ages of 18 and 51 and above,which will give a wider view to know if the younger generation and the older generation resonate with the contents which is posted on the social media platforms of special ice company limited.out of the surveyed or participants 27.4% preffered promotional contents,10.7% wants educational contents,8.3% preffered behind the scene content,whiles majority of the respondents which is 53,6% prefer all the above stated contants from the company so far us posting on their page is concerned.

Overall, these data imply that,customers are willingly to see almost every content that is posted on a comapnys social media,it being educational,promotional otor any other contents that will benefit them in the long run. the most significant type of content that users usually desire to see on a company's social media platforms are which that will satisfy their want

and their need for something different and unique. These findings have significant ramifications for the company which will help interact with their social media followers and provide content that appeals to their target market.

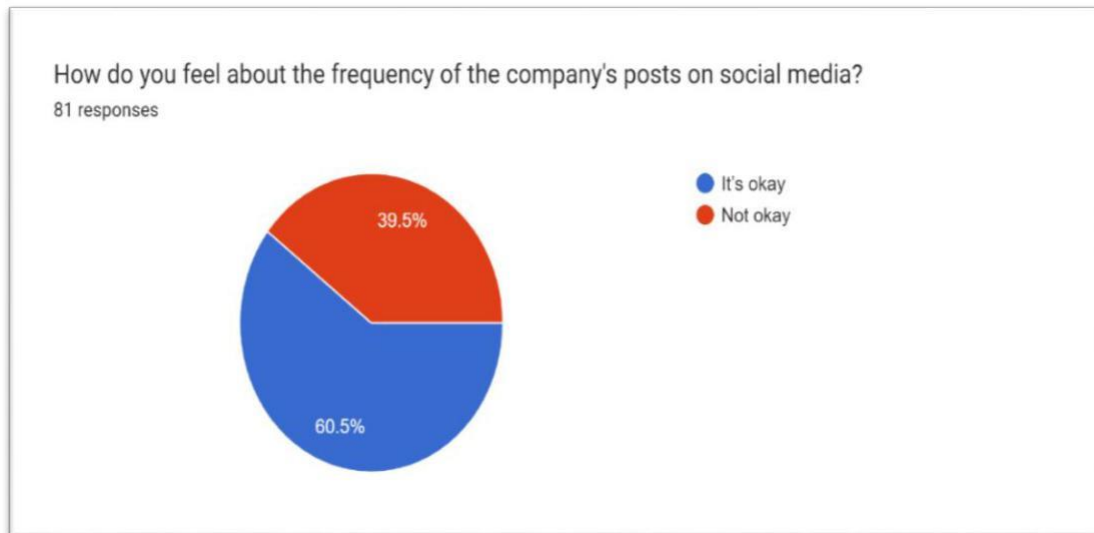


Figure 17: How respondents feel about the post frequency on the company's social media page

Source: Researchers work

To examine information gathered from the survey conducted on people's opinions regarding how frequent the company post content on social media platforms. participants, who are either current or future consumers of the company, responded to the questionnaire that was distributed through web based and paper based. To describe the distribution of responses, descriptive statistics were computed. According to the findings, most respondents 60.5% said that the frequency of the company's post on their platforms was okay while 39.5% said it was not okay, with the options being okay and not okay makes it easier for the respondents to express their selves easily. Special ice company, across their social media platforms, post at least 3 times in a day on their social media platforms. which majority of the respondents feel it's okay. Most respondents, according to these data, believe that the company ought to publish on social media platforms as they are used to contents that are posted there daily. With the 39.5% who are not okay with the frequency of the post on the company's social media platforms can be based on a lot of factors it being Age and gender preferences to

mention a few, which differ significantly, These results have significant ramifications for the firm's social media strategy because they imply that in order to maximize engagement with its target audience, the company may need to adjust the frequency of its postings to different age and gender categories.

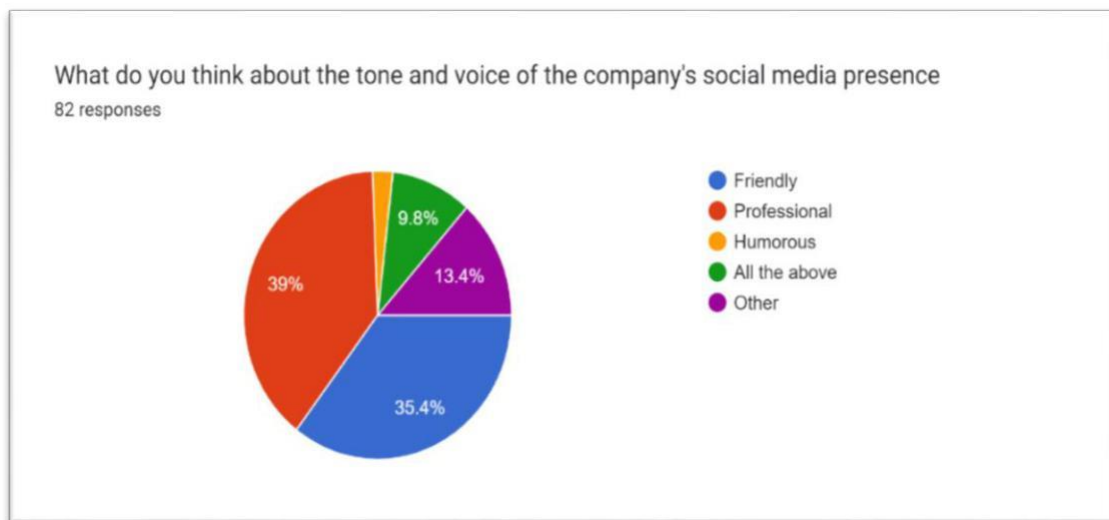


Figure 18: chart indicating the voice and tone perception of the company's content by respondents

Sources: Researchers work

The intent at this point is to explore the variables influencing the opinions of individuals of the voice and tone of a company's social media presence. Descriptive statistics was used in the study to examine the information obtained from a survey. with five options given to respondents to choose from, that being friendly, professional, humorous, all the above or other option. the findings show that,35.4 of the contents are friendly,39% chose professional, 2.4 going for human,13.4% wanted other and 9.8% preferred all the above. The study's findings will give the company insight into how their target market views their social media presence and assist them make improvements to their communication plans to strengthen their relationships with customers on social media platforms.

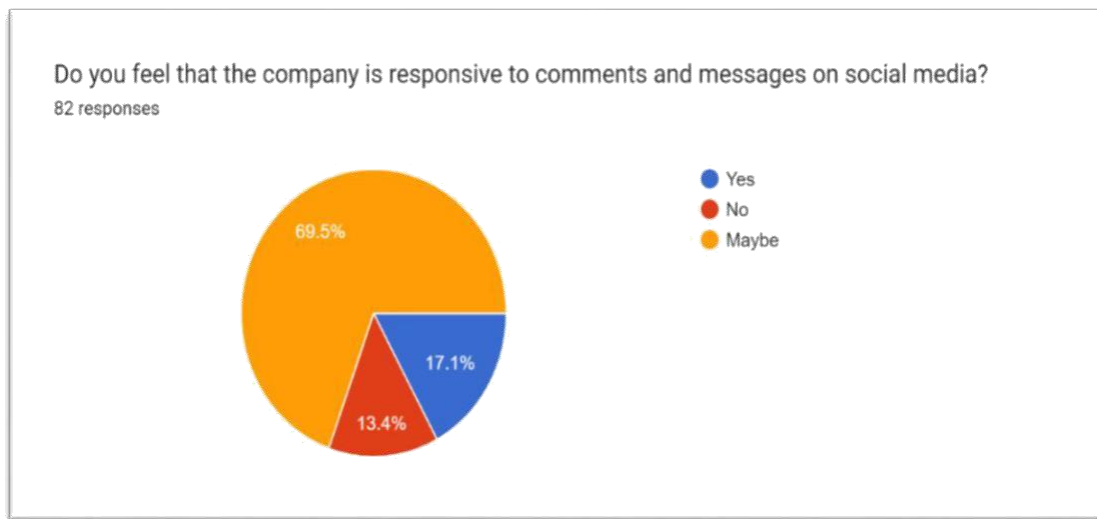


Figure 19: Chart indicating results of respond to how effective the company's engagement is with customers

Source: Researchers work

In other to connect and interact with the customers, this question was asked among the many. With the 82 respondents 69.5% think the company is responsive or not, 17.1 said yes and 13.4 said no. this information will help the company to create a rapport between them and their customers and help engage with them, by answering comments and helping customers. With their feedbacks.

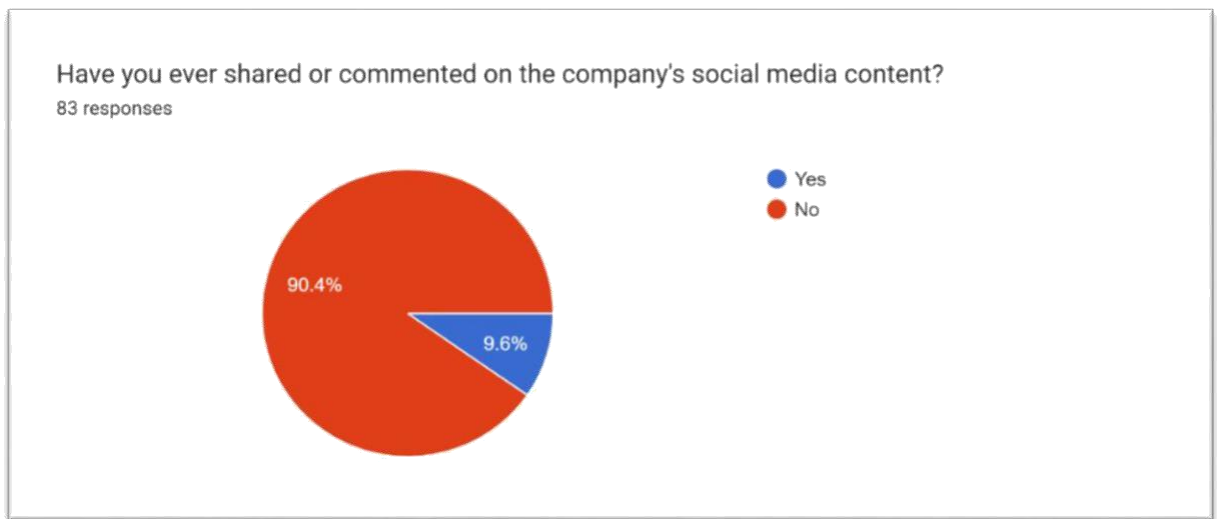


Figure 20: Results of customers engagement with special ice company limited

Source: Researchers work

Customers' were also asked about whether they have ever commented on social media platforms of the company ghana.90,4 said no whiles 9,8 said yet. This information will help the company, come up with strategies' that will make customers more engaging to things and contents of the company

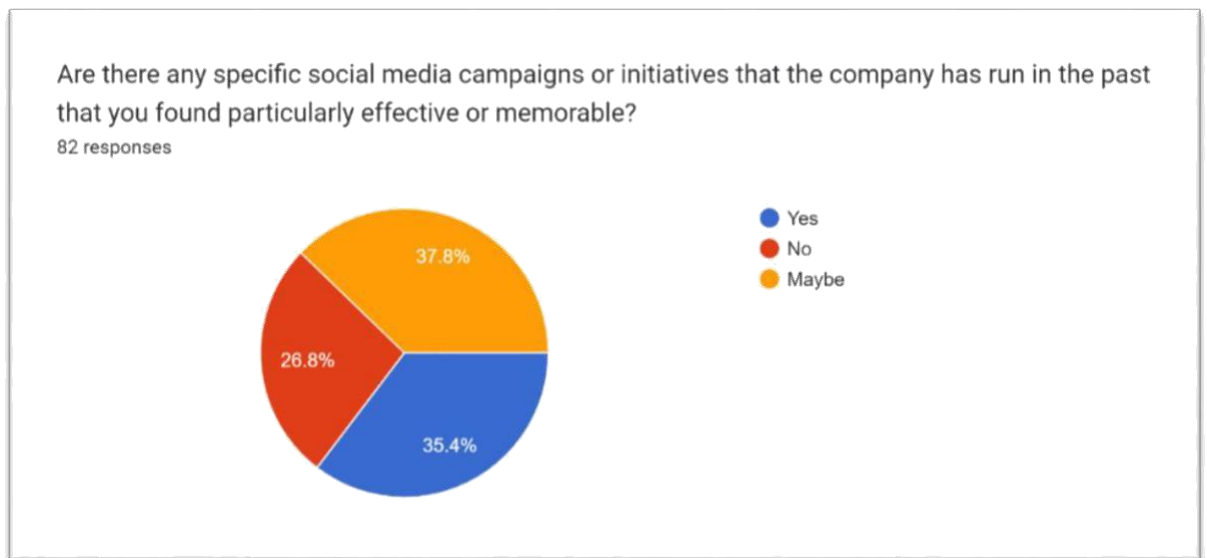


Figure 21: Results on Effectiveness of content created by the company

Source: Researchers work

As this project is centered on making a social media strategies,37,8 said maybe,35.4% said yes and 26.8% said no. with all this responses social media campaign and events will be made, that will tailor to all this questions needs and wants

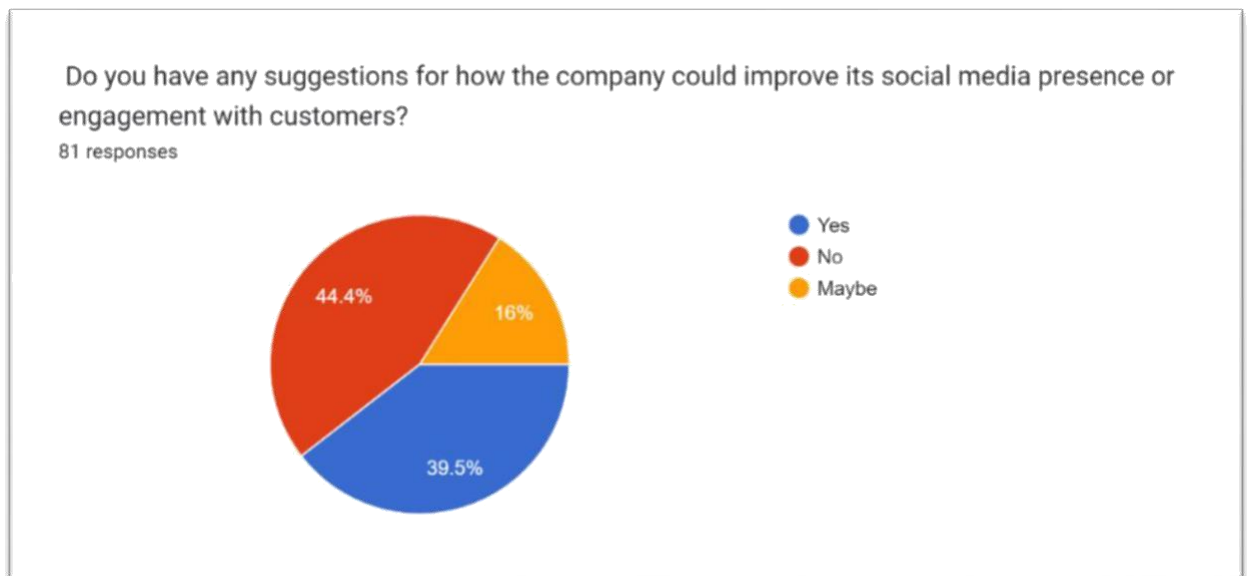


Figure 22: Data results on Customers view on content improvement

Source: Researchers work

The enhancement of the social media platforms and the researcher going the extreme to get all this data is to satisfy and give customers the best experience with the brand. So customers were asked what they can bring on board to help the company no their needs and wants. 44.4% indicated on not having any suggestions, 39.5% having the need to help and 16% of the surveyed being on the fence about it. with this results we can know efficiently bring customers on board to help the company satisfy their needs

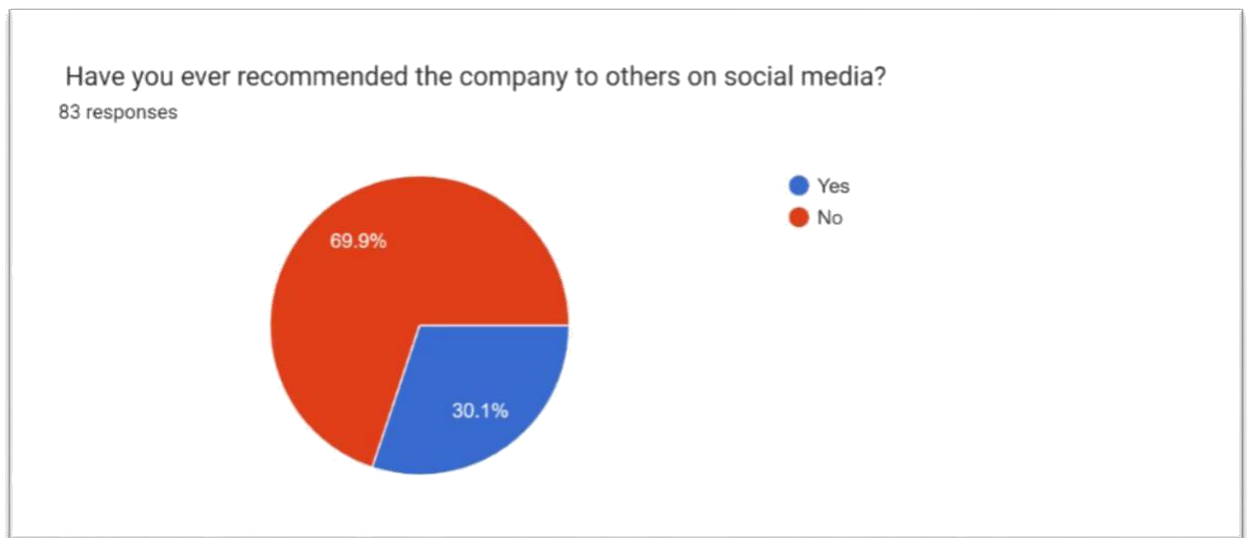


Figure 23: Results on others awareness of the brand through respondents

Source: Researchers work

Interms of reccomendations,69.9% stated no in response to if they have reccomended special ice company limited or the brand to any one while 30.1% stated that they have.looking at the results of the data,theres the need to do more for the brand to be recognised and for others to recommend it too.

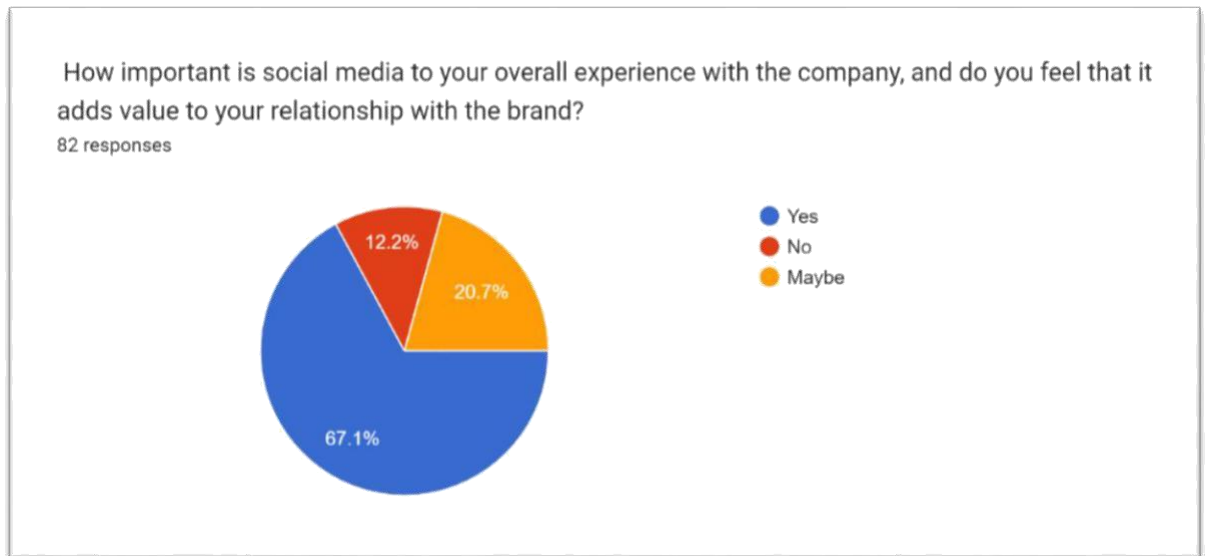


Figure 24: Results of the company's effectiveness on all their social media platforms Source: Researchers work

Social media has been recognized to be an effective tool when it comes to communication, businesses, Education to mention a few. So, there was an importance in asking respondents or potential customers their experience with the brand and how effective the company's social media platforms play a role. Out of the 82 respondents, 67.1% think the company's effectiveness with their social media platforms helps with brand relationship, 20.7% said maybe while 12.2% said no. Overall we can say social media plays a major role in how a customer relates with a brand.

4.7 PRODUCT AWARENESS CREATION BY SPECIAL ICE COMPANY LIMITED

The question of how the corporation raises awareness of its products and the brand at large was answered by the research. Advertising and promotion was identified to be to be a successful selling tactic before and throughout the insempion of brand awareness Promotion of the new product of special ice company limited and brand awareness are made easier trough advertising. This is due to a number of variables, including the fact that advertising is the most prevalent kind of media available to the target audience, Special ice company uses the traditional form of media as well as the technological means,so Radio, television,newspaper are all form of channels to get to customers and the public at large.And the reason why advertising and promotion of products of special ice company limited are pushed to customers through this channels is that the chances that any person owning or coming accross either of this channels is really high.

Through the finding of the survey it shows that radio stations and television have been special ice companies primary medium or channel for spreading awareness over the years.Majority of the radi stations and television stations in ghana has being used as and advertising and promotion channels for special company limited. Star FM, peace FM,neat FM,hello FM,okay FM,UTV,TV3,are all common radio and television station used by Special ice company limited.Interns of advertising and promotion when compared to commercials in other conventional media, the responsiveness to radio advertisements and Television is effective and efficient.

4.8 GHANAIAN AND THEIR PERCEPTION ON SOCIAL MEDIA USAGE

Like many other countries, social media has become a phenomena and a very important thing in the daily life of peoples in Ghana. The use of social media has increased in the recent years compared to previous years. Ghanaians' usage of social media mostly are for entertainment, communication and in recent years adaptation of it in business. Facebook, Twitter, Instagram, and WhatsApp are the most popular social media platforms in Ghana. Ghanaians, in general, have a favorable opinion of social media, considering it to interact with loved ones, share knowledge, and keep up with current affairs. A crucial tool for businesses and individuals to market their goods, services, and personal brands is social media. however, Concerns have also been raised regarding the detrimental effects of social media, including the dissemination of false information, cyberbullying, and online frauds. Some Ghanaians believe and fear that using social media could cause them to neglect more crucial tasks and obligations. In Ghanaian, social media is viewed as having both beneficial and harmful effects, which people and communities must balance. its advantages and possible downsides. There were 33.80 million people living in Ghana as at January 2023. Ghana's population grew by 643,000 between 2022 and 2023.

In Ghana, women make up 50.1% of the population, while men make up 49.9%.

41.1 percent of Ghana's population resided in rural areas, compared to 58.9 percent who did so in urban areas in the beginning of 2023(kemp,2023)When it comes to the usage of internet there were 23.05 million online users in January 2023. In Ghana, 68.2% of the population have access to the internet as of the beginning of 2023. According to a Kepios investigation, from 2022 and 2023, there was a 438 thousand (+1.9 percent) increase in internet users in Ghana.

In Ghana, 10.75 million people did not access the internet at the beginning of 2023, indicating that 31.8 percent of the population was offline at that time, according to these user statistics. According to planning tool a social media data analytic indicated that at the beginning of 2023, there were 6.30 million users in Ghana who were using social media and the age was between 18 years of age or older, which is equal to 32.7% of the country's entire population of adults.

In general, in January 2023, 28.6% of all internet users in Ghana (regardless of age) used at least one social media platform. At that time, there were 40.5 percent female users of social media in Ghana and 59.5 percent male users. With this data presented, Facebook had 5.65

million users in Ghana in early 2023 whiles. Instagram had 1.70 million users in Ghana in early 2023, and Twitter had 1.15 million users in early 2023.

With this data, it can be said that the perception of Ghanaians towards social media is a positive one. Below are the social media pages of special ice company that needs enhancing



Special Ice

15K likes • 16K followers



Message Like ...

- Posts
- About
- Photos
- Mentions

Details

- Page · Bottled water supplier
- # 10 Osubadu St , Dzorwulu, Ghana
- [+233 30 277 2807](tel:+233302772807)

Figure 25:facebook page of special ice company limited

Source:special.ice.gh/facebook

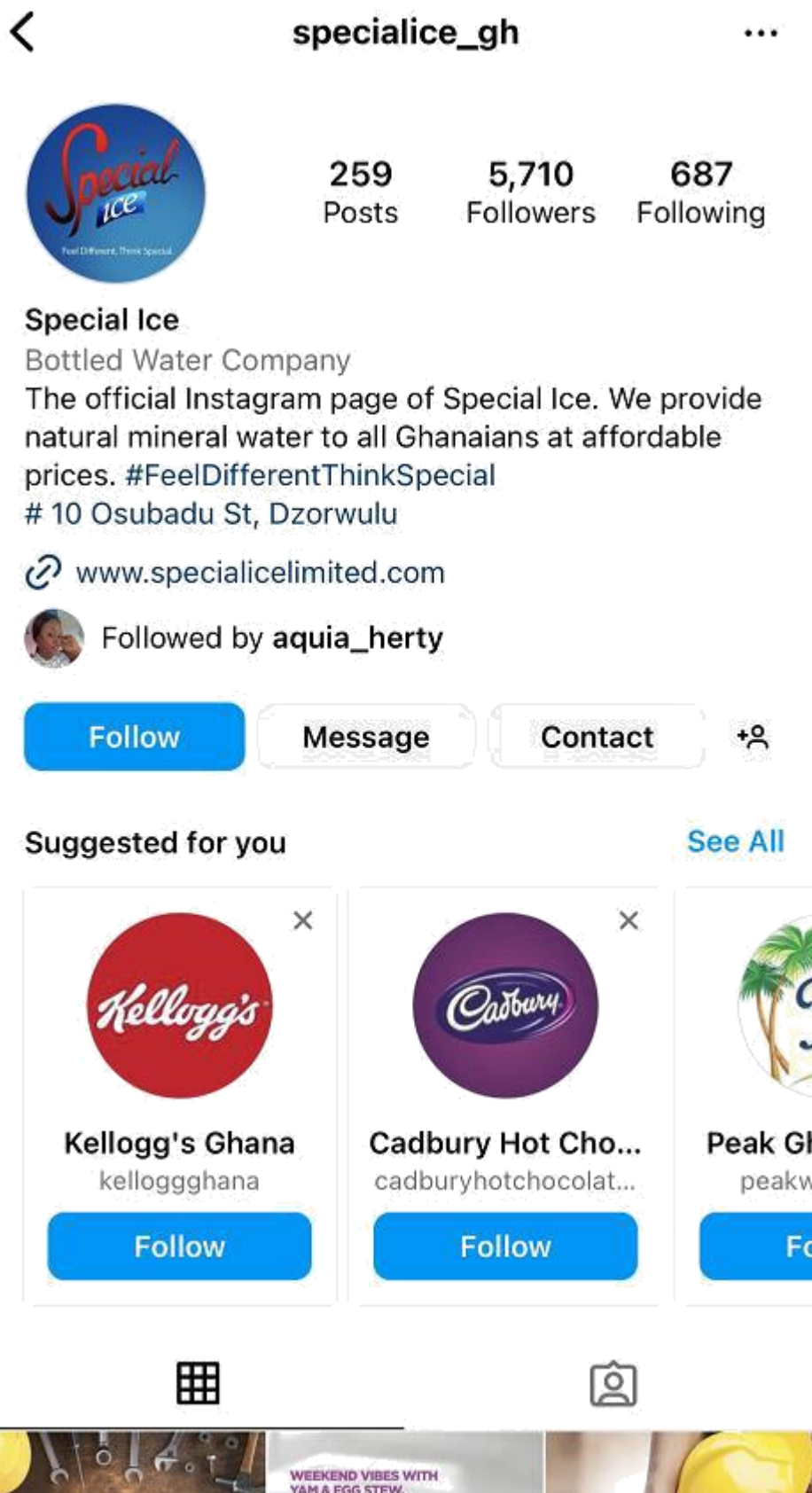


Figure 26: Instagram page of special ice company limited

Source: special ice.gh/Instagram

III. PROJECT

5. PROJECT TO ENHANCE SOCIAL MEDIA STRATEGIES FOR SPECIAL ICE COMPANY LIMITED IN GHANA

Introduction

The goal of this project is to redesign the social media strategies of special company limited in Ghana. Before we can enhance the social media strategies of the company, the company's present marketing and sales methods, as well as customer expectations and perceptions of social media in Ghana, might all be taken into consideration to achieve this. The project's objectives why are social media an effective promotion tool, how does the change in attitude, perception, taste of consumers' impact the use of social media by the organization, what are the current marketing and selling strategies of Special Ice company limited.

To what extent can social media affect the consumer's decision in buying, the strategies that will be developed to re-structure the marketing and selling approach based on the customer sentiments, the implementation and control of the strategies defined, as well as an analytical concept of the current situation as it relates to consumer purchasing and behavior, will all be covered.

In addition, the project will consider cost analysis, time analysis, and risk analysis to assess any potential risks that may exist in the market.

5.1 PROJECT EXECUTION PLAN FOR SPECIAL ICE COMPANY LIMITED

An action plan offers a thorough breakdown of the steps necessary to achieve a goal. It divides the procedure into manageable steps based on a timetable. The full project's action plan is broken down in the table below.

DESCRIPTION	TASK	TASK ASSIGN TO	DURATION(WEEKS)
in depth auditing of all social media accounts	Auditing	Author	4
Social media research on new trends and best practices	Researching	Author, Archives, and current report	3
Choosing which Social Media platform to focus on in order to develop a strategy for it	Platform Selection	Author	4
Creating a calendar to generate relevant and engaging content	Content Creation	Author	1
Responding and taking heed to customers' needs and query's on time and in a helpful manner	Engage	Marketing	2
Analytics	Analyzing and Monitoring Social Media Metrics to Determine Success	Marketing management	3

Review	Reviewing And Adjusting Strategy		5
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Table 3: Project execution plan

Source: Researcher

5.2 SOCIAL MEDIA PLANNING STRATEGIES FOR SPECIAL ICE COMPANY

The project will only rely on special ice company Limited’s social media methods, which will assist the firm increase their social media presence through efficient promotion and marketing strategies, which will aid the company in the long run-in terms of reaching organizational goals. Companies "must be able to segment their priority populations, that is, determine, isolate, and know the degree to which these populations use and access web 2.0 social media" (Thackeray, Neiger, Hanson, & McKenzie, 2008, p. 342). This is due to the requirement that they "be able to identify, isolate, and know the level to which these populations use and access web 2.0 social media." (Bernthon et al. 2012), Dutta (2010), and(Larson and Watson,2011).This population may have a wide range of "stakeholders," groups, and cultures. Another effective technique for enhancing a social media strategy is depending on the channel or platform being used. The success and even appropriateness of communicating via a specific social media channel is largely determined by the channel used. According to (Klang and Nolin 2011), technology infrastructure determines affordances and constraints. (Kaplan and Haenlein, 2010) present a matrix with multiple social media channels that differ in terms of media richness and self-disclosure. According to (Dutta 2010), different target groups must be reached through distinct social media outlets.

As stated earlier, effective strategy always has the target group as the main focus. And also, as mentioned, channel choice where company interact with consumers was also counted as one of the best way and effective way of promotion.

The researcher will create two strategically positioned points of view from the consumers segment and from the channels that will be used in communicating with the consumers. To build the most effective marketing and sales strategy for special company limited in Ghana, the researcher will consider the links between the demographic parameters that were previously described.

And giving the results of consumer surveys conducted in order to know the current marketing and sales tactics that we have to use in order to enhance it to help effective promotion and boosting of sales which will go a long way in helping special ice company limited.

5.2.1 STRATEGY '1': DEMOGRAPHIC STRATEGY

Demographics can be defined as characteristics of a population that have been grouped according to specific criteria, such as age, gender, and location, ethnicity, income, occupation, hobbies, and interest to mention a few. Businesses, organizations, and governments analyze demographic data when making decisions. Businesses use information that is acquired to develop marketing strategies, while governments can use it to enact public policy.

When creating a social media strategy, demography is a crucial factor. Depending on demographic profile, a company becomes aware of their target audience and knows particular qualities and preferences. Demographic strategy will help special ice company limited better connect with their audience and help reach their marketing goals by being tailored to certain demographic groups.

To enhance the social media strategy of special ice company limited through demography, the researcher plans to:

- **Identify critical demographics:** We will conduct research to identify the demographics most relevant to our project, such as age, gender, education, occupation, and interests. This will help us create tailored messaging and materials that are appealing to our target demographic.
- **Tailor content:** Using our demographic data, we will create social media content that is properly tailored to the tastes and interests of each section. We may use different language, visuals, or forms depending on the age range we are targeting.
- **Platform selection:** We will pick the most popular social media sites among our target demographics. Younger consumers, for example, may choose visual networks such as Instagram or TikTok, but older audiences may prefer more established platforms such as Facebook or LinkedIn.

5.2.2 CONTROL AND IMPLEMENTATION OF STRATEGY 1

Based on the survey that was conducted on the current and potential customers of special ice company limited we already have a clear idea as to how to determine an essential demographic, tailor content and Platform selection when it comes to the age of people who are aware of the company, their occupation, gender, level of education, contents they resonate to and the channels they tend to see those contents on.

Based on the results of the survey which indicated that majority of the people who are aware of special ice company limited are men with 55.4 %rate as compared to women with 44.6%rate.

And also, based on the results of the survey, participant between the ages of 21 to 30 was identified to be the majority of people who knows or have heard of special ice company limited having the rate of 52.4 of total respondents. Occupation as a factor also recorded the people working in formal sector as the majority people that participated in this survey.

With all this factors, that are being raised about gender, age, occupation, and interest when it comes to the consumers it is favourable to come up with a strategy that will address all this factors.

According to social media analytic tool,When it comes to the usage of social media men are drawn or used to news-focused networks like Twitter and LinkedIn, whiles women are more inclined to utilize visual-based platforms like Instagram, Pinterest, and Snapchat.

And also, social media contents linked to food, fashion, and leisure tends to be more popular among women, whereas sports, technology, and business-related information is more popular among males. Women are more likely to engage with social media content on mobile devices and use social media on average more regularly than men. And women are more inclined than males to share personal details and experiences on social media, but men are more likely to share news items and other educational stuff.

Putting all this factors into consideration when it comes to implementing strategies concerning the interests of men and women on social media, it's important to consider the differences in the ways that men and women typically engage with social media content. Here are some general tips to be considered by special company limited.

Creating of diverse content

As mentioned before, the content that women are inclined to or resonate with are different from that of male. When it comes to the usage of social media, the company is supposed to come up with entertainment inclined contents and as well as news related content when it comes to promotion, product related news and even news about production and any information that consumers need to know in other for it to be appealing to both men and women alike. And also, the company must avoid making assumptions about what each gender might be interested in and instead, try to include a range of topics that are likely to be appealing to both.

Inclusivity of language

In providing content to your consumers or potential consumers, there is no need to classify your content or perceive that a particular gender will be more drawn to it than the other. We can use an example of respondents who were surveyed when it comes to this project. We can't say since majority were men, News and business-related contents that resonate with men will only be posted. The company must avoid using language or topics that might be sensitive to another gender and might be perceived as sexist or exclusionary. For example, using gender-neutral language in your posts and avoid making assumptions about the gender of your audience.

Engagement with your audience

With the usage of social media, one of the ways that the company can interact with customers is through social media and this can only happen by encouraging engagement with your customers or potential customers, is by responding to comments and messages from your audience. This will help to build a community and foster a sense of inclusivity and belonging. Example, a customer can share his or her experience with the brand, it being good or bad replying to such comments and solving or accepting the compliments can help encourage other customers or potential customers to be drawn to the product

Consider the platform

As mentioned earlier, women tend to social media page that are more visual and entertainment related, so it can be obvious that women will be more drawn to platforms such as Instagram, Facebook and TikTok. While men tend to like twitter. Since different social media platforms have different user demographics, it's important for a company to limited tailor their content to the specific platforms used by their customers.

Age

Age is one of the factors that has been easily identified to have an effect on content preference when it comes to social media. Through the survey, it is known that there are a lot of people who follow special ice company limited ranging from 21-54 and different age groups have different preferences when it comes to social media platforms and content. The company must create content that can be appealing to both the older and the younger generation. For example, younger audiences may prefer platforms like TikTok and Instagram which is more entertainment oriented as compared to other channels. While older audiences may prefer Facebook and LinkedIn, so to cater for all the needs of this different age demographic groups, the company must create content that's specific to their preferences and promote it on the appropriate platforms.

Occupation

Depending on the occupation of the respondents who were surveyed, there is every aspect of the working force that knows or is following at least one social media platform of the company. With the formal sector being the predominant section that knows the company, content must be done to entice or resonate with that sector, notwithstanding other sectors that were also surveyed should be catered for, business-oriented ads and news that is centered around this sector must be done by the company and not forgetting the entertainment aspect of it, which will also resonate with another sector.

Interests

Business news, entertainment and others have been identified to be content that gender, age and career spectrum resonate with, with women going for visual and more entertainment content while men are more geared to news and business content. The company understanding the interests of the target audience will be a key to creating content that are more engaging and resonates with them.

Understanding of the audience's particular tastes and needs is one of the efficient ways to the above social media strategy. The companies looking in the factors that affect age, gender, occupation, content that resonates with others and the appropriate channels to use in achieving this may boost engagement and develop a sizable social media following by producing material that is catered to their interests.

To further clarify, social media usage by individuals might differ substantially from that of overall trends. It's crucial to consider the societal, cultural, and geographic variations that

may affect how men and women use social media globally. It's crucial to take the demographics of your target audience into account when building a social media strategy and to produce content that appeals to their interests and preferences, regardless of gender.

Understanding your audience and their demographics is crucial before putting any tactics into practice regarding the interests of men and women on social media. Age, profession, and interests are all significant considerations to consider.

5.4.4 STRATEGY '2': SOCIAL MEDIA STRATEGIES AND IMPLEMENTATION

The use of appropriate and effective social media platforms in enhancing social media platforms of special ice company limited

Special Ice Company limited social media strategies should be done to tailor to their customers or target audience.

FACEBOOK

From the data that we got from the surveyed Facebook was the social media channel that is popular among customers and potential customers of special ice company limited and with the others being Instagram, twitter and TikTok. With this information the company can use Facebook in a way that will help benefits them at the long run at the same time bringing in followers and potential clients by doing the following:

Ads to reach audience

The company can do Ads to reach a specific audience with targeted messaging, as audiences of the company cuts across all age group, gender, and career spectrum. they can make ads that contains educational content, business orientated and not forgetting the fun aspects of it to prevent it from being boring and not appealing to the audience

Sharable and engaging content

Some videos can be very boring and sometimes end up not conveying the message in which it was meant to convey. The company must share contents that will be engaging, straight to the point which is educative and entertaining ate the same time. Engaging and sharing contents such as videos, images, and infographics will help the company build a community around your brand or industry on the Facebook Platform?

Encourage user-generated content

Running contests and promotions will be a means in which the company will use to increase engagement and brand awareness. Followers and potential audience of the company will be Encouraged in the actives of the company. When running a promotion for new products followers will be allowed to share their photos and experiences with the new products for a chance to win a prize.

To prevent the company from getting negative feedbacks from customers which can affect the Brand in a bad way, Responses to customer inquiries and feedback will be timely and will always try to be helpful.

INSTAGRAM

Instagram was identified to be the popular social media channel that women resonate with more, since they surely preferred visual content than news-oriented content

High quality visualized content

So high quality visuals will be used when showcasing our products items of our video and photo contents. Instagram have different features that can be used in communicating message to the company audience. Taking advantage of the companies Instagram official page by sharing stories and Reels to showcase behind-the-scenes content and engage with followers. Audience can come across the stories or reels without even being a follower of the company's official page, which can help gain followers

Hashtags

Hashtags is also one of the features on Instagram that the company can take advantage of in extending product awareness and reach. hashtags can be generated for events, activities, and new products to make the company's content discoverable and increase reach.

Collaborate with influencers

Influencer marketing is one of the effective ways to reach new audiences. With the company will identify influencers in the food and beverage industry who have a large following and partner with them to create content that showcases the products. And get ambassadors who the audience can relate to.

Posting and updates

The company must be active on posting on social media, based on most of the respondents were okay with the Postings of the company on their various social media platforms. the company must post consistently and at optimal times for maximum engagement with the audience.

TWITTER

Twitter is a highly visual platform; the company will make sure to take advantage of this and create contents that are high-quality in terms of images and videos to showcase the products of special ice company. Pictures of their products, ingredients, and recipes will be posted on their Twitter page in order to entice followers and potential customers.

Consistent tweeting, sharing of updates about new products, events and promotions of the company will be shared as an essential to keep the followers of the company engaged and interested in the brand. Twitter was identified from the surveyed to be one of the social media platforms that the men from the data, resonates with because of the news and business contents. The company can take advantage of this to improve its following

Running contests and giveaways: the company in order to drive sales Twitter contests and giveaways is going to be a great way to increase engagement and drive sales. Free products or discount codes can be given in order to encourage the followers to participate and share your brand with their followers.

results will be evaluated and adjust our strategy accordingly. Because Twitter analytics can help the company track your engagement, reach, and follower growth to optimize your social media marketing efforts. Retweet and engage with other users' content to build relationships and increase your own reach

TikTok in recent times has been recognized to be a good social media platform that the company can use to showcase the brand's personality and creativity. Videos can be done about products or influencers, or ambassadors can make videos with products, or anything about the company that can be attractive and appealing to the audience

The company must employ influencers to create dances, videos to mention a few to Utilise trending sounds and hashtags to increase visibility

TikTok following is the younger generation so ads, videos or contents that must be created by the company must focus not solely but more on creating contents that resonates with that target audience

6 TIME ANALYSES OF THE PROJECT

The project must be scheduled once it has been determined that it will be lucrative and acceptable, after the work scope has been broken down into smaller tasks and responsibilities have been assigned. As a result, estimate how long it will take to do all the project's tasks. Considering this, the researcher, will begin the project's time analysis.

In other to finish the project within the set deadline, the temporal analysis is termed very important. That is, Priority initiatives with short deadlines will come first.

The Program Evaluation and Review Technique (PERT) and the Critical Path Method (CPM) are the finest techniques for analyzing project time. The project will use the previous customer analyses as a starting point. Since the organization in question already has marketing and sales plans in place, customer analyses can be used as a starting point. The researcher will use the PERT approach to calculate the necessary time to complete new strategies as well as the critical path to complete all required project-related tasks with Special Ice Company limited.

First and foremost, in using the pert method you must identify project tasks, define task dependencies, connect project task, estimate project time frame and manage task progress

While certain jobs can be completed concurrently, others must wait until one or more earlier ones have been finished.

TASK	TASK DESCRIPTION	OPTIMISTIC	MOST LIKELY	PESSIMISTIC	IMMEDIATE PREDESSOR
A	Make a content strategy for the social media platform	2	3	4	
B	Create templates for social media material.	2	3	4	A
C	Create material or content for	4	5	6	B

	various social media networks				
D	Examine the measurements of social media participation.	2	3	5	C
E	Identify and respond to user feedback	1	2	3	D
F	Develop strategy to support customers	2	3	4	E
G	Perform platform functionality testing.	6	7	9	F, D
H	Analyze competitor's social media strategies	2	2	4	G
I	Find influencers to promote your platform.	1	1	2	H

Table 4: Initiatives supporting the enhancement of social media platforms of special ice company limited

Source: Researchers Work

Project Management (PERT/CPM) Results							
Activity	Activity time	Early Start	Early Finish	Late Start	Late Finish	Slack	Standard Deviation
Project	24.83						.99
A	3	0	3	0	3	0	.33
B	3	3	6	3	6	0	.33
C	5	6	11	6	11	0	.33
D	3.17	11	14.17	11	14.17	0	.5
E	2	14.17	16.17	19.83	21.83	5.67	.33
F	3	16.17	19.17	21.83	24.83	5.67	.33
G	7.17	14.17	21.33	14.17	21.33	0	.5
H	2.33	21.33	23.67	21.33	23.67	0	.33
I	1.17	23.67	24.83	23.67	24.83	0	.17

Figure 27: project management (PERT/CPM) results

The table above displays the various time length options for the project's implementation. The results of the POP-QM software suggest that the project's optimistic (fastest) length is 24.83 weeks, whereas activities E, F can be delayed for 5.67 weeks. without affecting the overall project duration. That is, the fundamental aspects of all actions and gaps are articulated, including the earliest start, earliest finish, latest start, and latest finish.

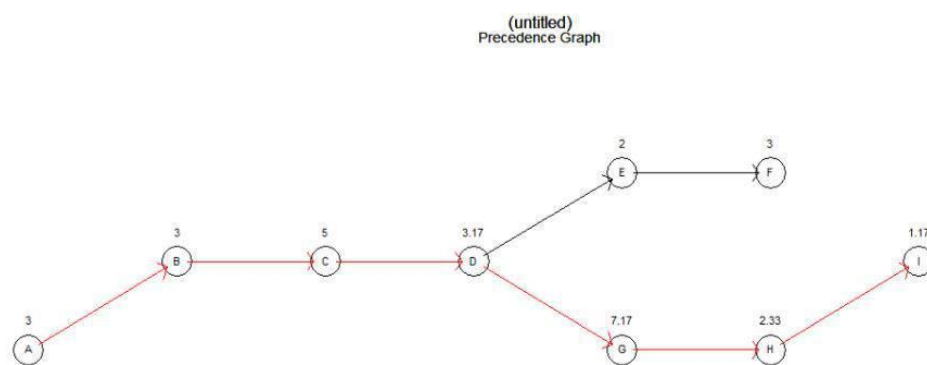


Figure 28: critical path results of the project

Interpretation of Solution Results

The project will be completed in the earliest time of 24.83 weeks.

The critical Path of constructing or executing of this project is

A→B→C→D→G→H→I. The Non-critical path is E→F

7 COST ANALYSIS

Effective social media tactics must be implemented at a cost, and organizations must carefully weigh the costs and rewards of such expenditures to make wise choices. A thorough cost analysis of improving social media tactics will be presented below, which will also look at the various expenses related to starting and running successful social media initiatives. The budget will be primarily focused on the costs associated with researching and auditing, creating social media calendar, paying of influencers, advertising, and investing in a social media tool

More crucially, a cost-benefit analysis will be performed to ascertain the strategy's efficacy and efficiency. This will assist Special ice in making wise judgments about how to allocate resources for social media marketing.

STRATEGY	COST	PURPOSE
Auditing on social media	4000	Identify the brand's social media presence's strengths, weaknesses, opportunities, and threats
Content calendar for social media	3000	Plan and schedule social media posts in advance to ensure consistency and efficiency.
Influencer Marketing	9000	Collaboration with social media influencers to promote the company and raise brand awareness
Paid social media for Advertisement	4000	Paid advertising to boost the exposure and reach of social media content
Reporting and social media analytics	3000	Monitor and evaluate the effectiveness of social media efforts, analyze data, and make data-driven decisions.
Tool for managing social	4000	analyze data and make data-driven

media		decisions.
-------	--	------------

		Invest in a social media management solution to boost ROI, increase productivity, and streamline social media administration
TOTAL COST		27000

Table 5: Cost of enhancing company’s social media page

Following the direct cost, the researcher has identified other costs that may be incurred when improving social media platforms. Overall, improving social media platforms can be an expensive process, thus before commencing on such initiatives, the researcher should carefully examine the additional expenditures involved.

STRATEGY	COST	PURPOSE
Development costs	2000	Additional developers, designers, and engineers will be hired, as well as new software and hardware will be purchased.
Infrastructure costs	4000	Increasing server capacity, enhancing network connectivity, and investing in data storage and security measures.
Marketing and advertising costs	3000	Additional spending on digital marketing efforts, social media advertising, and influencer marketing may be required.

Maintenance and support costs	2000	This may include bug patches, updates, and user technical support
Legal and regulatory costs	3000	Improving social media platforms may necessitate additional legal and regulatory compliance investments, such as hiring lawyers and compliance specialists.
User acquisition costs	3000	investing in user acquisition tactics such as referral programs, affiliate marketing, and pay-per-click advertising
TOTAL		17000

Table 6: Additional cost in social media strategy enhancement

Direct cost + indirect cost=27000+16000=43000

8 RISK ANALYSIS

Improving a company's social media strategy is a substantial endeavor that can deliver huge benefits if completed effectively. However, like with any project, hazards must be identified and managed through a thorough risk analysis.

The project of improving a company's social media strategy involves numerous hazards.

During the survey, the researcher became aware of some of the risks associated with working on a project to improve a company's social media profile, and here are other examples:

- The risk of investing in the incorrect social media platforms
- The risk of producing content that does not appeal to the intended audience.
- The risk of negative feedback and social media disasters is present.

The researcher is interested in the risks involved and how those risks would be assessed to complete the project for the company under consideration. This considers both the likelihood and the magnitude of the hazard.

8.1 METHODS FOR DECREASING THE ABOVE RISKS

Not all social media platforms are appropriate for the target demographic and investing in the wrong platforms can lead to lost money and missed opportunities. To mitigate this risk, a detailed analysis of the target audience's social media behaviors was to the target or a project to be performed to find the most effective venues for contacting or interacting with them

Low engagement and negative feedback might occur from creating content that does not resonate with the target audience. To mitigate this risk, a content strategy based on market research and audience analysis should be devised. This will help guarantee that the content is relevant, interesting, and connected with the interests and preferences of the audience.

Social media can have both positive and negative effects on the company's reputation. Negative comments or crises can swiftly go viral, causing a brand's image to suffer. To mitigate this risk, a crisis management plan that describes the procedures to be done in the event of a social media crisis should be prepared. This entails developing a clear

communication strategy, monitoring social media outlets, and responding to negative criticism or complaints immediately and responsibly.

CONCLUSION

Finally, the goal of this project was to improve the social media techniques of a Special ice company limited, with the goal of enhancing the social media strategies to increase interaction and brand exposure. After doing a thorough analysis of the company's current social media presence, we highlighted critical areas for expansion and gave a set of actionable recommendations. Implementing our suggested tactics, which include building a consistent brand voice, utilizing user-generated content, and engaging in paid advertising, will help Special Ice Company dramatically improve their social media performance and meet their marketing goals. We are confident that our initiative will provide a solid foundation for the company's continued success in the ever-changing world of social media. should be developed that employs several platforms, including social media, to reach the audience they have targeted, which can go a long way in helping the company achieve organizational goals.

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LIST OF ABBREVIATIONS

COO - Country of Origin

NEIP – National entrepreneurship innovation plan

GH - Ghana

KCL - Kasapreko Company Limited

PERT - Program Evaluation and Review Techniques

CPM - Critical Path Method GOG - Government of
Ghana

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APPENDIX P I: QUESTIONNAIRE

Project to Enhance Social Media Strategies for Special Ice Company Limited in Ghana

Dear respondent,

I humbly invite you to partake in research with regards to the above caption. This research is purely academic, and any information given will be used for only that purpose. I pledge the confidentiality of the information given. I will share the main results in the master's thesis at the University of Tomas Bata in Zlín. The completion of this survey takes about 3-5 minutes. I hope you will take the time to fill in answers to this questionnaire and submit it by clicking on 'submit' button. If there are any questions in answering the questionnaire, kindly reach me on the email address: ericaamankwaa20@gmail.com Please tick (✓) where appropriate.

ericaamankwaa20@gmail.com [Switch accounts](#)

Not shared

Gender

Male

Female

Age

20 years and below

Between 21 to 30

Between 31 to 40

Between 41 to 50

51 years and above

Educational Level

Postgraduate

Undergraduate

High school/JHS

None

Occupational status

Student

Formal Sector

Informal Sector

Others

Which social media platforms do you use the most?

Instagram

Twitter

Facebook

TikTok

6 Do you know Special Ice Company Limited?

Yes

No

How often do you interact with the company on social media?

Often

Sometimes

Not often

What type of content do you prefer to see from the company on social media?

- Promotional content
- Educational content
- Behind-the-scenes content
- All the above

How do you feel about the frequency of the company's posts on social media?

- Its okay
- Not okay

What do you think about the tone and voice of the company's social media presence?

- Friendly
- Professional
- Humorous
- All the above
- Other

Do you feel that the company is responsive to comments and messages on social media?

- Yes
- No
- Maybe

Have you ever shared or commented on the company's social media content?

- Yes
- No

Are there any specific social media campaigns or initiatives that the company has run in the past that you found particularly effective or memorable?

- Yes
- No
- Maybe

Do you have any suggestions for how the company could improve its social media presence or engagement with customers?

- Yes
- No
- Maybe

Have you ever recommended the company to others on social media?

- Yes
- No

How important is social media to your overall experience with the company, and do you feel that it adds value to your relationship with the brand?

- Yes
- No
- Maybe