

Social Media Marketing and A Case Study on Food Manufacturing in Ghana

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Abstract

In this study we tried to explain what social media is about or the definition of social media networking and the marketing effort surrounded and connected social media networking including the benefits in which users get in using the network, the marketing effort of social media network. We also explained and described what African marketing and the conceptual meaning of African marketing. It was examined that African market and what African market is about, how the African market connect to social media and how buyers and sellers respond to the market and it ends with customer behavior and customer relationship in terms of food manufacturing. Furthermore, with our findings that we have, we would like to recommend that, social media network has a lot of benefit in terms of marketing to the public through its publicity and advertising.

Keywords: *Social media, social media marketing, African market, African food manufacturing*

Introduction

In the olden days, newspaper, radio and television was very much common in terms of companies reaching customer with their goods, products and services. Newspaper was so common to inform people on what is happening in the country, creating awareness to people, entertaining people and also educating the people as well. But now in this twenty- first

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century, there are lots of media inventions from different countries. Every country is trying to bring out new things into the system. Most companies both public sector and private sectors are really competing with each other to educate, inform and create awareness of their marketing product to their clients and potential customers. Nowadays, almost about millions of people in the world use social media a lot in doing all their everyday activities or working with their businesses. Not only company's uses social media but also most individuals and organizations also use social media in their lives. Some of the social media networks are Google+, Face book, Yahoo Mail and messenger, LinkedIn, Twitter and YouTube etc. Now in this Twenty- First Century which is also term as a century of technology and good communications, social media is functioning so well in terms of providing information and educating people as well as entertaining people. In the olden days phone were only been use to make a call, now in this century, social media such as Viber, Yahoo, Messenger, Tango and Tictoc are been used to make call both international calls and local calls. For example if someone in America is using Tango Social Network and someone in Istanbul is also using Tango Network, they can call each other for free like the same as a normal call by the use of internet. With this kind of example we can recommend that, social media is helping immensely by helping people such as friends, families to reach and be connected to each other and making things easier for people to communicate to each other.

Furthermore, most companies in most countries such as all over European countries, America, Korea, China and most Asian countries use internet marketing such as online marketing to introduce their product to its customers, wholesalers and retailers to their product. In these recent times, most restaurants also advertise their food products on the internet, for example Burger King catering service and McDonald catering service, advertise their food product a lot on the internet. Burger with cheese and king chicken was advertise on the internet on yahoo mail and also facebook whenever people want to log in their account.

In this study we aimed at capturing and understanding how social media and internet helps the economic, technological, political and cultural factors to its users in the world at large. We also want to obtain higher knowledge and understanding of the theories and approaches of the role

of social media and the internet as well as social networks and how it works and have knowledge about how social media helps people. To know how social media is been used in multiple context in the society and the world at large and to know the culture and everyday life of how people use social media, its challenges, benefits and the difficulties people faces when using social media networks are thought as the other dimensions of this study. There are several benefits of social media marketing. Social media marketing helps in the business world a lot nowadays. A lot of people prefer to do online shopping than going to the real market to do shopping this topic explain and examine the benefits of social media marketing through the use of the internet by marketers.

Some of the benefits of social media marketing are as follows; it increases sales. Online market to persuade a lot of people to buy a product is one of the main factors of social media marketing. after this type of marketing it helps to increase or it bring profits to the individual marketer or the marketing company. Incensement of sales brings a lot of profits into the company who does the online marketing to target the potential and target audiences. Improves exposures today's businesses in all over the world always want to be well known to the public and to the potential client.

Whenever businesses or companies advertised their products online it exposes that business to the world and to their customers. It develops business partnerships; most businesses developed and get their partnership from the internet. It helps marketers to invest and gain more business partnership form all over the world. When marketers invest it help them to gain more profits through their investment. It provides people with jobs. most people use the internet as their jobsite to work and gain income on the internet, this is now a common thing and a new thing been done by some youth and most university people nowadays who does not have time to do full time job because of schooling and he or she will go for lectures, he will rather go to the internet to do a part-time job than to stop school and do a full time job. It reduces marketing expense most people prefer to do online business or marketing simply because it does not increase cost, for example if an entrepreneur want to build his own business on the internet he just have to create a web page on the internet of his business to advertised the product that he or she has in mind. he do no need to rent

an office to start that business or a lot of office equipment or he do not need to do brochures to advertised the product, he just need to create and advertised his product on the internet for people to see what he or she has. Social media marketing also increases traffic companies who often uses social media marketing gets more experience in their job market since, they are well known to the market and to their potential and target audiences. They are also able to developed long term relationship with their clients and their customers through their experience they have. Improves market place insight Social media marketing always improves market insight to its customers and to its business partners as well. They get to know each other through their long term business relationships. Developed loyal customers long term customer relationship as important as it is, always helps business customers to have good relationships with their customers. Social media marketing helps business partners to connect to each through good communication such as Skype chatting to clients through Skype networking (Ciotti, 2013).

Ghana is an African Country located in West Africa, with its Population of 78.3% male and 65% Female. Ghana's Factories and Industries are basically advanced. Recently in Ghana, there are a lot of import and export manufacturing of goods and foreign Product in Ghana, as well as Ghana is also exporting some of their Local Foods to sell it to most of the African People in Ghana. Some of the import Factories of Ghana which is New and was been Established recently in last Four years 2000 was Rlg Mobile and Communication which is an Electrical Manufacturing Industry. The Rlg is the first African Company in Ghana who was able to develop and Manufacture Desktops, mobile phones, Laptops and West Africans biggest information and Communications Technology (ICT) and Mobile manufacturing company in Ghana and other West African as well as Automobiles and Electric Cars Manufacturing. In the Year 2009, there was Ghana made luxury Cars by Apostle Dr. Kwadwo Safo Kantanka. He is the only Ghana car Manufacturer in Ghana who succeeded with making his own Car but was later rejected by the Government for support. Ghana now has a Car Manufacturing and Automobile from "Suame industrial Development organization" (SMIDO). There is also Textile industry at Akosomo in Eastern Part of Ghana. The Akosomo textile has four major companies that is, Tex style Ghana limited (GTP), Printed

and Ghana Textile limited (ATL). And Ghana Textile Manufacturing Company (GTMC). Other manufacturing in Ghana includes Crude oil and Gas refining by the Ghana National Petroleum Corporation and Ghana Oil Company (AFRICARM, 2014). In African countries there do a look of street markets a lot. Some shop in super markets, shops and at time wheel barrows. Both men and women always do the marketing of their products. Most at times in Africa if someone has a foodstuff that person can go to the market to exchange the food not for money but for different items. Some of the Food manufacturing companies in Ghana are; Golden Web limited Accra, Ghana. JD Ejorna Trading Ent. Produce Buying limited, Aboso Royal limited, Afridom Ltd, Cadbury Ghana Ltd, Cocoa Processing Company limited, Divine Seafood's limited, Ghana Agro-Food Co Ltd (Tema Food Complex Corporation), Ghana Cocoa Board (COCOBOD), Ghana Extracts Ltd, Ghana Food and Beverages Industries Ltd, Iran Brothers and others Ltd, Limbrest Foods Ltd, Nestle Ghana Ltd, Pro-Bio Laboratories Ltd, and Takoradi Flour Mill Ltd (GSS, 2014).

Over the years, television, newspaper and radio was the most common and method of getting target and potential customers to the market, to buy a product but in this modern and recent century which is term as a century of technology, there is now a phenomenon called social media network. Our research work is to provide the answers and issues as well as providing the understanding of the effects the use of social media marketing in buying a product online to customers and audience as well as to found out how food product is been purchase on social media and how social media marketing help customers in buying their product online. We research, analyze and implemented on how people fell when using social media product on online marketing as well as how businesses advertises their product on online to their target and potential customers. In this contemporary society which is term as a society of information and a century of technology, every company is competing with each other to get more customer to buy its products and to draw more attention to customers in so doing, most companies are using a phenomenon known as social media in other for them to attract and get more client or potential customers to buy or purchase their product. Social media helps in creating awareness, acquisition of information, opinion attitude, purchase behavior, post purchase communication and evaluation of results. Social media helps in providing the necessary information to

customers and potential clients as well as creating the necessary and good communication to inform its customers.

Social media is a new strategy that has the capacity of changing public opinion-every hour, minute, even a second. Brand awareness and customer needs can be created and designed on the internet as well as customer satisfaction is also a major tool (Weber, 2009). If the company or a business refuses to provide the customers or the clients of their needs they will refuse to buy the product. Identification of the customer needs help the company to know which kind of product which the customers want, and the way they want the product to be designed and its quality. This will help to improve the purchases of the product. Most of current companies always like to compete with other companies in order to get the right people to buy their product from the market, this has made marketers and other business partners to communicate with the target audience in conventional and unconventional ways. There are many types of communication that most companies use to convince their customers in buying their product both verbal and non-verbal but now in this current and this twenty-first century, there are a lot of new development and technology which is described as a phenomenon called social media network. This form of social media educates the clients and customers about products brand and development, service quality and training, informs customers about a new product, and also gives customers to share their opinion and issues as well as the evaluations and the quality use of the products. For a long time commercial media have been used to convey messages are designed to develop consumers, Attitude and feelings towards brands. Today, many of the messages are designed to provoke audiences into responding, either physically, cognitively, or emotionally (Baines et al, 2010). Organizations that understand the new rules of marketing and PR develop relationships directly with consumers like you and me (Scott, 2010).

The web has also opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big-budget advertising cost (Scott, 2010). According to Baines et al. the balance within the mix of social used by organization is changing and new ways of delivering messages are evolving. As a result of an increasing internet penetration in developed countries there has been a development and

adoption of digital resources, from mobile technologies to internet and social media resources such as blogs, social networking sites, wikis, and similar multimedia sharing services. These digital trends are not only altering consumer expectation of their interaction with the web or an organization, but they are also changing how we market in the digital space (Baines et al., 2011). Segmenting the market appropriately allows marketers to reach people who can ignite the fuse of interest among others (Wright, 2010). The current trend towards social media can therefore be seen as an evolution back to the internet roots, since it retransforms the world wide web to what it was initially created for; a platform to facilitate information exchange between users (Kaplan and Haenlin, 2009). Moreover, these article also resolve and explains how people or customers fell about the use of social media channels to buy their products online and the benefits that, they get from using such products. This research also continues with the little introduction of social media marketing and the use of social media to purchase food products on online marketing. The location of the research is been located in West Africa. The research also introduces the empirical analysis and consideration of social media networking sites and blogging as well as Micro blogging platforms. Our focus and the purpose of the thesis are to explain and describe the effects of social media on marketing efforts of Africa food manufactures. The main purpose is to describe the marketing efforts of social media networking as a whole. Secondly, to obtain knowledge in a way in which social media helps food manufacturers in advertising their products. In this article, we also explain why most food manufactures companies, uses social media and how they benefits from it. Our goal and ambition after this study is to present a strategy on how food manufacturers can use social media in their marketing communication. We also explain the issues of social media marketing in which the marketer needs to target the right and potential clients and customers, in other to get detailed information and clear answers from respondents for the consumers. We also used questionnaires to collect information, since we want to know the marketing efforts and the impact it has on users, consumers and the potential clients. The questionnaire will help us to know the innermost feeling and how people feel about social media network in positive and negative way. The research use of the questionnaires will also makes us know how people well known and understand social media networking.

Objectives of the Research

The main objective of this article is to understand and have a broad idea and knowledge about the benefit of social media networks channels to businesses and organization in Africa. We also explained and describe the important of social media network to customers and consumers as well as the benefits that they get in buying a product online. We also explain why companies in Africa like to use social media channels in selling their products to consumers. In our research, we realized that social media help most businesses in Africa to get their targeting and potential audiences through the use of online social media channels such as e-bay, Facebook, skycanners websites, e-dreams website (which most people uses it to buy their flight ticket). Few people in Ghana like using social media channels and sites to buy food product in Ghana but, because of most farmers are illiterate and they have not been to school, most of them are unable to read and write, as well as to use social media site. This cause a lot of problem to most business partners who manufacture and produces agro-chemicals to farmers. Although social media networking helps customers, potential audiences and business partners to be in contact with their marketing personnel's to achieve the goal of their target audiences, we would also like to explain and examine the bad side or the number of people who social media site do not favors them or the bad side or the bad effects of social media networking to complete the general analysis. This will enable me as a researcher to tally and calculate the number of people who sees social media marketing as benefiting them with their online shopping and the number of people that think social media networking does not help them and do not benefit them. we also elaborated on the type of agriculture products in Ghana as well as the type of manufactures that are been build to expand food industries and manufactures as well as food products .

Research Methodology and Data Collection

There is many kind of methodology been used in research work, in this research, we used the qualitative approach, research study and observations. We also explain the research design and elaborated on the research questionnaires and study approach. The purpose of this study is to describe how the effect use of social media is been beneficial to its users as well as its consumers. We also use explanation, description and exploration in the thesis work. This comes of the research questionnaires and the study

approach method as well as observation. The research strategy is the use of survey. The questions are based on opinion, facts, the knowledge of people and the attitude and feelings of people. The questionnaires are structured questionnaires which the target group or people will answers it based on their knowledge and understanding.

To resolve this problem at hand and to formulate and analyze this problem, we use both descriptive and qualitative approach; we also explain the empirical data and theoretical conceptions. The empirical data was collected through interview a number of people both men and women including students, researchers, marketers and the public which include online shoppers, housewives, nursing mothers, baby sitters etc, who uses social media network to do online shopping as well as those who purchases their products online. The interview that we conducted to people help us to know people's inner most feelings and their expressions towards the use of social media network or how they feel when using social media network whether it help them or not. The justification of this research work is the discussion of the subject with my interviewers. Our methodology that we use was qualitative research method with few demonstrated diagrams.

Interview

An interview is a face to face interaction with people or the interviewer. In this research work, we also interview 10 including 40 numbers of people making a sum total of 50 people and we also prepared a structured questionnaire. The questionnaires was a structured close questionnaire with a possible option in which we asked my respondents to chose from it, in which it was put on social media website (facebook) in order to know and examine them on how they think about social media network and what benefits does social media site help them in the daily basis or everyday activities. The interviews help us as researchers to know the inner most feeling and expressions about what and how social media is important to customers as well as organizations.

The nature of the research work was to find the solution and the analysis of how social media helps people and how social media improves the proficiency of food manufactures and industries in Africa (Ghana). Social media channels helps to promote cross- communication and interaction

between business partners as well as target and potential clients. Social media also helps consumers who normally buy or market from social media channels and also helps most companies to interact with their customers.

This project defines the definition and conceptual terms of social media channels and marketing. The first section of this project work gives detail information and background of what social media is and its benefits to its consumers. The second part of the research also gives detailed explanation of the introduction and bibliographical background of Ghana, it also gives details explanation of how food industries and manufactures are been improve by the use of social media in advertising and buying a product from online marketing. Consumers are the people who buy the product in the market so their feelings are important to their business partners. If a company refuses to listen to the consumers they will refuse to buy the product, which can collapse the business of that company. Moreover, there is theoretical and experimental analysis of the work. The project work will be examined with the use of both quantitative and Qualitative method such as interviews and general diagrams as well as research questionnaires.

Material and Methods

In this research, the number of participants that took part in the research questionnaires was 50 people in total both interview and the research surveys answering. All this 50 participants answered all the questions well and most of them were Facebook users, professional marketers from British International School in London at Hages and Harllington at Central London. Other participants also include University of Ghana Research Institute including student at marketing department at University of Ghana, Business School, as well as the general public or online shoppers including close and mutual friends from Facebook and family people on Facebook. In our research survey, 80% were females and 20% were males which in total becomes 100%. Among the research participants, the youngest among them was from the age of 18 years and the oldest was at the age of 70 years old. The analysis of empirical data, for example, may well be combined with, or pre-empted by, the study of earlier theory in the literature, not by application to individual cases, but as an inspiration for the detective of patterns that gives understanding (Alvesson and Sköldbberg, 2008). In our research we had a face to face interaction with my research participants,

some of them answers were not complete, others argue with the questions and other people agree with the question but few people disagree with the questions. As the saying goes, majority carries the vote, majority of them strongly agree that social media marketing help and benefits their online marketing as well as it affects their marketing behavior.

Results and Conclusion

The total number of the people who answered the research questionnaires was 100 people. The age group of the people who participated in the questionnaires was between the ages of 18-25, 25-30, 30-45, and 45-70. All this age group includes both male and female. The questionnaires were straight forward questions with an option answer for the respondent to answer it according to his or her own idea and his knowledge that they know about it. We also make sure that, the questionnaires were well understandable to the respondents and we make sure to supervise and answer questions of any respondent of the questionnaire if he or she does not understand it. This question was asked by student from different countries who came to British international school for their internship and student in British international school in London who came for English language school for English courses. African student from Istanbul Aydin University, and student of PFH University of Applied science at Gottingen and students in Africa. This questionnaire was structured and was given an alternative answer for them to choose, with closed structured question.

In analyzing this project, we found out that, there are a number of businesses who uses social media network to purchase their product online. Majority of student including university students, nursery children, and most research fellows who use social media channel as a means of research. About almost 25% student uses social media to do their assignment at home uses channels like Google chrome as search engines in searching a results of their assignment given to them at school by their teachers and lectures. Most students use other different type of social media to do their project work and to find results of their answers to classroom question. About 25% marketers, product managers and organizations use social media channels to interact and have a face to face interaction with their potential and Target audience. They normally uses Skype internet channels and facebook internet channels to resolve their complains. 30% of the

public also uses social media network to do online marketing and shopping on the internet. the public can also be classified as workers, house wives, baby sitters, nursing mothers who are always at home and are using social media channels such as facebook, twitter, and other channels to comment, share, tweet and like their fan of their friends. They always see those sits as an entertaining and keeping them busy since they are at home not doing any kind of work. Moreover we also found out that, majority of the people who uses social media a lot are mostly the youth with the age group from 18-30 since most of them are university student, researchers and the marketers.

The percentage number of participants are 80% females and 20% males. The number of the age participants that involve in the research work was between 18-25 age group with the percentage of 25%, 25-30 age group with the percentage of 25% , 30-45 age group with also a percentage of 25%, and then finally 45-70 with the a percentage of 25%. Therefore 100% people took part in our research questionnaire, in which 80% were female and 40% was males. Type of people that took part in the questionnaires was student from Istanbul Aydin University Istanbul Turkey, Professional Marketers from Admiral marketing company at Cannoe Street at Central London, The General public / online shoppers on Facebook as well as my mutual and close friends and finally Researchers from University of Ghana, Marketing Department at University of Ghana business school. The student that took part in the research questionnaire were 25%, 20% were marketers, 25% were researchers and the general public /online shoppers. We found our research work more interesting because of the multiple nationalities that we had in my research work. Respondents are all African though, but most of them were born in Africa but was breed in different countries all together. 30% are Ghana base people, they were born in Ghana and raise in Ghana who is also online shoppers.15% of them was African student from Nigeria, Somalia, Ghana, Gambia, and Cameroun and others, who are all student of Istanbul Aydin University, Turkey. 15% were Facebook users from South Africa. 15% were Student from PFH University of Gottingen, Germany. 15% were professional marketers of Admiral Marketing company from Central London and half of them is from British International School from Hayes and Harllington, London. This entire people help contributed immensely to my Research work. 15 % are also online shoppers and Facebook users from America, United States.

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

Furthermore, with our findings that we have, we would like to recommend that, social media network has a lot of benefit in terms of marketing to the public through its publicity and advertising. In our research work, we found out that, social media marketing helps in the marketing industry to increases sales, because online market to persuade a lot of people to buy a product is one of the main factors of social media marketing. After this type of marketing it helps to increase or it bring profits to the individual marketer or the marketing company. Incensement of sales brings a lot of profits into the company who does the online marketing to target the potential and target audiences. Improves exposures; today's businesses in all over the world always want to be well known to the public and to the potential client. Whenever businesses or companies advertised their products online it exposes that business to the world and to their customers.

Social media marketing helps to develops business partnerships, because most businesses developed and get their partnership from the internet. It helps marketers to invest and gain more business partnership form all over the world. When marketers invest it help them to gain more profits through their investment. Social media marketing helps to provide people with jobs, because most people use the internet as their jobsite to work and gain income on the internet, this is now a common thing and a new thing been

done by some youth and most university people nowadays who does not have time to do full time job because of schooling and he or she will go for lectures, he will rather go to the internet to do a part-time job than to stop school and do a full time job. Social media marketing also help to reduce marketing expenses most people prefer to do online business or marketing simply because it does not increase cost, for example if an entrepreneur want to build his own business on the internet he just have to create a web page on the internet of his business to advertised the product that he or she has in mind. he do no need to rent an office to star that business or a lot of office equipment or he do not need to do brochures to advertised the product, he just need to create and advertised his product on the internet for people to see what he or she has.

In conclusion, social media marketing also helps to increase traffic companies such as competitors who are competing with other firms to win more customers for their business and those businesses who often uses social media marketing gets more experience in their job market since, they are well known to the market and to their potential and target audiences. They are also able to developed long term relationship with their clients and their customers through their experience they have. Social media marketing improves market place insight Social media marketing always improves market insight to its customers and to its business partners as well. They get to know each other through their long term business relationships. Social media marketing helps developed loyal customers, long term customer relationship as important as it is, always helps business customers to have good relationships with their customers. Social media marketing helps business partners to connect to each through good communication such as Skype chatting to clients through Skype networking. The research has also improved the knowledge on how the product awareness is created in term of product brand and product line through social media network.

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