

Original Research Article
**THE IMPACT OF SALES PROMOTION BY COCOA
LICENSED BUYING COMPANIES ON COCOA SALES
OF FARMERS IN -A CASE STUDY OF WASSA AMENFI
EAST DISTRICT OF GHANA**

ABSTRACT

Aims: The study sought to assess the effects of ~~these~~ sales promotional programmes on cocoa sales of farmers by Licensing Buying Companies (LBCs) in the district. The main aim of the research is to identify the influence of sales promotions on the purchases of LBCs in ~~the~~ Wassa Amenfi East Cocoa District. Specifically, the study seeks to achieve the following objectives. (1) To identify the incentive programmes (~~sales promotion~~) made available to cocoa farmers by Licensed Buying Companies in Wassa Amenfi East District. (2) To analyse the sales trend of cocoa in the Wassa Amenfi East District by the Licensing Buying Companies. (3) To identify the challenges associated with farmer incentive programmes (~~sales promotion~~) as a marketing strategy in the Wassa Amenfi East District. (4) To assess how incentive programmes (~~sales promotion~~) affect the purchases of Licensing Buying Companies (LBC's) in the District. (5) To propose ways of improving cocoa purchases in the Wassa Amenfi East District.

Study design: A case study was used to investigate into this phenomenon to give ~~generalisation~~ generalization of that phenomenon. Again, the study did an in-depth review on the subject in Ghana to augment and validate empirical findings. Moreover, the study adopted a more scientific method in collecting and analysing data for presentation. This made the findings of the study both valid and reliable.

Place and Duration of Study: The study is focused on cocoa marketing activities in the Wassa Amenfi East District in the Western Region of Ghana between March 2013 and June 2013.

Methodology: The study identified fourteen (14) different LBCs in the district. Data for the study was obtained from both primary and secondary sources. Purposive Sampling, Simple random sampling and Snow ball sampling techniques were used to select respondents. The data was collected from one hundred and fifty-five (155) respondents who were cocoa farmers in addition to ninety eight (98) Purchasing Clerks (PCs) and fourteen (14) district managers of the various LBCs. The data was collated, ~~synthesised~~ synthesized and ~~analysed~~ analyzed with the use of SPSS and Excel. The study adopted the quantitative analyses (Regression Analysis) **Results:** The analyses have shown that the provision of ~~fertiliser~~ fertilizer to farmers by LBCs is one most important sales promotional package that greatly influences farmers' decision to sell to a particular LBC. According to a Focus Group Discussion with Farmers, it was discovered that farm related sales promotional inputs such as fertilizers helps farmers to increase their productivity. Sales promotional programmes also increase the purchases of cocoa by PCs of LBCs and influence the choice of LBCs by the cocoa farmer. Fertilizers assist farmers to reduce their expenditure and thus keep the providing LBC in remembrance during the cocoa seasons.

Conclusion: The study therefore recommended that there should be timely supply of Sales Promotional Programmes, development of mechanism to check default, motivation of PCs by LBCs and equity in the Distribution of Sales Promotional Packages.

Comment [D1]: State the scientific method adopted for the study

Comment [D2]: Why not compare the main and light crop season, but chose only one season