

UNIVERSITY OF CAPE COAST

FACTORS THAT INFLUENCE THE DEMAND FOR PACKING AND  
REMOVAL SERVICES: A CASE OF DOXA WORLDWIDE MOVERS  
LTD

BY

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## DECLARATION

### Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this University or elsewhere.

Candidate's Signature..... Date.....

Name: Juliet Ampofo

### Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by the University of Cape Coast.

Supervisor's Signature..... Date.....

Name: Dr. Camara Obeng

## ABSTRACT

This study investigated factors influencing demand for packing and removal services using Doxa worldwide movers Ltd. as a case study. Doxa Worldwide

Movers/Doxa Van Lines Ltd. is an international moving company based in Ghana. It has operated in the air, land and ocean freight forwarding business since its inception 20 years ago. The study specifically sought to: assess volume of cargo that Doxa has handled over the study period; examine factors which determine demand for packing and removal services; investigate the challenges clients face in using the services; and identify what can be done to improve demand for the services of Doxa Worldwide Movers Ltd. The study covered the period 2010 to 2015. The study adopted an explanatory research design. The population size was 1000 and the sample was 100. The basis for selecting 100 respondents is that 10% was chosen based on the central Limit Theorem. Those chosen included embassies and high commissions, international organizations, non-governmental organizations (NGOs), oil companies, telecommunications companies, financial institutions, health institutions, educational institutions and agricultural entities which patronize the services of Doxa Worldwide Movers Ltd. Questionnaire and interview were used to collect data. The data was analysed. The study identified factors which determine demand for packing and removal include pricing, promotion, income, distance, safety and security. Challenges clients face in using the services included delays in receiving services, unaffordable prices, fewer hands in packing, and unwillingness of the company to provide

services in remote destinations. It is recommended that Doxa devise brilliant strategies to offer services to its customers in different income groups.

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**DEDICATION**

To my dear mum, Beatrice Anim and my lovely nephew Adriel Ofosu-  
Ampadu

## TABLES OF CONTENTS

<b>Content</b>	<b>Page</b>
DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	v
DEDICATION	v
TABLE OF CONTENTS	vii
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER ONE: INTRODUCTION	1
Background of the Study	1
State of the Problem	4
Objectives of the Study	6
Research Questions	6
Scope of the Study	7
Significance of the study	7
Organisation of the Study	8
CHAPTER TWO: LITERATURE REVIEW	
Introduction	9

Theoretical Literature	9
Consumer Behaviour	9
Rational Choice Theory	10
Consumer Purchase Decisions	12
The five Stages Model of Consumer Decision Making	13
Factors Influencing Consumer Purchase Behaviour	15
Price as a Factor influencing Consumer Purchase Decisions	17
Packaging as a Factor Influencing Purchase Decision	18
Influencing of Service Quality on Demand for Packing and Moving Service	20
Theories on why People Pack and Move	21
Life Cycle Model	22
Stress Threshold Model	22
Empirical Literature	22
Conceptual Framework	23
CHAPTER THREE: RESEARCH METHODS	
Introduction	25
Research Design	25
Profile of Doxa Worldwide Movers/Doxa Van Lines Ltd	25
Population of the Study	27

Sample and Sampling Procedure	28
Data Collection Procedure	31
Data Analysis	31
Ethical Consideration of the Research	31
CHAPTER FOUR: RESULTS AND DISCUSSIONS	
Introduction	32
Volume of Cargo Doxa has handled from 2010 – 2015	32
Factors determining demand for services provided by Doxa in Accra	35
Service Charges	35
Speed of Delivery of Services	36
Compensation for Damages and Delays	37
Promotional Packages and Influence on Demand for Doxa’s Service	38
Analysis of Variables and Results	43
Ranking of Factors in Order of Importance	44
Challenges Clients Face in using the Service of Doxa Worldwide	
Movers Ltd in Accra	44

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND  
RECOMMENDATIONS

Introduction	49
Summary of Findings	49
Conclusions	51
Recommendations	52
Suggestions for Future Research	53
REFERENCES	55
APPENDIX A	61
APPENDIX B	66
APPENDIX C	68

**LIST OF TABLES**

	Page
1. Clients of Doxa Worldwide Movers Sampled for the Study	30
2. Volume of Cargo Doxa has Handled from 2010 – 2015	33
3. Nature of Packaging done by Doxa Worldwide Movers	43
4. Influence of Packing on Demand for Doxa Worldwide Moves	
Services	43
5. Ranking of Factors in Order of Importance	45

**LIST OF FIGURES**

	<b>Page</b>
1. Conceptual Framework	25
2. Service Charges for Packing and Moving Services	37
3. Speed of Delivery of Packing and Moving Services	38
4. Compensation for Damages and Delays in Packing and Moving	40
5. Promotions Offered by Doxa Services	41
6. Promotion and Demand for Doxa's Services	48
7. What can be done to improve the Demand for Doxa's Service	50

## CHAPTER ONE

### INTRODUCTION

#### **Background of the Study**

The business environment has become global and competitive in recent times (Hassan, 2004). In a globalised competitive world, substantial growth in economies and heightened competition among companies in various industries necessitates the movement of personal and industrial or corporate goods from place to place. Most countries' economic growth, coupled with globalization, has caused a rapid increase in the movement of goods and people across. Reliable packing and removal service companies are in great need.

Packing and moving are demanding activity. In order to pack and move, people have to sort out all their belongings and categorize them. It requires that they take inventory of their belongings. It is also required that packing in crates and boxes be done to ensure that nothing is lost, broken or misplaced (Irolis, 2010). Given the intricate and integrated nature of packing and removal services as well as its promising nature, more and more companies are being formed to offer house and office moving services.

Companies in the packing and moving industry move household and office goods, as well as specialty items such as pianos and trade show exhibits. Moving companies also provide long- and short-term storage for the items that they move, referred to as storage-in-transit. Household moves account for about 60% of industry revenue, corporate moves for about 15%, and storage services for about 10% (American Moving and Storage Association, 2016).

In the United States, about 40 million United States citizens have moved annually over the last decade (AMSA, 2016). About 84.5% of these

people who have moved in the United States, moved within their own state, 12.5% have moved to another state, and 2.3% have moved to different countries. America's moving and storage industry is as diverse as the country itself. The industry has players including; agents, forwarders, independent carriers, international movers, suppliers and van lines.

Successful movements of goods demand that companies provide quality services to ease the pressure of time deadlines and costs on people and businesses. They have the capability to plan the move, pack and unpack items and ensure that the client safely receives all of their belongings, even offering insurance in the event of damage or loss. Moving or removal companies offer services for relocations like packing, loading, moving, unloading, unpacking, arranging of items to be shifted, export and import. Although they give the similar types of services, quality of services differs. Some offer additional services like cleaning and warehousing facilities. Moving companies may offer packing materials such as cardboard boxes and bubble wrap. Companies can specialize in moving art pieces or musical instruments. International moving companies can assist consumers planning to move overseas.

Companies in the packing and moving industry provide local or long distance transportation of household, institutional, or commercial furniture and equipment, as well as packing and storage services. The global industry is fragmented: the 50 largest companies hold about 45% of the market. Major companies include UniGroup (owner of United and Mayflower), SIRVA (owner of Allied, Global, and North American), Atlas Van Lines, and Graebel. Leading companies based outside the US include Crown Worldwide Group (Hong Kong), Grospiron (France), and Pickfords (UK).

Home sales, residential rental turnover, and corporate relocations drive demand for moving and storage services. The profitability of individual companies depends on good marketing, as services are largely the same. Large companies have economies of scale in marketing and in being able to consolidate loads on long hauls. Small companies can compete with large ones by specializing in local markets and by offering competitive prices and better service for local moves. Globally cost of removal services is determined by the weight of the items to be moved, the distance, how quickly the items are to be moved, and the time of the year or month which the move occurs. The price may be based on the volume of the items rather than their weight.

In the last decade, there has been a gradual development of the removal services industry in Ghana. It is believed that population growth and migration have been fundamental factors, occurring alongside growth in the economy. The demographic increase and the dividends of this, is resulting in more retail and commercial properties being built at a faster rate. Ghana has experienced consistent economic growth over the past ten years. With an average annual gross domestic product (GDP) growth rate of around 6 percent development has picked up pace. Through improved management and an increasingly competitive business environment, Ghana is now classified as a middle-income country (since 2010) and has managed to significantly reduce its poverty levels. Ghana's real estate industry continues to boom as new office and residential facilities are springing up everywhere in the country given a buoyancy in the economy. There is tough competition in packing and removal market globally as demand for commercial removal services continues to increase steadily, creating new market opportunities for companies in the industry which will operate in a limited space since the growing number of

companies will follow the same clients (Stellin, 2007). Companies offering packing and removal services in Ghana include, Doxa Van Lines/ Doxa Worldwide Movers Ltd. Watson Services Ltd., Cac Limited, Worldwide Movers, UT Logistics, King's Packing & Services Ltd., Global Packing Services, Executive Relocations Africa, Gf Moving Services Ltd., Compact Ltd., Ags Frasers Ghana International Moves, Expat Gh Relocation Services, Byf Relocation Services, G.H. Relocation Company Limited, Crown Worldwide Movers Gh. Ltd., Logistics Worldwide, Bluku services limited, MCdan shipping. These companies provide moving and relocation services, including local, long-distance and international trucking and shipping of used household, institutional and commercial goods, furniture and equipment. They may provide incidental packing and storage activities.

In Ghana it is not known what factors determine demand for packing and removal services. Demand refers to what consumers are willing and able to use in a given time period. Factors influencing demand need to be identified to boost quality of services of removal companies. It is not known whether economic development in Ghana is necessitating the emergence of packing and removal services companies or the time consuming nature of the packing process or the comfortability in letting professionals do the service among other things determine the demand for packing and moving services in Ghana.

### **Statement of Problem**

Despite all of Ghana's recent developments, such as its new status as a middle-income country, it is perceived that many people and businesses looking to move their goods are faced with challenges (Deloitte, 2017).

Researchers have yet to explore different aspects of demand and supply of removal and packing services and consequently its effects. For example it is

perceived that clients shift their demand based on the quality and cost of services removal companies offer among other factors. It is believed that other factors influence the demand for removal and packing services. No study has identified factors which may be hindering people and businesses or encouraging them to demand for packing and removal services.

In the Accra metropolis, a study is yet to be done on the factors that are influencing demand for packing and removal services. This is worrying because many removal companies in Accra Metropolis expect increase in demand for their services given that there is a huge population of people and industrial entities. A knowledge gap exists as to the factors influencing demand for packing and removal services in the Accra metropolis as long as no study on factors influencing demand for packing and removal services in Accra exists. This presents a challenge to companies in planning and implementing strategies that will help increase demand. This also ultimately hampers the development of the industry.

The current study seeks to fill the gaps. It is a case study on Doxa worldwide movers Ltd. The study seeks to investigate factors influencing demand of packing and removal service. Doxa Worldwide Movers/Doxa Van Lines Ltd. is an international moving company based in Ghana. It has operated in the Air and Ocean Freight Forwarding business since its inception 20 years ago. Doxa Van Lines Ltd. is a pioneer in the moving industry and in international freight forwarding industry in Ghana. The company is focused on meeting customers' demands for packing and removal services by offering convenience and choice competitively.

## **Objectives of the Study**

The main objective of the study was to assess factors that influence the demand for packing and removal services in Ghana using Doxa Worldwide Movers Ltd in Accra as the study organisation.

The Specific objectives of this study are to:

1. Assess volume of cargo Doxa has handled over the study period.
2. Examine factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra.
3. Investigate the challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra.
4. Identify ways to increase the demand for the services of Doxa Worldwide Movers Ltd.

## **Research Questions**

To meet the objectives of the study, these questions were asked:

1. What is the volume of cargo Doxa has handled over the study period services?
2. What factors determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra?
3. What challenges do clients face in using the services provided by Doxa Worldwide Movers Ltd in Accra?
4. What can be done to increase the demand for the services of Doxa Worldwide Movers Ltd?

### **Scope of the Study**

The study focused on Doxa Worldwide Movers Ltd located at Dzorwulu in Accra between the period of 2010 and 2015. Doxa was selected for case study to allow an in-depth study of the company. The study period was also selected to make it easy for clients to recollect and provide the necessary answers to the questions. The population for this research was all the customers of Doxa Worldwide Movers Ltd, both contract and non-contract clients. The data collected was primary.

### **Significance of the Study**

The study reveals issues surrounding packing and removal services such as the challenges, factors influencing its demand and the future of the industry. The study would contribute to educating the public the in-depth knowledge as to what the industry is into and the importance associated with their service. This study will help understand reasons for the swings in the demand and especially reasons resulting in the decrease in the demand. This will enable companies in the industry to work on their weaknesses to increase their demand and profit.

The study contributes to the body of knowledge on this subject. It will serve as a guide in the future. Other researchers will benefit from its findings. It would be of importance to other researchers who may want to carry out further research on packing and removal services and the factors influencing the demand of the service since the study seeks to add to existing literature so others can draw from the findings to make informed decisions.

## **Organisation of the Study**

The study is organised into five chapters. Chapter one includes the background, statement of the problem, study objectives, research questions, significance of the study delimitations and limitations of the study. Chapter two is the review of literature relevant to the research. Chapter three discusses the research methodology of the study. It describes the study design, the study setting, population and sampling, and data collection and analysis. Chapter four presents the results of data analysis and discussions. Chapter five summarizes the findings, draws conclusions from the study and offers recommendations.

## CHAPTER TWO

### LITERATURE REVIEW

#### **Introduction**

This chapter presents the literature review. An extensive review of literature was undertaken to help establish interrelationships among the issues under investigation and situate the study within existing literature. The researcher reviewed material relevant to this subject published in books, journals, other theses, as well as documents and publications containing policies, procedures, and regulations on packing and moving. Empirical literature is also reviewed. A conceptual framework is developed.

#### **Theoretical Literature**

The concept of consumer behaviour and theories that underpin its explanation are reviewed. Other concepts are reviewed to identify the factors influencing demand for packing and moving services. This theoretical review will help to enhance understanding of theoretical perspectives of the study.

#### **Consumer Behaviour**

Consumer behaviour is —the study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society, (Hawkins, Best, & Coney, 2000, p. 7). Jacoby (1976, p.358) defines consumer behaviour as —the acquisition, consumption, and disposition of goods, services, time, and ideas by decision making units. Engel, Blackwell, and Miniard (1986, p.5) emphasize internal cohesion of the decision process when defining the

concept. They state: —consumer behaviour represents the acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts.

Consumers' attitude towards goods and services is of critical importance to marketers (Schiffman & Kanuk, 2007). Understanding consumer behaviour has become a factor that has a direct impact on the overall performance of businesses (Kotler & Keller, 2012). Consumer behaviour research aims to unveil the way consumers choose to buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler & Keller, 2011). The knowledge of consumer behaviour helps marketers to understand how consumers think, feel and select from products and how they are influenced by their environment, reference groups, family, and salespersons. Consumer behaviour research allows for improved understanding and forecasting of not only the subject of purchases but also purchasing motives and purchasing frequency (Schiffman & Kanuk, 2007).

Consumer behaviour is complex. Consumer behaviour is difficult to predict, even for experts in the field (Armstrong, 1991). However researchers are continuously seeking for concepts and methods of investigation in order to understand, predict, and possibly control consumer behaviour more effectively. Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavour. The theory adopted to explain consumer behaviour in this study is the rational choice theory.

### **Rational Choice Theory**

This is a theoretical approach used by social scientists to understand human action or behaviour. The approach, which has long been the dominant

paradigm in economics, has become widely used in other disciplines such as Sociology, Political Science, and Marketing. This spread of the rational choice approach beyond conventional economic issues is discussed by Swedberg (1990) and Green and Shapiro (1996) among others.

Rational choice theory begins with consideration of the choice behaviour of individual decision-making units – which in basic economics are most often consumers and/or firms. The rational choice theorist often presumes that the individual decision-making unit in question is —typical or —representative of some larger group such as buyers or sellers in a particular market. Once individual behaviour is established, the analysis generally moves on to examine how individual choices interact to produce outcomes.

A rational choice analysis of the market for removal services involves a description of (i) the desired purchases of removal services, (ii) the desired supply of removal services, and (iii) how these desired purchases and desired supply interact to determine the price and volume of packing and removal service. The typical potential consumers of removal services is faced with the problem of how much of his income to spend on packing services as opposed to some other good or service. The typical packing and removal company is faced with the problem of how many items to pack and what price to charge for them. The buyer can choose how much of his income to spend on the service based on custom or habit; with current decisions being a continuation of what has been done in the past. The decisions might be made randomly. In contrast, the rational choice approach to this problem is based on the fundamental premise that the choices made by buyers and sellers are the choices that best help them achieve their objectives, given all relevant factors

that are beyond their control. The basic idea behind rational choice theory is that people do their best under prevailing circumstances.

This theory of consumer behaviour (the rational choice theory) will help understand why consumers of packing and removal services (customers of Doxa which is a moving company that helps people and businesses move their goods from one place to another) behavior the way they do. It will help understand why consumers are influenced by its services like packing, loading, moving, unloading, unpacking, arranging of items to be shifted and provision of warehousing facilities. Demand for packing and removal services is a demand for services. However it involves the movement of personal effects of individuals as well as properties of small and big corporate bodies.

### **Consumer Purchase Decisions**

Rational choice theory explains why consumers behave the way they do. However there is the need to understand how consumers make purchase decisions. People make purchase decisions almost every day (Arnould, Price & Zinkhan, 2004). Consumer purchase decisions are decision processes and acts of ultimate consumers about buying products. It is —the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon 1995, p.7). Consumer purchase behaviour and decision-making styles are more diverse than ever in today's complex consumer world (Lin, 2003; De Mooi; Pei, 2004; Kotler, 2011). Consumer purchase decision does not take place only at the point of purchase. It is a process and occurs before, during and after actual buying experience (Solomon & Rabolt, 2004; Ling, Chai & Piew, 2010; Solomon, Marshall & Stuart, 2011). The consumer behaviour process can be

described by the five W's and one H—why, who, when, where, what, and how to buy (Hawkins, Best & Coney, 2000; Solomon & Rabolt, 2004). Steps involved in purchase decisions are categorized into five. The Five Stages Model of consumer decision making is reviewed below.

### **The Five Stages Model of Consumer Decision Making**

There are several stages to the consumer purchase decision process. Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. The Five Stages Model of consumer decision making is one of the popular models for explaining consumer purchase behaviour. The model has been studied by a number of researchers. The most noteworthy writers that serve as academic advocates of The Five Stage Model of consumer decision making include Kahle and Close (2006), Pride and Ferrell (2007) and Hansen (2005). Although other researchers offer various tendencies towards the definitions of the five stages, all of them describe the stages in similar ways: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation. Each stage is defined by researchers with slight variations. All consumer decisions do not always include all stages. What is included in a particular decision is determined by the degree of complexity of the decision.

According to Bruner (1993), the first stage, need recognition, occurs when an individual recognizes the difference between what they have and what they want/need. Neal, Questel and Pettigraw (2006) state that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing. A problem can arise either through need recognition or

opportunity recognition; when a person is for example running out of something needed or a need is dissatisfied, the consumers actual state moves downward, however when a consumer sees the possible opportunity to purchase something new or better the ideal state moves upward.

In the next stage, consumer searches information related to desired product or service (Schiffman & Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose & Samouel, 2009). The consumers' on-going search helps marketers to capture their attention.

Consumers must choose which product or service to purchase once the relevant information about it is obtained. This involves analyzing the alternatives. Kotler and Keller (2005) consider this stage as important as the consumer considers all the types and alternatives taking into account factors such as size, quality and also price. Consumers can be influenced by previous shopping experiences, beliefs of the product that advertisers have put forth and information given about it. The evaluation of alternatives is processed through identifying the evoked set which are products our memory has registered, inept set which are the alternatives consumer are aware of but for some reason do not consider buying which can be characterised as inert set; product that are not considered to be purchased at all (Solomon et al., 2011).

Backhaus, Hillig and Wilken (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or

not to make the decision. Purchase decisions can further be divided into planned purchase, partially purchase or impulse purchase (Kacen & Lee, 2002). Purchase decision is influenced by factors such as mood, behavioural and perceptual effects, and consumer's state of mind among other things.

Post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors, Neal, Quester and Pettigrew (2006) argue that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. These have implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987).

### **Factors Influencing Consumer Purchase Behaviour**

A consumer's purchase behaviour is influenced by broader factors (factors beyond the immediate control of marketers) as well as personal factors. In general situational, personal, psychological, social and cultural factors are considered while trying to understand the complex behaviour of consumers (Hoyer, Chandy, Dorotic, Krafft & Singh, 2010). Situational factors impacting consumer behaviour may include location, environment, timing and weather conditions (Batra & Kazmi (2008). Situational factors are temporary as stressed by Batra and Kazmi (2008).

Personal factors are unique to a particular person. They include demographic; sex, race, age as well as other factors like taste preferences, personal financial circumstances and factors that influence purchase

behaviour. The impact of personal factors on consumer decision-making is addressed by businesses through the use of market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

According to Hoyer et al. (2010) social factors impacting consumer behaviour arise as a result of interactions of perspective consumers with others in various levels and circumstances. Social factors are influenced by opinion leaders, person's family, reference groups, social class and culture. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behaviour of other members of society as consumers.

Cultural factors affecting consumer behaviour are related to cross-cultural differences amongst consumers on local and global scales. Culture can be the ideas, customs, and social behaviour of a particular people or society. Increased globalisation has made it compulsory for cross-cultural differences amongst consumers to be taken into account in communicating messages.

Psychological factors include: motives, perceptions, ability and knowledge, attitudes and personality. Other factors influencing consumer purchase decision making are risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be sure of what they are purchasing. Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. Innovativeness is a measure of the degree to which consumers are willing to take chances and experiment with new products (Donthu & Gilliland, 1996).

## **Price as a Factor Influencing Consumer Purchase Decisions**

Price is a factor that influences the purchasing decision. Zeithaml (1988) defined price as, —...what is given up or sacrificed to obtain a product.¶ To some consumers the sacrifice of monetary resources is paramount. This can be seen though investing countless hours travelling to different stores to obtain the best bargain (Chang & Wildt, 1994). Rajput, Kalhoro and Wasif (2012) argue that price factor has always been an important factor in consumer buying process in every context. Consumers always examine price and brand name information differently when they are making judgments on the dimensions of quality, ease of use, usefulness, performance, durability, and status (Brucks, Zeithaml & Naylor, 2000).

Chang and Wildt (1998) posit that price has its significant influence on perceived quality when it is the only information available. Consumers prefer to have a price and quality rather than technical aspects in durable goods (Chiu, Chen, Tzeng & Shyu, 2006). The Marshallian economic model of human behaviour further noted that individual buyers spend their income on goods that will offer the greatest satisfaction, depending on their taste and the relative prices of goods. Rajput, Kalhoro and Wasif (2012) again conclude that the consumer needs more awareness regarding the price and fairness in price in the shape of packages and discounts. They again suggested that price has great influence on consumer buying behaviour. However, Rowley (1997) argues that pricing helps build a false impression of product quality. Day and Herbig (1990) noted that buyers have less individual flexibility in the purchase decision when the quality and the price are the same. Thus price is not a determining factor for purchase of a product when quality is not certain.

### **Packaging as a Factor Influencing Purchase Decision**

Moving services requires packing and unpacking because of safety requirements or other special circumstances. Packaging of household or office goods may be necessary. Packaging refers to —all products made of any material of any nature to be used for the containment, protection, handling, delivery and presentation of goods, from raw materials to processed goods, from the producer to the user or the consumer (EU, 1994).

Packaging influences consumer purchase decision. Elements of packaging including graphics, size/shape, product information and technology come under time pressure and involvement and result in consumer purchase decision. These elements of packaging stimulate purchase decisions differently. Visual elements, graphics and size/shape, positively influence choice more in the low involvement situation, while informational elements tend to play a key role in higher involvement decision-making. Time pressure similarly changes how consumers evaluate products at the point of sale, partly by reducing ability to give attention to informational elements. Packaging is considered the buyer's first encounter with the brand. It influences consumer's purchase decision at the point of sale (Rita, Aiste & Laura, 2009).

Packaging is one of the most important factors in purchase decisions made at the point of sale. Jobber (2007) argued that even a quality product must appeal to the eyes of consumers to enjoy patronage. It is an essential part of the selling process (Rettie & Brewer, 2000). Packaged food products are important in an environment of increasing proliferation of products. The competitive context is ever more intense. The critical importance of packaging

design is growing in such competitive market conditions, as package becomes a primary vehicle for communication and branding (Rettie & Brewer, 2000).

Prendergast and Pitt (1996) review the basic functions of packaging, and define them by their role in either logistics or marketing. The logistical function of packaging is mainly to protect the product during movement through distribution channels. In the marketing function, packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. It may be difficult to separate these two package functions, as they are usually needed. The package sells the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected. The package is a critical factor in the decision-making process because it communicates to consumers. Intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it (Kupiec & Revell, 2001). How they perceive it depends on communication elements, which become the key to success for many marketing strategies.

The package's overall features can underline the uniqueness and originality of the product. Better packaging results in protection and saved transportation of products, reduces loss, damage and wastage of products and produce. Packaging helps protect, preserve and present products in an acceptable way to consumers (Kundu & Sehwat, 2000).

Proper packaging also ensures that the product is delivered to consumers at a safe state. This actually help to increase customers satisfaction and also motivate them to become brand loyal based on the fact that both consumers and organization are well satisfied and this can help to attain companies objectives in an efficient and effective manner (Twede, 2005).

### **Influence of Service Quality on demand for packing and moving services**

Packing and removal services may give similar types of services. What differentiates them may be the quality of the services they offer. Since the quality is an essential competitive element, the concern for quality in house and office moving industry is evident. Since the eighties, service quality has been one of the most important issues in the literature. The pressure of competition in most industries has forced managers to look for ways to enhance their competitive position. Many have decided to improve service quality in order to differentiate their services from those of their competitors (Parasuraman et al., 1985).

Service quality is considered an essential strategy for success and survival in today's competitive environment. However, unlike goods quality, which can be measured with some objectivity, service quality is abstract and elusive. The unique features of services such as inseparability of production and consumption, intangibility and heterogeneity make measurement of quality a very complex issue. In the absence of objective measures, firms must rely on consumers' perception of service quality to identify their strengths and/or weaknesses, and design appropriate strategies (Karatepe et al., 2005).

The complex feature and the importance of service quality attracted the attention of researchers and practitioners all over the world (Chowdhary and Prakash, 2007) and they have increasingly focused their attention on customer service and how to improve the quality of external service encounters between the contact employee and external customer. While some researchers were interested in the physical surroundings that improve service encounters, Parasuraman et al. (1988; 1991) focused on minimization of organizational

\_\_gaps\_\_ that affect customer satisfaction. However, internal service quality is equally important because an organization's ability to meet the needs of external customers relies on employees' internal capabilities to satisfy the needs of internal customers.

While the literature on service quality is reviewed, it is seen that two schools of thought dominate the extant thinking. One is the Nordic school of thought based on Grönroos's two-dimensional model. And the other is the North American school of thought based on Parasuraman et al.'s five dimensional SERQUAL model. Chowdhary and Prakash (2007) indicates that other significant conceptual and empirical works (models) in the service quality area can be encompassed as follows: (1) customer's experiences with the tangibles, reliability, responsiveness, assurance, and empathy aspects of services delivered by a firm; (2) technical and functional quality; (3) service product, service environment, and service delivery; and (4) interaction quality, physical environment quality, and outcome quality. All these four models share a common feature: They propose a multidimensional service quality conceptualization that it is inherently linked to the measurement of consumer quality perceptions. Therefore, service quality models offer a framework for understanding what service quality is, as well as how to measure service quality in each proposed conceptualization (Martinez and Martinez, 2010).

### **Theories on why people pack and move**

People pack and move because of many reasons. Some theories have been developed to help explain why people pack and move houses or offices. Some of these theories have been reviewed below.

### **Life Cycle Model**

The early theory on housing mobility is the so-called “life cycle model”. According to this model, frequency of mobility will increase in connection with changes in life stages, e.g. finishing education, marriage, divorce, new job, retirement, children leaving home, death of spouse, or infirmity. Further studies confirm that the propensity to consider moving and actually to move is higher at such times (Metcalf, 2006).

### **Stress Threshold Model**

Another theory on housing mobility is the so-called “stress threshold model” first developed by Wolpert (1965; 1966) and later developed further by Brown and More (1970), Speare (1974) and Fokkema et al. (1996). Metcalf (2006) states that Wolpert assumes that a decision on moving is a function of what he calls the location’s utility to the person in question. The location is not just the dwelling, but also the physical surroundings and the social environment. If the utility of a location is high, there is no reason to move, even though the utility of another location might be higher. If utility decreases for some reason, the person will feel a certain stress. However, only if this feeling of stress is sufficiently high and exceeds a certain threshold, will the person consider moving. Brown and More suggest that there are two steps: first, to consider moving and, secondly, the decision as to where to move (Metcalf, 2006).

### **Empirical Literature**

Empirical literature on this topic is scanty. Although no direct study was found on factors influencing demand for packing and removal services, a few studies were found on house moving. The studies in this area have tended

to use more quantitative methods in order to examine the causes and effects of such mobility. Moreover, they have tended to conceive residential mobility as a problem, as opposed to the norm of a stable home, where mobility was intimately tied to poverty, inadequate housing and ill-health, as well as family and community breakdown (Metcalf, 2006). The results have also mixed.

Some of the studies encountered related to house moving are as follows: The reasons of older people's decision on moving their house (Hansen & Gottschalk, 2006), the psychiatric symptoms of moving house on children (Hall, 1966), children's understanding of moving house and homelessness experience (Van Blerk & Ansell, 2006), home moving and children's homelessness experience (Kirkman, Keys, Bodzak & Turner, 2010), the health complaints and annoyance after moving into a new office building (Hutter, Hanns, Bernhar, Peter & Michael, 2006), the interrelation of congestion and residential moving behavior (Larsen, Ninette & Jos 2008) and the family moving home and social stratification (Gayle, 2008).

There are gaps in the previous studies. All previous theories and studies deal with the reasons and the results of house moving. This is specific. Moving and packing is broader. No study has dealt with the house and office moving industry from the demand and supply perspective in Ghana. This is a gap the extant literature that studies this study seeks to fill.

### **Conceptual Framework**

A conceptual framework is shown in Figure 1. The conceptual framework synthesizes different concepts in existing literature and interrelationships between factors which directly affect consumer purchase behaviour for packing and removal services including consumers' socioeconomic attributes, income level, purchase behavior, need of

services and service attributes including quality and price. It shows the factors and the linkages with the main or dependent variable. This is done to close the gap in existing knowledge on packing and removal services.

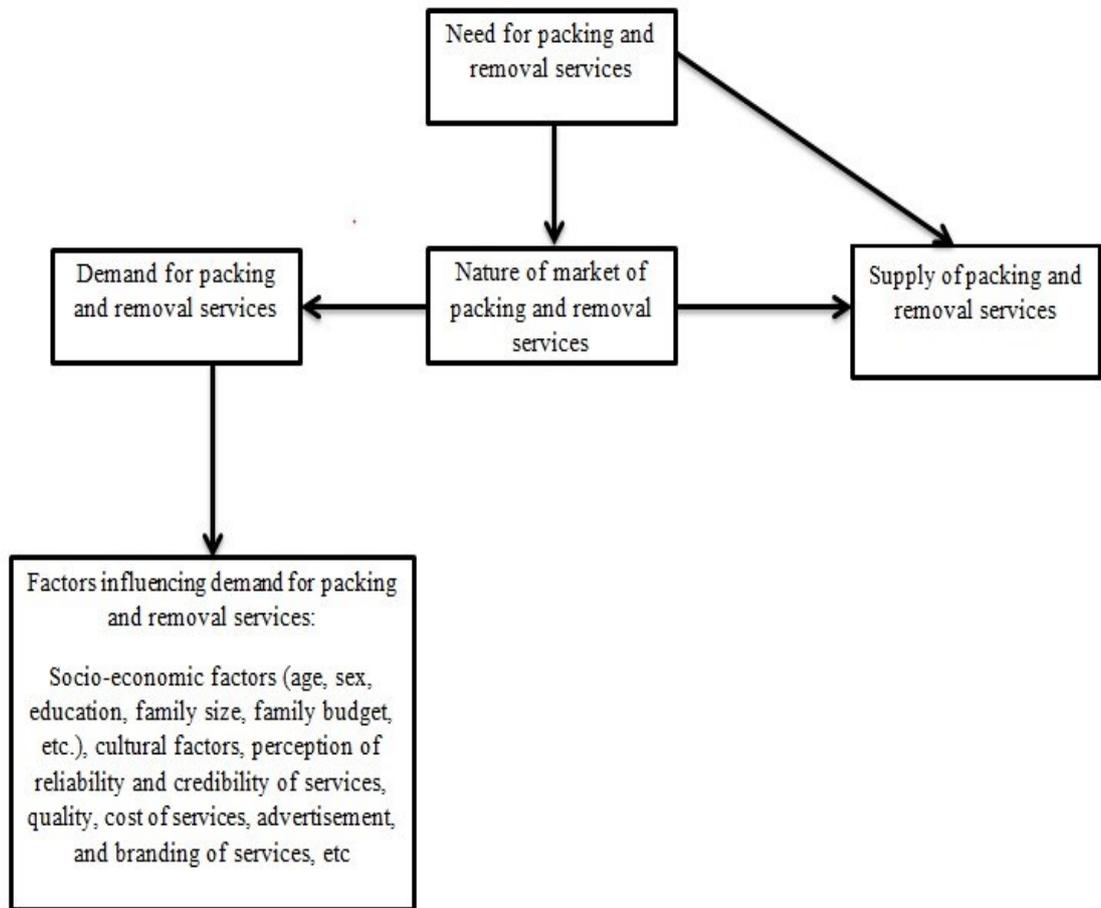


Figure 1: Conceptual Framework

Source: Researcher's construct.

## CHAPTER THREE

### RESEARCH METHODS

#### **Introduction**

This chapter is the methodology of the study. It describes the research design, profile of the study area, population, sample and sampling procedure, data collection instrument used as well as data analysis techniques. The ethical considerations of the study are also discussed.

#### **Research Design**

The study adopted an explanatory research design. This is because the study sought to explain factors that influence the demand for packing and removal services in Ghana using Doxa Worldwide Movers Ltd in Accra as a case study. The researcher had the flexibility in the search and selection of participants to be able to investigate this issue. This design allowed an inquiry process into the research problem, using both a mixed method approach involving the use of both qualitative and quantitative research methods and data. This helped the researcher gain a holistic picture of the problem. Thus the research gained a more profound understanding of the problem.

#### **Profile of Doxa Worldwide Movers/Doxa Van Lines Ltd**

Doxa Worldwide Movers/Doxa Van Lines Ltd. is an international moving company based in Ghana. It has operated in the Land, Air and Ocean Freight Forwarding business since its inception 20 years ago thriving on good will of our clients. Doxa Worldwide Movers/Doxa Van Lines Ltd. are pioneers in the moving industry and in the international freight forwarding industry in Ghana. It specializes in the following: packing (household goods and personal

effect/office relocation, door to door services, international removals, clearing and forwarding (clearance and delivery/export to all destinations by air/sea/land), warehousing, project management and logistics management. Doxa Worldwide Movers/Doxa Van Lines Ltd stands for excellence and total customer satisfaction in the physical distribution and logistical supply chain management in Ghana. Clients of Doxa cut across the whole spectrum of the social ladder. It prides itself by claiming that it has a strong and growing number of satisfied clients in the following business categories: embassies and high commissions, international organizations, nongovernmental organizations (NGOs), oil companies, telecommunications companies and financial institutions among others.

There are several reasons that differentiate Doxa Worldwide Movers from the other moving companies in Ghana. Doxa has its own warehouse that can warehouse client's goods. Unlike the other companies who do not have ware houses on their own. Sometimes clients will like to warehouse their goods after packing for some time before shipment is done, also some too will warehouse because of lack of accommodation in the country when their goods are cleared. This helps Doxa to win more jobs because it differentiates them from the others. Doxa has free one month warehouse. Doxa warehouse client's goods free for one month unlike the other companies who rents their warehouse so cannot afford to warehouse client's goods free for one month. This also helps Doxa to win more jobs.

Doxa is also a member of American Moving and Storage Association (AMSA) which is anon-profit trade association representing members of the professional moving industry based primarily in the United States. It

approximately 4,000 members consist of van lines, their agents, independent movers, forwarders, industry suppliers, and certain individuals and organizations. It offers its members professional training and certification and provides them with federal government representation, statistical industry reporting, arbitration services for loss or damage claims, safety and compliance guidance, federal government rate filing, professional conferences, public relations, publications, and annual safety and quality awards,

International Association of Movers (IAM), Canadian Association of Movers (CAM) recommend a Certified Canadian Mover who will deliver a moving service that is fair in practice and cost, professional, safe and timely and International Association of Movers (IAM) which represents more than 2,000 companies in over 170 countries. More than movers, these companies are partners and innovators in the delivery of moving, forwarding, shipping, logistics and related services. IAM affiliation increasingly signifies strength, trust, diversity, ethics, reliability and accountability. Joining these association helps to regulate the activities of the company and also build up clients confidence in allocating their cargo to their care.

The reason why Doxa was chosen is because a number of firms under the industry were contacted but Doxa was the one that was willing to allow the researcher do a study of that nature.

### **Population of the Study**

Clients of the company include companies, Embassies and the individuals. Some of the clients have contract with Doxa while the rest demand services as and when they are needed. The population of the study or total units in the population is about 1000.

## Sample and Sampling Procedure

Best and Kahn (1998) argued that the sample size of a study is subject to the nature of the population, the kind of data to be collected, the type of analysis to be carried out and the availability of funds for the study.

Simple random sampling technique was used to select people from the corporate entities drawn from various sectors including embassies and high commissions, international organizations, non-governmental organizations (NGOs), oil companies, telecommunications companies, financial institutions, health institutions, educational institutions and agricultural entities which patronize the services of Doxa packing and removal services Ltd.

Random sampling (without replacement) was used to select 10% of the population of 1000 people. Ten percent (10%) of the target population of 1000 was 100 people drawn by following the 10% condition for the Central Limit Theorem which states that: —When the sample is drawn without replacement (as is usually the case), the sample size,  $n$ , should be no more than 10% of the population (Berry and Lindgren, 1990). The —10% condition arises because of sampling without replacement (which is a usual practice in surveys and many other situations) from a finite population. The procedure involved the researcher searching and selecting the individuals or representatives from corporate institutions using a sustained and repeated process to get a representative sample. One hundred people selected for the study were representative of the population of the study. The sample was appropriate because the study did not seek to test hypothesis but gather enough information about the perspectives of participants regarding the services they have received from Doxa Movers Ltd to help understand the problem.

Table 1 shows clients of Doxa Ltd who were sampled for the study.

Table 1- *Clients of Doxa Worldwide Movers sampled for the study*

<b><u>Company</u></b>		
African Development Bank	Stanley Cao	Alma Guski
Damco	Donald Joseph Brady	Shirpaul Mclaughun
SNV	Gildon Allison	Leroy Campbell
Enjoy Life Ghana	Jacob Abotsi	Rose Croshier
Ghana Lucky Star	Susan Torry	Crystal Weathersby
African Women Development Bank	Benjamin Yeboah	Gillian Cherubin
Agence Francaise De Development	Jarrod Frahm	Joseph Dever
Global health Ltd	Ulac Demirag	Daniel Diaz Deleon
Meadgrove	Donaldson Shamwell	Benjamin Burnes
African Cashew	Mary Acquah	Willie Armonstrong
Greenlands Commodities	Nicola Guarnieri	Christiansen Peter
	Salomey Boateng Nartey	
Yoshiken Travel & Tour		David L. Wolf
IOM	Felix Kuuseg	Sixte Zigirumugabe
Air Liquide Africa	Mad. Tomoko Kito	Nicole Enersen
Elwa Ghna	Emmanuel Cadic	Micheal Van Dyke
Yara International	F.S. Lopez	Phillis Kuenyehia
Margin ID System	Nieves Miranda	Robert Boyd
BBold Company Ltd	Christine Ann	Mary Beth Coffin
SDV	Jacqueline Quemsley	Jacqueline Bony
	Robert Jackson	Wollam Park
	Jeffrey Lee Birschbach	Sarah Roy-Bonde
<b><u>Embassy</u></b>	Pitts Keir	Schoup Scott
America Embassy	Mihai Simionescu	Rebecca Fertziger
Italian Embassy	Jano Carlson	Richard Chen
Danish Embassy	James Fair Deidra	Nicola Guarnieri
		Emmanuel Laurent Cadic
India High Commission	Sabastien Moffet	
Canadian High Commission	Jenny Hill	James Dobson
Malaysia High Commission	Jonathan Miles	Scott Schoup
	Mohamed K.B. Joris	Steven Hendrix

Mellisa Kidd

Marcialis Igor

Table 1 continued

<b><u>Individual</u></b>		
Dr Twum Danso	Fabrizio Bovino	Graziano Perria
J.I. Budu	Steven Edminster	Alexandra Arnold
Judith Ofori	Pita Rodrigo Re Yero	Nelda V. Villinus
John Sagan	Joshua Anderson	Joyce Ngoh
Fenton Sands	Menard Stephen Jr.	Catherine Hamlin

Source: Doxa Client Data.

### **Measurement of Variables**

The dependent variable is demand for packing and removal services. The demand for packing and removal services is a function of or depends on a set of independent variables including the cost of services (price), promotion, income, distance, safety and security among other things. The variables in this study were measured qualitatively. To gather data on these variables a set of carefully designed and administered questions structured into questionnaire and interview schedules were used.

### **Questionnaire**

A questionnaire survey is cheaper and less time consuming while indepth interviews could help unearth more subtle but deep views relevant in the search for answers (Collis & Hussey 2003). The survey elicited responses from a cross section of the sample using a self-administered questionnaire made up of both open and close ended questions. The questionnaire contained four sections. Section A of the questionnaire solicited information about respondent's socio-demographic background including age, gender, and educational background, among others. The other sections contained items on how they feel about issues influencing demand for packing and removal

services in the Accra Metropolis. Questionnaires were suitable because they are less time consuming to complete and analyze. They help in obtaining unanticipated perspectives on issues (Easterby-Smith, Thorpe & Lowe, 2002).

### **Data Collection Procedure**

The questionnaire was administered to the respondents. The data collection took the researcher two weeks (1<sup>st</sup> week of April -2<sup>nd</sup> week of April, 2017). Before embarking on the field trip to solicit the data, preparations were made including informing the institutions and individuals sampled ahead of time. When the data collection started the researcher faced some challenges. Respondents were reluctant to answer the items on the questionnaires. However, after persistent appeals some answered and return them.

### **Data Analysis**

Graphs and charts were used to show results and they were cross discussed with the interview responses reproduced as evidence in this report.

### **Ethical Considerations of the Research**

To ensure that the research was ethical, the researcher observed many issues. The researcher made sure that the administration of questionnaire took place within public spaces. Also the researcher obtained the consent of all subjects involved and disclosed the essential nature of the research to the subjects. The researcher upheld confidentiality and anonymity of respondents. The researcher also charted a clear ethical path to ensure that data collection was done properly. This study on a whole presented no risk to participants.

## CHAPTER FOUR

## RESULTS AND DISCUSSION

**Introduction**

This chapter presents the results of analysis of data as well as discussions of the study based on the research objectives. The discussion is placed in the context of existing literature. This is to help confirm or confute findings of previous studies. The results and inferences driven from the discussions will help meet the objectives of the study.

**Volume of cargo Doxa has handled from 2010—2015**

The first objective sought to assess volume of cargo Doxa has handled over the study period services. This objective was important because this will help to know whether the company is growing or otherwise. As a pioneer in the moving industry and in the international freight forwarding industry in Ghana and has operated in the air, land & ocean freight forwarding business since its inception 20 years ago, the volume of cargo shows whether it is thriving and has the good will of its clients.

Table 2- *Volume of Cargo Doxa has Handled from 2010—2015*

Years	Export	Import	Relocation	Warehousing
2010	900	40	5	2
2011	1005	48	7	2
2012	1200	52	10	3
2013	1350	60	12	4
2014	1450	65	15	4
2015	1500	70	20	3

Source: Field work, Ampofo (2017).

Doxa Worldwide Movers/ Doxa Van Lines Ltd. Specializes in packing (household goods and personal effect/office relocation), door to door services, international removals, clearing and forwarding (clearance and delivery/export

to all destinations by air/sea/land), warehousing, project management and logistics management. Doxa Worldwide Movers has offered many and varied moving and packing services to individual customers as well as corporate companies. Table 2 show that volume of export, import, relocation and warehousing have increased from 2010—2015.

From the field work, it was gathered that from 2010—2015 export volume was 900 in 2010, 1005 in 2011, 1200 in 2012, 1350 in 2013, 1450 in 2014 and 1500 in 2015. Volume of import also increased from 40 in 2010 to 48 in, from 52 in 2012 to 60 in 2013 to 65 in 2014 to 70 in 2015. Volume of relocation cargo was 5 in 2010, 7 in 2011, 10 in 2012, 12 in 2013, 15 in 2014 and 20 in 2015. Volume of warehousing was 2 in both 2010 and 2011, 3 in 2012, 4 in both 2013 and 2014 and 3 in 2015.

According to the operations officer:

—The company started after the owners identified a gap in the nascent packing and moving industry in Ghana. It was discovered that in today's hyper competitive environment and fast paced life, people relocate to Ghana's capital city (Accra) or areas around it in search of better job opportunities and to accomplish their dreams. Corporate entities also move items and equipment's with the Accra metropolis and beyond. The Accra metropolitan area is the most active area for moving services given its large populations and shuffling tenants maintaining demand for services. However it has a nascent packing and moving services industry where there are few companies which provide services that guarantee ease, are economical, safe and hassle free. To exploit this niche in the market and fill the gap, Doxa was incorporated to offer total customer satisfaction through the company's unique business strategy which ties emergency of movement and safety of packing to meet deadlines and customer satisfaction.¶

It was gathered that Doxa provides comprehensive moving services including relocation services to residential areas and moving products to and from corporate offices. Items moved include used household, institutional and commercial goods, furniture and equipment. Doxa often provides incidental packing services. Packing materials like tubular packing and high quality corrugated sheets are used to provide complete safeguard items and protect against any kind of breakages during movement.

According to one employee:

—Employees of Doxa have gained industry expertise and can handle all activities to ensure excellent customer experience. They not only move goods but also unpack them as per the customers requirement. The goods are picked from door itself, under the clients' supervision. This ensures protection and safety of the items. We now have an effective Customer Care Department addressing all customer queries and grievances. We have a track record of operational excellence in the industry. Our experience and knowledge has enabled us to offer our clients our dedication and general professional attitude towards the work we do with cost-effective, time definite and reliable servicesl.

According to another employee:

—What makes Doxa unique is that it ensures careful packing of customer belongings and loading to Doxa's vans, to setting up furniture or personal belongings in customer's new location and home. Our employees co-operate with our clients to ensure their move becomes as easy and as comfortable as possiblel.

It was gathered that the clientele of Doxa cut across the whole spectrum of the social ladder. Doxa has a strong and growing number of individual clients as well as corporate clients in the following business categories: embassies and High Commissions including Embassy of the

United States of America, Canadian High Commission, Italian Embassy, Japanese Embassy, Malaysian High Commission and India High Commission among others. They also have clients in international organizations such as CIDA, UNICEF, International Red Cross Society, IOM and Air Liquide. Doxa has clients in Non-Governmental Organizations (NGOs) including Care International, Plan Ghana and USAID among others. Doxa has clients in the oil industry including Tullow Ghana. Its clients also include telecommunications companies such as Vodafone and MTN. Financial institutions including ECOBANK and African Development Bank are its clients.

#### **Factors determining demand for services provided by Doxa in Accra**

The second research objective sought to assess factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra. This objective was important because it is assumed that understanding factors determining demand for packing and removal services will inform how demand for services of moving companies in Ghana can be improved. The researcher analysed data on this objective and it was gathered that many and varied factors determine demand for packing and removal services being offered by Doxa in Accra including price, speed of service delivery, quality of packing, promotion and insurance among others.

#### **Service Charges**

A factor which was mentioned by respondents as critical in determining demand for Doxa's service charges or pricing of services. This relates to the service charges. About 78% clients patronised Doxa services because of its low charges of prices. The other 22% said that low pricing does not determine demand for Doxa's services. Figure 1 shows the results.

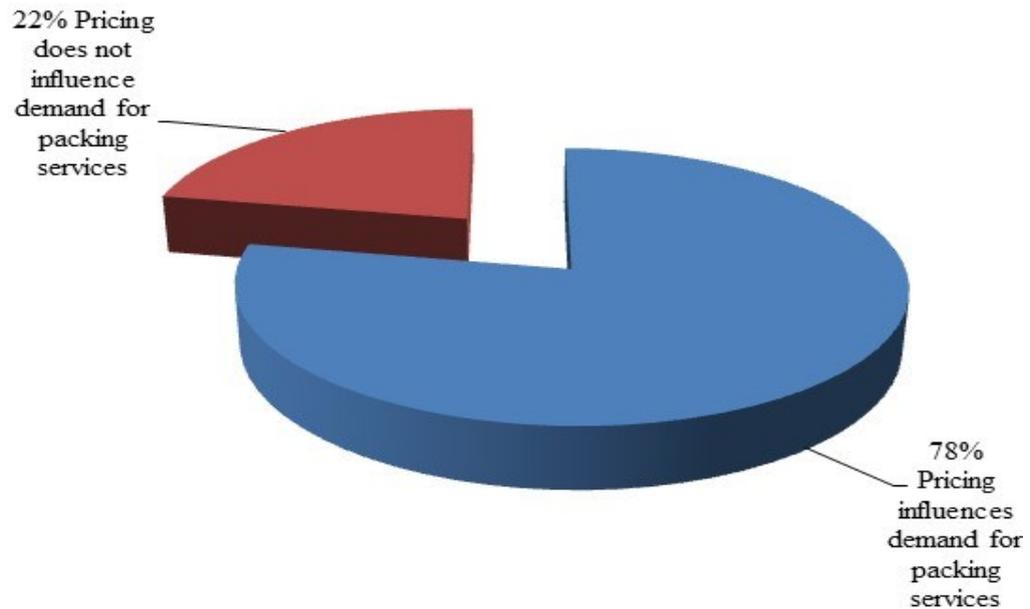


Figure 2: Service charges for packing and moving services .

### Speed of delivery of services

Another factor that was identified was speed of delivery of Doxa's services in Accra. This issue relates to whether services are in compliance with the agreement concerning the time period for delivery of services. Customers are influenced by whether services are on time and whether they are assured that no further amounts will be charged if there are delays. About 81% cited speed of delivery as a main determinant of demand for packing and moving services while 19% said this was not necessarily an influence in their demand decisions. Figure 2 shows the results.

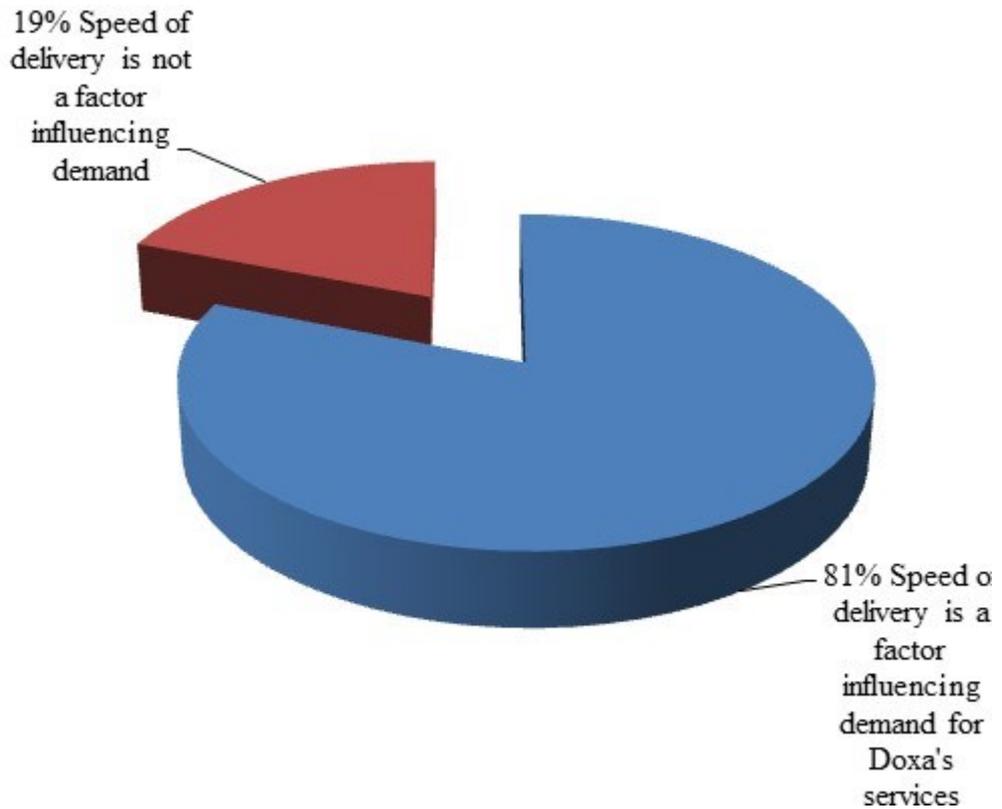


Figure 3: Speed of delivery of packing and moving services

### Compensation for damages and delays

Another factor is whether customers are justifiably compensated for any damage on items carried or delays in moving items to their intended location. The results show that 63% of the respondents believe that this factor determines demand for packing and removal services while 37% believe that this does not affect demand. The results are displayed in Figure 3.

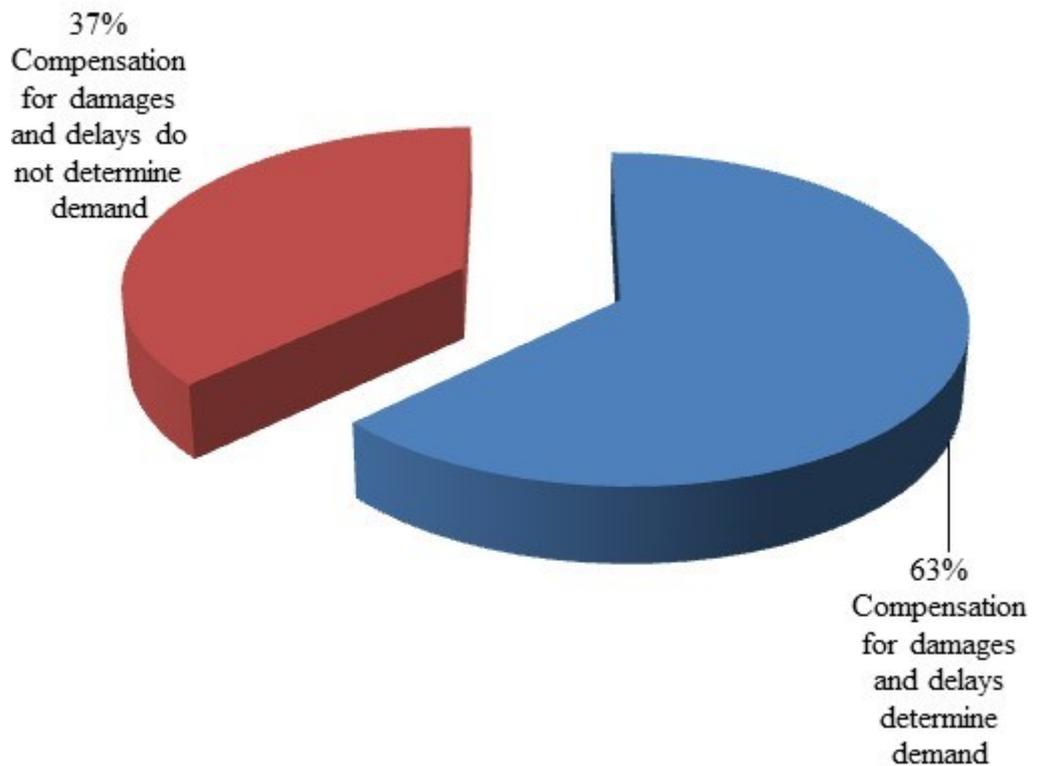


Figure 4: Compensation for damages and delays in packing and moving

#### **Promotional packages and influence on demand for Doxa’s services**

Another factor of consideration on the part of customers is offering of promotional packages. Promotion was cited as a factor influencing demand for services offered by Doxa Worldwide Movers Ltd in Accra. The researcher asked whether or not the company offers promotion to customers. Of the 19 respondents, 26% of Doxa offers promotion to influences or create demand for its services whilst 74% of respondents said Doxa does not offer promotions as a ways of creating demand for its services. Results are displayed in Figure 4.

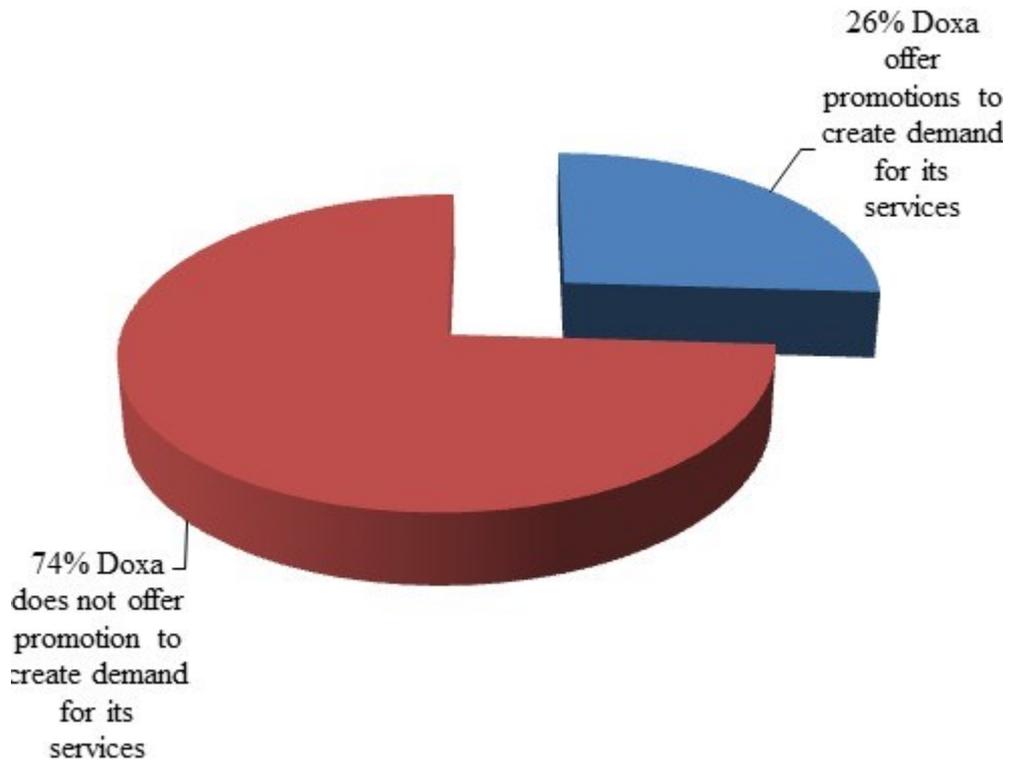


Figure 5: Promotions offered by Doxa services

The researcher asked respondents whether promotion can influence their demand for Doxa's services and 75% stated that they were more likely to demand Doxa's services if they are well promoted as this influences their decisions. About 25% of respondents were less likely to demand Doxa's services if they are well promoted. The results are shown in Figure 5.

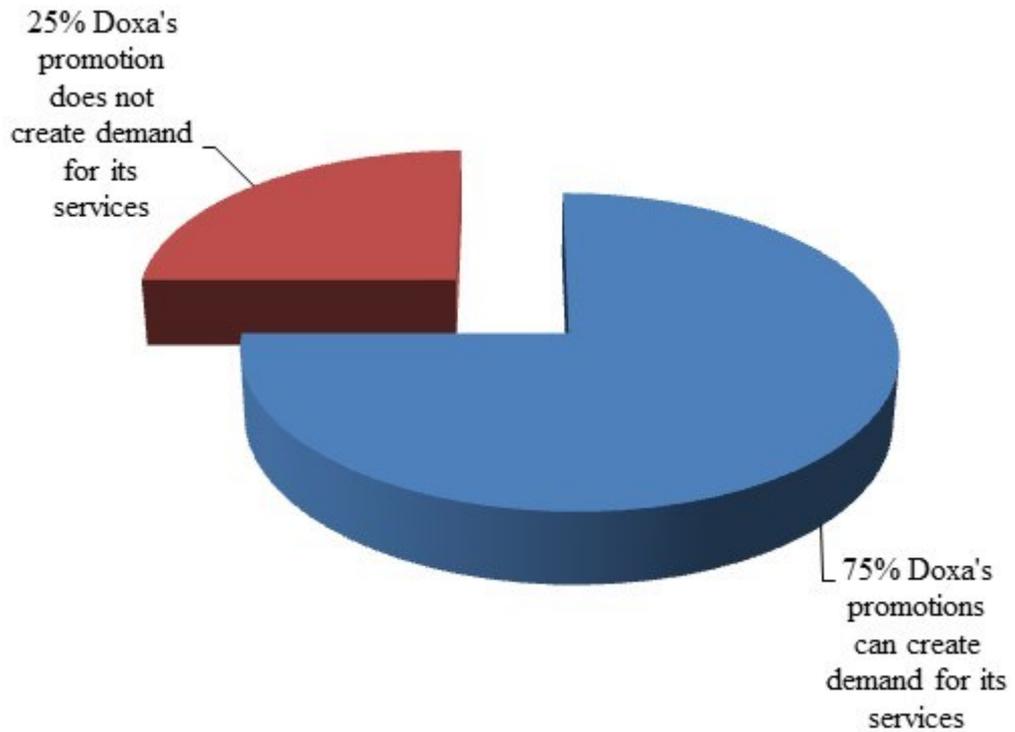


Figure 6: Promotion and demand for Doxa's services

Promotion creates awareness and inducement usually at a time and place where buying decision is made. Adcock, Halborg, & Ross (2001) opined that purchase decision is made when organizations use promotional tools like coupons, discounts, rebates and samples. The use of promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The consumer is provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Promotion is used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the promotional tool (Ngolanya, Mahea, Nganga, Amollo, & Karuiki (2006).

Personal factors including financial circumstances among others influence demand for Doxa's packing and moving services. It was gathered that respondents in high income categories were more influenced to demand

Doxa's services because they felt that these were for 'rich' people. Some consumers stated that they demand Doxa's services because they felt people may value them when they see them using their services.

Another factor that was assessed was whether Doxa Worldwide Movers/Doxa Van Lines Ltd. as packing and moving service company has enough vehicles to move large number of items or equipment. To this the management of Doxa stated that —we have extra-large moving trucks for moving large items and smaller sized vehicles for small loads and have the use of single item.

Another factor was whether Doxa Worldwide Movers/Doxa Van Lines Ltd. guarantees the safety and security of customers' goods. According to one officer of Doxa:

—Goods are packed and transported in wide range of internationally recognized packaging materials - starting from polythene, bubble wraps, cardboard, wardrops cartons, shrink wraps, tri-wall, lift vans, hand fork, forklift, crane and heavy-duty cartons. When necessary, we make special veneer or wooden boxes to provide larger and safer means for transporting belongings. At the point of destination, our employees unpack the goods and place them professionally as indicated in a plan provided in advance by the client. We have acquired adequate experience to enable us move every item safely and securely.

Customers were asked whether packing is well done by Doxa employees. Results on this issue are displayed in Table 2.

Table 3- *Nature of Packing done by Doxa Worldwide Movers.*

How well Packing is done by Doxa Percent		Frequency
Well packed and attractive	70	80%
Not well packed and unattractive	15	15%
No idea about packing	15	5%
Total	100	100.0

Source: Field work, Ampofo (2017).

About 80% stated that Doxa Worldwide Movers Ltd in Accra are well packed and are safe, 15 % stated that they are not well packed and are not safe and secured. About 5% had no idea at all whether goods are well packed or not. The researcher asked respondents whether packing services offered by Doxa Worldwide Movers Ltd in Accra influence demand for their services.

The results are shown in Table 4.

Table 4- *Influence of Packing on Demand for Doxa Worldwide Movers' Services.*

Influence of packing Percentage		Reponses
Positively affects demand	Yes	68%
Negatively affects demand	No	32%
Total	100	100%

Source: Field work, Ampofo (2017).

Table 5- *Correlation Analysis of the Factors that Influence the Demand of Doxa Services*

<b>Independent Variable</b>	<b>Dependent Variables</b>	<b>Correlation</b>	<b>Significance Level</b>
Demand	Price	-0.997	0.00
Demand	Income	0.998	0.00
Demand	Delivery	0.863	0.027

### **Analysis of Variables and Results**

Delivery and packaging were used as dummy variables to indicate their significance and relationship with the dependent variable. The number of days taken to make delivery falls within wide ranges of days but within 2-3 are mostly preferred, all other things being equal. Hence, if it takes 2-3 days to make the delivery we define it by 1 otherwise 0.

Based on the questionnaire distributed, it was confirmed by the sampled population that the quality of packaging by Doxa is great. Hence, one of the reasons why they demand their services. As a dummy variable, we identified it with 1 indicating good packaging as a constant throughout.

From the correlation results, price has a negative relationship with demand. Whereas, income and delivery shows a positive relationship with our dependent variable. All variables were seen to be significant at a level of 5% alpha value. Our regression table shows that our independent variables actually affect our dependent variable. Our adjusted R-square also proves that the model is a good fit.

As shown in table 3, majority of the customers (68%) indicated that packing positively influence demand for Doxa's services. Only 32% stated otherwise. How they perceive safety depends on packing. Safety judgments

are largely influenced by packing. It was gathered that majority of respondents felt the packing of was good and plays a very large role in demand for Doxa's services.

### **Ranking of Factors in Order of Importance**

Among the factors identified, the researcher sought to rank the factors in order of importance. To achieve this, the researcher asked respondents to rank on each factor on a scale of 1 to 10. The rank of each factor on the scale will show its importance in determining demand for packing and moving services. Service charges or price rank first (9 on a scale of 1 to 10) in order importance of factors as 32% of the respondents ranked this factor as the most important. Speed of service delivery ranked second (8 on a scale of 1 to 10) as 25% of the respondents indicated. Quality of packing ranked third (6 on a scale of 1 to 10) as 21% of the respondents indicated. Promotion ranked fourth (on a scale of 1 to 10) as 18% of the respondents indicated.

Insurance/compensation for damages ranked fifth (3 on a scale of 1 to 10) as 4% of the respondents indicated. The results are presented in Table 6.

Table 6- *Ranking of factors in order of importance*

Factor	Ranking in order of importance
Service charges	9
Speed of service delivery	8
Quality of packing	6
Promotional packages	5
Insurance/compensation for damages	3

Source: Field work, Ampofo (2017).

## **Challenges clients face in using the services of Doxa Worldwide Movers**

### **Ltd in Accra**

The third research objective sought to identify Challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra. This objective was important because it is assumed that understanding how demand for services of moving companies in Ghana can be improved. The researcher analysed data on this objective.

According to one client:

—I had to move my things from one area in Accra to another. I called Doxa movers and gave them my location. An officer visited and having inspected the items he assured me that everything was going to be packed neatly and nicely and moved securely and safely. After that he left promising to come back with a vehicle and more hands for the job. However, after waiting the whole day for them, they never turned up. I was disappointed that they don't know the emergency of sending things, nor the costs and inconvenience their disappointment has on customersl.

The researcher asked consumers whether prices of packing and moving services determine their purchase decisions. Both individual and corporate clients admitted that due to the high price of services they rather use the services of other companies.

One client complained of the pricing of Doxa's services.

—When I approached them in their office for their services, they explained to me how they price their services; based on distance and the volume of items to be moved. I realised that the prices are not within the range of the average person walking in the streets of Accra. The money I was to pay I could rent a kia truck to do the moving and

still be left with change. I will never recommend to anyone this company. It is better go for trotro or other courier services since Doxa's services are over-priced compared to alternatives.

The researcher found from a pricing point of view, the services provided by Doxa are not within the range of most customers' ability to pay and that is why there is no good business case for demanding them.

A corporate client complained of the number of employees of Doxa Worldwide Movers / Doxa Van Lines Ltd. who work as a team to pack and move items. The client stated:

—Doxa typically uses a one- to three-member team to pack and move goods. The number on a team is inadequate especially in performing packing and moving services for corporate clients. Related to this is that I perceive that employees of the company have low expertise and some lack experience in packing and moving services.

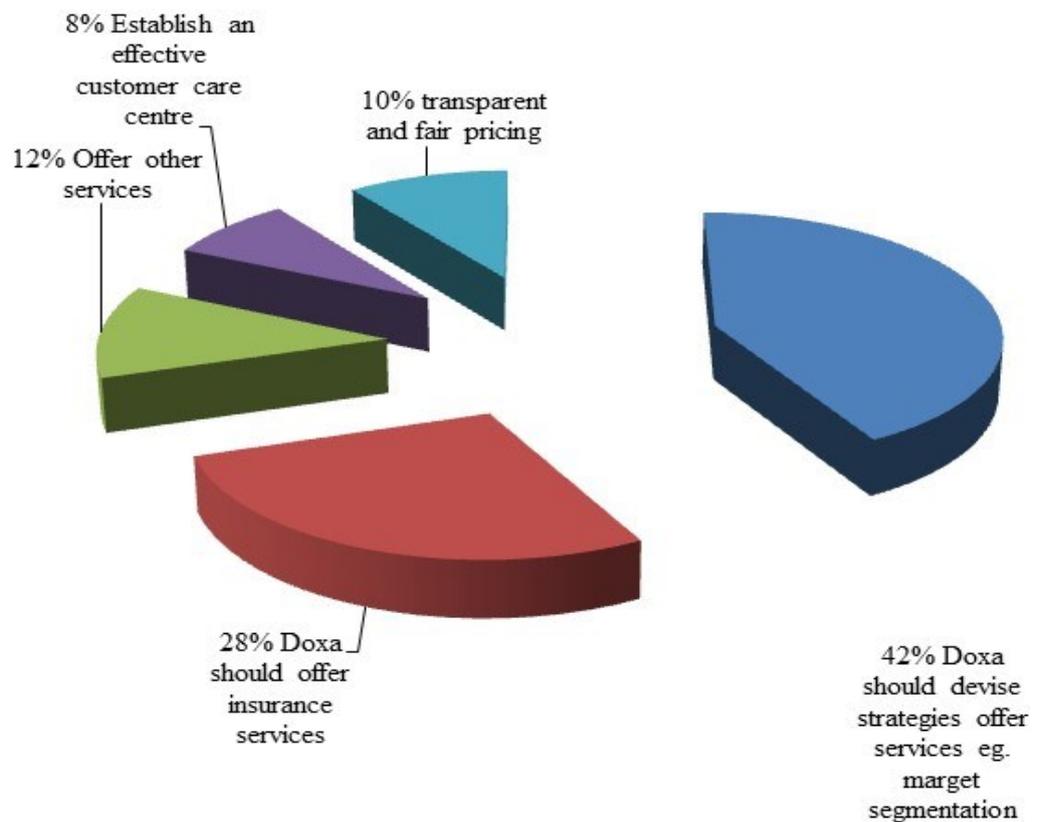
However, an interview with the management of Doxa Worldwide Movers / Doxa Van Lines Ltd. revealed that this situation may have been a one-off case since the company has a team of strong, dedicated, diligent, and committed professional staff trained to provide our clients with quality service, which includes, survey, estimate preparation, packing at the door step, moving, storage for grouping and custom clearance. The coordinator ensures the move through from start to finish, keeping our clients updated with the progress of work. If this calls for extra hand, he ensures more staff are deployed immediately to the point of the move to ensure success.

Officers of another corporate client complained that Doxa does not want to offer rural or remote distance-services especially across the country into hinterlands. However, it was gathered that local moving is typically

provided for customers that want to move to any part of Ghana and neighbouring West Africa countries. However there are restrictions if the roads are bad and dangerous. Barring any bad roads customer goods are transported with our efficient trucks to residences and offices across the country without fail or discrimination.

**Ways to increase the demand for Doxa’s Services**

The fourth research objective sought to identify ways to increase the demand for services of moving companies in Ghana. The researcher analysed data on this objective.



*Figure 7: Ways to increase the demand for Doxa’s services*

Majority of the respondents, 42%, suggested that Doxa should devise convenient and brilliant ways to offer services to its customers in different income groups anywhere within the country and beyond. This can be achieved

through market segmentation, targeting and positioning practices and by grouping individuals on the basis of their personal circumstances along with other criteria, and developing services that accommodate these circumstances in the most effective manner. It was gathered that the income profiles of respondents determined their ability to demand its services.

Apart from ensuring that good packing materials that help them to provide secure and safe packing and moving of customers items are used, another group of respondents, 28%, said Doxa must protect against any kind of breakages during movement. Insurance packages have to be included in all and not some of their services so that in case of an unfortunate accident, in spite of all safety precautions undertaken, the company can take responsibility of the loss incurred and compensate customers fairly.

About 12% suggested that Doxa should also provide after the free one (1) month storage services, half price of the cost for subsequent months for storage in addition to its current range of services. This way, customers can store your their goods for as long as they need in their warehouses safely and securely for an indefinite time period, until they want to move them.

About 10% of the respondents said that Doxa should explain the components of its pricing so customers can understand. Rajput, Kalhoro and Wasif (2012) found that consumers need more awareness regarding the price and fairness in price in the shape of packages and discounts instead of quoting in their packing and services terms.

About 8% said that Doxa needs an effective Customer Care Department to constantly address customer queries and grievances. The results are shown in Figure 5.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

This chapter presents the summary, conclusions and recommendations of the study. The chapter gives an overview of the study and a summary of key findings. Conclusions are drawn to and in relation to the study objectives and questions. Based on the conclusions, recommendations are given to help improve demand for packing and moving services in the Accra Metropolis.

#### Summary of Findings

This study sought to investigate factors influencing the demand of packing and removal service using Doxa worldwide movers Ltd. as a case study. Specifically the study sought to: assess trends in the kind of services Doxa Worldwide Movers has rendered and the kind of clientele it had dealt with; examine factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra; investigate the challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra and identify what can be done to improve the demand for the services of Doxa Worldwide Movers Ltd.

The study adopted an explanatory research design. This is because the study sought to explain factors that influence the demand for packing and removal services in Ghana using Doxa Worldwide Movers Ltd in Accra as a case study. The researcher had the flexibility in the selection of participants to be able to investigate this issue. This design allowed an inquiry process into the research problem, using both a mixed method approach involving the use

of both qualitative and quantitative research methods and data. This was to help the researcher to gain a complex, holistic picture of the problem. Thus the research gained a more profound understanding of the problem.

The population for this research was all the customers of Doxa Worldwide Movers Ltd, both contract and non-contract clients. Clients of the company include companies, Embassies and the individuals. Non-probability sampling technique was used to purposively sample 100 people. This sample size was appropriate as the study did not seek to test hypothesis but gather enough information about the perspectives and situations of participants in the setting studied to be able to understand the problem. The idea behind this approach was to purposefully select participants, survey and do interviews to help answer the research questions. Questionnaires and interviews were used to gather data. The researcher analysed the questionnaire responses producing descriptive statistics. Graphs and charts were used to show results and they were cross-discussed with the interview responses reproduced as evidence in this report. The study made many findings.

Factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra were found to include pricing, promotion, income, distance, safety and security among others.

Challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra include delays in receiving services, unaffordable prices, fewer hands in packing, and unwillingness of the company to provide services in remote destinations.

On what can be done to improve the demand for the services of Doxa Worldwide Movers Ltd it was gathered that Doxa should explain the components of its pricing so customers to bring transparency and fairness in

pricing. Doxa should devise convenient and brilliant ways to offer services to its customers in different income groups anywhere within the country and beyond. Doxa must protect against any kind of breakages during movement. Insurance packages have to be included in their services so that in case of an unfortunate accident, in spite of all safety precautions undertaken, the company can take responsibility of the loss incurred and compensate customers fairly. Doxa needs to establish and manage an effective Customer Care Department to constantly address customer queries and grievances.

### **Conclusions**

The four objectives of the study include: assess volume of cargo Doxa has handled over the study period; examine factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra; investigate the challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra and identify ways to increase the demand for the services of Doxa Worldwide Movers Ltd. From the discussion of the findings, the following conclusions are drawn as answers to the research questions.

The volume of cargo Doxa has handled from 2010—2015 increased over the five years. Service charges, speed of service delivery, quality of packing, promotion and insurance or compensation for damages were identified as the factors. In ranking of these factors in order of importance service charges or price was first (9 on a scale of 1 to 10) in order importance of factors which determine demand for packing and moving services. Speed of service delivery was second (8 on a scale of 1 to 10), quality of packing was

third (6 on a scale of 1 to 10), promotion was fourth (on a scale of 1 to 10) and insurance/compensation for damages was fifth (3 on a scale of 1 to 10).

The challenges clients face in using services provided by Doxa Worldwide Movers Ltd in Accra include delays and disappointments, high service charges for packing and moving services makes the services not within the range of most customers' ability to pay and that is why there is no good business case for demanding them. Clients had a challenge with Doxa not wanting to offer rural or remote distance-services especially across the country into hinterlands.

### **Recommendations**

Based on the conclusions, the following recommendations are made in line with the specific objectives of this study.

Regarding the first objective of the study which sought to assess volume of cargo Doxa has handled over the study period, it is recommended that Doxa should advertise more to help increase demand for its services hence the volume of the cargo it handles.

Regarding the second objective which sought to examine factors which determine demand for packing and removal services provided by Doxa Worldwide Movers Ltd in Accra, it is recommended that Doxa should devise convenient and brilliant ways to offer services to its customers in different income groups anywhere within the country and beyond and also set up effective Customer Care Department to constantly address customer queries and grievances. This can be achieved through market segmentation, targeting and positioning practices and by grouping individuals on the basis of their personal circumstances along with other criteria, and developing services that accommodate these circumstances in the most effective manner. It was

gathered that the income profiles of respondents determined their ability to demand its services.

Regarding the third objective which sought to identify the challenges clients face in using the services of Doxa Worldwide Movers Ltd in Accra, it is recommended that Doxa ensures that good packing materials that help them to provide secure and safe packing and moving of items to protect against any kind of breakages during movement. Better packaging will play an important role in cutting down the security risks during delivery and transportation.

In addition insurance packages have to be included in their services so that in case of an unfortunate accident, in spite of all safety precautions undertaken, the company can take responsibility of the loss incurred and compensate customers fairly.

In line with the third objective it is also recommended that Doxa should also provide storage services in addition to its current range of services. This way, customers can store their goods for as long as they need in their warehouses safely and securely for some time, until they want to move them.

It is recommended that Doxa include local and long-distance transportation of household and office goods; warehousing and storage services; packing and packaging services; process, distribution, and logistics consulting; merchandise sales and other services.

### **Suggestions for Future Research**

The limitations of this study are opportunities for future research. The understanding for packing and removal services in Accra would be complete if reliable information on volume of demand in relation to supply gathered. Future research can take a comprehensive approach and gather these facts factors which can help understand demand for packing and removal services in

Accra. Since only the Accra Metropolis was examined, similar studies should be replicated in other parts of the country to determine demand for packing and removal services in Accra. This is because demand factors may vary with location which comprises people from different places.

Other future studies could consider additional companies in addition to Doxa Worldwide Movers Ltd in Accra give a complete understanding of demand for packing and removal services in Accra.

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4. Indicate exactly the services Doxa provides (Please tick the appropriate column)

Services provided	Yes	No
Packing services		
Loading services		
Warehousing		
Forwarding services		
Clearing services		
Transporting/logistics		
Other services		

5. How many staff have you employed

i. 1 – 5 employees [ ]

ii. 6 – 10 employees [ ]

iii. 11 – 15 employees [ ]

iv. 16 – 20 employees [ ]

v. 21 employees and more [ ]

6. Indicate your staff categories

Staff categories	Number of fully employed	Number of contract staffs
Packing services		
Loading services		
Warehousing		
Forwarding services		
Clearing services		
Transporting/logistics		
Other services		

7. Who are your clientele? (Please tick the appropriate column)

<b>Clientele category</b>	
Non-governmental organizations	
Embassies and high commissions	
Religious organizations	
Financial institutions	
Oil companies	
Individuals	
Others	

8. Which ones are local and foreign (Please tick the appropriate column).

<b>Clientele category</b>	<b>Local</b>	<b>International</b>
Non-governmental organizations		
Embassies and high commissions		
Religious organizations		
Financial institutions		
Oil companies		
Individuals		
Others		

9. How many clients have you dealt with for the past 3 years

<b>Years</b>	<b>Local</b>	<b>International</b>
Year 1		
Year 2		
Year 3		

10. What is your perception about the Ghanaian market for the packing and removal business?

.....  
.....  
.....

11. What have been your challenges?

.....  
.....  
.....

12. What other companies are in the business?

.....  
.....  
.....

13. Is the competition keen?      Yes                  No

14. If yes give more details

.....  
.....  
.....

**Interview Guide**

1. How long has Doxa been in business?
2. Indicate exactly the services Doxa provides
3. How many staff have you employed
4. Indicate your staff categories
5. Who are your clientele?
6. Which ones are local and foreign
7. How many clients have you dealt with for the past 3 years

8. What is your perception about the Ghanaian market for the packing and removal business?
9. What have been your challenges?
10. What other companies are in the business?
11. Is the competition keen?
12. If yes give more details

APPENDIX B

FACTORS THAT INFLUENCE THE DEMAND FOR PACKING AND  
REMOVAL SERVICES: A CASE STUDY OF DOXA WORLDWIDE

MOVERS LTD

**Questions for Customers**

Serial Number.....

Dear Sir/Madam,

This questionnaire is to gather data on the factors that influence the demand for packing and removal services: A case study of Doxa Worldwide Movers Ltd. You are assured that your responses will be treated as confidential. This data collection is for academic purposes only. Please be confident to provide candid responses. Your completion and the return by next week, of this questionnaire would be sincerely appreciated.

Thank you for your co-operation.

**Section A: Socio - Demographic Profiles of Respondents**

(Please respond by ticking (√) the appropriate response)

1. Specify which type of customer you are: Company    Individual

Embassy     Financial institution     NGO   

other

2. How many times have you used the services of Doxa

i. 1 – 5 times            [   ]

ii. 6 – 10 times            [   ]

iii. 11 – 15 times            [   ]

iv. 16 – 20 times            [   ]

v. 21 times and above    [   ]

3. How did you hear of Doxa: Through a friend  Company   
Internet  company website  other (specify)

.....

4. What service did Doxa render to you: Warehousing  packing  
 logistics  clearing  forwarding , relocation  
 other (specify).....

5. Why did you use Doxa's services: save time  convenience  
 low rate  other (specify) .....

6. Were you satisfied after using the service: Yes  No

7. If yes, give reason  
.....

8. If no, give reason  
.....

9. What challenges do you face in using the services of Doxa Worldwide  
Movers Ltd in Accra?  
.....  
.....

10. If yes to question 6, will you like to employ the services of Doxa  
again?  
Yes  No

11. Suggest ways to improve Doxa's services  
.....  
.....  
.....

APPENDIX C

SPSS REGRESSION ANALYSIS Correlations

	Demand	Delivery
Pearson Correlation	1	.863*
Demand Sig. (2-tailed)		.027
N	6	6
Pearson Correlation	.863*	1
Delivery Sig. (2-tailed)	.027	
N	6	6

\*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

	Demand	Price
Demand Pearson Correlation	1	-.997**
Sig. (2-tailed)		.000
N	6	6
Price Pearson Correlation	-.997**	1
Sig. (2-tailed)	.000	
N	6	6

\*\* . Correlation is significant at the 0.01 level (2-tailed). Correlations

	Demand	Income
Demand Pearson Correlation	1	.998**
Sig. (2-tailed)		.000
N	6	6
income Pearson Correlation	.998**	1
Sig. (2-tailed)	.000	
N	6	6

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	600.000	.000			. .
Price	-.200	.000	-.465		. .
1 Delivery income	7.951E-013	.000	.000		. .
	.100	.000	.537		. .

a. Dependent Variable: Demand

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 <sup>a</sup>	1.000	1.000	.00000

a. Predictors: (Constant), income, Delivery, Price