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CONSUMER BEHAVIOUR TOWARDS PENSION SCHEME ACQUISITION IN THE INFORMAL SECTOR IN GHANA

BY

FRANCIS ASARE
[10600201]

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DECLARATION

I declare this thesis is the outcome of my own research work, and that no part of this work has been presented by anyone, for any academic award in this or any other University. All references used in the work have been fully acknowledged. I fully accept responsibility for any shortcoming of this work.

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FRANCIS ASARE   DATE

[10600201]

CERTIFICATION

I hereby certify that this thesis was supervised in accordance with procedures laid down by the University.

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DR. KOBBY MENSAH DATE

(PRINCIPAL SUPERVISOR)

………………………………… ……………………………

DR. RAPHAEL ODOOM DATE

(CO-SUPERVISOR)

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DEDICATION

I dedicate this thesis to my lovely mother and daughter Madam Comfort Tenewaa and

Nana Afia Asare Baffour for their care, love and support throughout my studies.

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ABSTRACT

Marketing pension scheme products and services within the informal sector is gaining increasing attention in practice and research in Ghana. In recent years, there are calls to adopt effective and efficient marketing strategies that are able to promote uptake among the informal sector workers. There is therefore the need to understanding consumer behaviours among these informal sector workers. The current study therefore examined consumer behaviour towards pension scheme among informal sector workers, in two informal sector work contexts; Suame Magazine and Kumasi Central Market in Ashanti Region, using a mixed-method approach. The quantitative data was gathered using cross-sectional survey, involving 386 participants. The qualitative data was gathered using interviews, involving 20 respondents. The qualitative data was analysed using thematic analysis and the quantitative data analysed using structural equation modelling. Findings showed that informal sector understanding of retirement or pensions was mainly negative. They saw pension scheme mainly as growing old, loosing strength and having no energy to work. They depend on traditional means for planning for their old age, such as taking care of their children, investing in properties, helping other family members and micro savings. The quantitative data showed that subjective norms, perceived behavioural control and savings behaviour have been found to increase intention to acquire pension scheme among the workers. Conversely, negative perceptions about pension scheme and alternative retirement plans were found to reduce intention to acquire pension scheme among the workers. The findings from the study are discussed within the context of marketing strategies at the institutional and structural levels for promoting pension scheme uptake.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Pension scheme is a critical safety net for workers when they retire from active economic or income-generating activities. Pension scheme according to Kalmi, and Ruuskanen (2018) is a retirement plan that requires an employer to make contributions into a pool of funds set aside for a worker's future benefit. However, this definition is narrowed towards formal sector workers and therefore fails to capture what pension scheme means within the context of developing countries where majority of workers are found in the informal sector and therefore are themselves employers.

Therefore, in broadening the definition, pension scheme encompasses retirement plans that retire workers (either through their employers or themselves) make towards contributing into a pool of funds set aside for their future benefit. In this thesis however, the informal sector definition is adopted where workers make contribution into a pool of funds themselves. This encompasses the voluntary investment components of majority of pension schemes in developing country contexts (Hitchcox, Patel, Ramsey, Studd, Ma, Elliott, & Keogh, 2018). The pool of funds is invested on the workers' behalf, and the earnings on the investments generate income to the worker upon retirement.

Within the formal sector, pension scheme acquisition is automated into work life where monthly contributions are paid by employers. Within the informal sector in Ghana however, pension scheme acquisition is not built into their work life. Therefore, whether informal sector workers will acquire or adopt pension scheme is influenced by several behavioural factors, which can be classified as consumer behaviour. Ang and Rusli, (2018)

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define consumer behaviour as the way and manner individuals or group of individuals make decisions to spend their available resources, such as time and money, on consumption-related items. The common rule for consumer decision-making assumes that the consumers' objective is to derive the greatest possible utility from their typically static incomes (Awunyo-Vitor, 2015). These however vary in terms of individuals who find themselves at formal and the informal sectors (Brown, 2018).

Informal sectors involvement in pensions scheme in Africa are found by many researchers to be a challenge in Ghana (Moeller, Appadu, & Sudarsanam, 2017) and other developing countries (Brown, 2018; Reinhard, 2018). In Ghana for instance, there is evidence to show that majority of workers who retire from the informal sectors suffer in their old age due to lack of financial preparation towards retirement years (Awunyo-Vitor, Aveh, Donkor, & Addai, 2015). This has therefore sparked the interest of researchers to study how informal sectors workers perceive pension scheme or retirement planning.

The excessiveness of the situation has been attributed to the fact that most people fail to plan actively for their future life while they are still working. In Ghana, informal sector workers are the worst affected and therefore suffer poor well-being in old age. The study contributes empirically to this dialogue by assessing informal sector workers retirement planning strategies. This is to be done from the perspective of marketing, within the context of conceptualizing the relationship between consumer behaviour and retirement planning for informal sector workers in Kumasi in the Ashanti region.

1.1.1 Consumer Behaviour and Pensions Scheme Acquisition

Knoll (2011) acknowledges that human consumption decision is one of the most important lifetime decisions an individual makes which can significantly affect their well-being for

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many years. Denton and Spencer (2009, cited in Wang & Shi, 2014) note that consumer behaviour can be defined in various ways depending on a researcher's background and the research question being addressed. Consumer behaviour in this study is conceptualized as "an individual's decisions on how they spend their money or income considering their future life (Wang & Shi, 2014, p. 211).

Within entrepreneurship and marketing, researchers report that people's approach to consumption is found to be significantly influenced by the understanding and meanings they attach to the life they want to live in future. The differences in human consumption influence the way different social groups approach their pension's scheme planning process (Roland-Levy & Berjot, 2009).

In this case, different social groups hold different understanding of pension scheme which will influence their differential approach to their pension's acquisition process. It is therefore imperative to conceptualize consumer behaviour and pensions acquisition among informal sector workers in Ghana and integrate with their retirement planning process in order to gain a deeper understanding of the factors that shape their active planning process for old age.

Even though pension scheme has been identified as the sure way of protecting the future well-being of pre-retirees, majority of research has concentrated on financial planning (Noone, 2010). Interdisciplinary approach to pension scheme studies in the past few decades has however brought to bear the nature and complexities of retirement behaviours. Better adjustments in old age have been found to be dependent not only on financial planning but also on health and psychosocial planning (Noone, 2010). Thus, holistic

pension scheme acquisition that leads to better outcomes in old age comprises financial, health and psychosocial life.

Financial planning to subsidise governmental and employer pensions has been encouraged since retirement became a social institution (Preston, 2008). The principles underpinning social protection policies emphasises that, in order to be sustainable; both financially and politically, social assistance programmes should not place unreasonable burden on public budgets. This means that social protection policies should be built on the principle of utilising the capabilities of individuals, households and communities and avoiding creating dependency on the state and stigma among the citizenry (Norton et al., 2001). More importantly, it should also be flexible; thus, capable of responding to and of meeting the changing needs of individuals within their social context (Midgley, 2012).

While financial planning to subsidise governmental and employer pensions has been encouraged since retirement became a social institution (Preston, 2008), it was not until the early 1970s that other non-financial ways of planning for retirement emerged (Hunter, 1976, cited in Noone, 2010). Beginning the 1970s, early educational initiatives began encouraging pre-retirees to think about changing their diets to protect long term good health (health planning), to plan how to be useful when they left paid work (psychosocial planning) and to develop new activities to fill the „void" following workforce exit (lifestyle planning) (Denis, 1984, cited in Noone, 2010).

In Ghana, both physical health and mental health of retirees are found to be poor, especially among those who retire from the informal sectors of Ghana (Apt, 1995). Informal sector retirees are found to be thrown into the retirement phase of life with no or

inadequate preparation. Apart from the poor standard of living they face due to inadequate financial support from the traditional family system, they are also reported to experience high levels of depression due to loneliness and boredom as a result of inactivity (GSS, 2013; WHO, 2014).

1.1.2   Informal Sector Workers in Ghana and Pension Scheme Acquisition

In Ghana, the informal sector employs the greatest number of the population. Ghana Statistical Service (GSS, 2012) estimated that 86.1% of all employment is found in the informal economy. The sector is dominated by people with low levels of education, low income, low standard of living, high dependents, low savings, undertaking economic activities as a means of survival, lack planning towards old age and therefore have poor adjustments during retirement (Haug, 2014). Majority of them for instance grow into old age without any formal social security to maintain dignified living conditions (Koto, 2015).

Traditionally, informal social protection has been effective for generations in providing a major share of support to older people parents, relations and the most vulnerable. In contemporary times, however, the extended family support system that previously provided safety nets for its members particularly during old age is fast breaking down (Oppong, 2006). Factors such as economic challenges, rapid urbanization, migration and its attendant high cost of living are eroding incomes of household members, making the working family members unable to adequately take care of themselves let alone their ageing relations.

However, social protection programmes in many developing countries are not clearly defined to cover all citizens. Midgley (2012) for instance argues that social security programmes in many developing countries cover only a small proportion of older people in the population. Social insurance programmes in these countries for instance are limited to formal sector workers while social assistance programmes are poorly funded. This phenomenon is evident in Ghana where the majority of workers in the informal sector who are at higher risks of poverty in old age are poorly captured in pension schemes (Apt, 2012).

It is argued that social assistance programmes are not sustainable in the long run. Developing countries must therefore have comprehensive social insurance programmes that are based on the insurance principle that, individuals or households protect themselves against risk (Norton et al., 2001). This means encouraging individuals and households to adequately plan for their future while they are still working in order to cushion their health and economic well-being in their old age. In Ghana, because informal sector workers constitute the vast majority, planning for their retirement phase of life will protect their future and reduce the burden on the country significantly.

1.2 Statement of the Problem

In Ghana, there have been increasing effort to safeguard the financial well-being of informal sector workers in their retirement years. This has culminated in the introduction of various pension schemes that target active informal sector workers, both from state institutions and private sector insurance firms. For instance, the Social Security and National Insurance Trust (SSNIT), under the new National Pensions Act 2008 Act 766, introduce the third tier, which covers informal sector workers. These notwithstanding,

several studies show that uptake of pension schemes and other sustainable financial retirement packages have been extremely slow among informal sector workers in Ghana (Awunyo-Vitor, 2015).

Unfortunately, majority of studies that have examined retirement planning behaviours among the informal sector workers in Ghana have come from mainly social enquiry perspectives. While such studies provide understanding of the social and cultural issues that influence understanding of retirement among these people, it does not provide answers to why they fail to enrol on pension schemes.

There have therefore been numerous calls for studies from the marketing perspective, to look at the consumption behaviours of informal sector workers towards their pension's scheme or retirement planning. It is therefore imperative for the present study to investigate the consumer behaviour towards pension scheme acquisition in the informal sector in Ghana.

1.3 Objectives of the Study

The aim of the study is to explore consumer behaviour towards pensions and pension scheme acquisition among informal sector workers in Ghana.

The specific objectives were:

i. Explore informal sector workers knowledge and understanding of pensions

ii. Assess strategies adopted by the informal sector workers in preparing financially for their pension

iii. Assess factors that influence acquisition of pension scheme among the informal sector workers

1.4 Research Questions

Based on the objectives, the following research questions were raised;

i. How do the informal sector workers make sense of retirement and pensions?

ii. What strategies do the informal sector workers adopt in making financial plans for their retirement?

iii. What are the factors that predict the intentions of the informal sector workers in adopting pension schemes?

1.5 Statement of Hypotheses

The third objective was tested quantitatively. Based on the theory of planned behaviour, these factors were selected as predictors; attitudes towards pension scheme, subjective norm, perceptions about retirement, perceived behavioural control, alternative retirement plans, and savings behaviours. Based on the selected predictors, the following hypotheses below were tested in the course of the study.

H1: Negative attitudes towards pension scheme will significantly reduce intention to acquire pension scheme

H2: Subjective norm will significantly predict intention to acquire pension scheme

H3: Negative perception of retirement will significantly reduce intention to acquire pension scheme

H4: Perceived behavioural control will significantly increase intention to acquire pension scheme

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H5: Alternative retirement plan will significantly reduce intention to acquire pension scheme

H6: Actual savings behaviour will significantly reduce intention to acquire pension scheme

1.6 Significance of the Study

The present study is relevant in terms of marketing practice, policy and theory. Findings of the current study should positively affect policy makers to put into consideration people in the informal sectors understand pension's scheme and how they prepare towards it, which in turn help improve their well-being and future growth in Ghana. These findings positively affect national polices and interventions to promote development and good life for agers.

The study contributes to the body of knowledge by serving as basis for future research and theorizing on pension scheme acquisition in Ghana. Thus, findings are going to serve as a resource for future research. Based on the findings and the recommendations, directions are suggested as in where to look at in the near future to broaden the studies on consumer behaviour and pension scheme acquisition in Ghana.

An understanding of the concept consumer behaviour and pension scheme acquisition helps create awareness for the Ghanaians in the informal sector to put into consideration their actions towards it. Thus, the understanding of the concept consumer behaviour and pension scheme acquisition shapes the behaviour of individuals in Ghana in terms of their consumption which as a result creates better atmosphere for their future.

1.7 Scope of the study

The study fundamentally examined consumer behaviour of informal sector workers towards pension scheme. The scope of the study covered three key areas. First, the perceptions and understanding of retirement among the workers were explored. Second, the strategies for planning for their retirement were explored. And lastly, the factors that affect their intentions to adopt pension scheme was also examined. The scope of the study therefore included; understanding of retirement, pension planning strategies and predictors of intention to acquire pension scheme. Drawing from the theory of planned behaviours, the predictors selected included; attitudes towards pension scheme, subjective norm, perceptions about retirement, perceived behavioural control, alternative retirement plans, and savings behaviours.

1.8 Limitation of the Study

The current study has some limitations that should guide interpretation and application of the findings. The study focused on informal sector workers in urban areas. In Ghana, majority of informal sector workers also work in rural areas. Therefore, caution needs to be taken when generalizing findings across diverse contexts. Again, the study only focused on the on their understanding of retirement issues, and which factors are likely to affect their decision to acquire pensions schemes. The study does not address how the informal sector workers relate with pension scheme marketing campaigns and strategy. These limitations must be taken into account in applications and/or interpretations of the findings.

1.9 Chapter Disposition

The present study is organized into six main chapters. The chapters are organized as follows:

Chapter One: this chapter covers the introduction to the study which specifically looked at the background of the study, problem statement, aims and objectives, the scope of the study, relevance of the study, limitations and the organization of the study.

Chapter Two: this chapter looked at the study context in terms of providing contextual background information of the study. Specifically, the chapter provides information on the broader informal sector work in Ghana, and the context and background of both Suame Magazine and Kumasi Central Market where the study was conducted.

Chapter Three: captures the literature review which involves discussion of past research work on consumer behaviour, pension scheme uptake and retirement perceptions. The sections captured in this chapter include the theoretical framework (Theory of Reasoned Action and the Engel Kollet Blackwell (EKB) Model of Consumer Behaviour), review of related studies, and statement of hypothesis and operational definition of the key variables in the study.

Chapter Four: this chapter contains research methodology of the study. The research methodology discusses issues regarding research design, study site, population of the study, sampling techniques and procedure for data collection. The chapter also provides the procedure for data collection and the ethical principles that were adhered to.

Chapter Five: This chapter provides the statistical analysis and results of the study based on the hypotheses tested. The chapter further presents discussions of results obtained in relation to relevant literature.

Finally, chapter six provides the conclusion of the study and discusses issues such as summary of findings, conclusions and recommendations for increasing cashless payment uptake among the online shoppers and concludes with suggestion for future research.

CHAPTER TWO

CONTEXT OF THE STUDY

2.1 Introduction

This chapter presents a discussion of the contextual background information of the study. The sections captured in the chapter include; the informal sector in Ghana, the Suame Magazine, Kumasi Central Market, and pension scheme intervention for the informal sector in Ghana.

2.2 Informal Sector in Ghana

The current study was conducted among informal sector workers. Ghana runs a double-sector economy, which are formal sector and the informal sector. The term 'informal sector' was basically coined by a British anthropologist (called Keith Hart) who was studying the economic activities of low-income communities in Accra, Ghana in 1971 (Osei-Boateng & Ampratwum, 2011). Hart concluded that, despite external constraints and capitalist domination, most migrants were engaged in informal activities that had "autonomous capacity for generating incomes" (Obeng-Odoom, 2011).

The informal sector is defined as comprising of "self-employment in small unregistered enterprises and wage employment in unregulated and unprotected jobs" (Haug, 2014). In many developing countries, the informal sector employment constitutes about three-quarters of non-agricultural employment (Lamptey & Debrah, 2018). Others have also defined the informal sector as part of an economy that is not taxed or included in any gross national product (Osei-Boateng & Ampratwum, 2011). In Sub-Saharan Africa, with the exclusion of South Africa, informal sector employment reaches about 80- 90% of non-agricultural employment (Haug, 2014). In Ghana for instance, the informal sector

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employment represents estimated 80 - 90% of total employment (Haug, 2014; Obeng-Odoom, 2011).

It is argued in Ghana that informal sector workers earn less money, have irregular income and limited access to basic protection and social services of the state (Osei-Boateng & Ampratwum, 2011). Nonetheless, the informal sector allows large proportion of the working population to escape extreme poverty, and make substantial contribution to gross national product (Obeng-Odoom, 2011). The current study was conducted in two informal sector work contexts in the Ashanti region of Ghana; the Suame Magazine and the Kumasi Central Market.

2.3 Suame Magazine

The Suame Magazine is an industrialized hub in Kumasi, with several workshops engaged in metal engineering and vehicle repairs. It is located 10 kilometres from Kumasi, the capital of the Ashanti Region of Ghana (Appiah-Adjei, Baidu, Adjei, & Nkansah, 2019). It is in the Suame constituency of Ghana and part of the KMA's administrative district (Appiah-Adjei et al., 2019). The Suame Magazine is estimated to employed about two hundred thousand (200, 000) people, with men being the majority (GSS, 2017). By its size and number of workers, the Suame Magazine is argued to be the most industrialized zone in Ghana, and among one of the largest industrialized zone in the whole of Africa (Adu, Donkor & Amenakpor, 2014). The place offers metal engineering and vehicle repair services to clients across Ghana and other neighbouring African countries such as Cote D'Ivoire, Burkina Faso and Togo.

The Suame Magazine is the home of several careers in metal engineering and vehicle repairs, such as auto-mechanics, electric welders, electrician, sprayers, blacksmiths, break band repairers, spare parts dealers, and many more. The place has links with engineering departments in many academic institutions such as the Kwame Nkrumah University of Science and Technology (KNUST) and the Kumasi Technical University (KTU). Due to the amount of physical energy needed for the work at Suame Magazine, the place is dominated by men, constituting about 95% of the working population (Adu et al., 2014). The roles of women there have mainly been on offering support services to the men, mainly in selling food, drinks, water and others. Workers in the Suame Magazine work from morning around 7am to evening around 7pm, when they all close their shops and go home. The Image 1 below shows a street at Suame Magazine.

Image 1: A Street at Suame Magazine
Credit: Alamy Stock Photo, 24 June, 2019.

2.4 Kumasi Central Market

Kumasi Central Market, popularly known as Kejetia, is the largest open-air city market in Kumasi, the capital of Ashanti region of Ghana (Twum-Barima, 2014). The market shares boundaries with many of the popular places in Kumasi. For instance, the market is bordered in the north by the Kumasi Cultural Center, north-west by the Komfo Anokye Teaching Hospital (KATH), south by Adum (which is described as the commercial centre of the city) (Clark, 2008; King & Oppong, 2006).

The market has estimated 11,000 stalls and more than 50,000 people operating there on daily basis, selling variety of goods and services including second hand clothing, food stuffs, second-hand shoes, plastic knick-knacks, glass beads, kente strips, Ashanti sandals, batik, bracelets and more. (KMA, 2017) By the size and number of people who operate in the market, Kumasi Central Market is argued to be one of the largest open-air markets in Ghana, and one of the largest in West Africa (Twum-Barima, 2014). Women traders dominate the number of traders in the market. The aerial view of the market is shown on Image 2.

Image 2: Aerial view of Kumasi Central Market
Credit: Graphic Online 24 June, 2019.

In recent years, funding has been obtained by two successive government for the redevelopment of the market. The project is meant to give a face uplift of the market, moving it from a completely open-air market into a more modernized one. The redevelopment of the market started in 2014, and is expected to be completed by 2020, at an estimated cost of €248million (B&FTOnline, May 6, 2019). When completed, the market will have a capacity of 6,500 leasable commercial spaces, 5,400 closed stores, 50 restaurants, 800 kiosks, 210 fishmonger and butcher stores, 40 for livestock and 1,800 square kilometres of community facilities (B&FTOnline, May 6, 2019). The aerial view of the ongoing redevelopment of the market is shown on Image 3.

Image 3: Aerial view of the redevelopment of the Kumasi Central Market
Credit: MyJoyOnline.Com, 2019.

2.5 Conclusion

The Kumasi Central Market and the Suame Magazine, both constitute important informal sector hubs, not just in Kumasi but in Ghana as a whole. These two places offer employment to hundreds of thousands of informal-sector working population in Ghana. However, these workers are also opened to vulnerability in their old age, because there are no safety nets to take care of their pensions. Nonetheless, uptake of pension scheme has been problematic among them. Both places therefore constitute good contexts for the current study.

CHAPTER THREE

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

3.1 Introduction

The chapter two consists of sections on theoretical frameworks, review of related studies, key variables, and statement of hypotheses, hypothesized model and operational definitions. Theories that served as the framework for the study are considered first. Then review of related studies takes a critical look at the relevant studies in the light of the study objectives. A rationale that seeks to justification of the current study is discussed and then key variables of the study are highlighted. Hypotheses formulated and tested are stated and a hypothesized model constructed. Then various key terms are also operationally defined as applicable to this study.

3.2 Theoretical Framework

This section focuses on the theoretical framework for the study. Theoretical framework introduces and describes the theory that explains why the research problem under study exists (Mackey & Jacobson, 2011). A theoretical framework plays an important part in research because it allows the researcher to conceptualize the study in a broader context or field of knowledge (Tewell, 2015). Theoretical framework thus incorporates all of the necessary knowledge components researchers' use within the context of the purpose of the research (Tewell, 2015).

There are different theories and models developed to explain retirement-related behaviours depending on how retirement is conceptualized. Theory of Reasoned Action/Planned Behaviour and Engel, Kollet, Blackwell (EKB) Model of Consumer Behaviour were used

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as the framework to explain the variables under investigation. Each of these theories is discussed below.

3.2.1 Engel, Kollet, Blackwell (EKB) Model of Consumer Behaviour

The EKB Model expands on the Theory of Reasoned Action, and lays out a five-step process that consumers use when making a purchase. The first step, information input stage, is where consumers absorb most of the marketing materials they see on television, newspapers or online. Once the consumer collects the data, he or she moves into information processing, where the consumer compares the input to past experiences and expectations. Consumers move to the decision-making stage after a period of thought, choosing to make a purchase based on rational insight. Consumers are affected in the decision-making phase by process variables and external influences, including how the consumer envisions his or herself after making the purchase.

A bit detailed description in considering the steps in the model, the problem recognition which is the first step of the buying cycle states that the consumer recognizes a problem which needs to be solved, or a need which needs to be satisfied. Basically, the consumer is looking for a solution to resolve a state of discomfort. The discomfort could arise from anything – an inability to get work done in time, frustrating technology or processes, or a competitor gaining an advantage.

At this stage, having built brand awareness is extremely important. If the individual can be the first solution a buyer thinks of – before he's even started to research – his or her company will have a huge leg-up. This is also why people should highlight customer challenges or pain points in their marketing – which kind of marketing will resonate in the

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problem recognition phase. Information search which is the second step in the decision making process is to gather all information available about possible solutions. The larger, or highly involved, the purchase decision the longer this process will take. A consumer will want to be very thorough in his or her search and seek out information regarding features, pricing, ease of use, etc.

While buyers in the olden days contact companies directly in order to research, today this information gathering happens through self-education – which is where marketing comes in. It's crucial that individuals marketing are found by the consumer during his or her search. The third step is the (often tedious) evaluation process (EKB, 1978). Most consumers have a list of criteria that the solution must meet, and marketers must know exactly what is on that list. What's a deal-maker, and what's a deal-breaker in the eyes of your consumer? As the buyer evaluates, marketers should speak to their needs and interests. There are many ways to make sure marketing is relevant: marketers can build buyers interest to understand common criteria, objections, and challenges.

According to the EKB model, the purchasing stage is interesting for once the consumer has made up his or her mind, he or she no longer has a problem but rather a solution. Now buyers have been guided from problem to solution and that is where marketers build report on how their marketing actually affects sale. The final step which is the post-purchase stage states that the process doesn't end at the purchase step for marketers sees it to be the beginning of the customer's value for their product or company. Once acquisition is out of the way, their new goal is to create long-term relationships between consumer and company, ensuring that they get the most value out of their customers, and they get the most value out of their products.

Consumer behaviour is the study of the way people seek, purchase, use, evaluate and dispose of products and services. Consumer behaviour as discussed can be used by marketers to create the marketing strategy; targeting each consumer effectively once they understand their needs and wants through the research of consumer behaviour.

The EKB Model helped in this current study by explaining step by step process that people in the informal sector go through before consuming a particular product. Specifically, the processes that influence informal service workers before they decide to get on board on pension scheme products for their future lives.

3.2.2 Theory of Reasoned Action/Planned Behaviour

Created by Martin Fishbein and Icek Ajzen in the late 1960s, the Theory of Reasoned Action centers its analysis on the importance of pre-existing attitudes in the decision-making process. The core of the theory posits that consumers act on a behaviour based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests.

The theory states that attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours. The concept of the theory of planned behaviour (TPB) was proposed by Icek Ajzen (19850 to improve on the predictive power of the theory of reasoned action (TRA) by including perceived behavioural control. It helps us to understand how humans can change behaviour (e.g. reduce addiction). The model claims that behaviour is controlled by intentions.

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The Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) focus on theoretical constructs concerned with individual motivational factors as determinants of the likelihood of performing specific behaviour. The theory of planned behaviour (TPB) is a commonly utilized intrapersonal theory that is used to predict behavioural intention and behaviour. TPB is an extension of the theory of reasoned action (TRA), which assumes that behaviours examined in this model are under total voluntary control.

There is some behaviour that is out of the control of the individual, which is why actual behavioural control is commonly included in this model. Actual behavioural control directly affects behaviour and is generally considered to exert influence between behavioural intention and behaviour within the theory of planned behaviour (TPB). For example, if an individual has a favourable attitude towards consuming Product (P), perceives Product (P) consumption to be positively viewed by significant others, and feels as if he or she is in control of Product (p) consumption, that individual will likely intend to consume the Product (P).

Looking at how these two theories joined work together, the theory of reasoned action (TRA) is a special case of the theory of planned behaviour (TPB). The only difference between the two theories is that the TPB includes behavioural control as an additional determinant of intentions and behaviour. TRA and TPB both assume the best predictor of behaviour is behavioural intention, which in turn is determined by attitude toward the behaviour and social normative perceptions regarding it. TPB is an extension of the TRA and includes an additional construct: perceived control over performance of the behaviour.

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The TRA and TPB focuses on the constructs of attitude, subjective norm, and perceived control, explain a large proportion of the variance in behavioural intention and predict a number of different behaviours, including economic, psychological, health behaviours etc. there are so many studies done at this area which serve as evidence to that effect (Armitage & Conner, 2001; Albarracin, Johnson, Fishbein, & Muellerleile, 2001; Albarracin et al., 2003; Albarracin, Kumkale, & Johnson, 2004; Albarracin et al., 2005; Downs & Hausenblas, 2005; Durantini et al., 2006; Hardeman et al., 2002; Sheeran & Taylor, 1999; Webb & Sheeran, 2006). Although TRA and TPB have been criticized, based on whether correlational results can explain behaviour (Weinstein, 2007), many published intervention study reports show that changing TRA or TPB constructs leads to subsequent change in behaviours (Albarracin et al., 2003, 2005; Jemmott, Jemmott, & Fong, 1992; Kamb et al., 1998; Rhodes et al., 2007; Kalichman, 2007).

TRA assumes that the most important direct determinant of behaviour is behavioural intention. Success of the theory in explaining behaviour depends on the degree to which the behaviour is under volitional control (that is, individuals can exercise a large degree of control over the behaviour). It is not clear that the TRA components are sufficient to predict behaviours in which volitional control is reduced. Thus, Ajzen and colleagues (Ajzen, 1991; Ajzen & Driver, 1991; Ajzen and Madden, 1986) added perceived behavioural control to TRA to account for factors outside individual control that may affect intentions and behaviours.

The theory of Reason Action/Planned Behaviour was applicable in this present study by explaining how people or individual at the informal sector think through their decision-making process in getting on board pensions scheme. The theory better still considers the

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explanations of the outcome these people (informal sector worker) expect from the decision they make.

3.3 Review of Related Studies

In the following section, review of related empirical studies on consumer behaviour and pension scheme acquisition are discussed. Pension, a point in time of individual's life that is crucial and duly recognized in the developed and the developing countries (Kunawotor, 2013). Lim (2003) made the assertion that the number of pensioners has increased accordingly, questioning the strength of Social Security systems and the social safety net in general. The negative short-, mid-, and long-term consequences of inadequate Financial Planning for Retirement do not only affect individuals, but also their extended families, homes, eventually producing an unwanted impact on the entire society (Topa, Lunceford, & Boyatzis, 2017).

3.3.1   Attitude towards Pensions Scheme or Retirement Planning

Studies investigating attitudes towards retirement and retirement planning indicate that attitudes pre-retirees hold about retirement significantly influence the way they approach their retirement planning process. In an earlier study, Lim (2003) reported among older workers in Singapore that the attitudes individuals hold about retirement ranges from being positive, negative or neutral. Based on this, Lim (2003) categorised attitudes towards retirement into three; optimistic attitude towards retirement, pessimistic attitude towards retirement and ambivalent attitudes towards retirement.

According to Lim (2003), optimistic attitude towards retirement implies that individuals hold realistic and favourable evaluation of their life after retirement. Optimistic attitude

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entails, among other things, believing in the gains of retirement such as having more time for family and friends, time for resting, opportunity to make new friends and engage in new activities etc. Pessimistic attitude towards retirement entails, among other things, holding fatalistic attitudes where retirement is concerned such as believing that retirement leads to early death, boredom and inactivity, loss of friends and economic power etc. Ambivalent attitude towards retirement entails being indifferent to the likely gains or losses as far as retirement is concerned.

Therefore, participants who held positive attitude towards retirement were found to be optimistic about the gains of retirement, those who held negative attitudes were found to be pessimistic and those who held neutral attitudes were found to be ambivalent about the gains of retirement. These three groups of attitudes (optimistic, ambivalent and pessimistic) differentially influence retirement planning. In Lim"s (2003) study, majority of participants were found to hold ambivalent attitude towards retirement. Only few people were found to report that they actively plan for their retirement with majority indicating they are fairly planning for retirement in the area of health and finances.

In a study assessing perception and attitude towards pre-retirement counseling, Inaja and Chima (2013) reported among civil servants in Nigeria that attitude towards pre-retirement counselling significantly influenced their perception of income and expenditure management, health-related issues, management of loneliness and change in physical environment. Participants who reported positive pre-retirement attitude towards counselling scored significantly higher on all domains of planning. In a related study of pre-retirement attitudes and financial planning, Behling and Merves (2015) found in a

cross-cultural and gender analysis that participants who anticipated least enjoyment of retirement were the most ably financially prepared group.

Integrating these findings together, the attitude individuals hold about retirement can range between being optimistic, pessimistic or ambivalent (Lim, 2003). But how these attitudes influence retirement planning has produced inconsistent findings. Optimistic attitude corresponded with active and positive planning in the (Inaja & Chima, 2013) whereas pessimistic attitude corresponded with higher financial planning and preparedness (Behling & Merves, 2015).

3.3.2   Consumer behaviour and Pension Scheme Acquisition

Consumer behaviour is one of the most important economic behaviours of many households which affect individual pension's plans and also accounts for an increasingly large proportion of most nations' retirement strategies (Kunawotor (2013). Consumption although important, it is mostly determined by the income of individuals and households and the greater the level of disposable income, the higher the consumption expenditure. Pensions or social security serve as the primary source of income for financing consumption during retirement and according to Kunawotor (2013) without social security, most of the elderly population will not be adequately prepared for retirement.

Norton et al. (2001) regard social security or pensions as very instrumental in the consumption decisions of retirees and without it, most people will not be able to save enough for their retirement and will end up in abject poverty. Social security provides some form of insurance against one's successful career and it is very significant in providing financial security during old age.

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One thing that have found by Kunawotor (2013) to be an interesting phenomenon on retirement is the significant decline in consumption expenditure as compared to consumption expenditure incurred during one's working life. Prior studies conducted in several countries like the United States, Germany and the United Kingdom have proven this fact (Topa, Lunceford, & Boyatzis, 2017). Consumption expenditure declines sharply at the time of retirement for many U.S. households (Bernheim, Skinner, and Weinberg, 2001). This is partly expected because there might be a decline in expenditure on clothing, transportation and food consumed away from home. There is an increase however, in food prepared and consumed at home.

Pension scheme benefit is the primary source of retirement income among formal sector workers and most recently informal sector workers in Ghana (Adzawla, Baanni & Wontumi, 2015). Kunawotor (2013) did a study to investigate the consumption-income disparity and the possible reasons, the sources of retirement income and the significance of the various income sources among pensioners in Ghana using White robust standard errors of OLS and Kendall's coefficients of concordance (W-test).

The results indicate that 82% of pensioners spend far in excess of their pension benefits and consumption expenditure exceeds pension benefits by 29% for the average pensioner. Inadequate pension or inadequate savings and certain socio-economic factors that affect consumption are the reasons identified to be responsible for the consumption-pension income disparity. The sources of retirement income apart from SSNIT pensions are income from post-retirement jobs, remittances from family and friends, rental income,

personal savings/investments and provident funds. SSNIT pension benefit was identified to be the most important source of retirement income among pensioners in Ghana.

3.3.3   Informal Sector Workers and Pension Scheme

Social protection is an essential mechanism for a sustained poverty eradication and development. One of these social protection instruments is the informal pension scheme. Adzawla, Baanni and Wontumi (2015) did a study in Ghana using 150 informal sector workers in the Tamale metropolis to identify the factors that influenced informal sector workers' decision into pension scheme as well as their contribution levels. It was revealed that the elderly, the single, the highly educated, highly depended and higher income workers have a higher probability of contributing to the informal pension scheme. Similarly, traders, artisans, highly educated and highly depended upon workers contribute higher amounts monthly.

Also, a study was done by Bačová, Dudeková, Kostovičová and Baláž (2017) to examine the impact of professional financial experience on the relationships between financial knowledge and beliefs on financial planning for retirement (FPR) in young adults. They designed a domain-specific personal belief inventory comprising all important components involved in FPR. Financial professionals (n = 145) demonstrated greater knowledge of the financial retirement system compared with non-professionals (n = 382). The two groups, however, differed neither in objective nor self-rated general financial literacy. In non-professionals, higher financial literacy was positively linked to trust in the 2nd pension pillar, self-assessed competence in FPR, personal engagement in FPR, perceiving FPR as less emotionally loaded and FPR task as less complex.

3.3.4   Gender and Pensions Scheme Acquisition

A model was also developed by Noone, Alpass and Stephens (2010) to test for gender differences and to assess the extent to which women are disadvantaged in terms of their retirement planning and the factors that may affect retirement plans. Results indicated that perceptions of retirement and economic living standards were associated with financial preparedness. However, women were still economically disadvantaged compared to men and this have a lot of influence on women. These implies that the financial status in terms of gender have a great influence on their decision to acquire pension scheme.

There has been a lot of literature situated in retirement and retirement planning within the male's domain by positioning women as unconcerned and therefore will not prepare for retirement. However, women's increasing representation in the workforce requires a re-examination of their retirement plans and the factors that enable them. Noone et al., (2010) did a study and used a subsample of two thousand, two hundred and seventy- seven (2,277) working men and women from New Zealand. Women were found to be more critical compared to men when it comes to pension's acquisition. According to women, their planning towards retirement is shaped by their house keep money management. Thus, they save some of their house keep money for hard times and as a result influenced their decision of investing for their retirement.

Women were therefore found to be more likely to suffer poverty and poor health in old age (Lee, 2003). However, women's increasing representation in the workplace called for re-examination of retirement research to include scientific enquiry into retirement plans of women and the factors that affect their planning (Noone et al., 2009a).

Sleving and Wangrove (1995) argue that since research into women‟s retirement planning beginning in earnest from the late 1970s, earlier researchers following the first two decades consistently found that women in general did less retirement planning. As such women were found to suffer poverty and poor health and well-being (Lee, 2003). But with the weakening of the traditional gender roles that placed work within male domain, women representation in the workplace increased considerably. Since then, findings on gender differences in retirement perceptions and planning have produced somewhat inconsistent findings.

A number of studies have found significant gender differences in retirement perception and planning (Asamoah 2012; Behling & Merves 2015; Earl & Archibold, 2014; Jacob-Lawson, Hershery & Neukam 2004; Nkum & Aggrey 2012; Noone et al., 2009a). Noone et al., (2009) made similar assertion that the observed gender differences in retirement planning especially with respect to financial planning can be attributed to the fact that women have been economically disadvantaged as compared to men in the world of work which impact negatively on their financial preparation for instance.

Nevertheless, there are considerable dynamics in the findings of gender differences in retirement research with different studies locating the differences within different domains. Jacob-Lawson et al., (2004) for instance found the gender differences with respect to amount of time spent planning on retirement. Women were found to spend less time planning for retirement as compared to men. Asamoah (2012) found these gender differences in different domains of preparations among public sector workers in Ghana. While women were found to be better prepared financially, men were found to be better prepared when it came to accommodation.

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Other studies have also documented no significant gender differences in retirement behaviours in different domains (Behling & Merves 2015; Mansor et al., 2015; Noone et al., 2009). Noone et al., (2009) for instance found no significant gender differences on retirement perceptions and informal planning. In the study, informal planning comprised health, lifestyle and psychosocial planning. This means that both females and males all held the same or similar perceptions about retirement and also engaged in same informal planning for retirement.

Findings indicated that being a male or female was no related to more or less retirement planning in relation to financial, health, and lifestyle or psychosocial. This is corroborated by the findings in the study by Mansor et al. (2015) that gender has no significant influence on retirement planning. Behling and Merves (2015) however located this insignificant gender difference in relation to pre-retirement attitudes. Thus, male and female pre-retirees all perceived retirement in the same way.

3.4 Key Variables in the Study

For the quantitative component of the study, the dependent variable is pension scheme acquisition intentions. The predictors or the independent variables are; attitudes towards pension scheme, subjective norm, perceptions about retirement, perceived behavioural control, alternative retirement plans, and savings behaviours.

3.5 Summary of Literature

There have been interesting findings from the studies reviewed above. However, deeper analysis of the studies shows that there are more questions than answers. Even though the EKB model and the TPB provide insight into consumer behaviour and adoption intentions,

the informal sector workers constitute a peculiar population that these theories have not been applied to. There is therefore the need for more empirical studies among the informal sector workers to provide deeper understanding into their consumer behaviours towards pension scheme adoption in Ghana.

3.6 Proposed Model

Based on the studies reviewed, and the hypotheses stated, this section proposes a conceptual framework of factors that predict pension scheme uptake intentions among informal sector workers in Ghana. The proposed hypothesized model is provided on Figure 1.
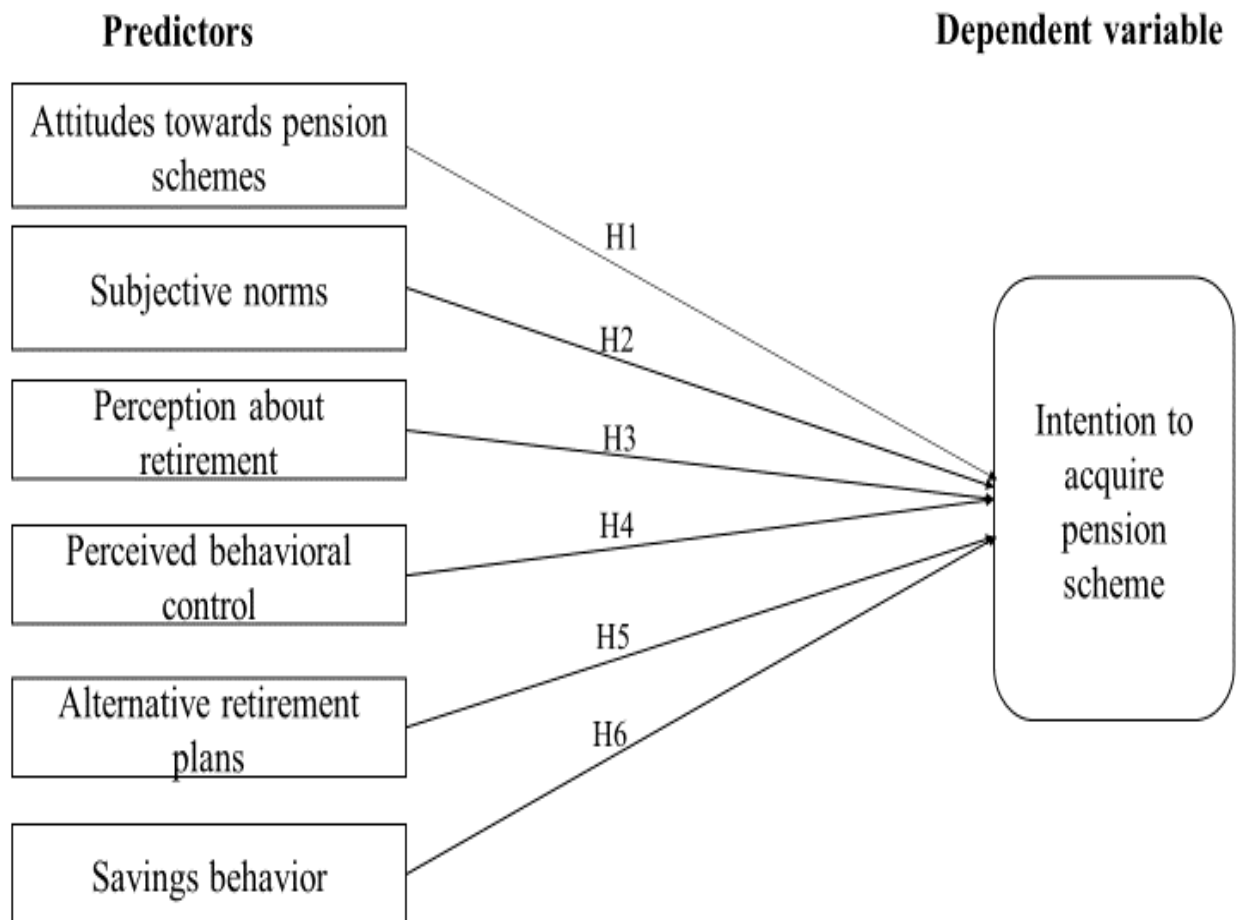
Figure 1: Hypothesized model of consumer behaviour towards pension scheme acquisition

3.7 Operational Definition

For the purpose of this study, the following terms will be operationalized as;

1. Consumer Behaviour: how the people in the informal jobs spends their money or income

2. Pension Scheme Acquisition: people of the informal sectors (Kumasi Central Market and Suame Magazine) decisions to get on pensions scheme program.

3. Suame Magazine and Kumasi Central Market: buy and sell workers and artisans between the ages of 18 and 40.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 Introduction

This chapter presents detailed information on the methodological processes undertaken in meeting the research objectives in the study. The chapter begins with a detailed description of the study design and approach. It follows with a description of the setting, population, sample and sampling techniques used. It also details procedures followed for data collection, measures and instruments used and how scoring was done. The chapter further provides procedures and activities leading to collection and preparation of the data for analysis as well as ethical considerations addressed in the study.

4.2 Research Design and Approach

A research design is defined as the overall strategies that are chosen to integrate different parts of a study in a coherent manner to address a research question (Lindseth & Norberg 2004). Creswell (2013) also defined a research design as the specific ways and process or techniques that a researcher follows in gathering and analysing data. There are two main categories of research designs and approaches, which are quantitative and qualitative research approaches (Creswell & Creswell, 2017).

Quantitative research is the kind of research design or approach that is usually undertaken with data collected in the form of numbers from large sample of participants (Lindseth & Norberg 2004). Qualitative research on the other hand is undertaken with data collected in the form of narratives or observation using small sample of participants (Creswell & Creswell, 2017). There are instances where, both quantitative and qualitative approaches are used. In such instances, the research design is referred to as mixed-method. The

decision as to which a researcher will chose any of these approach among the others depends on the research questions and the extent to which the research conducted addresses the subject matter within the context of the study (Creswell & Creswell, 2017).

Generally, mixed method research is shaped by philosophical, political and pragmatic debates (Brannen, 2005). These debates are usually marked by polarised positivist quantitative and constructivist qualitative schools of thought (Bartholomew & Brown, 2012). However, there is a new paradigm emerging that takes a different path from the seemingly antagonistic debates between qualitative and quantitative researchers. Rather than seeing a mixed method research as a mere combination of quantitative and qualitative approaches, this third movement sees the end product of mixed method studies as being more than the sum of its individual quantitative and qualitative parts (Bryman, 2007). As such, Johnson, Onwuegbuzie and Turner (2007) conceptualize a mixed method research as a third research paradigm with its own framework that offers a third paradigm choice that provide most complete, balanced and useful research results that make triangulation easy.

The present study adapted the Simultaneous Mixed- method Design which is the quantitative and the qualitative approach in collecting the data (Creswell et al., 2003). The study adapted the Simultaneous Mixed-method design because of its ability to give a holistic understanding of the problem.

Also, the study used a mixed-method design to collect qualitative and quantitative data for the study because Sotirakopoulou and Breakwell (1992) suggest that researchers working within the Theory of Reasoned Action should consider employing multi-methodological approaches. They argued that informal sectors workers consumer behaviour and retirement planning are complex, involving ideas, beliefs, values, practices, feelings, images,

attitudes, knowledge, understandings and explanations which could be better investigated and understood by combining different methods of research. Mixed method is suitable for understanding such complex social phenomenon from different perspectives (Brannen, 2005) in a way that is mutually illuminating (Bryman, 2007).

The quantitative research design or approach part, specifically the survey, allows one to collect data in large numbers so that the results can be generalized. It also allows one to measure two or more variables, test a number of hypotheses and also the relationship that exist between different variables using statistical techniques (Newman, 2004). The quantitative research design helped in answering objective 1 and 2.

The qualitative research design part explores the respondents' understanding of pension scheme. It is seen to be a systematic subjective approach used to describe life experiences and give them meaning. Thus, it best explains the problem from the perspectives of the participants. Specifically, face to face interview and focus group discussion was used in collecting the data to gain insight; explore the depth, richness, and complexity inherent in the phenomenon (Hancock Windridge & Ockleford, 2007). Objective 3 were answered qualitatively.

4.3 Research Setting

Research setting according to Creswell and Creswell, (2017) is defined as the location or the place where the data for a study are gathered. Research settings can be organizations or institutions, community, district, region or a country based on what the focus of the study is. To be more elaborative, research setting is the environment within which studies are

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run has important consequences for experimental design, the type of data that can be collected and the interpretation of the results.

The study was carried out in Kumasi in the Ashanti region of Ghana. Specifically, Suame Magazine and Kumasi Central Market. Per the purpose of the study Kumasi served as a place of providing good respondents for the subject matter. Also, the region was chosen because according to GSS (2013), it is the most populous region in the country with more than 83% in the informal sector and with people form diverse ethnic group and religious background. It therefore provides a fertile ground for exploring issues relating to this sector in Ghana.

Again, given a highly percentage number of informal service workers by GSS (2013), the study purported to conveniently used Suame Magazine and Kumasi Central market although there were also places like Kumasi Adum, Asafo Market, Batama Market, Tafo etc. The formal is indicated as the most populous urban city amongst the others in Kumasi and with a highly percentage of the people are engaged in informal sector activities such as wholesale and retail, motor vehicle repairs, food services, manufacturing, fashion and beautification etc (GSS, 2013). Kumasi therefore provides a rich source of diversity of informal work activities from which to recruit urban respondents for the study.

4.4 Selection of Participants

This section discusses the details of the population of the study, sample size used and the procedures and techniques for selecting the participants.

4.4.1   Population of the Study

Alvi (2016) define population as "all the members who meet the particular criterion specified for a research investigation' or 'a defined collection of individuals, subjects known to have similar characteristics'. This implies that only those who fall within the two areas were used for this present study because they were the only ones who can give the needed information. The population for the present study therefore consisted of all people at the informal sectors in Kumasi who works at Suame Magazine and Central Market. The inclusion criteria consist of all the people in the above informal sectors in Kumasi whose age falls between 18 and 60 plus.

Also, informal sector worker was operationally defined as encompassing all economic activities within these two settings without normal or regular hours, regular wages or regular incomes which are recognized as a source of income on which taxes must be paid (Koto, 2015). These workers formed the population for both the qualitative and the quantitative data.

4.4.2   Sample Size

According to Alvi (2016) sample can be defined as a group of relatively smaller number of people selected from a population for investigation purpose therefore the members of the sample are called as participants. Sample has been also defined according to Creswell & Creswell, (2017) to be a group of people, objects, or items that are taken from a larger population for measurement. It was therefore suggested that a study sample should be representative of the population to ensure that its findings can be generalized to the population as a whole.

Quantitatively, a total of four hundred (400) people were selected for the study. This sample size is determined to be an adequate sample because of the statistical technique that will be used for the analysis. Qualitatively, a total of twenty (20) participants were selected for the study as postulated by (Ritchie et al. 2003). Ten (10) participants were taken from each of the informal sectors.

4.4.3   Sampling Technique

Sampling in mixed method studies is quite complex and as such Onwuegbuzie and Collins (2007) state that sampling schemes or framework must be designed for both the qualitative and the quantitative components. They argue that developing the right sampling framework in a mixed method study ensures statistical generalization in the quantitative component and analytical generalization in the qualitative component.

The convenience sampling technique was used to select two hundred (200) participants from each of the two (2) selected informal sectors. Using, convenience sampling technique for the face to face interviews and the focus group discussion. Thus, participants were selected based on availability and wiliness to participate in the study.

4.5   Measures for Data Collection

The study made use of different measures and instruments to gather data for the study. Data gathering for the qualitative component was through individual or face to face in-depth interview guide and the quantitative component used questionnaire.

Quantitatively, data was gathered using standardized questionnaires. The questionnaires used for data collection were categorized into sections measuring demographic

characteristics of the informal sector workers, people attitude on retirement, consumer behaviours, Retirement Adjustment. A questionnaire was designed to measure the demographic characteristics of respondents. The items asked respondents to answer questions regarding their sex, age and their occupation. The first section of the questionnaire consisted of 4 items inquiring about demographic characteristics of respondents such as informal sector worker's " gender, age, occupation, years of work and marital status.

Retirement Adjustment Scale (RAS) by Greenwald, 2014 was used to measure retirement adjustment among people who are on their way of retirement. It determined the construct validity and the reliability of the scale with a view to generate a set of items that would be used to measure retirement adjustment among youth retirement adjustment. The instrument used was self-developed scale of 21- items used to explore the adjustment of the respondents towards retirement. Some of the scale on the items are; "I feel happy that I ever worked in the non-formal sector" and "It is difficult for me to moderate the spending habit formed while in service" It is a 5-point Likert scale with the Cronbach Alpha of .783 The other questionnaire consisted of items measuring respondents" attitude towards retirement using the Attitude towards Retirement Scale by Lim (2003). The scale was developed to measure the attitudes held by informal workers who were in their youth ages in Singapore. The scale assesses various aspects of respondents" attitudes mainly regarding the prospects of retirement. The scale consists of 34-items that are scored on three categories; disagree, neutral or agree. The scale is basically descriptive in nature where respondents had to indicate their agreement, disagreement or neutrality about statement assessing various prospects of retirement.

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During the adaptation process, the face to face interview guide was first piloted and analysed for its ability to elicit relevant information from participants. The pilot focus discussion was recorded and transcribed verbatim. The pilot transcripts was then analysed using thematic content analysis to inform the both the qualitative and the quantitative component of the main substantive study. Themes from the pilot study informed adaptation of 15 items were adapted from the Lim (2003) scale.

Finally, the pension scheme uptake scale (PSUS). The scale was used to measure informal sector workers pension's scheme acquisition. The scale has seven (7) items that is measured from strongly disagree to strongly agree. Some sample statements on the scale are 'I have attended financial workshops or trainings and seminars organized by pension schemes aimed at improving the financial awareness and knowledge of the informal sector workers', 'I do not know how pension schemes operate', 'Pension schemes are complex and involving, etc. the scale has a Cronbach Alpha of .802.

Qualitatively, questions were developed to assess people of informal consumption towards pension scheme. Example, how do you think about your retirement or pension when spending your income etc. With the qualitative component, a guide was developed to help the discussions within the two groups. The guide was developed by first reviewing relevant literature on thematic areas of the study which included consumer behaviour, pension's scheme and informal sector workers in Ghana. The literature revealed the influences and the differences between consumer behaviour, pension scheme acquisition and informal sector workers in Ghana (e.g. Friedman & Scholnick, 1997; Lee, 2003; Noone et al., 2009a).

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4.6 Procedure for Data Collection

The study began with seeking ethical approval from the Ethic Committee for Humanities (ECH) of University of Ghana to undertake the study. A letter of introduction was also taken from the Department of Marketing and Entrepreneurship at the University of Ghana Business School, Legon. Data for the study was collected at the two selected sectors in Kumasi in the Ashanti Region. After following all the necessary proceedings, the letter of introduction specified the main purpose of the study and the information needed for the study to the management and the participants).

After the ethical approval is given, a pilot study was first conducted. The pilot study served the purpose of establishing the psychometric properties of the scales to be used for the work and also to assess the reliability of the interview guide (focus group discussion) to elicit the right responses. Through the pilot study, any challenge with the questionnaire was corrected before proceeding with the main study. After the pilot study, the main study was then conducted. A maximum of three (3) weeks was used for the collection of data from the participants.

4.6.1   The Pilot Study

Qualitative

The study began with piloting the instruments for data collection. The qualitative component of the study was first piloted. The objectives for piloting the qualitative part of the study was to assess how the focus group discussion guide will make sense to the respondents in their social context and also to assess its ability to elicit the relevant information needed to answer the research questions raised in the study. Following the

ethical clearance and introductory letter from the department, two (2) informal sector workers who meet the inclusion criteria were recruited for the pilot study.

The pilot focus group discussion was held in Suame Magazine, an area close to Suame shell filling station in Kumasi, which was one of the study settings. The discussion started with the researcher explaining what the study was about to participants and then began the discussion. Permission was obtained from participants to record proceedings of the discussion for transcription purposes. The discussion was recorded with an audio recording device. The pilot discussion lasted for about one hour.

The researcher facilitated the face to face interview himself in the local dialect (Twi) and then translated the responds into English language when doing the transcription. Clarifications were sought through probing questions to throw more light on some issues raised for proper understanding on the side of both the researcher and the informants. Note was also taken to take care of recording failure.

The table below shows the demographic characteristics of participants in the pilot focus group;

Table 4.1: Demographic characteristics of pilot interview participants

Characteristics	Categories	F	*%*
Sex	Male	5	*50.0*
	Female	5	*50.0*
Age	18 – 29 years	1	*20.0*
	30 – 39 years	1	*20.0*
	40 – 49 years	1	*20.0*
	50 – 59 years	1	*20.0*
	60 + years	1	*20.0*
Educational Level	No Formal Edu.	2	*40.0*
	Basis Education	1	*20.0*
	High School	1	*20.0*
	Tertiary	1	*20.0*
Marital status	Single	2	*40.0*
	Married	2	*40.0*
	Widowed	0	*0.00*
	Divorced	1	*20.0*
Occupation	Artisans	2	*40.0*
	Traders	3	*60.0*

Source: Fieldwork (2019)

The pilot data was transcribed verbatim into English Language for analysis. The difficulties that were encountered in piloting discussion guide were addressed which saw some changes in the guide for the main study. The thematic analysis of the pilot study served two main purposes; themes informed developing final focus group discussion guide for the main study and also helped in adapting scales for the quantitative components of the study. Stemming from the content analysis of the pilot transcript, a dictionary was also developed to show how the keywords in the interview guide were translated in the local language in the main study.

Quantitative

The next stage was piloting the instruments used for the quantitative data collection. Specifically, Retirement Adjustment Scale (RAS) by Greenwald, (2014). Attitude towards Retirement Scale and Pension Scheme Uptake Scale were adapted for the quantitative part of the study. The pilot process began with selecting and adapting some items from the scales that and adapted to suit the context of the informal sector workers in the study settings. The pilot study was carried to assess the internal consistency of the adapted scales within the study context.

The second part of the pilot study was carried by administering the questionnaire to a group of thirty (30) informal sector workers within the study settings. Some scholars state that a sample size of between 10-20% of the sample size for the actual study is adequate for piloting a study (Julius, 2005). The 30 respondents for the pilot study constituted 11% of the 200 sample size intended for the main study and approximately 14% of the 215 sample size that was used for the final analysis of the study. The 30 sample for the pilot study was therefore adequate for piloting the instruments.

Table 4. 2: Demographic characteristics of pilot survey participants

Characteristics	Categories	f	%
Sex	Male	15	50.0
	Female	15	50.0
Age	18 – 29	5	16.6
	30 – 39	6	20.0
	40 – 49	10	33.3
	50 – 59	7	23.3
	60 + years	2	6.6
Occupation	Artisans	12	40.0
	Traders	18	60.0
Marital status	Single	11	36.6
	Married	16	53.3
	Widowed	1	3.3
	Divorced	2	6.6
Educational Level	No Formal Edu.	15	50.0
	Basic Education	9	30.0
	High School	5	16.6
	Tertiary	1	3.3

Source: Fieldwork (2019)

4.6.2 The Main Study

After the pilot studies were successfully completed, the next stage was to carry out the main study. The participants or the respondents that were used for the pilot study were not included in the main study. The researcher and three research assistants therefore embarked on a new recruitment exercise for the main study. Recruitment for the qualitative and the quantitative components of the study were done concurrently. Recruitment in the urban setting was done first before the rural setting.

Data collection involving the focus group discussion and administration of the survey instruments were also done concurrently; After the recruitment exercise, the researcher and one research assistant participated in the focus group discussion while the other two research assistants administered the survey. Participants for the focus group discussions were not included in the quantitative component of the study. After the data collection process, the focus group interviews were transcribed while the researcher assistants took care of the quantitative data entry exercise on SPSS version 17 software to prepare the data for analysis.

4.7 Data Analyses

The data was analyzed with the help of the SPSS computer software. Quantitatively Structural Equation Modelling was employed while Thematic Analysis was used at the qualitative part. The qualitative and the quantitative data were analyzed differently.

4.7.1 Qualitative Data Analysis

The qualitative data was analyzed using thematic analysis to explore deeper understanding from the perspective of the informal sector workers. Thematic analysis helps to analyze a data by making meaning from data based on themes that emerge from narratives such as interviews (Creswell, 2013). This involves systematic processes that include transcribing the interviews, coding the transcripts, grouping codes into minor themes and collapsing minor themes into major themes (Braun & Clarke, 2006). The two fundamental approaches of qualitative data analysis; deductive and inductive analyses (Braun & Clark, 2006) were all used in analyzing the data.

Deductive analysis involves using an existing structure or a predetermined framework for the analysis. Deductive coding helped the researcher to know how findings in the current study related to findings in previous studies. The inductive approach involves analyzing data with a little or no predetermined structure or framework where data is allowed to speak for itself (Attride-Stirling, 2001). The inductive approach helped the researcher to uncover some aspects of informal sector workers in Ghana that might not yet be known.

In both approaches, the Thematic Analysis was used in analyzing the data. Thematic analysis involves analyzing transcripts, identifying themes, grouping themes together based on their similarities and gathering together examples of those themes from the text (Attride-Stirling, 2001). By the nature of thematic analytical technique, emergent themes with high consensus are presented and discussed. But also equally importantly, non-consensual themes or dissenting views will also be presented where necessary (Braun & Clark, 2006).

The recoded interviews were transcribed verbatim, and then the data was analyzed using thematic analysis (Attride-Stirling, 2001; Braun & Clark, 2006). After that, the transcripts were read through critically to code all the responses. The coding and analysis were done manually by reading and initial coding of the transcripts; grouping all the codes into minor themes, all minor themes grouped into major themes and then major themes grouped into emergent themes. The second stage of the analysis was an interpretive stage which involved developing a synthesis between codes, themes and quotes from respondents in relation to the theoretical framework – Theory of Reasoned Action/Planned Behaviour and Engel, Kollet, Blackwell (EKB) Model of Consumer Behaviour

4.7.2   Quantitative Data Analysis

The data for the study was processed and analyzed with the help of Statistical Package for Social Sciences (SPSS) software version 23. The hypothesized relationships were analyzed using Structural Equation Modelling (SEM). All the responses from the participants were first of all coded before being entered into the SPSS software. The data was first analyzed using descriptive statistics such as frequency tables. Details are provided in the presentation of results in chapter four.

4.8 Ethical Consideration

Certain ethical considerations were strictly adhered to in accordance with the ethical principles governing the use of human participants for research purpose. Permission was first sought from the authorities of the two selected sectors or areas of study before data collection began. Informed consent was also sought from participants before being included in the study.

The researcher also ensured high sense of confidentiality and anonymity by making sure the data collected is managed in such a way that the identities of the respondents are protected at all times and that no information was directly traced or associated with any individual participant.

Again, participants and respondents were made aware of the voluntary nature of the study, their right to withdraw at any point in time without explanation or penalty and were also assured of privacy and confidentiality. After the data collection process ends, the research team addressed any concerns that participants had about the study in the form of debriefing. Participants and respondents were given an airtime credit (GHC5.00) as form of appreciation for their participation in the study.

CHAPTER FIVE

DATA ANALYSES AND DISCUSSION

5.1 Introduction

The current study examined consumer behaviour towards pension scheme uptake among informal sector workers in Ghana. Three main objectives were addressed. The study explored understanding of retirement and pension among the workers, their existing strategies for planning financially for their old age, and the factors that are likely to affect their intentions to acquire pension scheme. These objectives were met using both qualitative and quantitative data. This chapter presents findings based on the objectives of the study. The chapter is presented as follows. The qualitative findings are presented first, followed by the quantitative findings.

5.2 Qualitative Findings

This section discusses the qualitative findings. The qualitative component of the study addressed objectives one and two. The section is discussed as follows. The demographic profiles of the qualitative respondents are first presented. This is followed by the presentation of findings with regards to the understanding of retirement by the respondents. After that, the strategies for planning for the financial wellbeing of the respondents are then presented.

5.2.1 Demographic Profile of Participants

In all, a total of twenty (20) informal sector workers were interviewed for the qualitative part of the study. The demographic characteristics of the qualitative participants are provided on Table 5.1.

Table 5. 1: Demographic profiles of qualitative respondents

Characteristics	Categories	*F*	*%*
Sex	Male	10	*50%*
	Female	10	*50%*
Age	20 – 29 years	4	*20%*
	30 – 39 years	6	*30%*
	40 – 49 years	6	*30%*
	50 – 59 years	3	*15%*
	60 + years	1	*5%*
Occupation	Artisans	8	*40%*
	Traders	12	*60%*
Marital status	Single	7	*35%*
	Married	10	*50%*
	Widowed	1	*5%*
	Divorced	2	*10%*

Source: Fieldwork (2019)

As shown o Table 5.1, there were equal numbers of males and females in the interview sample. Their ages ranged between 25 – 63 years, with a mean age of 36.44 years (SD = 8.77). There were 12 traders and 8 artisans in the sample. Half of the respondents indicated being married, followed by those who were single.

5.2.2   Knowledge and Understanding of Pension among the Workers

The first objective of the study explored knowledge and understanding of retirement or pension among the workers. Analysis of the qualitative data showed that understanding of pension among the respondents cohered around three major themes; being old, having no

energy to work, and having no strength. Each of the themes are discussed below, with appropriate quotes from the respondents to buttress the theme.

Being old: the respondents indicated that the overarching narrative in their understanding of pension is growing old. For the workers, when people grow very old, that is when they need to stop working and go on pension. When the researcher probed into the age limit that suggests an individual has grown old and needs to retire, the respondents indicated 75 – 80 years. These are exemplified in the sample quotes below from the respondents;

> *For me pension means the person is very old and so you have to stop working and stay at home. You know when you grow too old, you don't need to stress yourself in life again, so you need to stop working and stay at home (Market Woman, 45years)*
>
> *Oh…pension is when you have grown old. Like right now, I am 62 years. By the time I get to around 75 years there about, I will be too old. In that case, I have to stop coming to work and stay at home. That is how I understand pension to mean (Blacksmith, 62 years).*
>
> *As for me, there are many people I know here, who don't come to work anymore. They have all gone on pension because they have grown too old and so they have to stop work. One man like this, he is about 80 years, so you don't expect such an old man to be coming to work. So, he has gone on pension. That is how I understand pension (Electric Welder, 39 years)*

Having no energy to work: the respondents also indicated that pension can also be triggered by having no energy to work. For instance, they argued that work is what different young people from old people, and so when there is no more energy to work, there is the need for people to go on pension. This understanding is exemplified by the sample quotes below from the respondents;

Here, retirement means that a person has stopped working because there is no more energy in the body to even lift a metal to work or do anything (Electric welder, 48 years).

Right now….for about five years now, the master who trained me does come to work anymore. He has gone on pension. Right now, he does not have any energy that he can use to do this work. So, sometimes he comes to sit here and chat and then go home. But he is no longer working because there is no energy. The little we get, then we send some to him (Sprayer, 42 years)

When it gets to a point when you can no longer work, to the point that you cannot even walk well, you have no option than to stop working and stay home (Trader, 41 years).

No Strength: the respondents also showed that growing old and losing energy to work come with a loss of strength. Thus, for them, what it takes to if there is the need to go on pension is when the person realizes that there is no more strength left to do the work. In that cause, there is the need to retire. This is exemplified in the sample quotes below;

As a human being, there is a limit to what your strength can handle. So after you have worked for so many years, you need a period to protect your body so that you can live long. If not, you will even die too early. So, I think at 70 years, there is no more strength for this wo it becomes appropriate to consider going on pension (Mechanic, 49 years)

You know we women are not as strong physically as the men. So when you realize that you don't have strength to continue working, you have to go on pension. If not, you will die and leave your children behind (Trader, 41 years)

5.2.3   Strategies for Financial Planning for Retirement

The second objective of the study explored strategies that the working use in planning financially for their future. Analysis from the qualitative data showed that the financial

planning strategies from the respondents cohered around four major themes; investing in properties, taking care of children, helping other family members, and micro savings. Each of the themes are discussed below, with appropriate quotes from the respondents to buttress the theme.

Investing in properties: the respondents were found to invest in long term projects that will serve as a source of income or economic power in their old age. In specific terms, the dominant strategies that featured in the respondents' narratives about how they plan financially included; acquiring commercial vehicles that can work for them in their old age, building a house that they can rent out in their old age, acquiring bigger stores and investing in cash crop farming such as cocoa, that will take care of them in their old age. This is exemplified in the sample quotes below;

> *Some of us build houses, others also buy cars and turn them into commercial vehicles so that it can be working for them (Auto-electrician, 40 years)*

> *Some of the people who work here that I know build houses here hoping that when they grow old they will rent it to people (Trader, 49years).*

> *A friend of mine who didn't come to work today, is 55 years and she has built a 6-bedroom house and she is planning to stop work in a year's time. She said she gets tired too easily so she will stop work and use her house to take care of herself. That is how many of us plan for our finances in future (Trader, 51 years)*

Taking care of children: the respondents indicated also that they plan for their future financial well-being by taking good care of their children. The major narratives in the respondents' narratives were that children are the most secured and dependable properties that parents can invest in and so by taking good care of the children, parents are taking care of their own future wellbeing.

In this world, your children are your only hope and dependable asset for our future. Because of that, we do everything to take care of them so that in future, they will be successful. When your children are successful, you the parent will be taken care of financially (Market woman, 48years)

Me, my children are my focus. Because my parents took care of us, right now we are taking care of them. So, I am also seriously taking care of my children. They are all going to school. Even the last one is in secondary school at Prempeh College. By the time I am old and go on pension, at least they will help me (Electric Welder, 53 years)

For us here, our children are our future financial security. Now one of my children has completed university and he remit me sometimes. So, I believe that as more of the children succeed, my future will not be bad (Market Woman, 39 years).

Helping other family members: the respondents also reported that they also take care of their other family members. Thus, as part of making financial plans for the future, they are also helping other members of their family. This theme was dominant among male participants. They reported helping their nephews and nieces in terms of helping them pay their school fees and paying for them to start learning trade. They were of the view that „nobody knows tomorrow‟ and so if you help your nephews and nieces, even if your children do not succeed and the nephews and nieces succeed, they will help you in future.

Right now, as we talk, nobody knows tomorrow. So as for me, apart from taking care of my children, I also help with my nephews and nieces to go to school. In future if they succeed, they will not forget me (Mechanic, 45 years)

Here, we live in the same house with nephews and nieces. While you pay your children's fees, you cannot just sit there unconcerned when your sisters' children are not going to school. So sometimes I help to pay their fees and with some school items. In future when they succeed and I am old, I believe they will remember what I did for them and also give me something small to take care of myself (Electrician, 42 years)

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Micro-savings: the respondents also mentioned that they engage in savings with different financial institutions. They make regular and periodic deposits into the accounts, hoping that even as they use some to meet their short-term needs, there will be little left for their old age.

I do small small savings…..that is all I do (Market woman, 46 years)

Me, I save a lot, and I know many of my colleagues do the same thing. We save so that when we need money to do something, we can go and withdraw some. So the more we do this, there will be something small left when we no longer work, then we use it to take care of ourselves (Welder, 49 years)

What we mostly do here is savings. We have different savings accounts with different banks. Me like this, I have 3 savings accounts. That is also how we plan our finances. We don't spend everything we earn (Market woman, 39 years).

5.3 Quantitative Findings

5.3.1 Introduction

The quantitative component of the study examined factors that predict intentions of pension scheme acquisition among the informal sector workers. Understanding these factors would provide insight into how best to reach out informal sector workers with pension scheme. This section presents analysis of the results. The demographic profiles of the survey respondents are presented first. This is followed by pension scheme uptake characteristics of the respondents. Descriptive statistics of scores among the participants are provided afterwards. Model testing procedures using Structural Equation Modelling (SEM) for testing the hypotheses are then presented. A summary of the findings are also presented and discussed.

5.3.2   Demographic Profiles of Survey Respondents

In all, a total of three hundred and eighty-six (386) questionnaires were retrieved out of a total of four hundred (400) questionnaires distributed, making a 96.5% retrieval rate. Therefore, the total sample size for the quantitative component of the study was 386 participants. The demographic characteristics of the survey participants are provided on Table 5.2.

Table 5. 2: Demographic profiles of survey respondents

Characteristics	Categories	*f*	*%*
	Questionnaire distributed	400	
Participants	Retrieved	386	*96.5%*
Sex	Male	197	*51.0%*
	Female	189	*49.0%*
Age	20 – 29 years	65	*16.8%*
	30 – 39 years	107	*27.7%*
	40 – 49 years	140	*36.3%*
	50 – 59 years	48	*12.4%*
	60+ years	26	*6.7%*
Educational Level	No Formal Edu.	155	*40.2%*
	Basic Education	192	*49.9%*
	High School	21	*5.4%*
	Tertiary	19	*4.9%*
Occupation	Artisans	186	*48.2%*
	Traders	200	*51.8%*
Marital status	Single	152	*39.4%*
	Married	194	*50.3%*
	Widowed	21	*5.4%*
	Divorced	19	*4.9%*

Source: Fieldwork (2019)

Table 5.2 shows that there were good representations of both male and female workers in the sample. Their ages ranged between 25 – 67 years (m = 38.44, SD = 5.68), with most of

them failing between 40 – 49 years (36.3%) and 30 – 39 years (27.7%). The educational

levels of the participants were very low, which is a reflection of educational level of

majority of informal sector workers in Ghana. Majority of the participants had either basic

school education (49.9%) or no formal education (40.2%). In terms of occupation, the

male participants from Suame Magazine were largely artisanal workers (48.2%) while the

women, mainly from Kumasi Central Market were traders (51.8%). In terms of marital

status, half of the participants indicated being married (50.3%), followed by those who

indicated being single (39.4%), widowed (5.4%) or divorced (4.9%).

5.3.3   Pension Scheme Uptake Characteristics

After the demographic characteristics, the questionnaire examined the participants

knowledge of and engagement with pension schemes in their context of work. The pension

scheme characteristics of the participants are provided on Table 5.3.

Table 5. 3: Pension scheme profile of the participants

Pension scheme characteristics	Categories	f	%
Have you heard about pensions in your work life?	Yes	150	38.9%
	No	236	61.1%
If yes, where did you hear it from?	Media	45	30.0%
	Family and friends	95	63.3%
	Social association	10	6.7%
How are you making financial plans towards retirement?	Pension schemes	55	14.2%
	No pension schemes	331	85.8%

Source: Fieldwork (2019)

As shown on Table 5.3, majority of the participants have not heard about pension scheme

services in their work context (61.1%). Only few of them have heard it (38.9%). For those

who have heard it, most of them heard it from family and friends (63.3%), followed by media (30.0%) and social associations (6.7%). Stack majority of them (85.8%) also indicated that they are currently not making any formal financial plans for their retirement, compared to only 14.2% who indicated having some form of formal financial plans for their retirement.

5.3.4   Descriptive Statistics of Scores

The descriptive statistics of scores on the various items in the questionnaire are provided in this section. The purpose of the descriptive statistics in data analysis is to help in summarizing distribution of scores of the participants (Pallant, 2013; Tabachnick & Fidel, 2007). The descriptive statistics are presented using means (M) and standard deviations (SD) of each of the items. The results are summarized on Table 5.3.

Table 5. 4: Descriptive Statistics of Scores

Scale items	Code	Mean	SD
Attitudes towards pension schemes			
I do not really think about pension schemes for my retirement	ATPS1	4.27	.83
I am concerned about losing my pension savings if the institution collapses	ATPS2	4.19	.81
I do not earn enough money to put some into pension schemes	ATPS3	4.28	.82
Pension schemes are to me, the best means of financially planning for retirement	ATPS4	3.60	.95
On a whole, I might have some financial difficulties when I retire	ATPS5	3.88	.96
Pension schemes do not really help much	ATPS6	3.89	1.17
Intention for Pension Scheme			
I have plans of investing for my old age	IPS1	4.07	.76
I intend to register for pension scheme for my retirement	IPS2	3.89	1.17
Old people I see in my community let me think about my retirement	IPS3	4.07	.92
I intend to escape poverty in my old age	IPS4	3.89	.87
I intend to depend on my family at my old age	IPS5	4.10	.97
I really want to save some money for my old age	IPS6	3.88	.96
Actual Behaviour			
Generally, I like to save for the future	AB1	4.28	.82
I used to have investment accounts meant for my old age	AB2	3.60	.94
I will plan for pension when I see that I am getting close to retirement	AB3	3.88	.96
Usually, I invest more than I spend	AB4	2.40	.98
I have made efforts to register for pension scheme	AB5	2.11	.67
I have a pension scheme that I contribute to	AB6	2.33	.34
Subjective Norms			
A lot of my colleagues or workers here have not registered for pension schemes	SN1	4.18	.81
Most of the people I know like me to register for pension scheme	SN2	3.14	.80

Most of the people who are important to me would approve my registering for pension scheme	SN3	2.40	.98
My church or social group approves my registering for pensions scheme	SN4	3.32	.72
Most of the people here do not have pension accounts	SN5	3.21	.73
We don't really think about getting pension schemes	SN6	3.88	.96
Perceived Behavioural Control			
I am confident that I can register for pension scheme to save towards my retirement	PBC1	3.11	.96
I am solely responsible on how I spend my money towards my retirement	PBC2	4.12	.82
I have deeper understanding of how pension scheme works	PBC3	3.61	.94
I can make decisions about how to acquire pension scheme	PBC4	3.12	.96
It would be difficult to understand how pension scheme works	PBC5	2.22	.65
Alternative Plans for Retirement			
My children will take care of me when I retire from this work	APR1	3.21	.73
I have some savings that I will depend on when I retire	APR2	4.11	.83
I have some properties that I will depend on for financial survival when I retire	APR3	3.23	.95
I will depend on people I have trained for my retirement	APR4	4.12	.82
Perception of Retirement			
Retirement leads to premature death	PR1	3.31	.74
People become a burden on their families when they retire	PR2	4.27	.81
There really is not much for a retired person to do	PR3	3.60	.95
People who don't think or plan about their retirement suffer later days or old age.	PR4	4.28	.82
There is really good life and health after a planned retirement	PR5	3.41	.71
Retirement can be very stressful	PR6	3.44	.88

Source: Field Data, 2019

As shown on Table 5.4, some of the items had higher mean scores than others. For instance, when it comes to attitudes towards pension schemes, the item with the highest mean score was 'I do not earn enough money to put some into pension scheme' (ATPS3,

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M = 2.38, SD = .82). For intentions to acquire pension scheme, the item with highest mean score was 'I intend to depend on my family at my old age (IPS5, M = 4.10, SD = .96). For savings behaviours, 'saving for the future' had the highest mean score (AB1, M = 4.28, SD = .82). For subjective norms, 'colleague workers not registering for pension schemes' had highest mean (SN1, M = 4.18, SD = .81). For perceived behavioural control, 'exercising sole responsibility for how income is spent' had highest mean (PBC2, M = 4.12, SD = .82). For alternative retirement pan, 'saving for future' had highest mean score (APR2, M = 4.11, SD = .83). For perception of retirement, 'becoming a burden after retirement' had highest mean score (PR2, M = 4.27, SD = .81).

5.3.5   Structural Equation Modelling Procedures

Structural equation modeling (SEM) was used to test the factors that predict intention of the workers to adopt pension schemes. The SEM was conducted using IBM's SPSS version 23 and AMOS version 21. The procedures followed in performing the SEM were; Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Model testing. Each of these procedures are discussed next.

5.3.5.1 Exploratory Factor Analysis (EFA)

Generally, SEM begins with EFA of the items in the questionnaire. The EFA helps to assess underlying structure of the variables within the Ghanaian context. In this case, the EFA helped to examine the underlying factor structure underlying the questionnaire among the informal sector workers. In specific terms, Principal Component Analysis (PCA) was used for the EFA. The analysis was performed using Eigen values greater than 1, and it was expected that all items that measure the same construct load onto the same factor (Tabachnick & Fidell, 2007).

Factor loadings were set at 0.40 for all the items. Assumption of sampling adequacy was tested using Kaiser-Meyer-Olkin (KMO) test. The acceptable level of KMO should be > 0.6 (Kaizer, 1970). The number of factors to be extracted was determined using eigen values greater than 1 and scree plot (Pallant, 2013). Data reduction was undertaken to improve the analysis. In doing so, some items which either loaded weakly (< .05), items that did not load on any of the factors and cross loading items were taken out (Tabachnick & Fidell, 2007). The results are summarized on Table 5.5.

Table 5. 5: Rotated Component Matrix Table

Factors	Item codes	Principal component loadings		Internal consistencies		
		Varimax Loadings	Variance Explained	A	Item-total correlation	α if deleted
Factor 1	ATPS1	.708	19.11	.817	.727	.545
	ATPS2	.628			.716	.466
	ATPS3	.777			.789	.632
	ATPS4	.766			.749	.345
	ATPS5	.819			.722	.512
	ATPS6	.666			.788	.445
Factor 2	IPS1	.663	15.12	.811	.822	.611
	IPS2	.628			.769	.612
	IPS3	.699			.745	.521
	IPS4	.677			.755	.444
	IPS5	.633			.735	.611
	IPS6	.637			.727	.631
Factor 3	SN1	.592	12.15	.822	.721	.628
	SN2	.707			.711	.835
	SN3	.631			.716	.685
	SN4	.639			.679	.385
	SN5	.615			.716	.545
	SN6	.725			.627	.793
Factor 4	AB1	.662	10.19	.801	.801	.526
	AB2	.612			.769	.776
	AB3	.645			.714	.652
	AB4	.722			.716	.646
	AB5	.573			.714	.465
	AB6	.637			.707	.673
Factor 5	PR1	.627	9.15	.831	.714	.608
	PR2	.636			.716	.637
	PR3	.697			.714	.664
	PR4	.654			.707	.684
	PR5	.673			.723	.723
	PR6	.680			.734	.734
Factor 6	PBC1	.650	8.79	.821	.721	.721
	PBC2	.716			.711	.711
	PBC3	.623			.716	.716
	PBC4	.726			.680	.679
	PBC5	.734			.680	.716
Factor 7	APR2	.706	7.88	.771	.723	.421
	APR4	.716			.734	.422

Source: Fieldwork (2019)

The correlation matrix indicated several coefficients with high acceptable values of 0.4 and above. The sampling adequacy, assessed using KMO test was significant (KMO = .831, χ^2 = 2505.848, p < .001). After inspecting eigen values of factors exceeding 1 and the scree plot, which levelled out after the seventh factor, seven (7) factors were extracted, explaining a total variance of 82.39%. The 7 factors are; factor 1(attitudes towards pension scheme), factor 2 (intention to acquire pension scheme), factor 3 (actual savings behaviours), factor 4 (subjective norms), factor 5 (perceived behavioural control), factor 6 (alternative retirement plan) and factor 7 (perception of retirement).

As shown on Table 5.5, a total of thirty-seven (37) items correctly loaded onto the seven factors extracted. Specifically, six (6) items loaded onto factor 1, six (6) items loaded onto factor 2, six (6) items loaded onto factor 3, six (6) items loaded onto factor 4, five (5) items loaded onto factor 5, four (4) items loaded on factor 6, and two (2) items loaded onto factor 7. Cronbach alpha coefficient (α) and item-total correlation values were then used to examine the internal consistencies for the 7 factors. The accepted level of reliability, is α > 0.70 (Tabachnick & Fidell, 2007). Table 5.5 indicates that all the 7 factors extracted recorded high reliability, with Cronbach alpha coefficient (α) ranging between .771 and .831. (Tabachnick & Fidell, 2007).

5.3.5.2 Confirmatory Factor Analysis (CFA)

After the EFA, a CFA was also conducted to assess model fit, using the codes of the successful factor loading items for the EFA. For the CFA, model fit was assessed using the commonly use model fit indices; Root Mean Square Error of Approximations (RMSEA), Tucker Lewis Index (TLI), adjusted goodness-of-fit index (AGFI), comparative Fit Index

(CFI), Goodness-of-fit index (GFI), Chi Square Degree of Freedom Rotation (CMIN/DF), and Chi Square goodness of fit ($\chi 2$).

The model fit indices examined different aspects of model testing procedures. The CFI for instance examined whether the final model being considered is better than other competing models in the observed data (Pallant, 2013; Tabachnick & Fidell, 2007). GFI examined the fit between the hypothesized model and the observed covariance matrix (Tabachnick & Fidell, 2007). RMSEA also assessed the extent by which the model being considered is the best fit for the population being studied (Byrne, 2016). The sufficiency of the model is evaluated using $\chi 2$ goodness of fit, which also estimates the coefficients compared with the covariance matrix (Kline, 2015). Given that the $\chi 2$ is influenced by sample size, care needs to be taken when assessing the model fit since a large sample size can cause the $\chi 2$ to be inflated (Marsh, Morin, Parker & Kaur, 2014). Some SEM scholars therefore are of the opinion that the $\chi 2$ needs to be divided by the degree of freedom (df) to take care of the possibility of being inflated by large sample size. Thus, CMIN/DF is also provided for assessing model fit (Marsh et al. 2014).

All the model fit indices have threshold parameter estimates, which serve as guide for evaluating a model. The estimates are summarized on Table 5.5.

Table 5. 6: Parameter estimates for model fit indices

Fit Index	Parameters
RMSEA	< .06
CMIN/DF	Between 1 and 3
χ^2/df	< 2
CFI	> .95
TLI	> .95
SRMR	< .08
PCLOSE	Should not be significant (> .05)

Source: Kline (2015); Marsh et al. (2014); Tabachnick & Fidel, (2007)

The parameter estimates of the model fit indices provided on Table 5.6 were used to evaluate the final measurement model. The final CFA measurement model is represented by Figure 2.
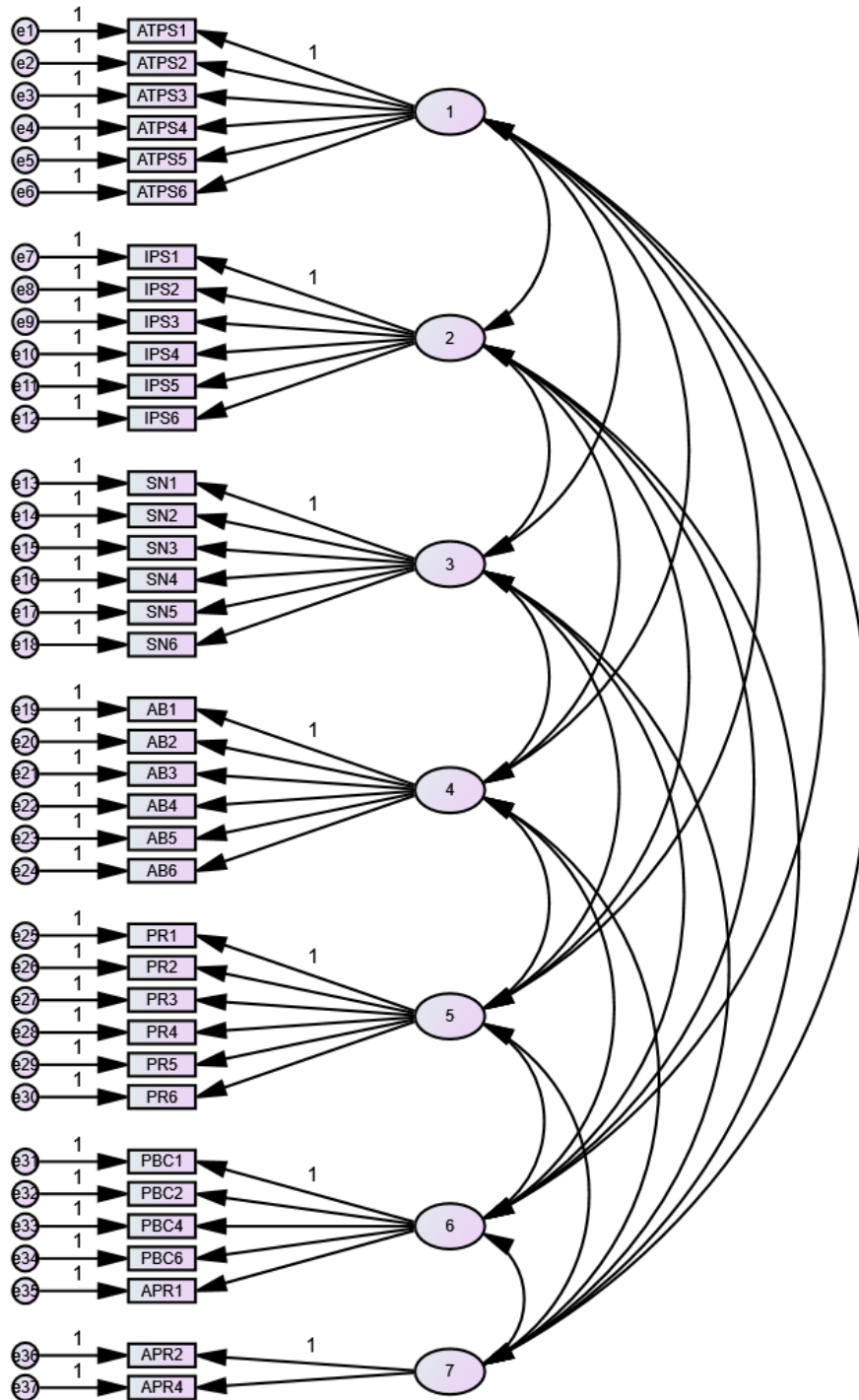
Figure 2: Final CFA Measurement Model

Some modifications were made before achieving the final measurement model. The results

of the final measurement model are provided on Table 5.7

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Table 5. 7: Fit indices of final measurement model

Fit Index	Parameters	Final model estimates	Interpretation
CMIN	-	175.122	
DF	-	125	
RMSEA	< .06	0.035	Excellent
CMIN/DF (χ^2/df)	Between 1 and 3	1.881	Excellent
CFI	> .95	0.968	Excellent
TLI	> .95	0.961	Acceptable
SRMR	< .08	0.046	Excellent
PCLOSE	Should not be significant (> .05)	0.347	Acceptable

Source: Fieldwork (2019)

As shown on Table 5.7, the final measurement model was able to achieve a very good fit on all the indices used for the assessment. Apart from the fit indices on Table 5.7, other fits indices which were also generated were GFI = 0.971, AGFI = 0.953, and IFI = 0.981. The estimates from the fit indices are all are consistent with acceptable levels of model fit (Kline, 2015; Marsh et al. 2014, Tabachnick & Fidell, 2007).

5.3.5.3 Correlations among the factors

After testing the final model fit, correlation analysis (using Pearson r test) was conducted to examine the relationships between the variables. The variables included in the analysis were; the dependent variable (i.e. intention to acquire pension scheme), and the predictors (i.e. attitudes towards pension schemes, subjective norms, perception of retirement, perceived behavioural control, alternative retirement plans and savings behaviours). The correlation analysis was conducted as basis for examining causality using path regression analysis. The results are summarized on Table 5.8

Table 5. 8: Correlations for CFA and SEM Analysis

Observed Variables	1	2	3	4	5	6	7
1. Intentions to acquire pension scheme	-						
2. Attitudes towards pension scheme	-.61***	-					
3. Subjective norms	.51***	.64**	-				
4. Perception of retirement	-.63***	.16	.53**	-			
5. Perceived behavioural control	.35**	.09	.21*	.56**	-		
6. Alternative retirement plan	-.31**	-.25**	-.29**	-.18*	-.13	-	
7. Actual savings behaviour	.39**	.31**	.31**	.33**	.34**	-.25**	-

Source: Fieldwork (2019)   * p < .05; ** p < .01; *** p < .001

The results show significant correlation between intentions to acquire pension scheme and all the predictors. However, some of the relationships are positive while others are negative. For instance, as shown on Table 5.8, pension scheme intention is positively related to subjective norms (r = .51, p < .001), perceived behavioural control (r = .35, p < .01) and savings behaviour (r = .39, p <.01), but negatively related to negative attitudes towards pension schemes (r = -.61, p <.001), negative retirement perceptions (r = -.63, p < .001) and alternative retirement plans (r = -.31, p < .01).

5.3.5.4 Validity of Final Model

After the correlation analysis assessing the relationship among the variables, convergent validity was also used to examine how the items of the latent variables share their covariance among the factors (Kline, 2015). The convergent validity was examined using Composite Reliability (CR) and Average Variance Extracted (AVE). Composite Reliability (CR) for instance is seen to be less biased estimate compared to Cronbach alpha (Marsh et al. 2014). Alternatively, AVE examines the variance level accounted for

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by a construct compared to the level accounted for by measurement error (Kline, 2015; Tabachnick & Fidell, 2007). Therefore, for convergent validity to be achieved, CR > 0.7 and AVE > 0.7 are considered very good, (Kline, 2015; Tabachnick & Fidell, 2007). The results are summarized Table 5.9.

Table 5. 9: Validity and reliability of final model

Factors	Items	Loadings	CR	AVE	A
Factor 1	ATPS1	.708	0.822	0.813	.817
	ATPS2	.628			
	ATPS3	.777			
	ATPS4	.766			
	ATPS5	.819			
	ATPS6	.666			
Factor 2	IPS1	.663	0.813	0.794	.811
	IPS2	.628			
	IPS3	.699			
	IPS4	.677			
	IPS5	.633			
	IPS6	.637			
Factor 3	SN1	.592	0.835	0.825	.822
	SN2	.707			
	SN3	.631			
	SN4	.639			
	SN5	.615			
	SN6	.725			
Factor 4	AB1	.662	0.832	0.821	.801
	AB2	.612			
	AB3	.645			
	AB4	.722			
	AB5	.573			
	AB6	.637			
Factor 5	PR1	.627	0.801	0.822	.831
	PR2	.636			
	PR3	.697			
	PR4	.654			
	PR5	.673			
	PR6	.680			
Factor 6	PBC1	.650	0.822	0.773	.821
	PBC2	.716			
	PBC3	.623			
	PBC4	.726			
	PBC5	.734			
Factor 7	APR2	.706	0.833	0.811	.771
	APR4	.716			

Source: Fieldwork (2019)

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As shown on Table 5.9, there were no validity concerns identified, since all the validity measures were above the acceptable levels. For instance, CR ranged between 0.801 – 0.833, AVE ranged between 0.773 – 0.825, and α ranged between .771 - .831. Therefore, all the factors loadings also showed good convergent validity. The final model is thus regarded as the model that adequately fits the data for the current study.

5.3.5.5 Testing Hypothesized Relationships

After the validity and reliability testing of the final model, the hypotheses were then tested. The hypotheses are summarized below:

H1: Negative attitudes towards pension scheme will significantly reduce intention to acquire pension scheme

H2: Subjective norm will significantly predict intention to acquire pension scheme

H3: Negative perception of retirement will significantly reduce intention to acquire pension scheme

H4: Perceived behavioural control will significantly increase intention to acquire pension scheme

H5: Alternative retirement plan will significantly reduce intention to acquire pension scheme

H6: Actual savings behaviour will significantly reduce intention to acquire pension scheme

The fit indices obtained from testing the hypothesized relationships are provided on Table 5.10

Table 5. 10: Fit indices for hypothesized relationships

Fit Index	Parameters	Hypothesized model estimates	Interpretation
CMIN		214.223	
DF		126	
RMSEA	< .06	0.038	Acceptable
CMIN/DF (χ^2/df)	Between 1 and 3	1.887	Excellent
CFI	> .95	0.976	Acceptable
TLI	> .95	0.966	Acceptable
SRMR	< .08	0.037	Excellent
PCLOSE	> .05	0.268	Acceptable

Source: Fieldwork (2019)

As shown on Table 5.10, the hypothesized model achieved acceptable to excellent estimates on all the fit indices. Other fit indices that were also generated were; GFI = 0.963, and IFI = 0.972 and AGFI = 0.952. All the indices are consistent with acceptable levels of model fit (Marsh et al. 2014, Tabachnick & Fidell, 2007). The significance of all the hypothesized relationships is summarized on Table 5.11.

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Table 5. 11: Summary of significance of hypothesized relationships

Hypotheses	Regression Path	B	T	p	Decision
H1	Negative attitudes towards pension scheme -> intention to acquire pension scheme	-.441	-7.233	.000	Supported
H2	Subjective norms -> intention to acquire pension scheme	.282	3.868	.005	Supported
H3	Negative perception of retirement -> intention to acquire pension scheme	-.056	-.885	.213	Not supported
H4	Perceived behavioural control -> intention to acquire pension scheme	.233	3.412	.007	Supported
H5	Alternative retirement plans -> intention to acquire pension scheme	-.231	-3.433	.006	Supported
H6	Actual savings behaviours -> intention to acquire pension scheme	.205	3.762	.005	Supported

Source: Field data (2019)

As shown on Table 5.11, significant effects were observed between 5 out of the 6 predictors and intention to acquire pension scheme. Specifically;

i.   Negative attitudes towards pension scheme was found to significantly reduce intention of acquiring pension schemes among the workers (β = -.441, t = -7.233, p <.001). This is in support of hypothesis 1 (H1) of the study.

ii.   Subjective norms had a significant positive effect on intention of acquiring pension schemes among the workers (β = .282, t = 3.868, p <.01). This is in support of hypothesis 2 (H2).

iii. Negative perceptions about retirement did not have a significant effect on intention of acquiring pension schemes (β = -.056, t = -.885, p > .05). Hypothesis 3 was therefore not supported

iv. Perceived behavioural control had a significant positive effect on intention of acquiring pension schemes (β = .233, t = 3.412, p <.01). This is in support of hypothesis 4.

v. Alternative retirement plans had significant negative effect on intention of acquiring pension schemes (β = -.231, t = -3.433, p <.01). This is in support of hypothesis 5.

vi. Savings behaviour had a significant positive effect on intention of acquiring pension schemes (β = .205, t = 3.762, p <.01). This is in support of hypothesis 6.

5.3.5.6 Observed Model

In the final model, subjective norms, perceived behavioural control and savings behaviour have been found to increase intention to acquire pension scheme among the workers. Conversely, negative perceptions about pension scheme and alternative retirement plans were found to reduce intention to acquire pension scheme among the workers. The final observed model is represented on Figure 3.
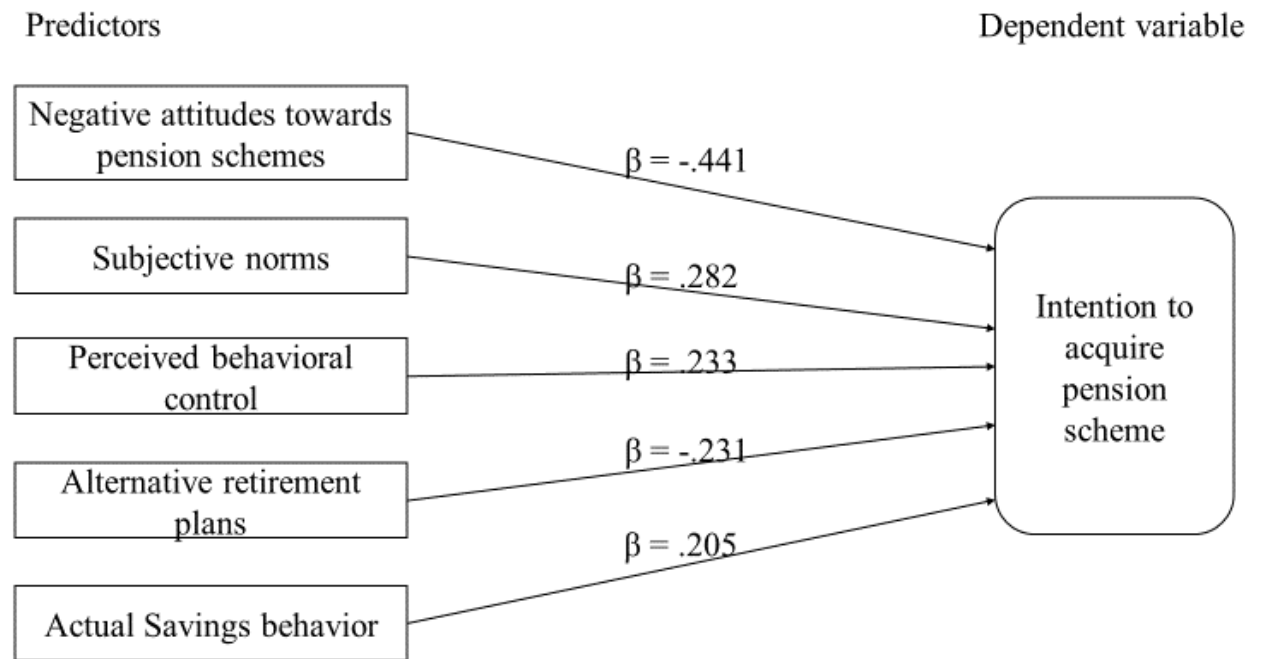
Predictors   Dependent variable

Negative attitudes towards pension schemes   β = -.441

Subjective norms   β = .282

Perceived behavioral control   β = .233

Alternative retirement plans   β = -.231

Actual Savings behavior   β = .205

Intention to acquire pension scheme

Figure 3: Final model of factors predicting intention to acquire pension scheme

5.4 Discussion of Findings

This section presents a discussion of the findings by integrating them together to make sense of perceptions about retirement, pension schemes and factors that affect intentions to acquire pension scheme among informal sector workers. Based on the objectives of the study, the findings are synthesized and discussed around three main themes; (i) knowledge and understanding of retirement, (ii) strategies for financial planning for retirement, and (iii) predictors of intentions to acquire pension scheme.

5.4.1   Knowledge and Understanding of Pension among the Informal Sector Workers

The first objective of the study explored the understanding of retirement and pension among informal sector workers. Findings from the qualitative data showed that understanding of retirement among the workers was largely negative. They saw retirement

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mainly as growing old, loosing strength and having no energy to work. These understanding suggest that the workers will keep working till they grow very old and weak, before they retire. This suggests that they do not have specific age limit at which they retire, but depend on their physical strength to determine when to retire.

These findings mean that the understanding of the informal sector workers was more negative, and draws mainly from a definite framework. Previous research suggests that people hold largely negative understanding and perceptions of retirement (Asamoah 2012; Inaja & Chima, 2013). Some studies report that workers do not see life after retirement as a productive period that retired individuals can live productive and fulfilling lives (Bačová et al., 2017; Lim, 2003; Nkum & Aggrey 2012; Noone et al., 2010). For instance, Behling and Merves (2015) have reported among workers in Nigeria that the workers have very negative views about retirement. Afenyadu (2014) has also reported among informal sector market women in Ghana that there is largely negative attitudes and perceptions about retirement and pensions.

The respondents in the current study also had largely negative understanding of retirement, and therefore draw on deficit model when thinking through retirement and pensions. The workers draw mainly on age and physical strength in their understanding of retirement. Thus, for them, when a person grows too old (age wise), and has no energy to work (strength wise), then it is time to retire. What this means is that the informal sector workers think that the whole of life is exhausted during people's working years, and that when they retire, they are probably waiting for their end of life. With such understanding, the workers see the retirement phase of life as not a time for enjoyment because they expend all their energy in their working life. This might have profound implications in

terms of how they plan for this phase of their lives, and how they relate to policies and interventions that are meant to promote active life after retirement, such as pension schemes.

5.4.2   Strategies for Financial Planning for Pension

The second objective of the study explored strategies that the informal sector workers use to plan for their retirement or pension. Findings from the qualitative data showed that when it comes to how they plan for their retirement, the qualitative data showed further that the workers depend on traditional means for planning for their old age. These traditional means include; taking care of their children, investing in properties, helping other family members and microsavings.

These findings suggest that there are strong traditional ways through which the workers plan for their years after pensions. These planning strategies are deeply embedded within their broader socio-cultural context that shape how work, growing old, and responsibility is defined. For instance, the idea of taking care of their children as a strategy for planning for their old age is steeped within traditional ideas around 'parents take care of children to gain teeth, and children in turn take care of parent to lose teeth'. These findings are line with what other studies have reported that the dominant ways that individuals (particularly those with children) safeguard their old age is through taking care of their children (Behling & Merves 2015; Mansor et al., 2015; Noone et al., 2009). Other sociological and anthropological studies suggest that even when parents in Africa save or invest in properties, they do so for the future wellbeing of their children, rather than their own welfare (Crampton, 2013; Inaja & Chima, 2013).

This suggests that for these workers, any plans made for the future is geared towards the future wellbeing of their children, and then hope that the children would take care of them after they have retired. The workers therefore see taking care of their children as both responsibility and selflessness, as well as a route to safeguarding their future. This has implications for the priorities they would attach to any form of interventions that safeguards their own future well-being directly. With this understanding, majority of them are likely to understand pension scheme as selfishness on the part of the parent for safeguarding their own future, at the expense of their children. There is therefore the need to have a rethink and reconceptualization of pension scheme uptake within consumer behaviour and marketing research, particularly among informal sector workers in developing country contexts such as Ghana.

5.4.3   Factors Predicting Pension Scheme Uptake

The third and final objective examined predictors of intention to acquire pension scheme, using the theory of planned behaviour. Findings from the quantitative data showed that, when it comes to the factors that predict their intention to acquire pension schemes, some factors promote their intentions, while other factors undermine their intentions to acquire pension scheme. Specifically, negative attitudes towards pension scheme was found to reduce intention of acquiring pension schemes among the workers. This is in line with findings from the qualitative data that showed that the workers hold largely deficit view of interventions meant to protect their own wellbeing instead of that of their children.

Alternative retirement plans were also found to have negative effect on intention of acquiring pension schemes. The qualitative data showed further that the participants use largely traditional alternatives to planning for their future, which include caring for

children, investing in properties and microsavings. The availability of these traditional alternatives for planning their future prevents them from enrolling on the formal sense of pension schemes for planning their old age.

Subjective norms were found to promote intention of acquiring pension schemes among the workers. This means that if the workers believe that pension scheme acquisition becomes the norm within their work context and among their colleagues, they are more likely to ensure. The reverse is also true, that because pension scheme acquisition is not normative within their work context, there is no need or urgency on their part to acquire it. This calls for the need to have strategies that seeks to embedded the formal sense of retirement planning within the informal sector work context, which are heavily laden with traditional ideas of growing old.

Also, perceived behavioural control was also observed to promote intention of acquiring pension schemes. This suggests that when the workers believe that they can have control of the formal sense of pension schemes, they would be more willing to acquire it. Inversely, if they believe they do not have what it takes to operate such as scheme successfully, then they would not be willing to acquire it. This calls for marketing strategies and campaigns to focus on deconstructing the perceptions of complications that the workers associate with formal sense of pension scheme. This would help them to come to the understanding of their ability to own and operate pension schemes competently, and by so doing, increase their intentions to acquire it.

Lastly, savings behaviour also had a significant positive effect on intention of acquiring pension schemes. This suggests that the workers in their own way are engaging in regular

savings towards their future. What this means is that, the idea of periodic savings in pension scheme would not be totally new to them because they are already engaging in some forms of savings. The focus therefore should be on how best to redirect their savings behaviours into more sustainable pension schemes that can guarantee their future. Overall, the findings from the quantitative part of the study suggest that theory of planned behaviour is able to explain intentions to acquire pension scheme among the workers.

5.5 Chapter Summary

The chapter has provided the analysis and findings from the study. The main findings have been integrated and discussed under three organizing themes to make sense of how the informal sector workers understand retirement and pension scheme, and the factors that influence their intentions to acquire pension schemes.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

Financial services marketing is increasing in practice and research, particularly in developing countries. In Ghana, one key component of financial service marketing is the marketing of pension scheme, particularly to informal sector workers. The informal sector workers constitute the vast majority of the working population in Ghana. However, for several decades, these group of workers have not had pension scheme that fit their working conditions and contexts. As a result of that, majority of them lived and continue to live impoverished life in their old age, years after they have retired from active work.

In recent years, there have been several attempts to develop pension scheme initiatives that are tailored to their needs. However, after years of operating the informal sector pension scheme in Ghana, uptake by the workers has become problematic. Majority of the informal sector workers are not signing up to these pension schemes. In recent years therefore, there have been calls to adopt effective and efficient marketing strategies that are able to promote uptake among the workers. For this to happen effectively, there is the need to understanding consumer behaviours among these group of workers. There is the need to understanding their perceptions and factors that affect their intentions to acquire pension schemes.

However, there are limited studies in this regard. Most of the existing studies approach the subject from a social protection perspective. Strategies marketing studies that explore consumer behaviour towards pension scheme among this group of workers are limited. Fundamentally, the current study therefore examined consumer behaviour towards

pensions and pension scheme acquisition among informal sector workers in Ghana. Specifically, the study assessed the perception of the workers towards retirement and pension scheme, and the factors that affect their intention to acquire pension schemes. This chapter gives a summary of the entire research and draws conclusions by highlighting the key findings from the study. The chapter further discusses the limitations of the study and gives recommendations for policy and practice, as well as for future study.

6.2 Summary of Findings

Three main objectives were addressed in this study. The first objective of the study basically explored understanding and perceptions of retirement among the workers. This objective was addressed using qualitative data. Understanding their perceptions of retirement will be a critical entry point into understanding how they plan for it. So, the second objective examined how they plan for their old age or retirement in their traditional way. This objective was also addressed using qualitative data. Understanding of how they plan for their retirement would also provide important insight into how to plan marketing strategies that build on what they are already familiar with, which is an important marketing tool. The third objective examined factors that affect intentions to acquire pension scheme among the workers. This objective was addressed using quantitative data. This would help in knowing which factors are critical in dealing with when designing marketing strategies. The study was conducted in the Ashanti region of Ghana, specifically among workers in Suame Magazine and Kumasi Central Market, using mixed-method approach. The qualitative data was analyzed using thematic analysis, and the quantitative data was analyzed using structural equation model (SEM). The findings from the study are summarized below:

i.   From the qualitative data, the findings showed that understanding of retirement among the workers was largely negative. They saw retirement mainly as growing old, loosing strength and having no energy to work. These understanding suggest that the workers will keep working till they grow very old and weak, before they retire. This suggests that they do not have specific age limit at which they retire, but depend on their physical strength to determine when to retire.

ii.   When it comes to how they plan for their retirement, the qualitative data showed further that the workers depend on traditional means for planning for their old age. These traditional means include; taking care of their children, investing in properties, helping other family members and micro savings.

iii.   When it comes to the factors that predict their intention to acquire pension schemes, the quantitative data showed that some factors promote their intentions, while other factors undermine their intentions to acquire pension scheme. Specifically;

    a. Negative attitudes towards pension scheme was found to reduce intention of acquiring pension schemes among the workers.

    b. Alternative retirement plans were also found to have negative effect on intention of acquiring pension schemes.

    c. Subjective norms were found to promote intention of acquiring pension schemes among the workers.

    d. Perceived behavioural control was also observed to promote intention of acquiring pension schemes.

    e. Savings behaviour also had a significant positive effect on intention of acquiring pension schemes.

f. Negative perceptions about retirement did not have a significant effect on intention of acquiring pension schemes.

6.3 Implications of the Study

This section discusses the implications of the findings in the current study. The findings from the study have implications for practice, policy and theory. These implications are better understood within the context redesigning pension scheme in general and pension scheme marketing targeted at the informal sector.

6.3.1   Marketing Implications: Promoting Pension Scheme Uptake

The practical implications of the findings from the study are discussed within the context of how best to design pension scheme marketing strategies in ways that appeal to the informal sector workers. The findings from the study suggest the need to increase awareness of pension schemes among the informal sector workers using marketing strategies. The following recommendations are therefore made for designing marketing strategies to promote pension scheme uptake in the informal sector in Ghana:

i. First of all, the study showed that attitudes towards pension scheme was found to reduce intention of acquiring pension schemes. Marketing strategies should therefore focus on disproving negative perceptions about pension schemes. Once the negative perceptions about pension schemes among the workers are changed, they would be more welcoming towards such initiatives.

ii. The study showed further that alternative retirement plans undermine intention of acquiring pension among the workers. It is therefore recommended that, marketing strategies should recognize that in one way or another, these people are making attempts to plan for their old age. After that, marketing campaigns

should focus on letting informal sectors understand that their informal alternative retirement plans are not sustainable, and would not be able to take care of them adequately.

iii.   Lastly, the study showed further that the workers engage in micro savings activities. This suggests that there is already a strong culture of savings among workers in the informal sector. It is therefore recommended that pension scheme marketing campaigns should tap into their savings behaviours and anchor contribution towards pension into their everyday savings behaviours. This helps to use something they are already used to as a marketing tool to promote uptake.

6.3.2   Policy Implications: Development of Informal Sector Pension Scheme

The policy implications of the study are discussed within the context of promoting pension scheme among informal sector workers at the broader structural level. Findings from the study showed that subjective norms promote intention of acquiring pension schemes among the workers. Subjective norms are critical social change tools that make a behaviour become priority among individuals. In the formal sector for instance, as soon as an individual is employed, the next thing is remuneration and pension deductions and contributions. This has become a norm within the formal sector, with policy backing, which bind both employers and employees to ensure that workers' monthly contributions are paid. The same kind of social norms are recommended at the structural level, with policy barking.

i.   In the short term, it is recommended that marketing strategies should focus on making pension schemes seem like a norm among the workers.

ii. In the long term however, there is the need to push for policy level normativity, where policies are developed to make it mandatory for all informal sector workers to have pension schemes. Once there is a structural level policy backing, pension scheme will gradually become a priority among informal sector workers. As soon as they open their business, either as part of the requirement for setting up a business, the workers will also sign up to pension schemes to safeguard their future.

6.3.3   Theoretical Implications: Rethinking Pension Scheme in the Informal Sector

The theoretical implications of the study are discussed within the context of rethinking pension scheme within the informal sector context in Ghana. Findings from, particularly the qualitative data, suggest that the understanding of pension and pension scheme among the workers is influence by their broader socio-cultural context that shape how work, growing old, and responsibility is defined. Thus, these workers see taking care of their children as both responsibility and selflessness, as well as a route to safeguarding their future. With this understanding, majority of them are likely to understand pension scheme as selfishness on the part of the parent for safeguarding their own future, at the expense of their children. There is therefore the need to have a rethink and reconceptualization of pension scheme uptake within consumer behaviour and marketing research, particularly among informal sector workers in developing country contexts such as Ghana.

6.4 Suggestions for Future Studies

Based on the findings from the current study, the following suggestions are made for considerations for future studies;

i.   The current study also examined the issues from the perspective of the targeted consumers. It recommended that future studies should focus on examining marketing strategies used in reaching out to informal sector workers to adopt pension schemes. This study should be conducted from the institutional point of view, and examine how pension scheme institution design marketing strategies to reach out to the informal sector workers. This would provide critical insights into elements of the marketing strategies and campaigns that might work well in their work context and those that might not work well

ii.   The current study was cross-sectional, which gives a snapshot knowledge at a specific point in time. There is also the need to understand consumer behaviour within this sector over time. It is therefore suggested that there is the need for longitudinal studies. Future longitudinal studies should therefore use a life course approach, which would provide understanding how these factors change or remain stable over time, as the workers grow old.

6.5 Conclusion

The current study has provided critical empirical evidence on consumer behaviour towards pension scheme acquisition in the informal sector in Ghana, from the marketing perspective. Findings from the study have shown that; understanding of retirement among the participants was mainly negative. They use traditional means of planning for their old age, which may not be sustainable. Subjective norms, perceived behavioural control and savings behaviour have been found to increase intention to acquire pension scheme among the workers. Conversely, negative perceptions about pension scheme and alternative retirement plans were found to reduce intention to acquire pension scheme among the workers. Synthesizing these findings together, the study show that retirement planning is

not necessarily new to the informal sector workers. However, the idea of pension scheme might be new to their context of work. It is therefore recommended that marketing strategies should build on the factors that exist within the work context already, in order to successfully anchor the formal sector sense of retirement planning within their work context.

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APPENDICES

Appendix A: Survey Questionnaire

RETIREMENT PERCEPTION AND PENSION SCHEME UPTAKE

QUESTIONNAIRE

Please your consent is required to take part in a study that examines retirement perceptions, retirement planning and pension scheme uptake among informal sector workers. The study is for academic purposes and so participation is strictly voluntary with no associated penalty should you decline to participate. Your privacy and confidentiality are assured as you will not be required to provide any personally identifying information. If you need any further clarification, you can reach the researcher on (**0243920444**)

Should you choose to participate, you will be required to fill this questionnaire that examines different what you think about retirement, how you are planning about retirement and your engagement with pension schemes. Please fill out each the pages until the end where it is stated —**END OF SURVEY**. Specific guidelines and instructions are provided to guide you. You are simply required to be as truthful as possible as there are no personally identifying information on the questionnaire and therefore no personal identity information will be associated with responses. Please do well not to skip any of the

questions. There is no right or wrong answer, only respond according to how the items reflect your personal experiences.

Please sign if you consent to participate

_____   _____

Signature   Date

A. SOCIO-DEMOGRAPHIC INFORMATION

1. **Gender:**

    a. Male   [ ]

    b. Female   [ ]

2. Age of respondent

    a. 40 – 49 years   [   ]

    b. 50 – 59 years   [   ]

    c. 60 – 69 years   [   ]

    d. 70+ years   [   ]

3. Educational level of respondent

    a. No formal education [   ]

    b. Basic education   [   ]

    c. High school   [   ]

    d. Tertiary   [   ]

4. Marital status of respondent

    a. Single   [   ]

    b. Married   [   ]

    c. Divorced   [   ]

     d. Widowed   [   ]

5. Occupation (Please indicate the work you do)

………………………………………………………………………………………

………………………………………………………………………………………

6. Ideal Age for Retirement:

………………………………………………………………………………………

B. PENSION SCHEME UPTAKE

1. How are you making financial plans towards your pension or retirement?

     a. Pension Schemes   [   ]

     b. No pension plans (skip to section C)   [   ]

2. If you use pension scheme, how many pension schemes have you registered for?

     a. One   [   ]

     b. Two   [   ]

     c. More than two   [   ]

3. Please state the institution(s) that you have your retirement investment account

with?

     a. ………………………………………………………………………

     b. ………………………………………………………………………

     c. ………………………………………………………………………

C. PLANNED BEHAVIOURS TOWARDS PENSION

This section examines your willingness and readiness to sign onto pension scheme

towards investing for your retirement. Please rate the degree to which you agree or

disagree to the items based on the following ratings:

1. Strongly Disagree (SD)

2. Disagree (D)

3. Neither Agree or Disagree (N)

4. Agree (A)

5. Strongly Agree (SA)

Items	SD	D	N	A	SA
Attitudes towards pension schemes					
1. I do not really think about pension schemes for my retirement					
2. I am concerned about losing my pension savings if the institution collapses					
3. I do not earn enough money to put some into pension schemes					
4. Pension schemes are to me, the best means of financially planning for retirement					
5. On a whole, I might have some financial difficulties when I retire					
Intentions for pension schemes					
6. I have plans of investing for my old age					
7. I intend to register for pension scheme for my retirement					
Actual behaviours					
8. Generally, I like to save for the future					
9. I used to have investment accounts meant for my old age					
10. I will plan for pension when I see that I am getting close to retirement					
Social or subjective norms					
11. A lot of my colleagues or workers here have registered for pension schemes					

12. Most of the people I know like me to register for pension scheme					
13. Most of the people who are important to me would approve my registering for pension scheme					
Perceived behavioural beliefs					
14. I am confident that I can register for pension scheme to save towards my retirement					
15. The decision to register for pension scheme depends solely on me					
Perception of retirement					
16. Retirement leads to premature death					
17. People become a burden on their families when they retire					
18. There really is not much for a retired person to do					
Alternative plans					
19. My children will take care of me when I retire from this work					
20. I have some savings that I will depend on when I retire					
21. I have some properties that I will depend on for financial survival when I retire					

Appendix B: Interview Guide

Introductions:

Introductory remarks and explanation of the purpose of the discussion, brief introduction of facilitator, co-facilitator and members

1.   Perceptions towards retirement or pensions

Retirement means different things to different people. This part of the discussion seeks your understanding and perceptions of retirement and among your co-workers.

  i. What is your understanding of pension or retiring from work?

  ii. What do you feel will influence your decision to go on pension?

  iii. At what age do you think people in your work context should go on pension?

  iv. What do you think people should consider when thinking about pension?

2.   Financial Planning for Old Age

People in one way or another plan for their old age, a time in their lives when they are old and cannot work. But different people have different ways of planning for old age depending on their understanding of retirement or pension. This part of the discussion seeks insight into the various means you and workers here plan for their pension.

  a. How do workers here plan for their financial well-being for your old age when you are no longer working?

    i. What goals do you have for your future financial well-being in your old age?

    ii. What do you think are the financial needs of old people?

    iii. How are you planning for your financial upkeep in your old age?

    iv. Where do you get your knowledge about financial planning from?

      v.   What barriers do you face in making financial plans for the future?

     vi.   What factors do you think can help you in making financial plans?

b.   Awareness of pension schemes for retirement planning

      i.   Are you aware of pension schemes available for workers like you in financially planning for your retirement?

     ii.   What are your views and opinions about pension schemes?

   iii.   Do you and other workers here embrace the idea of pension schemes?

   iv.   What factors do you think influence people's decision to register for pension schemes?

     v.   What do you recommend should be done to encourage more workers here to register for pension schemes?

3. Closing Remarks