CONSUMER PERCEPTION OF TUSKER BRAND STRATEGY IN THE BEER INDUSTRY IN KENYA

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DECLARATION

I declare that this research project has not been submitted to any university for examination purposes.

Signature ______________________________ Date ____________________________

Sarah Kubai

D65/85629/2016

The research project has been submitted for examination with my approval as the University supervisor.

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DEDICATION

I dedicate this project to my parents who have supported me with my education and encouraged me to reach for the stars.

ACKNOWLEDGEMENT

I am grateful to God Almighty for giving me the strength and capacity to work on and finish this project. I am grateful to my parents, Mr. and Mrs. Kubai who have supported me throughout this program. I would also like to thank my supervisor, Dr Catherine Ngahu, who has patiently guided and supervised me as I worked on this project.

ABBREVIATIONS AND ACRONYMS

AfDB	African Development Bank
EABL	East African Breweries Limited
EPZA	Export Processing Zones Authority
GDP	Gross Domestic Product
KML	Kenya Malting Limited
KBL	Kenya Breweries Limited
SAB	South African Breweries
SPSS	Software Package for Social Sciences

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ABSTRACT

The general objective of the study was to determine the impact of perception of consumers on the branding strategy of tusker as a beer brand in Kenya. The following specific objectives were used to guide the study; to establish the consumers perceptions on branding strategy for tusker as a brand in Kenya and to establish the influence of branding strategies on consumers' tastes and preferences. The study adopted a descriptive research design. The study targeted all consumers of Tusker beer brand aged over 18 years in Nairobi totaling to 196. The study collected primary data using questionnaires. The collected data was coded into SPSS for analysis using descriptive and inferential statistics. The findings were presented using graphs, frequencies and percentages. The study established that Tusker quality had been consistent over the time that most respondents had been consuming it. EABL had invested adequately in promotion of Tusker Brand. The color of Tusker appealed to most respondents. The study concludes that Tusker quality had been consistent over the time that most respondents had been consuming it. EABL had invested adequately in promotion of Tusker brand. The study recommends that the management of East Africa Breweries limited ought to ensure that the prices of Tusker across the country are transparently determined. The findings indicated that 67% change in branding strategies was influenced by consumer perception. The management team of EABL and other brewing companies in Kenya ought to consider the tastes and preference of their consumers in all their branding strategies.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Brand strategy of a product will influence the reaction of the consumers when antagonized with brand-related inducements like branded product. Consumer is ought to respond to the brand product and brand consumption. Agarwal and Malhotra (2015) states that the overall judgement on a consumer's brand is the major influence of the consumption and buying. The beliefs and perception of customers influences productivity of a brand as a strategy. A strategy ought to be accepted in the market majorly on the perception and how well the consumers have accepted the brand. A brand is accepted to the market if the strategies used by the company are of the best fit to clients (Rossiter & Percy, 2017). When trying to adopt the specific specifications of the clients, it is advisable for the client to choose the best fit strategies that are in line with the customers taste and preference (Oliver 2013). It is important for organizations to know how consumers use the brand and word of mouth. Branding strategies influences key brand equity constructs of perceived quality, awareness, brand associations and loyalty (Aaker, 1991).

Consumers' perception to different branding strategy is explained with three theories which are the theory of reasoned action, the associative network memory theory and relationships theory which measures the elements of brand equity. The theory of reasoned action was developed by (Sheppard, Hartwick & Warshaw, 1988). It talks about a preexisting attitude before the decision-making process. The associative network memory theory was developed by Shenin (2000). It states that consumers have a positive association about an original brand compared to a brand extension launch that once introduced could get revoked thus favorable beliefs and attitudes get transferred to extension because of the memory nodes inter connectedness. Relationships theory was developed by Gummesson (2002). It states that there exist relationships among human beings and the brand.

East African Breweries Limited (EABL) and Keroche Breweries are the main manufactures of beer products in Kenya. There is competition between SAB Miller and East African Breweries Limited. Due to higher competition between the two companies, each trying to outweigh each other in terms of best brand production in the market, the company therefore ought to produce the best product and brands that fulfills customer's desires hence creating a better perception of the brand. These companies have been juggling with each other with the aim of better brand production and acquiring the market a large niche.

Keroche breweries was started in the year 1997 by Tabitha Karanja with the main aim of fulfilling the middle-income earners desired fulfillment of alcohol consumption. Keroche industries aimed at middle class brewers, this helped the industries in acquiring a big market niche hence becoming the main competitor with EABL. This, therefore, influenced both the marketers to create a better brand to maintain their market niches. Due to higher cost of production leading to increased selling price, the middle-class level has embraced imported beers in the country due to their cheaper price hence easy affordability. United Dutch Breweries has been the main suppliers in the as it has been ranked the third distributer of alcohol content in Africa (Musia, 2013).

1.1.1 Consumer Perception

Perception refers to the process that an individual consumer goes through in selecting, organizing and making sense from a given stimuli. It describes the belief held by consumers concerning a given product or services (Schiffman & Kanuk, 2009). The belief is influenced by physical sensation that provides a detailed explanation of the attitude and behavior held by consumers on a given product (Norbert & Maehle, 2011). It is the process used by consumers of a given product or service to interpret their experience following consumption of a given product.

It describes the inner feeling that consumers develop on a given product which could be influenced by the specific product characteristics including brand equity elements (Meyers, 2013). It is perception that influences their decision to continue using a given product or service into the future. Perception is shaped by the experiences that a consumer experiences first hand while using the product or through information they receive from other trusted sources (Kotler & Keller, 2013).

According to Kotler and Keller (2013), two distinct types of perception exist: positive and negative which are developed based on the minimum cut off standards set by a consumer in his or her mind at the time of making purchase decisions. Consumer perceptions of a brand are shaped by the sum of all experiences customers have had with a given brand. It gives a summary of the value that customers attach to a given brand based on their previous experiences. This could involve the evaluation of perceived quality from the many options found in the market place to the one or two products that ‘feel like them’. Consumer perceptions are important to organizations because they help in focusing the formulation and implementation of marketing strategies.

1.1.2 Brand Strategy

Brands represent a consumer’s feeling and attitude towards a product or service Armstrong (2014). Brands are the main factor that holds the relations between the consumer and company that is producing the product or service. With brands in the middle, the rationale used to communicate the brand to the consumer to maintain and grow the relationship between the consumer and the company producing the product is the brand strategy.

A brand is entwined in the business of a company in such a way that the brand strategy and business strategy are almost always designed together for the progress of the overall business. Brodie, Ilic, Juric and Hollebeek (2013) define a brand as the translation of the business strategy into a consumer experience that results in consumer behavior. Armstrong (2014), on the other hand, defines brand strategy as being all the branding decisions made to a product or service in the process of trying to create a meaningful brand for the consumer to relate with and consume.

A brand’s longevity is dependent on the consumer and how he perceives the brand (Vallaster & von Wallpach, 2013). Consumer perception of the brand will be what defines a consumer’s new or repeat purchase. Vallaster and von Wallpach (2013) explain that the product lifecycle is seemingly short and that the consumer has a variety to choose from. This has resulted in unstable markets where market strategies that concentrate wholly on brand equity to maximize the brand's total revenues with the goal of getting the maximum return on investment do not work. The real competitive advantage for a business is in the customer relationship and the actual and future potential value of the customer.

1.1.3 Beer Industry in Kenya

The beer industry in Kenya began in 1922 when two brothers first created what is known as Tusker today (EPZA Kenya, 2005). The company which was then known as EABL Kenya Breweries limited became EABL - East Africa Breweries limited after it acquired Kibo breweries limited in Tanzania owning 20% of it and Uganda breweries limited in Uganda owning 90 % of the company. EPZA Kenya (2005), reports that Kenya controls 95% of the bottled beer market in Kenya. Kenya produces enough barley to be self-sufficient within the beer market. The barley infrastructure stood at 1.9 billion (EPZA Kenya, 2005) and Kenya Malting limited (KML) which produces, processes and markets barley, is a subsidiary of EABL.

Kenya's beer market has been quite competitive over the years. In 1997, SAB miller breweries, tried to enter the Kenyan Market with Castle lager. EABL fought for their market share in what is now famously known as the beer wars that saw SAB miller enter the market in 1997 and exit in 2002 (Deb & Nurse, 2015). Kenya now has two major breweries, that is, EABL producing and /or selling brands like Guinness, Bell, Tusker, Windhoek, Tusker Malt, Tusker Lite, Balozi, Kibo Gold, White Cap Lager, White cap

Light, All sops, Senator and Tusker cider, and; Keroche breweries, established in 1997, producing Summit Lager and Summit Light.

In 2012, SAB miller reentered the Kenyan market for the second time; with beer brands like Castle Lager, Castle Milk stout, Castle Lite and Genuine draft (Mutegi, 2014). In 2011 Heineken, a Dutch owned beer opened a regional office in Kenya following popularity of the beer in the country which is distributed by a Kenyan owned company, Maxam Ltd (Maina, 2011). Beer pricing in Kenya is influenced mainly by the Kenyan government through the increase or decrease of tax remission on alcohol. In 2011, a uniform excise tax on beer, of 40 %, was implemented, increasing the price of beer by up to 10 Kenya shillings (Okulo, 2011).

In 2013 tax remission targeting low cost beers made from sorghum was scrapped. This tax remission on low cost beers was a way of curbing the sales of illicit brews (Mbugua, 2015). The decrease of the tax remission to 50% was an attempt by the government to increase tax collection from the alcohol industry. However, this did not work since it led to low sales of the low cost beer and a collapse of the value chain within the same low end beer industry. In 2015, the then finance minister, Uhuru Kenyatta, increased the tax remission to 90 % from low cost beers made from sorghum, cassava and millet (Adan, 2015). In 2017 the previous tax remission was decreased to 80% from 90% by the Finance Minister Henry Rotich in a bid to increase government revenue in line with inflation (Mutegi, 2017).

1.1.4 The Tusker Brand

Tusker is a beer brand in Kenya created by the East Africa Breweries limited, formerly Kenya breweries limited. Tusker has been a household name in Kenya for decades. In the 1990s, it had cultivated a brand for itself as home grown and home brewed beer in Kenya Its tag line ‘My Country, My beer’ evoked a strong sense of patriotism in the hearts of it consumers. However, today, globalization has resulted in the Kenyan market being littered with imported brands that have been welcome by the Kenyan consumer who is informed and ready to experiment.

According to EABL full year financial results (2016), Tusker sales had gone down by 6% and this decrease in sales was attributed to the growth of Senator Beer and the popularity of spirits. In the EABL full financial year results (2017), Tusker sales had decreased by 7% while the sales of spirits and Senator Beer continued to grow. It is important to note that Senator Beer was launched as a beer targeted for the low income earner who was consuming dangerous illicit alcohol due to the fact that they could not afford mainstream beer, Tusker (Wilewska, Oliver, Herrera & Bajaj, 2012).

Mutegi (2011) observes that Tusker has tried to innovate itself over the years as it tries to stabilize its revenue which is slowly declining. The brand changed the shape of the beer bottle from the old fat bottle to the new long bottle in line with global aesthetic standards in a bid to improve sales that had flat lined (Mutegi, 2011). The brand later designed smaller packaged bottles 300ml and 330ml in a bid to extend the brand to the low income earner (Mutegi, 2015). Tusker (300ml – 330ml) was meant to be competing with, Senator

Beer, in this low income market segment and according to EABL full financial year results (2017); Senator Beer is increasingly bringing in more revenue than Tusker Beer. EABL has also introduced Tusker brand extensions, Tusker Lite, Tusker Cider and Tusker Malt in a bid to prevent the Tusker brand from fizzling out (Omondi, 2017).

The African Development Bank (AfDB) describes the middle class in Africa as people who can spend between $2 and $20 in a day (African Probe, 2017) and Kenya's middle class has been estimated to 21 million people according to AfDB research. The overall Kenyan GDP growth is 6.5% in 2015 with 22.8 % men and 9.6% of women consuming alcohol. Euromonitor (2015) estimates that in Kenya the beer market volumes reached 466 million liters with active players engaging in marketing campaigns. Tusker has modified the product and modified the market in its quest to maintain and increase the sales but the profits continue to decrease with recent financial year.

1.2 Research Problem

The level of competition in all industries have increased following increased pace of globalization and application of information, communication and technology in operations. Many firms have experienced improved efficiency which has also been reflected in the improvements in the quality of goods and services. The quality of goods and services has influenced perceptions of consumers which in turn influence their decision to either switch the brand or continue consuming a given brand. Organizations have to strategize well in building maintaining a desired brand image so as to achieve the right picture in the mind of a consumer. This will boost the brand strength hence improve brand competitiveness.

Starting the year 2010, the Tusker Brand of East African Breweries limited (EABL) has continuously registered poor sales performance largely attributed to customer tastes and preferences as former consumers shifted to premium beer category. This saw the Company redesign its Tusker brand for the first time in forty years. The redesign was aimed at growing sales as the brand was performing poorly compared to other premium brands. A Tusker brand is important to the company because of its contribution to thirty percent to the company's total sales. The redesign brought about changes in the design and logos of the brand.

The relationship between consumer perceptions and branding strategy have been examined by sever studies. For instance, Ha and Perks (2013) studied consumer perceptions in terms of brand experience in the context of the web by focusing on brand familiarity, satisfaction and brand trust. The findings show that the customer perception and satisfaction on the brand was the main determinant of brand acceptance on a market niche. In another study, Raza, Karim, abbas, Sultan and Hasan (2013) focused on how branded components affected consumer perception of quality and brand preference in computers. The findings show that brand components have positive relationship with brand preference.

In Kenya, Maguru (2011) carried a study on core branding and customer perception using a case of M-kesho customers in Kariobangi area of Nairobi. Both Equity Bank Limited and Safaricom had come together to launch the product. The study focused on the contributions of each brand to the product and consumer perception whereas the current study seeks to examine the influence that branding strategies have on consumer behavior.

In another study, Angasa and Kinoti (2013) studied the factors affecting consumer perception of Kenyan manufactured fast-moving goods in East African Community (EAC), a case of laundry detergents products. The study identified Omo as the leading brand in the market followed by Sunlight in the detergents category in Kenya. Further findings indicated that the country of origin of the product did not have a significant effect on consumer perception.

This study focused on the factors affecting consumer perception and not consumer perception following branding strategies adopted by companies. Ambala (2014) studied strategies used by East African Breweries Limited to respond to changes in the brewing industry in Kenya. The findings indicate that the government policies were favoring the new products producer and importers hence threatening EABL market by increased competitors. Many competitors led to low bargaining power due to their increased number. Though the study focused on EABL, its main concentration was on strategies and not branding and consumer perception.

This study therefore sought to fill the gap in research by answering one research question: how do consumers perceive branding strategy of tusker as a brand in Kenya?

1.3 Research objectives

The objectives of the study were to;

i. Establish the consumers perceptions on branding strategy for tusker as a brand in Kenya

ii. Establish the influence of branding strategies on consumers' tastes and preferences

1.4 Value of the Study

This study would be of benefit to stakeholders including managers at EABL, customers of Tusker, the regulators in Kenya, policy makers and the academic fraternity.

For the managers at EABL, the findings of this study would be important in directing the marketing strategies formulation and implementation for improved sales performance of the Tusker brand. Through the findings of this study, the management would be able to collect key information on perceptions of consumers and how they can respond to them to ensure higher customer satisfaction.

The findings of this study would also be valuable to consumers of the Tusker brand and other beer brands in that it would provide them with an opportunity to air their views on the brand. This would enable them provide feedback to the manufacturers on what they need to do to ensure that there is higher customer satisfaction with the quality of their products.

The findings would also be important to the Government of Kenya especially the Ministry of Industrialization and Finance. The findings would bring out the various effects of existing policies and brands and how the same can be improved in the future.

The findings would also be valuable to future scholars and the entire academic fraternity because it would extend the existing literature through empirical review, data collection and analysis after which recommendations shall be drawn. The study would also contribute to growth of literature in consumer perceptions and brand strategy by recommending areas where future scholars can focus their studies on.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This section covers the theoretical background of the study where a number of theories providing anchorage are discussed. The chapter also includes literature review of consumer perceptions and brand strategy before expressing them in a conceptual framework figure and then drawing summary of the literature reviewed.

2.2 Theoretical Foundation

This study has been informed by the theory of reasoned action to identify consumer response patterns to marketing strategies. This study is also based on brand relationship theory and the associative-network memory theories which are discussed in detail below.

2.2.1 The Theory of Reasoned Action

This theory that was developed by Fishbein and Ajzen talks about a preexisting attitude before the decision making process. This theory speculates that consumers act on a behavior based on an intention to create or receive an outcome. The theory of reasoned action insists that a consumer is always aware of the action they are taking and what outcome they expect from it. The consumer is therefore always aware of their expectations up to the point of complete purchase and can easily change their mind.

An individual's intention to perform a behavior is the main determinant of whether the behavior will be performed or not (Azjel, Albarracin & Hornick, 2007). As an individual formulates intention, three factors are taken into consideration; the immediate beliefs of the resulting consequence should the action be taken and whether it will be favorable or unfavorable to the individual taking the action, the perceived pressure from social circles to either perform or not perform the action and the perceived capability of the individual to perform the action which is guided on whether the initial attitude to the behavior is positive or negative and to what degree the individual is in control over the expected performed behavior.

A consumer is only able to have the intention to purchase a brand based on their individual beliefs, social pressure and ability to control their behavior in order to do what they intend to do, which is purchase. Based on the three suggested factors, a consumer of a brand is only able to make a complete purchase if all the perceived behavioral elements are positive creating a conducive environment for the consumer to formulate the intention of purchasing the brand.

2.2.2 The Associative –Network Memory

The theory functions like the overarching theory for brand extension valuations' understanding and its feedback outcome. Consumer memory brands' knowledge is held as nodes brands' network information referred (Keller, 2007). Generally, consumers have a positive association about an original brand compared to a brand extension's launch that once introduced could get revoked thus favorable beliefs and attitudes get transferred to extension because of the memory nodes' inter connectedness. If consumers are contented with an extension, positively or negatively, extension derived associations are creations which pass to parent brands schema, thus resulting to feedback effect (Shenin, 2000). The evaluation of parent brand is operationalized like as parent brand equity perceived by the consumer that refer to overall knowledge of the consumer on brands composed of associations of well understood brands. Equity inherent in parent brands are capitalized by brand extensions

2.2.3 Brand Relationships Theory

This theory was advanced by Gummesson (2002) and pointed that there exist relationships among human beings. Consequently, brand relationship is defined from their brand relationship and relational values that are more personalized in consumers' minds. Individual relationships are generated by individuals based on individual brand values' perception, brand experiences and meaning. Customers seemingly creating the brand through multiple contexts' communication (Lindberg-Repo, 2009). Prior studies have examined the personal relationship components between a brand and customers. The customers' relationships and wants to have with companies were examined by Fournier (1998).

He argues that brand relationship quality is multi-faceted and consists of six dimensions exceeding commitment or loyalty with varying consumer brand relationships: commitment or nostalgic attachments, interdependence in behavior, intimacy, love or passion, brand-partner quality and intimacy. The author suggested the following metaphors' typology for customer-brand relationships representations, casual friends/buddies, arranged marriages, committed partnerships, best friendships, marriages of convenience, compartmentalized friendships, childhood friendships, courtships, dependencies, flings, kinships, rebounds/avoidance-driven relationships, enmities, enslavements and secret affairs. This typology contains any positive relationships; it might neglect many possible neutral and negative typologies.

2.3 Consumer Perception and Branding strategy

Several studies have been conducted on consumer perceptions and branding strategies adopted by organizations. For instance, Maguru (2011) ought to establish the influence of co-branding on customer perception: a case of M-Kesho customers in Kariobangi area. The focus was on finding out the influence that co-branding between Safaricom and Equity Bank Limited had on customer satisfaction and views that customers held. The study applied a descriptive research design on a population of 12,332 customers of M-Kesho. The study noted the need to create awareness among target customers as majority of the respondents were not conversant with how the application worked. The Co-branding companies needed to unpackage the product so that customers with limited education level could also enroll. Further findings indicated that co-branding ensured that customers could use facilities of both companies' hence generating efficiency and convenience which eliminated delays.

According to Zeithaml and Bitner (2000), consumer perceptions are built on different ranging from fairness in pricing of the products, quality of the product, ease of accessibility to the product which relates to the distribution channel efficiency. On perceived fairness in pricing, it is important that the company selling goods and services build confidence in the mind of consumers that the price being charged for a given product or service is fairly determined and provides value for money to the consumer.

Whether a company adopts price discrimination or dynamic pricing, it should be ready to justify to consumer on the pricing differentials (Jiang & Sun, 2014). This is because price fairness plays a key role in determination of customer satisfaction. It helps customer compare the actual experience on utilizing or consuming a given good or service with the expectations they had. The consumers assess whether the cost paid to access a good or service is righteous, acceptable and rational. Consumers also evaluate the consideration for a given good or service is just and legit (Bolton, Warlop & Alba, 2003).

Chung and Petrick (2009) set to formulate an acceptable conceptual framework for perceived price fairness for tourism purchases based on the Weiner's (1980) attribution theory. The study sought to establish the perception of tourists to increase in charges with the aim of developing appropriate marketing strategies relevant for consumer perceptions of price fairness. The study was informed by existing literature (Monroe, 1973) that was subjective and psychological dimensions from a consumer behavior perspective. According to Xia et al. (2004), price fairness is built from comparisons, previous experiences, beliefs that consumers hold and responsibility attributions. There exist two perceptions about price fairness: cognitive and affective which influences the way consumers react through perceived value, emotions, and relative power.

Gilovich, Keltner and Nisbett (2006) identified two distinct dimensions that give birth to the concept of price fairness: the distributive price fairness which represents price outcome and procedural price fairness that puts more emphasis on the price setting process. Distributive justice is connected with outcomes of efficiency in distribution and allocations (Vaidyanathan & Aggarwal, 2003). Disruptive justice is rooted in the equity theory developed by Adams (1965) on three principles: equity, equality, and need.

In another study, Rothenberger (2015) examined how price transparency influenced consumer perceptions on price fairness. It is argued that fairness in pricing plays an important role in determining consumers' perception of satisfaction with their purchase decision of a given good or services. It informs the consumers' decisions to undertake a repeat purchase or not. In determining price fairness, the consumer judges as regards the reasonableness and acceptability besides justification of the prices set by retailers or sellers. In determining fairness in price, consumers always have a reference point on which they compare the price. The reference point could be the norm or standard set in the past.

Through price fairness judgment by consumers, they are able to form an image about a given seller or product (Xia, Kukar-Kinney, and Monroe, 2010). Therefore, unfairness in setting of prices could result to negative consequences for the brand in the form of customers switching to other brands. In addition, dissatisfied customers are likely to give negative word of mouth testimony which many harm the turnover of the brand in the future (Kukar-Kinney, Xia and Monroe, 2011). Organizations need to ensure that adequate information is availed to consumers on the reasons behind setting of a given price. For instance, the prices could change to reflect legislation changes like increases in taxes and the likes. These need to be made clear to consumers so that they do not feel let down (Martin, Ponder & Lueg, 2008).

2.4 Conceptual Framework

The presentation of both dependent and independent variables presented in form of a diagram is referred to as conceptual framework. Through a conceptual framework, the researcher gets to understand a link between the study variables. A conceptual framework also shows how variables are to be operationalized by giving indicators. In this study, the dependent variable would be consumer response while the independent variables would be brand strategy.

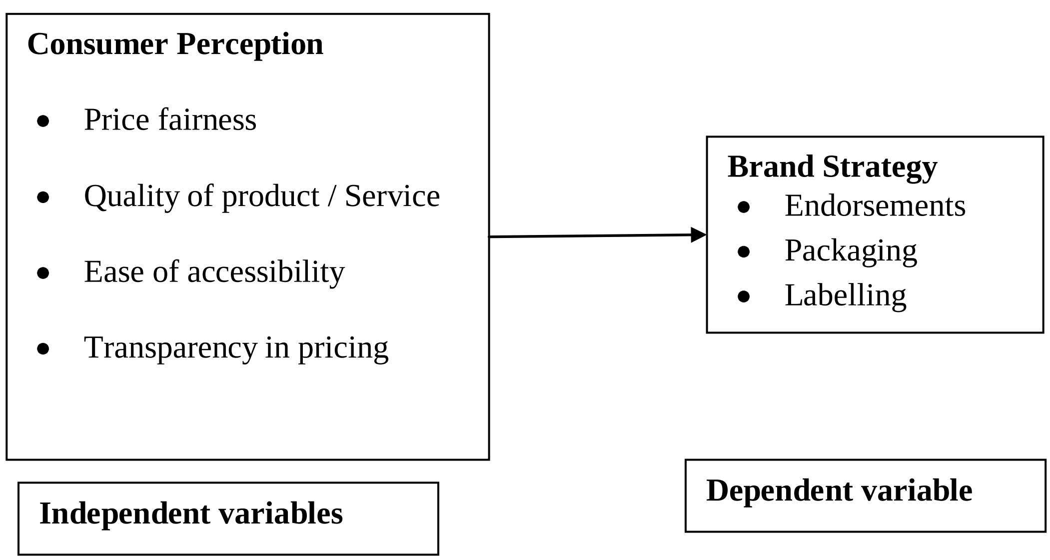

Figure 2.1: Conceptual Framework

2.5 Summary of the Study

This chapter has given a detailed literature on the consumer perceptions and branding strategy. The chapter further reviewed theories that the study anchors on before presenting empirical literature on consumer perception and branding.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology, the data collection process and data analysis, research design, the location of the study, the target population and sampling method to be used, the data collection instrument, data collection procedure, analysis and ethical considerations.

3.2 Research Design

A research design aims to establish that the main research question is answered as distinctly as possibly could (Yin, 2013). This study shall adopt a descriptive survey design. A survey gathers primary data to be assembled for topics at hand by examining a selected few members of the population (Zikmund, Babin, Carr, & Griffin 2013). Surveys describe situations or provide reasons for specific business activities.

According to Zikmund et al. (2013) businesses have used surveys to identify market characteristics and accumulate consumer information. The study was survey Tusker beer consumers. The study also adopted a descriptive research design because the targeted respondents were only required to provide a description on study variables as they are without altering them. They sought to provide more information on aspects of what, where, when, and how of the effects of consumer perceptions on branding strategy.

3.3 Population

A target population is the collection or set of individuals or subjects whose properties will be analysed (Creswell & Creswell, 2017). The population, therefore, contained various similar observable desirable traits that are under scrutiny by the researcher. The target population is the subject of the research question (Sekaran & Bougie, 2016). The study targeted all consumers of Tusker beer brand aged over 18 years. The study targeted tusker brand consumers in Nairobi. The exact number of consumers of Tusker Brand in Nairobi was not known.

A sample design is a plan that has been prior worked out, aiming to get a degree of precision. The plan is aided by a studied theory. Since the population of this study is not known, Mensah (2015) notes that in circumstances where the population is not known, an appropriate sample size can be determined through computing the minimum required sample size for accuracy in coming up with proportions by taking into account the standard deviation established at 95% confidence level (1.96), with a response of (50% = 0.5) and a confidence interval of 0.05 =- +5 using the following formula:

$$n = \frac{z^2 (p)(1-p)}{c^2}$$

Where:

z = standard normal deviation set at 95% confidence level

p = percentage picking a choice or response

c = confidence interval

Therefore, the sample for this study shall be:

$$N = \frac{1.96\ (0.5)\ (1\text{-}0.5)}{0.05^2}$$

$= 0.49/\ 0.0025$

$= 196$ respondents

To ensure collection of well-balanced information, the study screened Nairobi residents to establish whether they consume the tusker brand or not. The study will only include consumers of the Tusker brand.

3.4 Data Collection

The research used primary source of data. The data was collected by use of structured questionnaire. The questionnaire was designed by the researcher with only closed-ended questions so as to get uniformed answers and make the process of analysis easier. As such structured questionnaires guarantee the reliability of responses thus ensuring the collection of adequate and quality research data. The instrument collected both background information and information on consumer response strategy.

The researcher used four research assistants, one in each neighborhood, where they filled the instrument and the researcher checked them at the end of each day to ensure all sections are fully filled in readiness for analysis.

3.5 Data Analysis

For purposes of comprehending the responses while drawing findings and conclusions from the research instrument- the questionnaire, data analysis was done. Collected data was coded into SPSS (Version 23.0) for analysis and interpretation. Descriptive statistics were done where mean, standard deviation, percentages and frequencies were used. The data findings were presented in forms of graphs, charts and tables.

To determine the influence of branding strategies on consumers' tastes and preferences, multiple regression analysis was used. The adopted regression model took the following form;

$Y = \beta 0+\beta 1X1+\beta 2X2+\beta 3X3+\beta 4X4+\varepsilon$

Whereby:

β_0 = constant

β_0, β_1, β_2, $\beta_{3,}$ β_4= coefficients of consumer perceptions

Y = Branding Strategy

X1 = Price Fairness

X2 = Quality

X3 = Ease of Accessibility

X4 = Transparency in Pricing

CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

The analysis and presentation of the findings of the study are indicated in this chapter. The study relied on primary data that was collected using questionnaires. The collected data was coded into SPSS software. The analyzed findings are indicated in subsequent section.

4.1.1 Response Rate

The study sampled out 196 consumers of the Tusker brand who were issued with questionnaires by the researcher. Out of these, 147 questionnaires were completely filled and returned to the researcher. This represented a response rate of 75% as shown in Table 4.1.

Table 4.1: Response Rate

	Frequency	Percentage
Response	147	75
Non Response	49	25
Total	196	100

Source: Primary Data

The response rate in Table 4.1 concurred with Babbie (2010) who indicated that response rates of 70% and above is adequate for analysis and presentation of the findings.

4.2 General Information

The study examined the general information of respondents that included gender, age, and sources of income, length of service and frequency of beer consumption.

4.2.1 Gender Distribution

The findings on the gender distribution of respondents are shown in Figure 4.1.

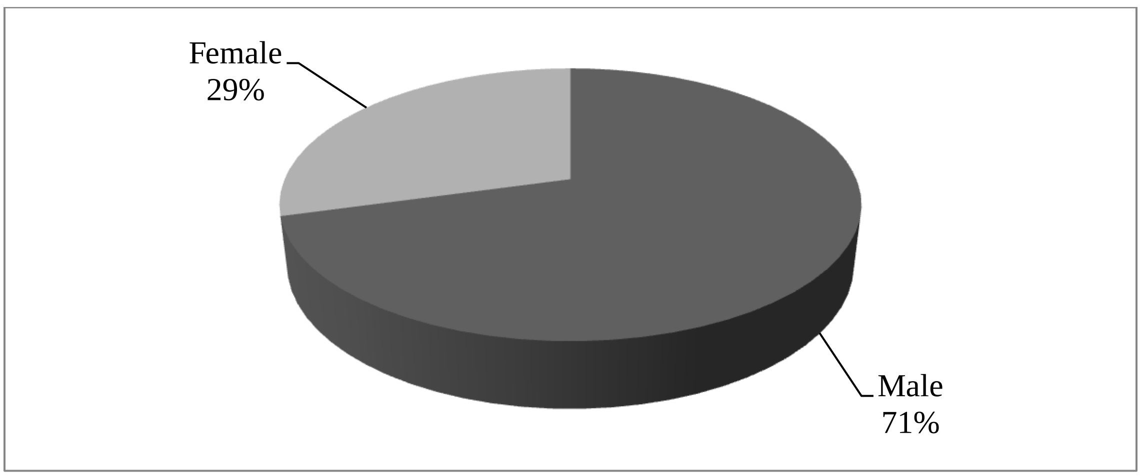

Figure 4.1: Gender Distribution

Source: Primary Data

From Figure 4.1, majority of respondents, 71% were male while 29% were female. This shows that all gender categories were involved in the study that biasness was reduced.

4.2.2 Age of Respondents

The study assessed the age brackets of respondents who were involved. The findings are shown in Figure 4.2.

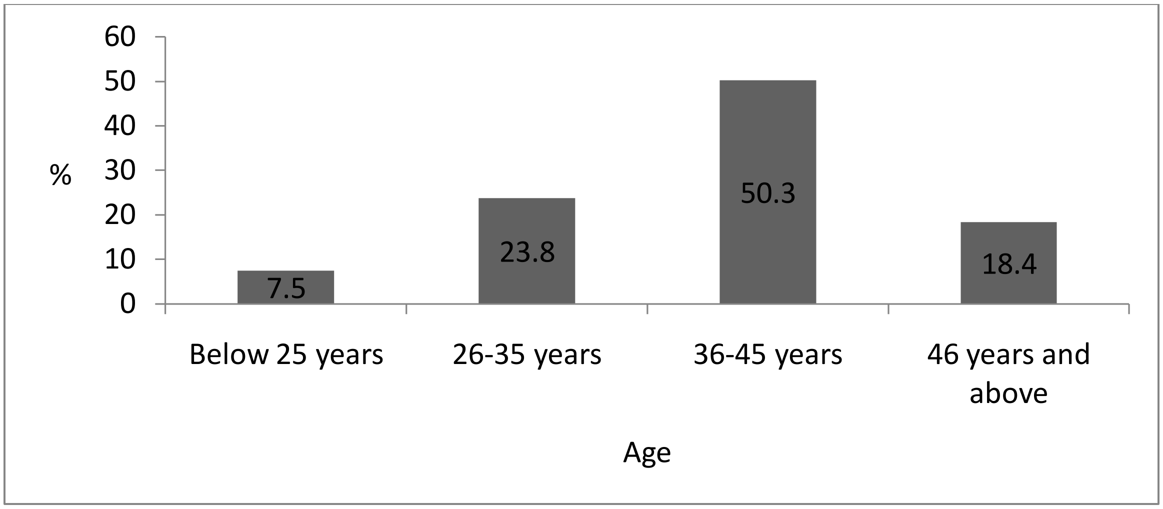

Figure 4.2: Age of Respondents

Source: Primary Data

The findings in Figure 4.2 indicate that majority of respondents, 50.3% were 36-45 years, 23.8% were 26-35 years, and 18.4% were over 46 years while 7.5% were less than 25 years.

4.2.3 Sources of Income

The sources of income of respondents of the study are shown in Table 4.2.

Table 4.2: Sources of Income

	Frequency	Percentage
Employed	77	52.4
Self Employed	45	30.6
None	25	17.0
Total	147	100.0

Source: Primary Data

As indicated in Table 4.2, majority of the respondents 52.4% were employed, 30.6% were self-employed and 17.0% had no form of employment. Thus, most of the respondents were in position to afford the price of tusker brands. The findings indicate that respondents had sufficient income to afford purchasing of tusker brands.

4.2.4 Length of Drinking

The number of years that respondents had been drinking is shown in Table 4.3.

Table 4.3: Length of Drinking

	Frequency	Percentage
Less than 3 years	13	8.8
4-7 years	79	53.7
8-11 years	47	32.0
More than 11 years	8	5.4
Total	147	100.0

Source: Primary Data

Table 4.3 indicates that most of the respondents, 53.7% had been using beer for 4-7 years, 32% for 8-11 years, 8.8% for less than 3 years and 5.4% for over 11 years. Thus, respondents of the study had been using tusker brands for a relatively longer time and therefore they were familiar with the key features sought by the study.

4.2.5 Frequency of Beer Consumption

The frequency of beer consumption among respondents is shown in Table 4.4.

Table 4.4: Frequency of Beer Consumption

	Frequency	Percentage
Every day	10	6.8
Twice a week	36	24.5
Thrice a week	65	44.2
Weekly	30	20.4
Twice a month	6	4.1
Total	147	100.0

Source: Primary Data

Results in Table 4.4 show that 44.2% of the respondents consumed beer three times in a week, 24.5% for twice a week, 20.4% on a weekly basis, 6.8% on a daily basis and 4.1% for twice every month. This finding implies that majority of the respondents had frequently consumed beer and thus were familiar and knowledgeable on what the study sought.

4.3 Perceptions on Branding Strategies

Respondents were asked to indicate how customer perceptions impacted branding. A scale of 1-5 was used and the findings are as shown in Table 4.5.

Table 4.5: Perceptions on Branding Strategies

Statement	Mean	Std. Dev	Cov (%)
The price charged for Tusker is commensurate with its quality	3.63	.876	24.13
The price for Tusker is reasonable	3.55	1.12	31.55
Many consumers are aware of the benefits of drinking Tusker brand	3.89	1.11	28.53
I can access my Tusker from anywhere across the Country	3.56	1.16	32.58
EABL has invested adequately in promotion of Tusker Brand	4.13	.462	11.19
Tusker quality has been consistent over the time I have been consuming it	4.29	.459	10.70
The packaging of Tusker is Perfect	3.98	.827	20.78
The quality of Tusker assures me value for my money	3.51	1.00	28.49
The prices of Tusker brand have remained stable over time	3.52	.974	27.67
The prices of Tusker are stable across the country	3.62	1.34	37.02
The logos on the Tusker are appropriate	4.01	1.04	25.94
The prices of Tusker across the country are transparently set	3.55	1.10	30.99
The color of Tusker appeals to me	4.02	.590	14.68
The shape of Tusker bottles is appealing	3.63	1.07	29.48
The pricing of Tusker is competitive with other brands in the market	3.80	1.11	29.21
I am ready to recommend Tusker brand to my friends any time	3.59	.948	26.41
I talk to my friends on the benefits of consuming Tusker	3.60	1.08	30.00

Source: Primary Data

From Table 4.5, the price charged for Tusker was commensurate with its quality with a mean of 3.63, standard deviation of 0.876 and variability of 24.13. The price for Tusker was moderately reasonable with a mean of 3.55, standard deviation of 1.12 and variability of 31.55%. Many consumers were aware of the benefits of drinking Tusker brand with a mean of 3.89, standard deviation of 1.11 and variability of 28.53%.

Respondents moderately agreed on access of Tusker from anywhere across the Country with a mean of 3.56, standard deviation of 1.16 and variability of 32.58%. Respondents agreed that EABL has invested adequately in promotion of Tusker Brand with a mean of 4.13, standard deviation of 0.462 and variability of 11.19%. Tusker quality had been consistent over the time that most respondents had been consuming it with a mean of 4.29, standard deviation of 0.459 and variability of 10.70%.

The packaging of Tusker was perfect as seen by a mean of 3.98, standard deviation of 0.827 and variability of 20.78%. The quality of Tusker slightly assured most respondents of the value for their money with a mean of 3.51, standard deviation of 1.00 and variability of 28.49%. Respondents also slightly agreed that the prices of Tusker brand had remained stable over time with a mean of 3.52, standard deviation of 0.974 and variability of 27.67%.

Respondents agreed that the prices of Tusker were stable across the country as shown by a mean of 3.62, standard deviation of 1.34 and variability of 37.02%. The study established that the logos on the Tusker were appropriate as indicated by a mean of 4.01, standard deviation of 1.04 and variability of 25.94%. Respondents slightly agreed that the prices of Tusker across the country were transparently set as shown by a mean of 3.55, standard deviation of 1.10 and variability of 30.99%. The color of Tusker appealed to most respondents with a mean of 4.02, standard deviation of 0.590 and variability of 14.68%.

The shape of Tusker bottles was appealing as shown by a mean of 3.63, standard deviation of 1.07 and variability of 29.48. The study established that pricing of Tusker was competitive with other brands in the market with a mean of 3.80, standard deviation of 1.11 and variability of 29.21%. Respondents of the study slightly agreed that they were ready to recommend Tusker brand to their friends any time with a mean of 3.59, standard deviation of 0.948 and variability of 26.41%. Majority of the respondents talk to their friends on the benefits of consuming Tusker with a mean of 3.60, standard deviation of 1.08 and variability of 30.00%.

4.4 Branding Strategy

Respondents were asked to indicate the impact of branding strategy at EABL on a scale of 1-5. The findings are indicated in Table 4.6.

Table 4.6: Branding Strategy

	Mean	Std. Dev	Cov (%)
EABL has adequately promoted Tusker brand to its consumers	3.91	.671	17.16
EABL has priced its Tusker brands fairly	3.39	.798	23.54
EABL has labeled Tusker brands appropriately	4.12	.710	17.23
EABL has packaged Tusker brands well	4.13	.626	15.16
EABL has chosen appropriate persons to endorse Tusker brands	3.22	.738	22.92
EABL has ensured high quality tusker brand products	4.09	.493	12.05

Source: Primary Data

As indicated in Table 4.6, EABL had adequately promoted Tusker brand to its consumers with a mean of 3.91, standard deviation of 0.671 and variance of 17.16%. It was not clear from respondents whether EABL had priced its Tusker brands fairly with a mean of 3.39, standard deviation of 0.798 and variance of 23.54%. EABL had labeled Tusker brands appropriately with a mean of 4.12, standard deviation of 0.710 with variance of 17.23. EABL had packaged Tusker brands well as shown by a mean of 4.13, standard deviation of 0.626 and variance of 15.16%. It was definite whether EABL had chosen appropriate persons to endorse Tusker brands with a mean of 3.22, standard deviation of 0.738 with a variance of 22.92%. EABL had ensured high quality tusker brand products as shown by a mean of 4.09, standard deviation of 0.493 with variance of 12.05%.

4.5 Effect of Consumer Perception on Branding Strategies

To determine how consumer perception impacted branding strategies, a multiple regression analysis was used. This section details the findings.

4.5.1 Model Summary

The Model Summary below gives the values of the coefficients of correlation, determination and adjusted R square.

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.707	.670	1.60729

a. Predictors: (Constant), Transparency in Pricing, Ease of Accessibility, Price Fairness, Quality

From Table 4.7, the coefficients of correlation, determination and adjusted R square are shown as 0.841, 0.707 and 0.670 respectively. This shows that 67.0% change in a branding strategy is explained by consumer perceptions.

4.5.2 Analysis of Variance

An ANOVA was conducted at 5% level of significance as indicated in Table 4.8.

Table 4.8: Analysis of Variance

	Sum of Squares	df	Mean Square	F	Sig.
Regression	251.828	4	62.957	85.656	.000[b]
Residual	104.364	142	.735		
Total	356.192	146			

a. Dependent Variable: Branding Strategy

b. Predictors: (Constant), Transparency in Pricing, Ease of Accessibility, Price Fairness, Quality

At 5% level of significance, an ANOVA finding indicated an F calculated value of 85.957 while F critical is 2.435. Since the value of F critical is greater than F calculated, this shows that the overall regression model was significant in estimating how consumer perceptions affected branding strategies.

4.5.2 Regression Coefficients

The beta coefficients of the regression coefficients with p values are shown in Table 4.9.

Table 4.9: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	23.805	2.721		8.750	.000
Price Fairness	.159	.071	.173	2.252	.026
Quality	.082	.031	.150	2.625	.006
Ease of Accessibility	.311	.100	.267	3.097	.002
Transparency in Pricing	.558	.100	.470	5.598	.000

a. Dependent Variable: Branding Strategy

The regression model therefore becomes;

$$Y=23.805 + 0.159X1 + 0.082X2 + 0.311X3 + 0.558X4$$

Whereby Y = Branding Strategy

X1 = Price Fairness

X2 = Quality

X3 = Ease of Accessibility

X4 = Transparency in Pricing

Thus, when all factors are kept constant, branding at EABL would be at 23.805. A unit change in price fairness would lead to 15.9% improvement in branding strategy. A unit increase in quality holding other factors constant would lead to 8.2% increase in branding strategies. A unit change in ease of accessibility would result into 31.1% increase in branding. A unit increase in transparency in pricing 55.8% would influence branding strategy. At 5% level of significance, all the indicators of consumer perception were significant. It can therefore be inferred that consumer perceptions influenced branding strategy.

4.6 Discussion of the Findings

On price fairness, the study established that the price charged for Tusker was commensurate with its quality. The study established that the prices of Tusker are stable across the country. Respondents slightly agreed that the price for Tusker was reasonable and that prices of Tusker brand have remained stable over time. From regression results, price fairness had a p value less than 0.05. This shows that price fairness had significant influence on branding strategies of Tusker brand. The finding is in line with Jiang and Sun (2014) who established that price fairness plays a key role in determination of customer satisfaction. It helps customer compare the actual experience on utilizing or consuming a given good or service with the expectations they had.

With regard to quality, the study revealed that Tusker quality has been consistent over the time most respondents had been consuming it. Some respondents slightly agreed that the quality of Tusker assured respondents of value for their money. Results from regression indicated that quality had p value less than 0.05. Thus, quality had significant effect on branding of Tusker brand. This finding is in line with Zeithaml and Bitner (2000) who noted that consumer perceptions are built from fairness in quality of the product. The other quality aspects that boosted branding strategies included the fact that shape of Tusker bottles was appealing to consumers. Other consumers were pleased with the color, logo and packaging of tusker brand. According to Mutegi (2011), Tusker has tried to innovate itself over the years as it changed the shape of the beer bottle from the old fat bottle to the new long bottle in line with global aesthetic standards in a bid to improve sales that had flat lined.

In view of ease of accessibility, some respondents agreed that they could access Tusker from anywhere across the Country. The p value of ease of accessibility was less than 0.05. This infers that ease of accessibility significantly influenced branding of tusker brand. According to Zeithaml and Bitner (2000), consumer perceptions are built on ease of accessibility to the product which relates to the distribution channel efficiency.

On transparency in pricing, some respondents agreed that prices of Tusker across the country were transparently set. The study revealed that pricing of Tusker was competitive with other brands in the market. Transparency in pricing had p value less than 0.05. This shows that transparency in pricing had significant influence on branding of tusker. The finding is in line with Xia et al. (2004) who established that there exist two perceptions about price fairness: cognitive and affective which influences the way consumers react through perceived value, emotions, and relative power.

CHAPTER FIVE: SUMMARY, CONCLUSSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the key findings from the analysis of the study. The conclusions from the findings are also indicated. The recommendations to policy makers are also made. The chapter suggests areas for further studies in future among scholars and academicians.

5.2 Summary of the Findings

The main objective of the study was to determine the consumer perception of tusker brand strategy. The study was guided by the following specific objectives; to establish the perceptions of consumers on branding strategy for tusker as a brand in Kenya and to establish the impact of branding strategies on consumers' tastes and preferences. The study was informed by a number of theories including the Theory of Reasoned Action, the Associative –Network Memory and the Brand Relationships Theory. To achieve the above objectives, a descriptive research design was employed. Data was collected from primary sources by use of questionnaires. 196 questionnaires were distributed out to respondents, 147 were completely filled by respondents and returned to the researcher. This gave a response rate of 75%.

5.2.1 Price Fairness

On price fairness, the study established that the price charged for Tusker was commensurate with its quality. The findings show that price changed and consumption of tusker brand was high. Promotion of tusker brand highly impacted the consumer perception of tusker brand in the market. The study established that the prices of Tusker are stable across the country. Respondents slightly agreed that the price for Tusker was reasonable and that prices of Tusker brand have remained stable over time. From regression results, price fairness had a p value less than 0.05. This shows that price fairness had significant influence on branding strategies of Tusker brand.

5.2.2 Quality of Products

With regard to quality, the study revealed that Tusker quality has been consistent over the time most respondents had been consuming it. The study found out that good quality of tusker brand impacted consumer perception in the market. The findings show that promotion of quality production of tusker brand had a high impact on consumer perception. Some respondents slightly agreed that the quality of Tusker assured respondents of value for their money. Results from regression indicated that quality had p value less than 0.05. Thus, quality had significant effect on branding of Tusker brand. This finding is in line with Zeithaml and Bitner (2000) who noted that consumer perceptions are built from fairness in quality of the product.

5.2.3 Ease of Accessibility

In view of ease of accessibility, some respondents agreed that they could access Tusker from anywhere across the Country. The study found out that ease of accessibility had a strong relationship with consumer perception and due to its promotion to the market, many customers had a better perception of the brand. The p value of ease of accessibility was less than 0.05. This infers that ease of accessibility significantly influenced branding of tusker brand.

5.2.4 Transparency in Pricing

On transparency in pricing, some respondents agreed that prices of Tusker across the country were transparently set. The study revealed that pricing of Tusker was competitive with other brands in the market. Transparency in pricing had p value less than 0.05. This shows that transparency in pricing had significant influence on branding of tusker. The finding is in line with Xia et al. (2004) who established that there exist two perceptions about price fairness: cognitive and affective which influences the way consumers react through perceived value, emotions, and relative power.

In order to determine how branding strategies affected consumer tastes and preferences, regression was used. Regression was used to achieve this objective. From the findings, the adjusted R square was 0.670 indicating that 67% change in branding was influenced by consumer perceptions (including the tastes and preferences). The p values for the indicators of consumer perceptions were all less than 0.05 showing that consumers' perceptions had significant influence on branding strategies.

5.3 Conclusion

On perceptions of consumers on tusker brand strategy in Kenya, the study concludes that Tusker quality had been consistent over the time that most respondents had been consuming it. EABL had invested adequately in promotion of Tusker Brand. The color of Tusker appealed to most respondents. The study established that the logos on the Tusker were appropriate. The packaging of Tusker was perfect. Many consumers were aware of the benefits of drinking Tusker brand. The pricing of Tusker was competitive with other brands in the market.

In view of how branding strategies impacted consumer tastes and preferences, the study concludes that consumer perceptions had significant impact on branding strategies. Price fairness had significant influence on branding. Quality significantly impacted branding strategies. Ease of accessibility had significant impacted on branding strategies. Transparency in pricing had significant impact on branding strategies.

5.4 Recommendations of the Study

Based on the findings, the study recommends that the management of East Africa Breweries limited ought to ensure that the prices of Tusker across the country are transparently determined. The top management of EABL ought to strive to improve the quality of beer brands to ensure consumers get the value for what they pay. The management of EABL ought to put in place measures to ensure stability of the available brands in the market.

Since perceptions of consumers impacted the branding strategies, the study recommends that the management team of EABL and other brewing companies in Kenya ought to consider the tastes and preference of their consumers in all their branding strategies. The management of EABL ought to ensure that the adopted branding strategies result into products that consumers perceive as being quality and price sensitive.

5.5 Limitations of the Study

The study was limited to the use of primary data using questionnaires. This therefore implies that the findings of the study may not tally with ones obtained by use of both primary and secondary sources. The study was confined to consumers of tusker brand residing within Nairobi. As such, the findings obtained may not be equal to the ones sought using consumers in rural areas because of the contextual setting and differences.

5.6 Suggestions for Further Studies

The current study focused on how consumer perceptions and how they influenced branding strategies with specific reference to the brewing industry in Kenya. Future similar studies should be done focusing on other sectors of the economy for example in the banking sector which has realized a lot of branding. The current study was limited to one brand that is Tusker. Future studies should be done focusing on wider brands and firms for comparative analysis.

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APPENDIX I: QUESTIONNAIRE

PERCEPTION OF CONSUMERS ON THE BRANDING STRATEGY OF TUSKER AS A BEER BRAND IN KENYA

I am a master's student at the University of Nairobi at the stage of conducting my research on the above topic. Kindly spare a few of your minutes to provide accurate information. The information you provide will be treated with strict confidentiality and used only for academic purposes.

I would like to know if you consumer the Tusker beverage. I will include you in the study only if you respond in the affirmative.

Yes [ ]   No [ ]

SECTION A: GENERAL INFORMATION

1. Kindly indicate your gender   Male [ ]   Female[ ]
2. Kindly indicate your age category

Below 25 years	[ ]	25-35 years	[ ]
36-45 years	[ ]	46 years and above	[ ]

3. What is your source of income?

Employed	[ ]	Self Employed	[ ]
None	[ ]	Other (Please specify)	[ ]

4. How long have you been drinking Tusker Brand?

   Up to 3 years [ ] 4-7 years [ ]

   8-11 years [ ] More than 11 years [ ]

5. How often do you drink Tusker?

   Every day [ ] Twice a week [ ] Thrice a week [ ]

   Weekly [ ] Twice a month[ ]

   Other (please explain)____

SECTION B: PERCEPTIONS ON BRANDING STRATEGIES

6. Below are several questions on different aspects of Branding that influences how customers feel about a product. Kindly indicate the extent to which each of them has influenced your perception of Tusker Brand. Use a scale of 1-5 where 1 = strongly disagree, 2= disagree, 3= neutral, 4 = agree and 5 = strongly agree.

Consumer Perception	1	2	3	4	5
The price charged for Tusker is commensurate with its quality					
The price for Tusker is reasonable					
Many consumers are aware of the benefits of drinking Tusker brand					
I can access my Tusker from anywhere across the Country					

EABL has invested adequately in promotion of Tusker Brand					
Tusker quality has been consistent over the time I have been consuming it					
The packaging of Tusker is Perfect					
The quality of Tusker assures me value for my money					
The prices of Tusker brand have remained stable over time					
The prices of Tusker are stable across the country					
The logos on the Tusker are appropriate					
The prices of Tusker across the country are transparently set					
The colour of Tusker appeals to me					
The shape of Tusker bottles is appealing					
The pricing of Tusker is competitive with other brands in the market					
I am ready to recommend Tusker brand to my friends any time					
I talk to my friends on the benefits of consuming Tusker					

SECTION C: BRANDING STRATEGY

7. Below are several elements of branding strategy adopted by companies on their products. Kindly indicate the level of your agreement with each as to the extent to which Tusker Brand has applied each of these strategies. Use a scale of 1-5 where 1 = strongly disagree, 2= disagree, 3= neutral, 4 = agree and 5 = strongly agree.

Branding Strategy	1	2	3	4	5
EABL has adequately promoted Tusker brand to its consumers					
EABL has priced its Tusker brands fairly					
EABL has labeled Tusker brands appropriately					
EABL has packaged Tusker brands well					
EABL has chosen appropriate persons to endorse Tusker brands					
EABL has ensured high quality tusker brand products					

THE END

THANK YOU