

**BRAND EXTENSION STRATEGIES AND CORPORATE IMAGE OF  
PROFIT MAKING GOVERNMENT OWNED ORGANIZATIONS IN  
TANZANIA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL  
FULLFILLMENT OF THE REQUIREMENTS FOR THE AWARD  
OF A DEGREE OF MASTER OF SCIENCE IN MARKETING AT  
THE SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI.**

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## DECLARATION

I affirm that this research project is my genuine work and to the top of my understanding, has never existed or offered to the University of Nairobi or to any other institution for any award.

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This inquire about venture has been submitted for examination with my endorsement as the university supervisor.

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## **DEDICATION**

**I devote this work to my father and mother for their endless love and support.**

## **ACKNOWLEDGEMENTS**

**I wish to acknowledge Dr. Winnie Njeru for being a brilliant supervisor and counselor, who assumed ceaseless bolster, counsel and support. She was continuously there to offer me with customary support, numerous hours of work and incredible persistence to offer the essential leadership.**

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## **ABSTRACT**

The objective of the study was to set up the impact of brand expansion strategies on the corporate image of profit making government owned organization. The research design was a descriptive cross-sectional study. The populace of inquire was all the 65 profit making government owned organizations in Tanzania. Essential information was collected through self-administered surveys. Information was analyzed by clear and inferential insights. Positive regression coefficient values in all variables analyzed established was found. Profit making government owned organization corporate image is a result of high fit on product extensions which helps customers keep in mind parent brand affiliations for non-dominant brands which the less the number of item categories with which the center brand is related, the more prominent the effect of fit and seen capacity of the firm to create brand expansion. In conclusion hence, the demeanor toward brand expansion, brand dependability, picture fit and last brand picture are among the components are the variables being impacted by introductory brand picture. Thus, it is prescribed that when brand supervisors are propelling unused items, it is fitting that they utilize communication campaigns emphasizing the brand title more than the items being propelled. A conceivable impediment of the consider is the determination of moo association, moo hazard, moo complexity merchandise and benefit categories, to pick up tall brand nature among responses. The study focused on the government owned organizations which are for profit making and there is need for a similar research to be carried out in other sectors, such as manufacturing, service industry among other.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Brand strategy is a persevering format for the enhancement of a productive brand in arranges to procure exact objectives. A well-defined and executed brand technique impacts all perspectives of commerce and is particularly related to client needs, sentiments, and competitive commerce circumstances. Customers are able to helpfully encode enthusiastic and utilitarian values normally through brands (Franszen & Bouwmand, 2011). A brand image, in an organization viewpoint, isn't a onetime occasion but instep is affected by a few variables that an organization takes on its brand expansion which is anticipated to produce a few included benefits to it, including diminishment within the fetched of launching new items within the customer markets conjointly that modern products' victory probability is high with a well caught on organization brand (Aaker, 2008).

In the same standing, further clarifies that another privilege of well recognized brands in long run, brands' execution desires are set by the buyer and within the handle it makes brand affiliations. This subsequently clarifies the reasons of expanding brands within the market rather than making new brands due to simple acknowledgment of new items by the customer for the most part when the parent brand and expansion is in respect to category of the item (Keller & Aaker, 2010).

This study anchored on three theories; implicit personality theory, Brand Relationships Theory and corporate organizational image management theory. The implicit personality

hypothesis implies to a person's thoughts nearly which character characteristics tend to co-occur in people (Vohs & Baumeister, 2007). Numerous components decide the degree to which shoppers will grasp a brand expansion. One largely renowned figure is the notch of “fit” amongst the expansion and the original brand (Völckner & Sattler 2008).

The portion of implicit hypotheses of the self-inside the explanation and understanding of mortal behavior is picking up expanding acknowledgment among cognitive and social clinicians. The hypothesis of organizational picture administration contends that the essential objective of Coordinates Promoting Communication is the conception and support of an establishment's image (Massey, 2011). Subsequently, brand relationships are characterized from their brand connections and social values that are more individualized in customers' minds. Person connections are produced by people based on individual brand values' recognition, brand encounters and meaning. Clients apparently are making the brand through different contexts' communication (Kirsti, 2009).

Armstrong (2015) clarified that esteem of government possessed enterprises lies in their potential to supply proficient, solid and reasonable basic products and services in key segments, such as power and water supply, infrastructures, oil and gas and health services. They empower costly and expansive ventures that are regularly beyond the private sector's ability. In this way, well-run government claimed organization can contribute to health services and facilities, community welfare, provision of education and infrastructure enhancements, poverty lessening and comprehensive economic development (Mwinchum, 2017).

Government owned organizations in Tanzania have been confronted by numerous challenges counting and not restricted to excess-staffing, destitute services conveyance, incompetent and unprofessional staff, destitute technology and more which add up expansively to awful corporate image of these organizations (URT, 2015). The government had been making endeavors to protect these organizations from dying as well as guaranteeing the successful usage of the Tanzania technique for development and diminishment of poverty (TSGRP, 2000). For that reason the government sanctioned The Tanzania Open Investment Law (2002), which revoked the Public Enterprise Proclaim of 1978. Full independence, command and administration of the government owned organization in all organizational perspectives is given by the new formulated act, which includes selecting, advancing, exchanging, terminating, remunerating, and the like in arrange to execute their day by day exercises viably and proficiently. Administrators and supervisors of the government claimed organization are enabled by the winning laws to make distinctive organizational situations and climates counting selection of brand expansion techniques which may in one way or another lead to an improved organizational execution.

### **1.1.1 Brand Extension strategies**

A brand title might be characterized as, a title, term, sign, picture, or plan, or a amalgamation of these, that recognizes the maker or vender of a item or benefit (Kotler and Armstrong, 2002). American Showcasing Affiliation characterizes (1960) brand as a title, term, plan, picture, or a amalgamation of them, pointing to recognize the stock or administrations of one merchant or bunch of merchants and to recognize them from those doing the same commerce. Aaker (1990) fought that a brand is set of brand assets and

liabilities associated to a brand, its title and picture that incorporate to or subtract from the regard given by a thing or advantage to a firm and/or to that firm's clients.

Scholars and practitioners have considered brand extensions inversely, on their view Kotler and Armstrong (2002) demarcated brand extension being employing an effective brand title to dispatch novel or altered goods in a new classification. Verma (2002) demarcated brand extension as utilizing an existing brand title to launch a product in a distinctive category. Keller and Aaker (2010) contended that when un-established brand names are utilized within the introduction of new products into a new items category, it's alluded to as brand extension. Farquhar (2009) demarcated brand extension in terms of two forms which are line extension as well as category extension where the original brand title is utilized for new items which targets distinctive market fragments inside same category of products which the new product is modern within the item line whereas an extension category happens when the existent brand title is new product category's' entering. Further, Tauber (2010) consider brand extension to involve brand names' utilize shaped in lesson of one item.

Brand extension techniques are received by numerous companies so as to advantage from the current markets' brand information and accomplishment within the current showcase. This is often since building a brand is very expensive and requires a part of broad exertion amid showcasing to form clients accept that brand or indeed make them need to relate with it (Chen & Liu, 2004). This can be why when a brand is as of now built and well known, brand extension approach is utilized to present the organization's modern products into the showcase. That new product is improbable to confront dismissal since

its success will as of now be pegged to an as of now existing brand which is as of now effective within the arcade.

### **1.1.2 Corporate Image**

The conceptions of corporate reputation as well as corporate personality speak to a generally new and supplemental focal point through which executive management can address the key issues confronting their organization. A notoriety of a corporate is one of those elusive resources which can be greatly troublesome to be copied by the business rivals and thus, commerce organizations can utilize business image as an important source of rivalry advantage (Markus & Manfred, 2005).

Corporate image has continuously been considered to be an undetectable commercial advantage, which in case appropriately executed within the businesses, might clue to the improvement of the organisation's rivalry range in specific industry (Dowling, 2004). Corporate image may have diverse measurements and is issue particular, and diverse partner bunches may have distinctive discernments of corporate image. Corporate image influences the way in which different partners carry on towards an organization, impacting, for illustration, representative maintenance, client fulfilment and client dependability.

Agreeing to Fombrun (2001) this undetectable trade advantage can be alluded to as seen organizations' image. As based on the appraisal of the organizations' accessible assets status, organizations' seen image may be considered as an imperative business resource that ought to be given a uncommon consideration on its administration within the association (Dowling, 2004). Hence as Fombrun and Shanley (1990) made it vibrant that

seen organizations' notoriety ought to be taken as a contributing figure within the trade organisations' execution. Organizations' supervisors ought to be able to utilize this trade resource in building up long term connections with their clients (Mahon, 2002).

Organizations' seen corporate image essentially starts from ideal recognitions of clients towards a specific association that in seizure have habits of to impacting other prospective clients through making these clients have a submissive sensation around association as well as everything that the association offers within the industry. Past thinks about have been able to appear the bond that seen corporate image has three fundamental business subjects which are quality administration, trade costs administration and barriers to new participants within the industry (Fombrun, 2001).

### **1.1.3 Government Owned Organizations**

There's no standard definition of a government-owned organizations or state owned enterprises, in spite of the fact that the two terms can be utilized interchangeably. A government owned corporation/company may be a legitimate substance that embraces commercial exercises on sake of a proprietor government. Their lawful status changes from being a portion of government to stock companies with a state as a customary stockholder. The characterizing characteristics are that they have a particular lawful shape and they are built up to function in commercial issues.

Whereas they may moreover have open arrangement targets, GOCs ought to be separated from other shapes of government organizations or state substances set up to seek after simply non-financial goals. In Tanzania concurring to the Open Enterprise Act, 1992 a government owned organization or parastatal is any organization that Tanzanian



Government or its operator possesses 51% or extra of the offers but it does not incorporate institution of learning, locale improvement enterprise, a investigate institution or an institution for sports. A Open Endeavor can be considered as an organization set up by the government beneath open law such as National Lodging Organization and Tanzania Petroleum Advancement Enterprise or private law such as TANESCO, as a lawful identity that is independent / semi- independent, produces and provides products as well as administrations in optimum / fractional individual-financing premise, as well where government or an agency takes an interest in a way of ensuring offers or depiction.

Concurring to The Tanzanian Treasury Registrar (TR)'s "Statement of Government Investments in 2017", Tanzania has 238 Government Owned Organizations. Government possesses 166 organizations where they are the majority of shareholders (more than fifty one percent), 62 where they are the minority intrigued (below fifty percent) also government of Tanzania has 36 Executive Agencies. This government possessed organizations' number increments when we include up 26 Urban Water Authorities as well as a few new 2 organizations like National Identification Authority as well as National Social Security Regulatory Authority.

## **1.2 Research Problem**

Viot (2007) underlines that brand extensions are utilizing the foremost imperative resource of the company that which is the brand title. It can be a major advantage for the expansion but it speaks to as well hazard for the current brand since the brand picture could be weakened. McCarthy and Milberg, (1993) contends that those affirmative and adverse results are the correspondence impacts as well amorphous as alter within the introductory client's behavior with respect to a brand, subsequently an expansion. The

advancement of a fresh brand name is a costly process with big returns once it's fruitful (Keller, 2008).

Costly nature of the all work out of making a brand, organizations gotten to be hesitant to intensely contribute in unused brand creation title each time a unused item is created. Appropriation of well-known existing brand title is prudent since modern brand creation requires more venture than creation of a brand expansion that propels organization's inclination for brand expansions to modern brand creation (Aaker & Keller, 2010). Numerous organizations have hence embraced the brand extensions' concept which involves utilization and application of the set up existing brand names to modern ones to procure unexplored modern advertise portions as the vital instrument driving to more income era, promoting fetched lessening and rates of item disappointment (Keller, 2008).

Government owned organizations have been examined totally different measurements by diverse researchers. Mwinchum et al (2017) looked on Governance and Administration of government owned undertakings in Tanzania. The study suggests that government owned organization got to be imaginative and inventive in their endeavors as they have to be embrace expansion of their items in arrange to pull in outside markets altogether.

Numerous Brand expansion techniques ponders have been carried out all inclusive, territorially and locally. The most concern has been to center assessment criteria of the expansion items (Smith & Klink 2011), such that the extensions' seen quality give a crucial pointer of victory in brand expansion. This study did not interface brand expansion of an organization with its corporate picture and thus remaining uncertain. On his portion, Rabiei (2008) did a consider brand extensions' methodology impact the states

of mind of the buyer towards unused item and the result was numerous subjective highlights concerning major brand items were useful highlights and not its corporate image. Therefore, this inquiry intended at seeking influence of brand extension on corporate image of government owned organizations in Tanzania.

Universally, Kushwaha, (2012) investigated brand development: A procedure for competitive advantage among the retail outlets in India and found that Brand extension was considered in an unforeseen way by assorted pros. On any case, about all of them were of the possibility that it may well be an especially basic exhibiting method device. Brand development makes contrast corporations in various means such as reducing the chance of showing an advanced thing, decreasing the taken a toll of progression as well as extending the value of the unused thing by clients.

Ranjbarian et al, (2012) looked on the effect of brand development methods in brand picture inside the wear clothing grandstand in Iran. They found that brand picture debilitating chance in all circumstances is probable, subsequently, performers of this technique need to recognize that they resolve not be capable to avoid conceivable debilitating of the entitlement brand as well as reasonable are capable to diminish this debilitating by exploit this procedure in a correct approach and practical cost-benefit candidness. Inside the foremost cheerful situation they could keep up the notchl of their brand picture.

Locally, Mwakyoma, (2013) fought brand extensions' sharpen of items in Tanzanian fast moving client items and found that products' principal association is extended by brand extensions' strengthening rather than the brand picture weakening of the items of the

maker. Moshi (2013) as he was looking on brand development strategies for commercial banks in Tanzania, built up that tall fit on thing extensions makes a difference customers be beyond any doubt original brand associations for brands that are not dominant whereas lower as amount of thing classes by which the center brand is related, the more vital the impact of fit and seen capacity of the organization to form brand development.

Mwangi (2010) investigated on brand extension procedures sway on brand doppelgänger among Kenyan pharmacological organizations in Nairobi. Discoveries of the consider were that expansions of a brand fortify a few brand affiliations sharing same benefits with brand title and, hence expanding brand values within the introductory category of items. Jackinda (2016) looked on brand expansion procedures on the brand picture among Commercial Banks in Kenya. The consider built up that tall fit on item expansions makes a difference shoppers keep in mind original brand connotations for brands that are not dominant as less the number of item groupings with that the focus brand is related, more prominent effect of brand fit and seen capacity on firm to form brand extension tactics and strategies. What is the influence of brand extension strategies on corporate image of profit making government owned organizations in Tanzania?

### **1.3 Research Objective**

The unprejudiced of this think about had been to set up the stimulus of brand extension strategies on corporate image among government owned organizations in Tanzania.

### **1.4 Value of the Study**

In theory improvement this study brings information to assist scholar to create theories in connection to Brand extension techniques from a distinctive setting. It encourages give

brand extensions' impact on parent brand picture and concept of center brand data. It too offers more data with respect to expansion types' picture (vertical versus level) on parent brand picture and the center brand concept.

Managements of profit making organization are also to detriment on findings of this inquiry. The fact that brand extension puts the image and status of the organization at stake makes it a challenging methodology. In this way all the amplified brands ought to have the basic promoting components and its well assessed target markets. Benefit making government claimed organizations in Tanzania in this manner advantage in forms of choice making as ways of child rearing brand picture may affect choices and the fittingness of brand procedure.

Policy makers benefit i.e. the treasury for making policy decisions with the objectives of accelerating growth rate of government owned organizations and market liberalization advantage. In this way it is anticipated to extend existing information to researchers on of expansion procedures benefits embraced by benefit making government claimed companies which make them in touch with outside and inside variables influencing organizations' expansion methodologies.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter censoriously audits different hypotheses on brand extension methodologies and corporate image/reputation. And so, in this chapter, corporate image/reputation is fundamentally checked on and seen how, brand extension procedures may act as its impact. It covers; brand extension techniques, hypothetical establishment of brand extension procedures and brand extension strategies' impact on execution of the government claimed companies and brand expansion its challenges on corporate picture of these companies.

#### **2.2 Theoretical Foundation**

The think about was tied down on two speculations to be specific Certain Identity Hypothesis and Hypothesis of Organization Picture Administration individually. The certain identity hypothesis alludes to ideas around which identity characteristics tend to co-occur in individuals. Numerous variables decide the degree to which customers will grasp a brand expansion.

##### **2.2.1 Implicit Personality Theory**

An certain identity hypothesis alludes to a person's thoughts around which personality characteristics tend to co-occur in people (Vohs & Baumeister, 2007). Past explore has showed up that customer's transference on brand is complex handle that changes among individuals depending upon an irrefutable character speculation, substance versus incremental (Flaherty KE, et al. Psychol Rep. 2000). The portion of caught on theories of

the self inside the explanation and understanding of human behavior is picking up growing affirmation among cognitive and social examiners. Dweck, Chiu, and Hong (1995) recognize two unmistakable irrefutable hypotheses that imply to doubts people make nearly the pliability of character, bits of knowledge, and significant quality and have been showed up to affect a collection of judgments nearly the self and nearly others.

As a rule the common wants that we develop around a person after we know something of their central characteristics. For outline when we acknowledge that a playful person in addition neighborly, cleverly people are self-important, calm people are reluctant and intense people are clumsy. Unquestionable personality speculations: A organize of assumptions or feelings around the relationship among distinctive sorts of people, characteristics, and behaviors.

Concurring to Grant (1981) the reason of unquestionable character theories is endeavoring to actuate subtle characteristics through noticeable characteristics. These derivations are mental substitute courses (heuristics) that are slanted to precise mistakes particularly in case you've got uncommonly little time to create these derivations.

### **2.2.2 Theory of Organization Image Management.**

The hypothesis of organizational picture administration fights that a fundamental objective of Facilitates Displaying Communication is the creation and bolster of an organization's picture (Massey, 2011). This speculation was made by Joseph Eric Massey a right hand educator at the division of communication, California State College, Fullerton. Organization's picture is the insight that accomplices have around the organization (van der Merwe, & Puth, 2014), so it is balanced most closely with the communicated picture (Gioia & Thomas ,1996). The hypothesis of organizational picture

administration underlines that a fundamental objective of open relations is the creation and upkeep of an organization's appearance.

Organizations communicate purposely with accomplices to enable charming pictures and dishearten undesirable ones. Organizational picture organization theory is made from hypotheses of picture organization and self-presentation at the level of the individual (Goffman, 1959). The see taken is that an organization's picture is the insight that accomplices have nearly the organization (van der Merwe, & Puth, 2014). Regularly a basic refinement in that it proposes that a talk is principal for the creation of an organizational picture. Especially, an organizational picture is made through conversation with the organization and its accomplices over time.

### **2.3 Empirical review and research gaps**

The introduction of brand expansion heads on as of presently built up brands' capital title or corporate title or company title driving the grandstand. The acknowledgment of customer with the existent center brand title makes a difference segment of advanced things into the grandstand in this way making a contrast development of brand to quickly capture advanced grandstand segments (Herbing & Milewicz 2004). In this way brand development technique ceaselessly seen as priceless since of reducing in taken a toll of introduction of cutting edge things, publicizing costs extended triumph chance due to tall slant decided from the center brand esteem and exhibiting explore. Brand extension as well produces conceivable comparing impacts overhauling parent brands' esteem.

Swaminathan et al., (2011) labor on organizations brand extension strategies' utilize seem result in acceptance of brand trial value and mindfulness among of the parent



brands' faithful clients. Firms utilize brand expansions to impact clients' brand choices. Development of a brand can be a parcel of the advancing strategy to break the segment hindrances between thing categories through the carryover of a brand's reputation. a viable brand is like a powerhouse which contains adequate imperativeness to light distant off spaces. This collection of the customer-pulling control can be utilized past the boundaries of the brand's ordinary grandstand.

Kim (2006) empower indicated that a brand expansion is valuable to an organization through the trade of well-established brand esteem, in an existing thing, to the brand increased. Consequently the organization can save money , exertion and time included inside the unused brand picture building and growing mindfulness level of the client on the modern brand. Aaker and Keller (2010) point out that the elemental introduce essential brand extensions' utilize is parent brands that clients see to have tall quality give incredible utilize for extensions than brands that related by buyers with lower quality. Inside the organizations industry, for case banks, advantage quality is broadly recognized as an imperative calculate which advantage qualities such as synchronization, heterogeneity and intangibility require a number of thoughtful and conceptualization of the quality concept (Iacobucci, 2008), which is best deterred inside the clients judgment skills from a past involvement. Brand picture specific in quality and benefit quality parent brand service and evaluations of customers brand extension.

Kassim (2011) endeavored to seem diverse enhancements of government possessed organizations in Zanzibar at the side their commitments and challenges. It has been unmistakably seen that the execution of government claimed organizations in Zanzibar is inside the most punctual stages organize, which in one or another ruins the quick

improvement of the country's economy. In show disdain toward of the reality that the government has been taking diverse measures to make organizations perform predominant, there's still more to be worn. Out light with over clarification, the consider prescribes that, time has come for the organization of government had organizations in Zanzibar to mishandle the open openings in orchestrate to move forward the wellness of these government claimed organizations. Moreover, the proposed illustrate may be put into sharpen by the able accomplices as a remedy to diminish tag of wars between the parties inside the government claimed organizations.

Numerous brand extension strategies inquiries have been carried out. The most concern has been to center assessment criteria of the expansion items (Smith & Klink 2011), such that the extensions' seen quality give an imperative marker of victory in brand expansion. This ponder did not connect brand expansion of an organization with its corporate picture and so remaining uncertain. Rabiei (2008) did a think about on brand extensions' procedure impact the states of mind of the shopper towards unused item in Iran and the result was numerous subjective highlights concerning major brand items were utilitarian highlights and not its corporate picture. In this manner, this inquiries about extreme to look for the impact of brand expansion on corporate picture of government possessed organizations in Tanzania.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter incorporates the investigate plan to be utilized, area of study, population of the study, strategies of collecting data and data analysis methods.

#### **3.2 Research Design**

Research design is the blue print that empowered the analyst to come up with arrangement to the issues and guided the analyst within the different stages of the investigate handle such as collecting, organizing, altering, analyzing and translation of information. Cross-sectional graphic investigate plan was received. Schindler & Cooper (2009) depicted graphic inquire about plan fundamental concern as to discover out; what, who, where, how much and when. The plan is seen to be fitting since the most concern is to investigate the reasonable connections and depiction of brand expansion strategies' part on corporate picture among the benefit making organizations claimed by Tanzanian government.

Descriptive study was utilized since it empowers the analyst to have brand expansion strategies' knowledge received by government claimed companies in Tanzania and a quantitative information from portion of the chosen populace and hence giving encourage understanding into investigate issue through depiction of the factors beneath ponder. Cross-sectional investigation was utilized to decide the winning characteristic in a populace amid the time think about was carried out. Collected cross-sectional information

on benefit making government possessed brand expansion methodologies and their corporate picture were analyzed.

### **3.3 Population of the Study**

A population alludes to an entirety gather of individuals, things of intrigued or occasions that the analyst wishes to examine (Orodho, 2009). In this way, a consider population is the complete collection of cases or units almost which the analyst wishes to draw conclusions. This study centered on profit making government owned organizations in Tanzania.

These organizations are those which operate in business and market oriented environment and they aim for profit making even though are government owned. Tanzania has 264 government owned organizations, 65 of them are commercially driven organizations, 187 for service provision in addition to 12 regulators. This study focused on the 65 profit making government owned organizations where Census survey was employed.

### **3.4 Data Collection**

Primary and secondary data were utilized. Primary data was collected utilizing self-administered survey. Auxiliary information was collected from distributed government distributions. The survey is made up of three areas. Statistic data is examined within the area A of the parastatal and respondent whereas area B covers the brand expansion methodologies utilized by these companies. In conclusion, segment C captures corporate picture of the benefit making organizations claimed by the government of Tanzania. In addition, the questions within the survey are both open and closed finished for quantitative and subjective investigation individually.

### 3.5 Data Analysis

The questionnaire was altered to check its consistency, completeness and exactness. Data gathered went through the cleaning handle to dispose of blunders and afterward classified on closeness premise at last organization. The reactions were coded to numerical frame for measurable analysis. SPSS was utilized to oversee information and facilitate the examination. Mean, Tables, percentages, and standard deviations were used to summarize the answers of the respondent. Analysis was done to set up the impact of brand extension strategies and corporate image of profit making government owned organizations in Tanzania. The regression model was:

$$\hat{y} = b_0 + b_1x_1 + b_2x_2 + e$$

Where;

$\hat{y}$  = Corporate Image

$b_0$  = Constant

$x_1$  = Line extension strategies

$x_2$  = Category extension strategies

$e$  = Error term

## **CHAPTER FOUR**

### **DATA ANALYSIS, RESULTS AND DISCUSSION**

#### **4.1 Introduction**

This chapter presents the examination of the detections and discourse. Descriptive as well as inferential measurements were utilized to analyze the data.

#### **4.2 Demographic Information**

The demographic proofs in the study encompassed the name of organization replied, period of organization operation in Tanzania, and quantity of employees in the organization.

##### **4.2.1 Response Rate**

A total of 47 surveys were resumed out of the dispensed 65, to all profit making government owned organizations in Tanzania. This signified a 72% of the beset population in this study. As conferring to Mugenda (2003) 70% and above response rate is satisfactory for analysis of a study.

##### **4.2.2 Number of Employees**

Table 4.1 underneath appears, from the 47 benefit making government possessed organizations reacted to the study, 40.4% have workers who are extending from 501 to 1000. This is often to say the larger part of the organizations is among the huge managers in Tanzania. On the other hand 4.3% which rises to as it were two organizations have representatives who are less than 50. Table 4.1: Number of employee

Category	Item	Frequency	Percentage	Cumulative
Number of employees	Less than 50	2	4.3%	4.3%
	51 to 100	6	12.7%	17%
	101 to 500	11	23.4%	40.5%
	501 to 1000	19	40.4%	80.9%
	1001 and above	9	19.2%	100%

**Source Primary data (2018)**

### 4.2.3 Duration of Operation

Findings within the table 4.2 underneath, appears that 48.9% of the benefit making government claimed organizations in Tanzania are in operations for more than 30 a long time. This cements that it's an industry with lion's share of well experienced players. Too discoveries appears that 95.7% of the organizations met had been in operations for more than 10 a long time and 4.3% had been in operation for less than 10 a long time.

**Table 4.2: Duration of Operation**

Category	Item	Frequency	Percentage	Cumulative
Duration of Operation	1-10 years	2	4.3%	4.3%
	11-20 years	10	21.3%	25.6%
	21-30 years	12	25.5%	51.1%
	Over 30 years	23	48.9%	100%

**Source Primary data (2018)**

### 4.3 Brand Extension Strategies

The study looked for to set up the diverse sorts of brand extension strategies that are utilized by the benefit making government claimed organization.

#### 4.3.1 Line Extensions

Respondents were requisite to designate the organization's brand line extension strategies utilized. A 5 point Likert sort scale was utilized where Not at all-1, little extent-2, Direct extent-3, Incredible extent-4 and exceptionally incredible extent-5. The comes about are appeared in table 4.3 underneath.

**Table 4.3: Line Extensions**

<b>Line Extensions</b>	<b>Mean</b>	<b>Std. Deviation</b>
Same brand title is utilized to present a unused variation within the same item category	4.25	.507
Fixing brand fills an existing Opening of have category	3.78	.618
Fixing brand presents a unused quality / space within the have category	3.72	.496
The fit amongst parent brand and expansion	3.88	.730
Parent and Brand expansion distinctive Product distinctive	4.41	.712

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**Source Primary data (2018)**

From the result, the well-known brand expansion procedure was the parent brand item quality benchmarks (M=4.41 SD) whereas parent brand result quality that clarifies the encounter that a client encounters upon going by a department (M=4.25 SD) was too found to be utilized by the banks to a incredible degree. In any case, to a direct degree, the think about found that the application of the coordinate between parent brand and expansion (M=3.88 SD) was connected by the organizations. This infers that there's no mutual or tailor thru brand expansion technique to be utilized by a profit making government owned organization but or maybe, each organization ought to endeavor to customize its brand technique.

**Table 4.3: Category Extension**

<b>Category Extension</b>	<b>Mean</b>	<b>Std. Deviation</b>
Product's title is doled out to a modern item within the same item lesson	4.32	.797



Product category through and through modern to the company,	3.53	.862
Current brand title is new item category entering	4.84	.943
Variations similar to preceding will not upshot in any tallying to product outline	4.65	.243
Brand suggested in a different way	3.74	.686

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**Source Primary data (2018)**

#### **4.4 Contribution of brand expansion strategies on Corporate Image**

This segment of the survey looked for to induce from the respondents on the part of brand expansion procedures on the corporate image of profit making government owned organizations in Tanzania. The corporate image factors considered were seen quality, brand fit, client demeanors and nature with the brand.

##### **4.4.1 Perceived Quality**

The quality of a brand is one of the resources that decide an organization corporate picture. Usually because the quality of the item encompasses a coordinate impact on the buying choices of a client particularly when a client is spurred in getting points of interest of a item some time recently a buy. In expansion, a brand quality can manage a firm to charging a premium cost for their item and so increment the brand's productivity and its brand value. The result on the item quality is displayed in Table 4.5.

**Table 4.5: Professed Quality**

<b>Perceived Quality</b>	<b>Mean</b>	<b>Std. Deviation</b>
Attitudes in the direction of brands have an consequence on Corporate Image	4.11	1.095
Product quality is trustworthy	3.91	.831
Worthy corporate image is probable to stretch reliability and sincerity to customers hence an upsurge in the perceived quality of a brand.	3.82	.815
The government owned organizations' product has a upper quality over other brands	3.72	1.128

Government owned organizations' products necessity be of great quality 3.67 .904

**Source Primary data (2018)**

From the result the states of mind towards brands have influence corporate picture of government claimed organizations (M=4.11 SD) and this guarantees of the item validity (M=3.91 SD). In any case, since the standard deviation of the states of mind towards the brand was tall (SD=1.095), it appears that there was small concurrence among the respondents on the address. To a direct degree, the respondents pointed out that a great picture of the corporate is likely to grant validity and dependability to buyers driving to seen quality increment of the brand (M=3.82 SD).

**4.4.2 Brand fit**

The connection between parent brand and the expansion is appeared by brand fit since presentation of a unused item without a comparing coordinate with the parent company will not bring approximately the essential likeness between the two items. This can be since brands' quality is profoundly depending on the affiliations made by the customers upon coming over the brand title. In this way brands with solid affiliations naturally trigger positive states of mind in clients. The respondents moreover demonstrated brand fit impact on corporate picture of organization and the comes about are displayed the table 4.6 underneath;

**Table 4.6: Brand Fit**

<b>Brand Fit</b>	<b>Mean</b>	<b>Std. Deviation</b>
Great fit extensions aid customers recall parent brand connotations for non-dominant brands	4.29	.686
The likelihood of collective use of present and extension amenities	3.65	.862

Service extensions thru good fit clue to a corporate image enhancement and cost lessening	4.53	.943
Communiqué strategy castoff for extension by the profit making government owned organizations	4.94	.243

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**Source Primary data (2018)**

The comes about appear that in regard to the brand fit to the parent item, the respondents were in understanding that the benefit making government claimed organizations utilized communication methodology to alarm their clients on how the unused item fits to the existing one (M=4.94 SD). In expansion, expansions of administrations with a great fit leads to advancement of picture and organization’s assets utilized are minimized in making the cultivating the brand picture (M=4.53 SD). Advance, the likelihood of utilizing together the brand expansion procedures on the modern administrations or items was found to be moo (M=3.647 SD). The comes about demonstrate that customers will acknowledge a modern item when they think it is reliable with the first brand.

**4.4.3 Customer Attitudes toward the Extension**

The demeanor of the client towards a brand tells whether, they esteem the item, buy the item, and in the event that they will depict item dependability. Usually since arrangement of state of mind is unchangeable and ordinarily lead to the brands’ evasion by the shopper and thus extensions’ state of mind by a client may be a imperative variable in determination of item expansion acknowledgment by the buyer. On the off chance that the extensions’ state of mind is tall, it’ll have a positive impact on the picture of the item, in the event that moo, a negative impact will be watched on corporate picture. The findings on the customers’ demeanor towards a corporate picture are displayed in Table 4.7.

**Table 4.7: Customer Attitudes**

<b>Customer attitudes towards the expansion</b>	<b>1</b>	<b>2</b>
The staple brand connotations (qualities, welfares and attitudes) are conveyed to the expansion as a consequence fitting the novel class	4.94	.243
Customer awareness upshot in that a client resolve to be extra expected to differentiate amongst the main brand and the leeway	4.88	.752
Customer experience to brand extensions determination increase in parent brand sentience in terms of appreciation and commemoration	4.59	.507

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**Source Primary data (2018)**

The result appear that for a client, the affiliations of center brands get exchanged to unused item and in this way coordinating with the unused category (M=4.94 SD) which the buyer information will impact on whether a client is exceedingly likely to segregate between the expansion and the center brand (M=4.88 SD) and the presentation of shoppers to brand expansions will lead to expanded mindfulness of parent brand in terms of review and acknowledgment. (M=4.59 SD).

**4.4.4 Familiarity of the Brand**

The aptitude of a brand to stay in a intellect over a long period depicts the brand nature with the client. Distinctive affiliations are made by clients with their brands with recognizable brands: impolite of in the event that for family or claim utilize and this recognition will direct the buying choice of a potential client. Subsequently, the information of a client around a brand appears nature with the brand. The finding on the nature of a brand to a client on the corporate picture of benefit making government possessed organizations are outlined in Table 4.8.

**Table 4.8: Familiarity of the Brand**

<b>Familiarity of brand</b>	<b>Mean</b>	<b>Std. Deviation</b>
Customer acquaintance with the prevailing main brand name utilities fresh merchandise access into market and aids the brand expansion to seizure new market divisions swiftly	4.94	.243
Customers' rejoinders to brand expansions are pretentious by acquaintance thru brand's merchandise category	4.58	.507
Customers' preceding brand experience exposed to effect trial of stretched produces, while not recurrence purchases	4.41	.712

**Source Primary data (2018)**

The result on appear that nature of the buyer with an existent title of the brand makes a difference passage of unused items into the showcase and makes a difference the capturing of unused advertise portions by brand expansions rapidly (M=4.94 SD). Advance, the respondent famous that the response of the shoppers to expansions of brand are affected by how commonplace they are with the item of the brand category and this appears that the relations of the buyer with brand influence their eagerly to buy for an expanded brand, in both disparate and comparable expansions (M=4.41 SD). The comes about hence appear that customers assess broadly the likeness between the models and amplified item in deciding the degree of categorical fit. The comes about were hence steady with Smith and Klink (2001) considers that responses of the shoppers to brand expansions of brands are influenced by how recognizable they are with the items of the brand category.

**4.5 Correlations Analysis**

Pearson relationship investigation was conducted to demonstrate the straight affiliation between the informative and anticipated factors, which made a difference in deciding demonstrate strengths’ affiliations.

**Table 4.9: Correlations Analysis**

<b>Correlations Analysis</b>		<b>Corporate Image</b>	<b>Perceived Quality</b>	<b>Brand Fit</b>	<b>Customer Attitude</b>	<b>Brand Familiarit</b>
Brand Image	Pearson Correlation Sig. (2-tailed)	1				

Perceived Quality	Pearson Correlation	.367	1		
	Sig. (2-tailed)	.001			
Brand fit	Pearson Correlation	.418*	.016	1	
	Sig. (2-tailed)	.000	.898		
Customer Attitude	Pearson Correlation	.298*	.005	.746*	1
	Sig. (2-tailed)	.014	.960	.000	
Brand Familiarity	Pearson Correlation	.418*	.103	.021	.051
	Sig. (2-tailed)	.000	.406	.863	.676

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**Source Primary data (2018)**

From the correlation analysis, brand fit and client demeanor incorporates a stronger correlation with a relationship esteem of 0.75. Meaning that a brand that fulfills a customer's require by ethicalness of brand fit will impact the customer's state of mind towards buying that item. The more noteworthy the relationship calculate the more noteworthy the affiliation.

On the study of correlation variable, Pearson minute relationship was conducted. The discoveries on Table 4.10, the consider stablished a positive relationship coefficient was found between seen client quality and brand picture, as appeared by 0.367- relationship calculate , in this way the relationship was measurably critical as the centrality esteem was  $0.001 < 0.05$ . In expansion, a solid positive relationship was found between brands fit and brand picture, as appeared by relationship coefficient of 0.418, On the other hand, there was too a positive relationship between client fulfillment and brand picture and was too critical values since the p-values was 0.000 which is less than 0.05. Additionally, there was a positive relationship between brand nature and brand picture the ponder

found positive relationship between as appeared by 0.418, this relationship was found to be critical factually as the noteworthiness esteem was 0.000 which is <0.05.

#### 4.6 Regression Analysis

The study conducted a linear regression analysis to set up the relationship between brand extension methodologies and corporate picture of profit making government owned organizations.

**Table 4.10: Model Summary**

<b>R</b>	<b>R Square</b>	<b>Adjusted Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
.953a	.847	.853	.1394	2.038

a. Predictors: (Constant), Brand Image, Perceived Quality, Brand Fit, Customer Attitude, Brand Familiarity

b. Dependent Variable: Corporate Image

#### Source Primary data (2018)

The study looked for to set up the relapse demonstrates noteworthiness, the information of which is displayed in Table 4.10. From the relapse show, a relationship coefficient esteem of 0.953 was set up. This appears a really great direct relationship or reliance of operational self-sufficiency on corporate picture of benefit making government claimed organizations. A coefficient of assurance (R-square) esteem of 0.847 was built up and balanced to 0.853 due to estimation blunders. A Durbin Watson esteem of 2.038 appears that the information entered was destitute of autocorrelation among its residuals; a defense for straight relapse analysis.

**Table 4.11: Analysis of Variance**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	4.354	6	.798	40.585	.000b
Residual	.683	35	.019		
Total	5.407	41			

a. Dependent Variable: Corporate Image



b. Predictors: (Constant), Brand Image, Perceived Quality, Brand Fit, Customer Attitude, Brand Familiarity  
**Source Primary data (2018)**

Investigation of Change was utilized to test the significance of the backslide show in understanding with essentialness within the refinements in strategy for the poor and independent 36 variables. The ANOVA test conveyed a f-estimation of 40.585 which was basic at 95% essentialness level ( $p < .001$ ). This depicts the relapse model is colossal because it has beneath 0.1% probability of deception.

**Table 4.5: Regression Coefficients**

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Constant	0.107	0.083	1.299	0.197	0.055	0.267	0.057	0.271
Brand Image	0.001	0.001	-0.974	0.331	0.001	0.001	0.004	0.001
Perceived Quality	0.002	0.001	1.931	0.057	0.001	7.061	-0.005	0.007
Brand Fit	0.439	0.075	0.597	0.561	-0.001	0.001	-0.001	0.001
Customer Attitude	0.001	0.001	0.981	0.327	-0.001	0.003	-0.001	0.003
Brand Familiarity	0.037	0.035	1.011	0.313	-0.036	0.106	-0.037	0.109

**Source Primary data (2018)**

Steady of 0.05, appears that in case brand picture, seen quality, brand fit, brand fit, client demeanor, and brand nature be 0.106. The relapse Client state of mind is 0.001 this implies that the relationship between the client state of mind and corporate picture of benefit making government claimed is positive. This infers that a positive client

demeanor comes about to a great corporate picture of the organization and bad habit versa. Client demeanor is noteworthy at 0.003. The investigation appears that there's appositive relationship between the brand picture of the organization, seen quality, brand fit, client state of mind, brand nature and the corporate picture of the benefit making government claimed organizations in Tanzania. The discoveries within the over table appears positive coefficient values in all factors analyzed. These are the values for the relapse condition for anticipating the subordinate variable from the free variable.

#### **4.6 Discussion of the findings**

From the investigation of brand expansion methodologies, there's no particular or common brand expansion procedure to be utilized by a benefit making government possessed organizations but or maybe, each organization ought to endeavor to customize its claim brand technique. From the finding, it can be contended that corporate picture of benefit making government possessed organization makes esteem for cash, moves forward quality of item and draws in more clients.

The findings on seen quality bolster the see that products' quality influences the picture of the firm and the result bolster that of Pina (2006) thinks about that interaction of an person with an organization influences their substantial recognitions, which may utilize to alter the corporate picture. In this way brands' demeanors broadly influence picture of the brand, seen quality of the brand expansion is likely to influence post expansion corporate picture. Encourage, Aaker (2008) strengthened the point by noticing that a client does an assessment of brands agreeing to their quality discernments which are now and then is more troublesome than the genuine conveyance of tall quality.

This verdict on brand fit is consistent with the earlier findings by Park. (2001) that existence of high perceived fit degree (image fit and product category) together with high perceived quality degree of the parent brand, customers are likely to display positive evaluations towards extension of brands. If customers' perceptions on a product and perceived quality of the core brand are both high, then a positive extension attitude is likely to exist.

The result of client states of mind towards the expansion bolsters the see that, a customers' demeanor towards a modern item influences the firms' picture which is steady with Keler (2008). Such that tall state of mind towards and expansion has positive impacts on brand of item picture and there will be a negative impacts on picture of item brand when moo. Thus a profit making government owned organization ought to endeavor to impact a customer's state of mind through notice and special exercises to strengthen the parent item within the client's intellect.

Brand fit is one of the perspectives that ought to be paid a extraordinary consideration in brand expansion of any organization. Discoveries of this study have fair stamp on the same appearing that there's a positive relationship between brand fit and corporate notoriety of the benefit making government claimed organizations. There are three measurements of fit in which two are related with request in point of view of financial ideas of substitute and compliments in item utilize. The third portion of fit is exchange who is related to the firm's fabricating abilities and capacities (Aaker and Keller, 1990). The seen similitude or fit comprises on shared brand affiliations between the parent brand and expansions at both the item and brand levels (Bhat and Reddy, 2001). Brand level fit is the seen likeness between the expansion item and parent brands picture.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents the study outline of the study discoveries, conclusion and proposals and suggestions for assist further researches

#### **5.2 Summary of Findings**

Most of the profit making government owned organizations had more than 500 workers, a sign that they had a wide scope within the nation. On the address of whether the organizations had embraced brand expansion methodologies, all the benefit making government claimed organizations replied to the positive inferring that they all appreciate the part of brand expansion on the execution of the organization's brand picture. Buyers do draw conclusions and frame desires through brand expansions around the execution of the unused product based on information that's existing on prior item by the organization.

The focal points of conducting brand expansion methodologies by firms was found to be accomplishment of brand information of the current markets, clarification of brand meaning to shoppers and definition on the space boundaries they compete, increment esteem of brand , client slant and needs, quick mindfulness of client by a fast and other ways of advertise passage, meet changing advertise, communication economies of scale, development of current and modern portions, moo taken a toll and chance than that unused brand, diminish communication costs, instruments of defense against competitors and expanded productivity

The quality seen of a benefit making government claimed organizations item offers competitive advantage through brand separation with those of competitors and this gives opportunity and esteem for the customers to proceed acquiring the item. It moreover found that the seen quality of the firm impacts the corporate picture of the organization through a corporate picture that's cute validity and reliability on the eyes of buyers. It was moreover found that the brands' quality depends exceedingly on the affiliations made by the customers upon coming over the title of a brand.

The brand fit within the benefit making government possessed organizations comes about in an image improvement and this is often accomplished utilization of the firm's assets make the item expansion beneficial. Advance, it was found that a tall fit on item expansions makes a difference customers the affiliations of parent brand for brands which are not prevailing and few number of center branded product association demonstrate incredible effect of fit and the firms' capacity to form brand expansions. Subsequently, it was apparent from the study that brand expansion techniques among the benefit making government claimed organizations emphatically influence the corporate picture of the organization.

Customers make judgments of a unused organization's item based on their as of now educated supposition approximately other items of the same company and they hence frame desire of the modern item. In case they had a positive relationship with the parent brand acknowledgment of the amplified item gets to be a small less demanding.

### **5.3 Conclusion**

There is an impact of four distinctive expansion factors on the corporate picture of the benefit making government claimed organizations after the investigation of the expansion, to distinguish the variables which organizations got to center on to guarantee optimization of corporate picture after the expansion. The think about found that the more noteworthy recognition of the shoppers with the brand of the item, the way better their organization item assessment some time recently expansion and the higher the quality seen of the brand of the items.

This same point influences the assessment of shoppers of that item picture after the expansion is done since their brand nature emphatically impact the item some time recently expansion, which emphatically influences the quality seen of the brand of the items

### **5.4 Recommendation of the study**

Brand expansion offers the by and large brand concept, sentiments and affiliations such as esteem and glory (Salinas and Pérez, 2009). For illustration, Tanzania Telecommunication Company Limited and TTCL Mobile have small physical similitude but fulfill the higher arrange needs that are steady with the brand concept such as esteem and security. Finding of the think about improve on the improvement of brand procedure by directors, within the sense believe levels of brands in past scholarly thinks about related with brand devotion, value and presently with acknowledgment of brand expansion.

This implies that organizations having tall believe profiles on their corporate picture advantage more in expansion of brand procedures in comparison with rivals who are less trusted. In an environment where unused recently propelled items fall flat, it ought to be consoling to brand proprietors that contributing within the shopper brand relationship, securing higher believe appraisals, ought to, subject to other criteria being met, conveying a future pay off in leveraging capacity of the brand title in categories that are unused.

### **5.5 Limitations to the Study**

The study utilized key witnesses from the benefit making government possessed organizations which put limitations on the general capacity of the comes about of an organization to other organization and companies in other segments. The particular and limit center of the think about implies the comes about are constrained to benefit making government claimed organizations in Tanzania which may not reflect to other national settings.

Descriptive research was castoff for this study, this design is influenced by members or matters may not be honest or may not carry on normally when they know they are being watched or meet moreover another impediment to this plan is that it does not reply questions around how/when/why the characteristics happened.

### **5.6 Recommendation for Further Research**

The research was conducted on 47 profit making government owned organizations in Tanzania. The study also focused on the government owned organizations which are for

profit making and there is need for a similar research to be carried out in other sectors, such as industrial, facility industry among other.

A customers' presumption and assumptions are more impacted by mindfulness of the brand to begin with some time recently creation value in brands, in this manner influencing their loyalty to a brand, and their choice of brand. Analysts are welcomed to look at the sort and quality of relationship between these components and brand expansion victory. The discoveries from such inquire about will be able to affirm, or alter the current system. Besides, case ponder inquire about with inductive thinking can examine this system from subjective point of view. In-depth case think about totally different businesses and settings can include more components, and affirm on the off chance that these components are important to brand expansion victory.



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**Part B: Brand Extension Strategies**

3. To what notch does your organization utilize following sorts of Brand Extension Strategies?

Utilize 1-Not at all, 2-Small degree, 3-Moderate degree, 4-Great degree and 5-Very incredible degree.

<b>Line Extensions</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Same brand title is utilized to present a unused variation within the same item category					
Fixing brand fills an existing Opening of have category					
Fixing brand presents a unused quality / space within the have category					
The fit amongst parent brand and expansion					
Parent and Brand expansion distinctive Product distinctive					

<b>Category Extension</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Product's title is doled out to a modern item within the same item lesson					
Product category through and through modern to the company.					
Current brand title is new item category inflowing					
Variations similar to preceding will not upshot in any tallying to product outline					
Brand suggested in a different way					

**Part C: Corporate Image**

4. To what degree does the taking after variables impact the organization’s corporate image?

Utilize 1-Not at all, 2-Small degree, 3-Moderate degree, 4-Great degree and 5-Very incredible degree.

<b>Perceived Quality</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Attitudes in the direction of brands have an consequence on Corporate Image					
Product quality is trustworthy					
Worthy corporate image is probable to stretch reliability and sincerity to customers hence an upsurge in the perceived quality of a brand.					
The government owned organizations’ product has a upper quality over other brands					
Government owned organizations’ products necessity be of great quality					

<b>Brand fit</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Great fit expansions aid customers recall parent brand connotations for non-dominant brands					
The likelihood of collective use of present and extension amenities					
Service extensions thru good fit clue to a corporate image enhancement and cost lessening					

Communiqué strategy castoff for extension by the profit making government owned organizations					
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<b>Customer Attitudes toward the extension</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The staple brand connotations (attributes, benefits and attitudes) are conveyed to the extension as a result fitting the new class					
Customer awareness will upshot in that a client will be more expected to differentiate between the main brand and the leeway					
Customer experience to brand extensions determination increase in parent brand sentience in terms of recognition and remembrance					

<b>Familiarity of the brand</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Customer acquaintance with the prevailing main brand name aids fresh product access into the marketplace and aids the brand extension to seizure new market segments swiftly					
Customers' rejoinders to brand extensions are pretentious by their acquaintance thru the brand's merchandise category					
Customers' preceding brand experience was exposed to effect trial of stretched products, but not recurrence purchases					

\*\*\*\*\**Thank You*\*\*\*\*\*

## Appendix II: Profit Making Government Organizations

List of Profit Making Organizations Owned by the Government of United Republic of Tanzania sampled for the study.

S/N	Name of Organization
1.	Air Tanzania Company Ltd
2.	Arusha International Conference Centre (AICC)
3.	Basuto Farm
4.	Building and Hardware Supply Company Ltd (BHESCO)
5.	Chinese Tanzania Shipping Company Ltd
6.	Consolidated Holding Corporation
7.	Cooper Motors Services Company (CMSC)
8.	Dar es salaam Rapid Transport (DART)
9.	Embassy Hotel
10.	General Tyre East Africa Ltd
11.	Gidagamowd
12.	V'lhland Estate Company Ltd
13.	Irfiara Wood Products
14.	Kalungwa Rubber Estates
15.	Kariakoo Market
16.	Kihuhwi Rubber Estates - Muheza
17.	Kilimanjaro Airport Development Company UJ
18.	Kilimanjaro Machine Tools
19.	Killimbers Co. Ltd
20.	Mikumi Wildlife Lodges
21.	Leather Goods
22.	Mulbadaw Farm
23.	Murjanda Farm
24.	Mzinga Corporation
25.	National Agricultural Food Company (NAFCO)

26.	National Development Corporation (NOC)
27.	National Housing Building Agency
28.	National Housing Corporation
29.	National Insurance Corporation
30.	National Milling Corporation
31.	National Ranching Company (NARCO)
32.	National Shipping Co. Ltd
33.	Plant and Equipment Company Limited (PECOL)
34.	PUMA Energy Tanzania Limited (Former BP (T) Ltd)
35.	Reli Assets Holding Company
36.	Setchet Company
37.	Song-we Water Company Ltd
38.	State Mining Corporation (ST AMICO)
39.	Tanganyika Packers Ltd
40.	Tanzania Automobile Technology Centre (NYUMBU).
41.	Tanzania Broadcasting Company (TBC)
42.	Tanzania Electric Supply Co. Ltd. (TANESCO)
43.	Tanzania Electrical, Mechanical & Electronics Services Agency (TEMESA)
44.	Tanzania Elimu Supplies
45.	Tanzania Engineering & Manufacturing Design (TEMDO).
46.	Tanzania Fertilizer Company
47.	Tanzania Fishing Company (T AFICO)
48.	Tanzania Food and Nutrition Centre (TFNC)
49.	Tanzania Government Flights Agency
50.	Tanzania Harbours Authority (Tanzania Ports Authority)
51.	Tanzania Hotels Investment Co. Ltd (T AHi)
52.	Tanzania Mineral Audit Agency (TMAA)
53.	Tanzania Official Seed Certification Agency
54.	Tanzania Petroleum Development Corporation
55.	Tanzania Posts Corporation

56.	Tanzania Railways Limited
57.	Tanzania Standard Newspapers (TSN)
58.	Tanzania Telecommunication Company Ltd (TTCL)
59.	Tanzania Tree Seed Agency
60.	The Peoples' Bank of Zanzibar Limited
61.	Twiga Bancorp Ltd
62.	Uchumi Commercial Bank
63.	Njombe Community Bank (T) Limited
64.	Maendeleo Bank PLC
65.	National Microfinance Bank (T) PLC