

**FACTORS INFLUENCING PERCEPTIONS OF BRAND EQUITY  
OF LIQUID FOOD PACKAGES AMONG CONSUMERS IN  
NAIROBI'S BURUBURU ESTATE  
(A CASE STUDY OF TETRA PAK LIMITED)**

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## DECLARATION

This Management Research Project is my original work and has not been submitted for a degree work in any other University

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## DEDICATION

*To my parents Mr. John Ogonje Ochino and Mrs. Rose Ondego Ogonje who's love for education is beyond reach. Who believe so much in education and spend their lives educating their family and others in society*

*And*

*To the rest of my family*

*And in particular my beloved wife Florence Adhiambo, daughter Tiffany Ogonje and newborn son Quincy Ogonje*

*Who constantly encouraged me to finish this research project*

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## LIST OF ABBREVIATIONS AND ACRONYMS

CBO	-	Congressional Budget Office
CGAP	-	Consultative Group to Assist the Poor
EPZ	-	Export Processing Zone
GDP	-	Gross Domestic Fund
IMF	-	International Monetary Fund
SPSS	-	Statistical Package for Social Scientists
TED	-	Technology, Entertainment, Design

## ABSTRACT

With the current Global Economic crisis coupled with increased vicious competition in the marketplace, many companies and institutions are struggling to survive. It is now very crystal clear that the companies that will survive the economic recession will be those companies' whose products or brands and services have a competitive advantage against their competitors. This competitive edge may be the secret to survival and can be partly achieved by building positive consumer perception of brand equity among the companies' products and services.

This study was descriptive in nature where the researcher carried out a survey on factors influencing perceptions of brand equity of liquid food packages among consumers in Nairobi's Buruburu Estate. The target population entailed current and potential consumers of Tetra Pak packaged liquid food products in Buruburu Estate. Stratified random sampling technique was used to draw respondents from the population. The researcher used phases as the strata where a sample of 172 respondents was drawn on a pro rata from each stratum. The researcher used primary sources to collect the data. This consisted of a semi structured questionnaire comprising of both open-ended and close-ended questions. Data collected from respondents was both quantitative and qualitative in nature. Quantitative data was analyzed using the Statistical Package for Social Scientists (SPSS) tools where it was analyzed using descriptive statistics such as frequencies, mean scores and the standard deviations. Qualitative data was analyzed using content analysis. This analysis enabled the researcher to analyze the data that was not quantitative in nature.

From the findings the researcher learnt that, the types of packages of liquid food products the Buruburu respondents were aware of included plastic pouch, carton packs and plastic bottles. The types of packages of liquid food products the respondents were aware of included plastic pouch, carton packs and plastic bottles. Therefore for ample success in brand equity management for Tetra Pak as well other players in the liquid food packaging industry, brand awareness, perceived quality, brand association and brand loyalty should be the main facets used by any company.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The global financial crisis erupted in September 2008 following more than one year of financial turmoil that began in July 2007 when a loss of confidence by investors in the value of securitized mortgages in the United States resulted in a liquidity crisis that prompted a substantial injection of capital into financial markets by the United States Federal Reserve, Bank of England and the European Central Bank (IMF, World Economic Outlook 2009)

Economic activity in high-income and as well as developing countries alike fell abruptly in the final quarter of 2008 and in the first quarter of 2009. Job cuts and unemployment is on the rise, and poverty is set to increase in developing economies, bringing with it a substantial deterioration in conditions for the world's poor and most vulnerable (World Bank, Global Development Finance 2009). The extent of the global economic problems has been so severe that some of the world's largest financial institutions have totally collapsed. Others have been bought out by their competitors at very low prices and in some other cases, the governments of wealthy nations such as the US have resorted to extensive bail-out and rescue packages for the remaining large banks and financial institutions (Reille and Forster 2008).

The outbreak of the financial crisis has provoked broad liquidation of investments, substantial loss in wealth worldwide, a tightening of lending conditions, and a widespread increase in uncertainty. Higher borrowing costs and tighter credit conditions, coupled with the increase in uncertainty has caused firms to cut back on investment expenditures, and households to delay purchases of big-ticket items (World Bank, Global Development Finance 2009).

Policy reactions to the crisis have been swift and, although not always very well coordinated, they have so far succeeded in preventing a broader failure among financial institutions, and thereby avoided a much more severe collapse in production. Wide-ranging policy response including US President Barack Obama's \$787 billion economic stimulus package have made

some progress in stabilizing financial markets but have not yet restored confidence nor arrested negative feedback between weakening economic activity and intense financial strains (CGAP, 2009). According to the Congressional Budget Office (CBO), it will spend \$185 billion in 2009, increasing GDP growth by 1.4%-3.8%, and increase jobs by 1-2 million. This will only shorten the economic recession, which is defined as negative GDP growth. This stimulus will also create hope, which will stem the panic that gripped investors worldwide in 2008 and 2009.

Advanced and emerging economies around the world have been seriously affected by the financial crisis and slump in economic activity. Advanced economies have experienced an unprecedented 7.5% decline in real GDP during the fourth quarter of 2008 (IMF, 2009). Although the U.S. economy may have suffered most from intensified financial strains, Western Europe and Asia have also been hit hard by the collapse in global trade, as well as by rising financial problems of their own. Emerging economies too are suffering badly and have contracted by 4% in the fourth quarter in the aggregate (IMF, World Economic Outlook 2009). Though economic growth in Sub-Saharan Africa was estimated to average about 6.1% in 2007, the growth was mainly driven by oil exports (The Economist, 2009).

The world economic crisis is global and the IMF has therefore been pushing for massive, coordinated, synchronized action to aid the worst-hit countries or more specifically, the emerging economies such as Kenya with the least resources to ride-out of the global economic crisis. We believe that a combination of subdued demand for exports, high inflation, reduced capital inflows and waning remittances will weigh on economic expansion over the coming years. Globally, Kenya ranked 95 out of 183 economies, (Doing Business in Kenya 2010).

In the 2008/2009 report, Kenya was ranked 93rd out of 131 countries in terms of its economic competitiveness - which is fairly low globally, but represents a move up by six places, compared with the previous year. Kenya is one of the Sub-Saharan Africa's most diverse economies, and most developed in East and Central Africa. Its strategic location and its fairly well developed business infrastructure make it a natural choice for investors and many international firms have made it their regional hub. All the same, the business environment within which organizations in Kenya operate has been very volatile. Therefore managers must decide how best to respond to



this competition: which markets to compete in (and which not to) and on what basis to compete in terms of price, quality, customer service, availability and so on. Following the background of this study, only those organizations with the ability to adapt to the changing environment can be guaranteed of survival.

In this unprecedented climate, customers are shrinking, stores are shuttering, spending is sputtering, and new media or online models are evolving. It seems like almost every entrepreneur is looking for financing or offering unbelievable investment opportunities to anyone who will listen, and the management of existing companies are scrutinizing every expenditure and cutting costs whether they need to or not. Marketing and sales managers will consequently need to do more marketing and promotion with less money allocation. Just being creative and cutting back on budgets will not suffice. The reach- and-frequency ratios of the past are no longer relevant, but rather the cost and quality of the audience your message reaches is important. The only way out for this is through building positive perceptions of brand equity of their company's products and services which will help in acquiring the most important antecedents to both behavioral and attitudinal forms of customer loyalty.

### **1.1.1 Concept of Brand Equity**

The content and meaning of brand equity have been debated in a number of different ways and for a number of different purposes, but so far no common viewpoint has emerged (Vazquez *et al.*, 2002; Keller, 2003). When marketing practitioners use the term "brand equity", they tend to mean brand description or brand strength, referred to as "customer brand equity" to distinguish it from the asset valuation meaning (Wood, 2000). The customer-based brand equity definitions approach the subject from the perspective of the consumer – whether it is an individual or an organization. They contend that for a brand to have value it must be valued by consumers. Then, the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time (Keller, 2003). If the brand has no meaning to the consumer, none of the other definitions is meaningful (Keller, 1993; Cobb-Walgren and Ruble, 1995; Rio *et al.*, 2001a). Thus, a customer-based definition of brand equity is given by Keller (2003, p. 60) as "the differential effect that brand knowledge has on consumer response to the

marketing of that brand”.

Building brand equity is considered an important part of brand building (Keller, 1998). Brand equity is supposed to bring several advantages to a firm. For example, high brand equity levels are known to lead to higher consumer preferences and purchase intentions (Cobb-Walgren *et al.*, 1995). Firms with high brand equity are also known to have high stock returns (Aaker and Jacobson, 1994). Brands might develop sustainable competitive advantage for firms (Aaker, 1989). That is, if consumers perceive a particular brand favorably, then the firm may have a competitive advantage. Hence, it becomes vital for brand managers to have access to valid and reliable consumer-based brand equity instruments.

Aaker (1991) equates brand equity with the following elements: brand loyalty, brand awareness, perceived quality, brand association, and other proprietary brand assets. According to Yoo and Donthu (2001), and Washburn and Plank (2002), however, brand equity, specifically consumer-based brand equity, can be measured according to four elements: brand loyalty, brand awareness, perceived quality, and brand association. According to Washburn and Plank (2002), the element of other proprietary brand assets is not appropriate to measure consumer-based brand equity. Here, consumer-based means that “cognitive and behavioral brand equity at the individual consumer level through a consumer survey” (Yoo and Donthu, 2001, p. 2).

Strong brand equity therefore allows the companies to retain customers better, service their needs more effectively, and increase profits. Brand equity can be increased by successfully implementing and managing an ongoing relationship marketing effort by offering value to the customer, and listening to their needs. Disregarding the edge that the brand-customer relationship offers in the market place and not utilizing the benefits and goodwill that the relationship creates, will surely lead to failure in the long run. The central brand idea may be static among the entire customer and prospect bases, but the total sum of the brand idea or perception is rooted in the customer's experiences with the brand itself, all its messages, interactions, and so on. In the market, a strong brand will be considered to have high brand equity. The brand equity will be higher if the brand loyalty, awareness, perceived quality, strong channel relationships and association of trademarks and patents are higher. High brand equity provides many competitive

advantages to the company. Brand equity may be understood as the highest value paid for the brand names during buy-outs and mergers. This concept may be defined as the incremental value of a business above the value of its physical assets due to the market positioning achieved by its brand and the extension potential of the brand (Keller, 2003).

Brand equity is a multi-dimensional concept and a complex phenomenon, some dimensions of which have been empirically tested in the literature. Among several brand equity models in the literature, we have chosen that constructed by Aaker (1991), the most commonly cited. It has been probed in a number of empirical investigations (Eagle and Kitchen, 2000; Yoo *et al.*, 2000; Faircloth *et al.*, 2001; Washburn and Plank, 2002), the most critical parts of which involve the verification of the dimensions on which brand equity is based.

### **1.1.2 Overview of Liquid Food Packaging Industry in Kenya**

Liquid food packaging is one of the most significant components of the packaging market, for which the U.S. is the largest global market. Growth of liquid food packaging is approximately 3% annually, with the market is being driven by important innovations and technological developments. Packaging for liquid is primarily designed to preserve and protect the contents; secondarily, it serves as a marketing tool to attract consumers. Liquid Food packaging industry is primarily concerned with packaging activities regarding protection of food products from biological, physical or chemical agents. With the growth of modern civilization, people are getting more concerned with hygiene and quality of the food. As a result of that, food packaging industry is gradually setting up its stand to contend with other industries. In near future it is going to be a booming industry (Soroka 2002). Today's innovations add a new dimension-environmental concern.

Liquid food packaging industry can functionally be subdivided into five parts, which are containment, protection, communication, functionality, environmental and safety issues (Heldman, 2003). The containment part is concerned with activities relating to prevention and reliability of the food products. Food products are packaged in such a way that no moisture will pass through and are made hard-wearing to reliably deliver it to the customers. The protection part is concerned with the covering of food product to protect it from damage by any biological,

chemical or physical means. The functional part guarantees that the packaged food products are conveniently be used by the consumers, as well as the manufacturers. The communication part is concerned with the text and graphic of the package. This includes size, shape, color and content details of the packet (Heldman, 2003). Environmental and safety issues deal with the environmental aspect of the package, including recycling of the packet and safety of the products like plastic contamination etc (Lee *et al* 1998).

According to the world Economic Outlook (2008), Global food packaging industry growth rates vary across the types of packaging. The growth rate of beverages package industry is 3.2%, whereas it is 5% for health care products. Various market reports establish the fact that the domestic packaging market shares 29% of the global market. The overall capital involved in global packaging market is approx. \$433 billion. The packaging industry is a large and diversified market, with lots of contenders, who are competing with each other for the overall growth of the industry. In Kenya, growth rates vary from 3.2% (for beverages) to 5% (for health care products) and out of different packaged products, food package market grows the most. It should be noted that sub segments of an end market may grow at higher rates than the end market itself. Packaging industry and especially for liquid food is therefore going to be a booming industry and the overall economy of the country is to some extent dependent on this industry (Kenyan Economic Survey 2008). Fundamental research on liquid food packaging industry is primarily concerned with packaging research activities through modern technologies. The primary focus of fundamental research is on interpreting material and packaging system behavior and thereby establishes strong connection between packaging materials and products.

In Kenya, there are various competitors in this field including among other the Tetra Pak Ltd, Safe Pak Limited, Mombasa Plastic pouch Ltd, Cosmo Plastics Kenya, East African Packaging Industries (Kenya), Chandaria Group of Industries, Packaging and Allied (Kenya) Ltd, Techpak Industries Ltd (TIL) is the largest and leading manufacturer and supplier of thermoformed plastic containers for industrial products packaging as well as foodservice disposable applications, in East and Central Africa. The most common types of material used in the country for packaging are paper, board, plastic, glass, steel and aluminium as shown below:

### 1.1.3 Tetra Pak Limited

Tetra Pak is a multinational food processing and packaging company of Swedish origin. It was founded in 1951 in Lund, Sweden, by Dr. Ruben Rausing. The company is part of the Tetra Laval group which also includes Sidel who specialize in PET bottles and DeLaval, a producer of dairy farming machinery and food processing equipment ([www.tetrapak.com](http://www.tetrapak.com)). Everyday throughout the world, more than 14 billion liters of water, milk, juice and other liquid foods are consumed. Tetra Pak has developed carton packages which protect both the nutritional value and the taste of packaged product. Thanks to this, the packaging and distribution of liquid products to the consumers have been greatly facilitated.

This was the tenet of the founder of Tetra Pak, Dr. Ruben Rausing, who initiated the development of the tetrahedron – shaped carton package. The fundamental idea was to form a tube from a roll of plastic coated paper, fill it with the beverage and seal it below the level of the liquid ([www.tetrapak.com](http://www.tetrapak.com)). Tetra Pak's innovation is in the area of aseptic processing liquid food packaging which, when combined with ultra-high-temperature processing (UHT), allows liquid food to be packaged and stored under room temperature conditions for up to a year. This allows for perishable goods to be saved and distributed over greater distances without the need for a cool chain.

Tetra Pak's first product was a paper carton used for storing and transporting milk. The first product was a package in the shape of a triangular pyramid (or tetrahedron), today called *Tetra Classic*. Rausing had been working on the design since 1943, and by 1950 had perfected techniques for making his cartons fully airtight, using a system of plastic and aluminum coated paperboard combined with an aseptic filling system. These initial cartons were tetrahedral, leading to the company's name, derived from "four" in the Greek language. The first *Tetra Classic* package was launched in 1953, and in 1963 the company introduced *Tetra Brik*, a rectangular cuboid carton. Later, Tetra Pak launched other packaging formats such as *Tetra Wedge* (wedge-shaped), *Tetra Prisma* (round octagonal), and *Tetra Fino* (pouch-shaped). Tetra Pak also produced other non aseptic packaging systems including *Tetra Rex* (gable-top), *Tetra Top* (paper and plastic moulded in one) and the now-discontinued *Tetra King*. Recent innovations have seen the introduction of laminated paper boxes for vegetables as an

alternative to tinned goods. It is claimed that this new product, *Tetra Recart*, allows for more subtle processing of vegetables than canning permits ([www.tetrapak.com](http://www.tetrapak.com)).

Tetra Pak has expanded its business to include much more than liquid food products. Today, ice cream, cheese, dry foods, fruits, vegetables and pet food are examples of what can be packaged in Tetra Pak carton packages. The company has also expanded its business to include processing and has a large range of packing portfolio with twelve different packaging systems. Today, Tetra Pak supplies complete systems for processing, packaging and distribution ([www.tetrapak.com](http://www.tetrapak.com)).

Tetra Pak processing and packaging systems make economical use of resources. The processing systems are developed to treat the products gently, and consumption of raw materials and energy is minimal during the manufacture and distribution of packages. Tetra Pak carton packages fulfill the main purpose of packaging, namely to: maintain product quality, minimize waste and reduce distribution costs. Tetra Pak is currently present in more than 165 countries across 5 continents with 12 machinery assembly plants, 48 packaging material plants, 19 research and development centers, 57 market companies, 60 sales offices, 59 service centers and has well over 20,000 employees worldwide ([www.tetrapak.com](http://www.tetrapak.com)).

Until recently the company held a monopoly in China, but in mid 2000, the Tetra Pak monopoly was broken. Other companies producing comparable aseptic beverage carton packaging are SIG with its proprietary Combibloc technology, Tralin Pak with its Tralin Brick Aseptic materials, and Elopak with Pure-Pak. Milliken manufactures a similar packaging system in the US. Even so, Tetra Pak remains the largest packaging company in the world.

#### **1.1.4 Buruburu Estate, Nairobi**

Buruburu is a large and middle-class residential area in the Eastland's part of Nairobi, situated in Makadara Division. The estate was officially opened by Prince Philip in the 70s, when it was touted as the largest estate of its kind in East and Central Africa Daily Nation, (Daily Nation, 2006). Buruburu region is expanding tremendously in terms of business by the virtue of many tenants within the area as well as the constant and consistent traffic jam that is characteristic of the busy Jogoo Road in the morning and evening hours. The dwellers of this area engage in a

variety of economic activities. Buruburu Estate comprises five phases, one being the oldest, with the fifth completed in 1982. Most of the houses resemble modern architecture of white buildings with striking orange tiled roof tops, all built in a town-house orientation.

Buruburu was the first estate to be divided into phases from phase one to five. Inside the phases, houses of between 20 and 30 are grouped together into courts, which are manned by security guards who vet visitors. The roads within the estate are tarmacked and mostly clean. Houses comprise maisonettes, bungalows, extensions and flats. Some are owner-occupied while others are rental. In the year 2005 a single-room office in Buruburu would rent for Sh5,000 a month; in year 2010, it is Sh13,000. Rent for a bank branch is Sh100, 000 and expected to increase. And a house that sold for Sh4 million in 2004 now goes for Sh6 million in 2010. The growth of business in Eastland's estates like Buruburu has not gone unnoticed by the city authorities. Three months ago, the Nairobi City Council introduced parking fees, but withdrew after businesses protested.

Buruburu estate was selected for this research because it was one of the largest estates developed in Nairobi by the Government of Kenya and the Nairobi City Council (NCC) in collaboration with the Commonwealth Development Corporation (CDC). It was constructed over a period of ten years (1973–1983). It featured a variety of house designs of different sizes on different sizes of plots. A mixture of maisonettes and bungalows was erected throughout the whole estate. There were 4710 units covering an area of about 140 ha. Buruburu estate has semi-detached units organized in clusters. The estate has a population of more than 35,000 people and a density of approximately 250 persons per hectare.

## **1.2 Statement of the Problem**

With the current Global Economic crisis coupled with increased vicious competition in the marketplace, many companies and institutions are struggling to survive. It is now very crystal clear that the companies that will survive the economic recession will be those companies' whose products / brands and services have a competitive advantage against their competitors. This competitive edge may be the secret to survival and can be partly achieved by building

positive consumer perception of brand equity among the companies' products and services.

In Kenya, Mwangi et al (2007) did an empirical survey on factors that determine brand loyalty in the toothpaste industry. The research was carried out on three toothpaste brands including Aquafresh, Colgate and Close-Up. They found that, several multivariate measurements including customers' perceived value, brand trust, customers' satisfaction, repeat purchase behaviour, and commitment are key factors influencing factors of brand loyalty. Some other factors like price, brand names, time, and first entrants were also found carry an influence on brand loyalty. Kamiri (2006) carried a survey on creation and application of brand equity in insurance companies in Kenya. The survey was carried out on 30 insurance companies operating in Nairobi. It was found that application of brand equity is well pronounce in insurance product where image is created through formation of attachment between the brand name and quality. Wambua (2004) when studying on consumer based brand and financial performance found that the correlation between brand equity and organization performance is both positive and superlative. The study was a survey carried out on commercial banks in Kenya, where the sample size comprised of 18 commercial banks.

Nevertheless, the study of brand equity in the branding literature has not flourished. Much of the interest in this issue has been conceptual or theoretical in nature, and there has been little empirical research into it. This lack of research is pointed out by Chaudhuri and Holbrook (2001) who affirm that the role of brand equity in brand equity strategies has not been explicitly considered.

With this in mind, this study attempted to fill the research gap that existed by answering the question: what are the factors influencing perceptions of brand equity of liquid food packages among consumers in Nairobi's Buruburu estate? The study had a specific reference to Tetra Pak carton packages.



### **1.3 Objective of the Study**

- i. To determine consumers perceptions on brand equity of liquid food packages
- ii. To determine the extent to which consumers perceive the brand equity of Tetra Pak carton packages

### **1.4 Importance of the Study**

The study will help the academic to gain problem solving skills as well as the skills of academic report writing and will also benefit through the communication skills that will be gained by the time the research project is completed. Future researchers can use the study as a reference point on brand equity and the related topics. The findings of the study will be of use to trainers in marketing field in that it will assist them in knowing the areas which should be given concentration when training managers on brand management. The study will be of importance to other government agencies whose interest lies on improved services delivery for economic development and creating investor confidence. It will assist the government in pointing out areas of difficulties in the allocating of resources towards addressing priority needs. The study will also help the government in formulating a policy on the regulatory process in the economy in the areas that necessitate brand protection, in order to ensure orderly economic growth and development.

The study will provide a platform for further research in the area of brand management and in particular the brand equity that will contribute to successful building of brand strategy in the liquid food packaging industry in Kenya. In addition, the results of the study will be important to the industry players both in the private and public sector by contributing to the existing body of knowledge in the area of marketing in general and properties of brand equity strategies in particular. These properties include the brand awareness, perceived quality, brand association, brand loyalty, effectiveness and efficiency as well as the brand personality. Academicians may use findings for further research, while practitioners may apply lessons in planning and implementing future changes.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This section discusses the literature review in the form of theoretical review and the past studies. Variables discussed under this section include the brand awareness, perceived quality, brand loyalty, brand association, brand personality and the efficiency & and effectiveness of brand equity. The variable relationship is also conceptualized under this section.

#### 2.2 The Concept of Brand Equity

Building of brand equity strategies is becoming more important in today's highly competitive environment (Seetharaman *et al.*, 2001). In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of retailers and manufacturers. Hence, it is important that the management of brands is approached strategically (Wood, 2000). To do this, the concept of brand equity is an essential element to consider. Brand equity has attracted increasing attention in the marketing literature over the last decade. Broniarczyk and Gershoff (2003) still stress the importance of brand equity nowadays. Shapiro (1982) already demonstrated that positive brand equity provides goodwill value in the face of uncertainty. In case of high brand equity, consumers are more likely to believe extreme advertising claims (Goldberg and Hartwick, 1990) and high equity brands reduce the negative impact on consumer choice of an unattractive sales promotion (Simonson *et al.*, 1994). Finally, a high equity brand limits consumers' negative inferences after a price increase (Campbell, 1999).

Yoo *et al.* (2000) suggest that any marketing action has the potential to affect brand equity as brand equity represents the effect of accumulated marketing investments into the brand. In their research, they studied price, price promotions, distribution intensity, store image, and advertising expenditures as elements potentially affecting brand equity. Simon and Sullivan (1993)

additionally refer to advertising share, sales force and marketing research expenditures, age of the brand, order of entry, and product portfolio as brand equity sources. Other marketing activities being proposed as antecedents of brand equity are the use of public relations, slogans or jingles, symbols and packages (Aaker, 1991), warranties (Boulding and Kirmani, 1993), company image, country of origin, promotional effects (Keller, 1993), and brand-naming strategy (Keller *et al.*, 1998).

According to Knapp, (2000), companies need to continuously track their brands against the effect of competition, especially in the face of aggressive competition. They should track their the progress as to how their brands are doing in the marketplace, and what impact certain market interventions will have on the brand equity. Progress can be monitored in terms of the level of purchasing, consumption, brand recognition, brand recall, advertising awareness, etc. This approach will enable brand marketers to assess the effect of marketing campaign in influencing the target consumers, which in turn leads to measure the brand strength.

The transaction analysis enables the company to assign brand team members the task of experiencing all the steps a customer might go through to see how the system makes the customer feel (Knapp, 2000). There's nothing that brings people together like stories about the bad service; whether it's a mobile phone that's cut off, a television that's on the blink or a washing machine that's collapsed, getting the situation rectified is every consumer's nightmare (Balakrishnan and Mahanta, 2004). In product-driven companies, service is playing an important role in the brand experience as they view the brand in terms of its entire relationship with their customers. Progressive company cultivates its brand philosophy across functional lines throughout the organization, evaluates all contact points with customers, and streamlines organizational processes to meet customer needs and deliver a consistent brand experience.

A manufacturer's existing brands are potentially vulnerable to successful new brands from competitors. It is, therefore, in the manufacturer's interest to maintain the relative functional excellence of its existing brands. This means continuously upgrading their performance. Brand loyalty may be viewed as a link in the chain of effects that indirectly connects brand trust and brand affect with the market performance aspects of brand equity (Chaudhuri and Holbrook,

2001).

The companies need to set “operational standards” in all areas affecting day-to-day brand-related activities which can be applied to behaviors, management practices, service provision, customer relationship management, performance achievement, and so on (Klaus and Ludlow, 2002). The specific marketing effects that accrue to a product with its brand name can be either consumer-level constructs such as attitudes, awareness, image, and knowledge, or firm-level outcomes such as price, market share, revenue, or cash flow (Ailawadi *et al.*, 2003). The operational standards reinforce the assurance to target customers that the brand promise will be delivered to them.

## **2.3 Properties of Brand Equity**

The properties of brand equity as equated by Aaker (1991) have the following elements; brand awareness, perceived quality, brand association and brand loyalty.

### **2.3.1 Brand Awareness**

Brand awareness refers to the strength of the brand node in memory, i.e. how easy it is for the consumer to remember the brand (Keller, 1993). Brand recall is the most common way to measure brand awareness. In a study including various brand knowledge and behavioral variables, using one product category, “candy bars,” Agarwal and Rao (1996) found support for a two factor solution: one factor clearly represented unaided recall. Brand image refers to strong, favorable and unique brand associations in memory (Keller, 2003), which result in perceived quality, a positive attitude and overall positive affect. Indeed, many of the brand factors identified as different aspects of brand equity by other authors (such as perceived quality, personality and organizational associations) may be viewed as belonging to the overall category of brand image and its immediate effects.

Brand awareness is the consumer's ability to identify a brand under different conditions (Keller, 2003). This can take the form of brand recognition and brand recall. Brand recognition assumes prior exposure to the brand. When given a cue, consumers are likely to correctly identify the brand as being previously seen or heard. Consumers might recognize many brands but only

recall a small number; sometimes even only one brand. Brand recognition is therefore considered as the minimum level of brand awareness and is based on aided recall (Laurent *et al.*, 1995; Mariotti, 1999). Brand recognition is particularly important when a consumer chooses a brand at the point of purchase.

Brand recall is considered the next level of brand awareness. It relies on unaided recall (Holden, 1993; Laurent *et al.*, 1995; Mariotti, 1999) and relates to the consumer's ability to retrieve the brand from memory when provided with a relevant cue (Ross and Harradine, 2004). As the consumer is not aided by having the name provided, brand recall implies that the brand holds a stronger brand position in his or her mind. The first-named brand in an unaided recall thus represents the highest level of brand awareness (Laurent *et al.*, 1995; Mariotti, 1999).

The equity of a brand is partly measured in terms of the awareness it evokes. The role of brand awareness in brand equity depends on the level of awareness that is achieved. The higher the level of awareness the more dominant is the brand, which will increase the probability of the brand being considered in many purchase situations. Therefore, raising the level of awareness increases the likelihood that the brand will be in the consideration set (Nedungadi, 1990) which will influence consumers' decision making. Past researches have shown that brand awareness is a dominant choice tactic among consumers (e.g. Cobb-Walgren *et al.*, 1995; D'Souza and Rao, 1995; Reynolds and Olson, 1995). If the awareness of brands is high among consumers, it means the brand is familiar and reputable. Studies show that consumers who recognize a brand name are more likely to buy that brand because familiar products are normally preferred to those that are less familiar (Hoyer, 1990; Macdonald and Sharp, 2000). Purchase decisions that are in favor of the brand helps in building brand equity.

### **2.3.2 Perceived Quality**

Perceived quality of a brand can be defined as “a global assessment of a consumer's judgment about the superiority or excellence of a product” (Zeithaml, 1988, p. 3). It has been identified theoretically as a core element of brand equity (John *et al.*, 1998) stemming from, amongst other things, its role in facilitating successful extensions (Aaker, 1990). In this context, high-quality brands have been seen to extend more easily into distant market categories (Rangaswamy *et al.*,

1993), at least in part because they are viewed as more expert, credible and trustworthy by consumers (Keller and Aaker, 1992). From this, quality appears to moderate the effect of fit when assessing an extension. Actual examples of brand extensions support this contention. Brands that have successfully developed “distant” (i.e. poor-fitting) extensions *without* any discernible effect on the core brand, are invariably high-quality brands. Harley Davidson (from motorcycles to men's toiletries), Virgin (from music to airlines) and Hallmark (from greetings cards to videos) are notable cases in point.

Too often, there is a tendency to concentrate customer value on product quality and nominal price. According to this thinking, bundles of attributes together represent a certain level of quality, which therefore provide utility to the customer (Lancaster, 1971, in Caruana *et al.*, 2000).

The benefits are measured through a perceived level of quality (level of working superiority), a bundle of attributes in comparison with the consumer's expectations. This perspective went even so far, that some authors in the past somehow even equated the concepts of perceived quality with perceived value and that entailed that many practitioners failed to distinguish between the concepts of perceived quality and perceived value and often used the terms interchangeably (Caruana *et al.*, 2000). Olshavsky (1985, in Rowley, 1998) views quality as a form of an overall evaluation of a product. Similarly, Holbrook and Corfman (1981, in Rowley, 1998) suggested that quality acts as a relatively global value judgment. It is created in relationships between customers and suppliers in which both parties are active (Eriksson *et al.*, 1999).

Consumers' perceived quality of a brand is due to their perception process involved in the decision-making process. High perceived quality occurs when consumers recognize the differentiation and superiority of the brand relative to competitors' brands. This will influence their purchase decisions and would drive them to choose the brand rather than competitors' brands. This implies that high perceived quality would influence consumer's choice, which will consequently lead to an increase in brand equity. To the marketer, high perceived quality could support a premium price, which in turn can create a greater profit margin for the firm that can be reinvested in brand equity (Yoo *et al.*, 2000). Aaker (1991) also suggest that perceived quality is

an association that is usually central to brand equity.

A central premise underlying extension and alliance research is that brands demonstrating high levels of perceived quality perform better when leveraged into a new product situation (Aaker and Keller, 1990). Quality and perceived quality are powerful cues for consumers as signals of reputation and for reducing risk in the purchase process (Erdem and Swait, 1998). They are especially important if the quality of the brand is not directly observable as is often the case in a new product introduction or leverage situation (Sullivan, 1990).

Aaker and Keller (1990) found that the perceived quality of the brand in its non-extension context proved to be a major predictor of how the consumer would evaluate the brand extension. In brand alliance research, perceived quality, reputation and signaled quality are addressed (Rao *et al.*, 1999).

### **2.3.3 Brand Association**

A set of brand associations enable a brand to develop a rich and clear brand identity. While some customers may attach greater importance to functional benefits, emotional value helps the brand stand above others. Building brand associations requires a company to understand its brand as well as competitors' brands through customer research. Customer research should study existing and prospective customers, former customers, industry experts, and intermediaries. Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate. Brand image is the perception in the mind of the customers about the brand and its associations.

In contrast to brand image (the brand's current associations), a brand identity is inspirational and may imply that the image needs to be changed or augmented. In a fundamental sense, the brand identity represents what the organization wants the brand to stand for (Aaker and Joachimsthaler, 2000). The "brand as personality" stage marks an important transition phase since not all brands evolve into consumer icons, especially if the consumers do not relate to, or believe in, the communications of the brand, or they sense some inconsistencies with the brand's communications (Wee and Ming, 2003). A brand's personality provides a richer source of competitive advantage than any functional feature can (Sherrington, 2003). Personality attributes

help the brand to achieve sustainable differentiation as they are more difficult to copy than functional features of the product and service by the competition. Another advantage of the personality association is that it establishes direct relationship with the customers.

Biel (1992) argued that brand association (brand image) could result from corporate image, product image and user image. Each of these three images can be divided into two types of association. One is the perception of utilitarian and functional attributes, like speed or ease to operate. The other is related to soft or emotional attributes, like providing fantasy or being exciting, innovative, or trustworthy. Farquhar and Herr (1993) suggest that the types of brand association include product category, usage situation, product attribute, and customer benefits.

Keller (1993) asserted that brand associations could be classified into three major categories of increasing scope: attributes, benefits, and attitudes. Attributes are those descriptive features that characterize a product or service, what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Attributes can be categorized into product-related attributes, and non-product-related attributes such as price, user and usage imagery, or brand personality. Benefits are the personal values consumers attach to product or service attributes – that is, what consumers think the product or service can do for them. Benefits can be further distinguished into three categories – functional, experiential, and symbolic benefits. Brand attitudes are defined as consumers' overall evaluations of a brand. Brand identity is made up of these different types of brand associations, which can vary according to their favorability, strength, and uniqueness. According to the marketing instrument developing paradigm, Chen (1996) developed a measurement scale to measure customer-based brand equity. The scale instrument basically reflects the notion of brand association. Five variables were generated, which are perceived quality, functional features, symbolic association, emotional association, and innovation.

Brand equity is therefore largely supported by the associations that consumers make with a brand, which contributes, to a specific brand image. Brand associations are complicated and connected to one another, and consist of multiple ideas, episodes, instances, and facts that establish a solid network of brand knowledge (Yoo *et al.*, 2000). It is formed as a result of the



consumer's brand belief, which can be created by the marketer, formed by the consumer himself through direct experience with the product, and/or formed by the consumer through inferences based on existing associations (Aaker, 1991). Consumers' favorable brand beliefs will influence their purchase intentions and choice of the brand. These behavioral responses have implications on brand equity. In the context of products such as electrical appliances, brand associations would represent the functional and experiential attributes offered by the specific brand. The intangible qualities that consumers associate the brand with, such as innovativeness, distinctiveness, dynamism and prestige are also considered as brand associations. The combination of tangible and intangible attributes creates a brand identity, that is "a unique set of brand associations that the brand strategist aspires to create or maintain," which drives brand associations (Aaker, 1996). Therefore, the identity of the specific brand may impact brand associations and ultimately brand equity.

#### **2.3.4 Brand Loyalty**

In highly competitive markets with increasing unpredictability and decreasing product differentiation, brand loyalty is a central element of marketing strategies and tactics (Fournier and Yao, 1997). Brand loyalty generates benefits like substantial entry barriers to competitors, better ability to respond to competitive threats, greater sales and revenues and the customer's lower sensitivity to marketing efforts of competitors (Delgado and Munuera 2005).

Customer loyalty has been a major focus of strategic marketing planning (Kotler, 1984) and offers an important basis for developing a sustainable competitive advantage - an advantage that can be realized through marketing efforts (Dick and Basu, 1994). They report that academic research on loyalty has largely focused on measurement issues (e.g., Kahn *et al.*, 1986) and correlates of loyalty with consumer characteristics in a segmentation context (e.g., Fournier and Yao, 1997). A few brand loyalty studies found price promotions as the antecedents of brand switching behavior (Morgan and Hunt, 1994; Aaker, 1991). They agree that price promotions increase sales in the short term. Some researchers have proposed and found empirically that if consumers have been satisfied with the promoted brand, their satisfaction is reinforcing and leads to an increase in the probability of choosing the brand again after the promotion is withdrawn,

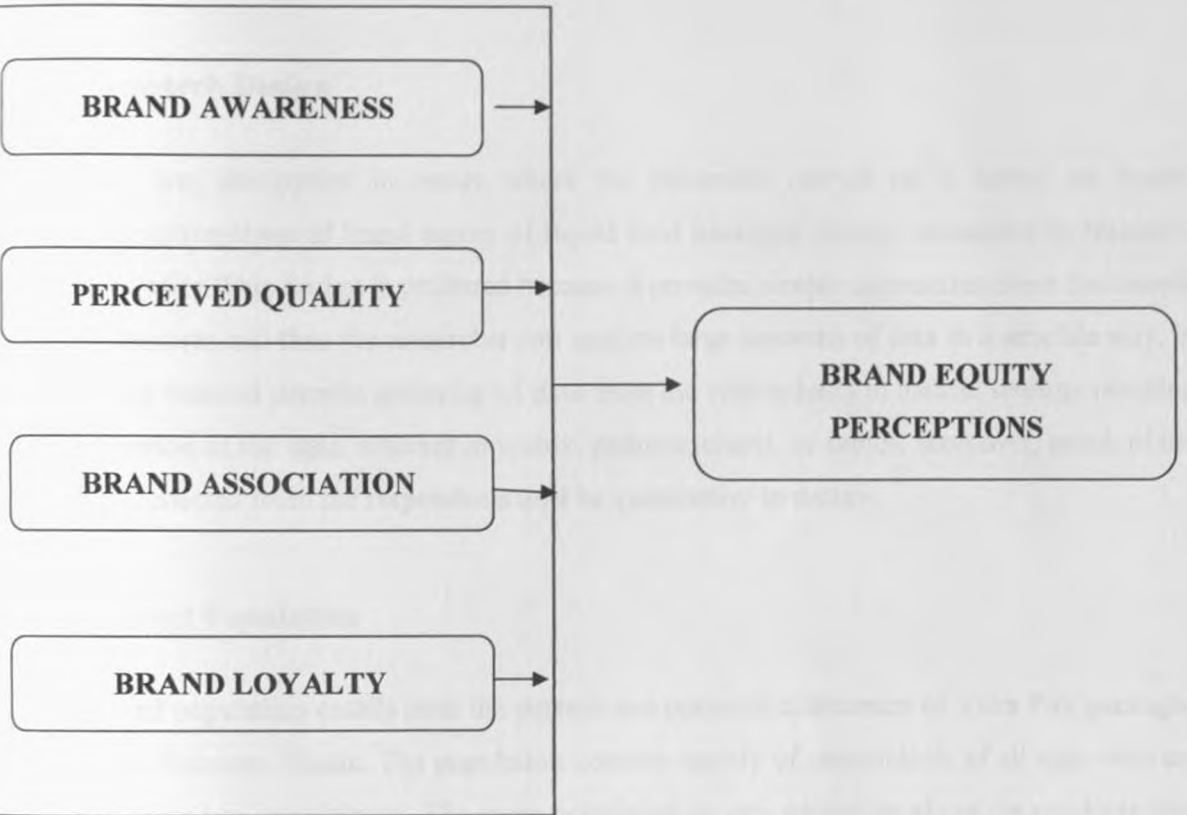
particularly for previous non-users of the brand (Fournier and Yao, 1997).

Therefore, the sources of loyalty and the processes through which it is established has long been of central concern to the marketing literature (Wernerfelt, 1991). Numerous studies have focused on overall satisfaction as determinants of loyalty, either conceptualized as a repurchase intention or as an emotional or psychological bond (Bloemer and Kasper, 1995; Fornell, 1992). Other, more recent studies introduce brand trust as central determinants of brand loyalty (Chaudhuri and Holbrook, 2001). In the commitment-trust theory of relationship marketing (Morgan and Hunt, 1994), trust is a key variable in the development of long-term relationships.

Relationship marketing scholars suggest that becoming loyal to a brand is one of the most general strategies consumers develop to reduce perceived risk (Sheth and Parvatiyar, 1995). Knox *et al.* (1993) found that brand risk is a significant antecedent of brand commitment (i.e. attitudinal loyalty), which implies a positive causal link between brand risk and consumer loyalty. In this study, brand loyalty is understood and measured both as behavioral and attitudinal reaction (Day, 1969).

Brand loyalty is a measure of the attachment that a customer has to a brand and it reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker, 1991). Brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time and it is the result of consumers' learning that one brand can satisfy their needs (Assael, 2001). Brand loyalty reflects the commitment of a customer to rebuy the company's products consistently in future. Customer retention can be achieved only through fostering premium loyalty by establishing an emotional as well as a normative attachment between the brand and the consumer (Gaunaris and Stathakopoulos, 2004). Such loyal buyers can contribute to the positive word-of-mouth communication for the brand.

## 2.4 Conceptual Framework



**Independent Variables**

**Dependent Variable**

*Figure 2.1: Conceptual Framework of Variable Relations*

*Source: Researcher (2010)*

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.1 Research Design

This study was descriptive in nature where the researcher carried out a survey on factors influencing perceptions of brand equity of liquid food packages among consumers in Nairobi's Buruburu Estate. This design is preferred because it provides simple summaries about the sample and the measures and thus the researcher can analyze large amounts of data in a sensible way. In addition, the method permits gathering of data from the respondents in natural settings resulting in a description of the data, whether in words, pictures, charts, or tables. Moreover, much of the data to be collected from the respondents will be quantitative in nature.

#### 3.2 Target Population

The targeted population entails both the current and potential consumers of Tetra Pak packaged products in Buruburu Estate. The population consists mainly of respondents of all ages who are either employed or unemployed. The same population is very particular about the products they consume and hence the importance of high quality products. This is so because consumers in Buruburu estate aim to attain a higher socio-economic status and at the same time want to access good quality products within their economic limit. This is evidenced by a variety of products presented to the consumer as well as the existence of both public and private schools in the area. The population of Buruburu is divided into five geographical phases, tagged as Phase I to V which consists a numerous number of households. Each house hold is 2 to 3 bedrooms plus a servant's quarter. According to Central Bureau of Statistics (2007), the population in Buruburu was estimated to be 35,000 distributed as tabulated below:

**Table 3. 1: Population in Various Phases in Buruburu Estate**

Phase	No. house holds	Population
Phase I	800	6,400
Phase II	1000	8,400
Phase III	1100	8,750
Phase IV	750	5,930
Phase V	650	5,120
<b>Total</b>	<b>4300</b>	<b>35,000</b>

*Source: Central Bureau of Statistics 2007*

### **3.3 Sampling Technique and Sample Size**

Stratified random sampling technique was used to draw respondents from the population. The researcher used phases as the strata where a sample of 172 respondents was drawn on a pro rata from each stratum. This technique was justifiable since the population is too large to select every respondent to be a respondent. Kothari (2003) recommended a sample size of at least 30 when N is large. At the same time, the technique will ensure that all phases in Buruburu are proportionately represented in the sample. The sample size from each stratum will be calculated as tabulated below:

**Table 3.2: Sample Size**

Phase	Population	Population x 0.5%	Sample Size
Phase I	6,400	6400 X 0.5%	32
Phase II	8,400	8400 X 0.5%	42
Phase III	8,750	8750 X 0.5%	44
Phase IV	5,930	5930 X 0.5%	29
Phase V	5,120	5120 X 0.5%	25
<b>Total</b>	<b>35,000</b>		<b>172</b>

*Sampling Design***3.4 Data Collection**

The researcher used primary sources to collect the data. This consisted of a semi structured questionnaire comprising of both open-ended and close-ended questions. Open ended questions were addressing the essential concepts, processes, and skills that went beyond the specifics of instruction as well as those areas that the researcher wished to get deeper explanation from the respondents. At the same time, these questions encouraged the respondents to give a full, meaningful answer using their own knowledge and/or feelings on brand equity and the liquid food packaging products.

Close ended questions on this study enabled the researcher to capture quick information from the respondents as well as those that are express in meaning and thus did not require explanations

beyond what is stated. These set of questions also assisted the researcher in saving time for data collection.

In addition to both the open-ended and the close-ended questions, the researcher used Likert-Scales to collect information that was semi-discrete in nature. This entailed the use of a five-point scale that assisted the respondent to indicate their level of agreement or disagreement with certain statements as placed by the researcher. Likewise multiple-response data was collected by listing the variables on which the respondents ticked on all relevant answers as required by the researcher. The researcher used a face to face interview as well drop and pick method to administer and collect the questionnaires from the respondents. The questionnaire were dropped on Sunday and picked after one week the following Sunday. The sample unit was either male or female adult respondent of Buruburu households.

### **3.5 Data Analysis**

Data collected from respondents was both quantitative and qualitative in nature. Quantitative data was analyzed using Microsoft Excel as well as the Statistical Package for Social Scientists (SPSS) tools. Data was analyzed using descriptive statistics such as frequencies, mean scores and the standard deviations. The basis of using descriptive approach was to give a basis for determining the weights of the variables under the study. The findings were then be presented using tables, pie charts, and bar graphs for easier interpretation.

On the other hand, qualitative data was analyzed using content analysis. This analysis enabled the researcher to analyze the data that was not quantitative in nature.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

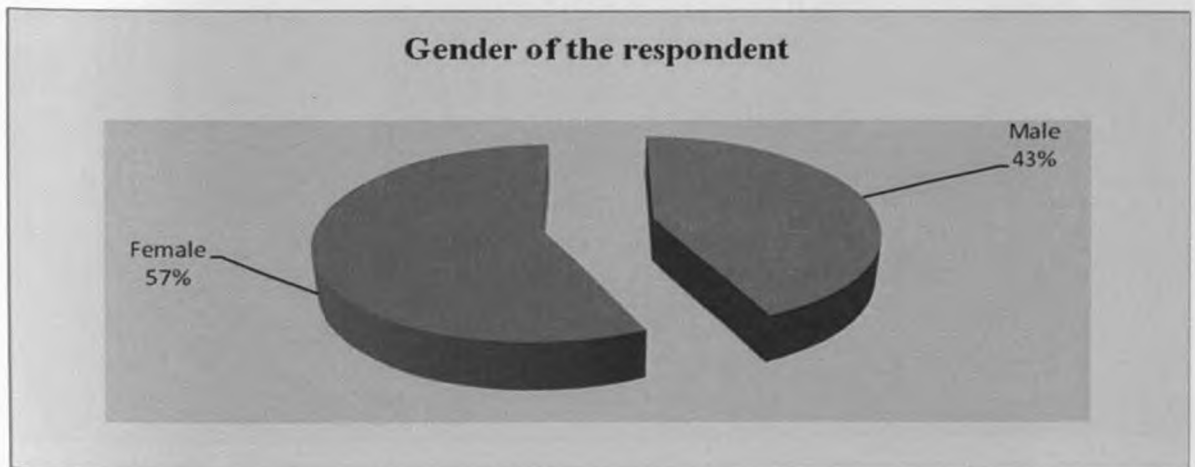
This chapter explains how the data has been analyzed and the findings. Descriptive statistics was largely used to summarize the data. The findings are presented in sections that cover the respondents profile, consumer's perceptions on brand equity of liquid food packages and the extent to which consumers perceive the brand equity of Tetra Pak carton packages

#### 4.2 Respondents' Profile

##### 4.2.1 Gender of the Respondents

A total 172 questionnaires were administered to the respondents in Nairobi's Buruburu estate based on stratified random sampling to ensure that there is proper representation of each stratum. The respondents profile was based on their gender, area of occupation, monthly level of income, age, level of education and the type of media they currently use or accessed.

Figure 4.1: Gender of the Respondents





From Figure 4.1 above shows 57% of all the respondents were female while 43 percent were male.

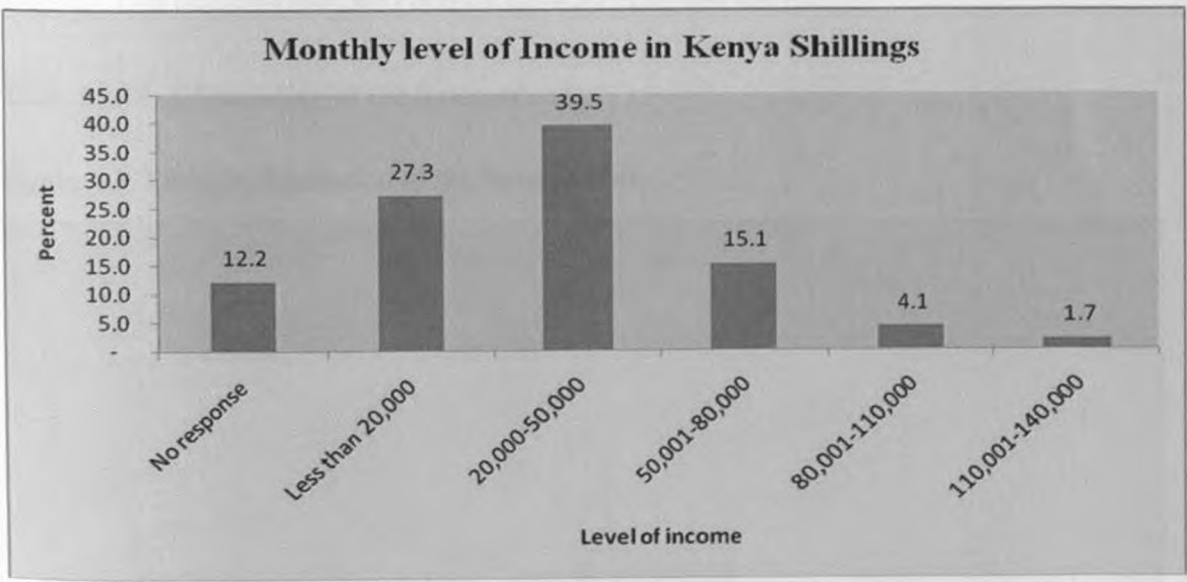
**4.2.2 Occupation of the Respondents**

**Table 4.1: Area of Occupation of the Respondents**

	Frequency	Percent (%)
Business person	58	33.7
Unemployed	11	6.4
Employed	77	44.8
Student	26	15.1
<b>Total</b>	<b>172</b>	<b>100.0</b>

In terms of occupation, 44.8% of the respondents were employed while 33.7% were business persons. 15.1% were students and 6.4 percent were unemployed. This information is illustrated by Table 4.1.

**Figure 4.2: Monthly level of Income of the Respondents**



As indicated in Figure 4.2 above, 39.5% of all the respondents' indicated that their monthly

income ranged between Kshs 20,000 to 50,000 while 27.3% earn less than Kshs 20,000. Those with monthly income beyond Kshs 110,000 were only 1.7%. Nevertheless 12.2% did not respond to this question. The findings indicate that 60.5% of respondents of Buruburu Estate earn at least Kshs 20,000 as monthly income.

**4.2.3 Age of the respondents**

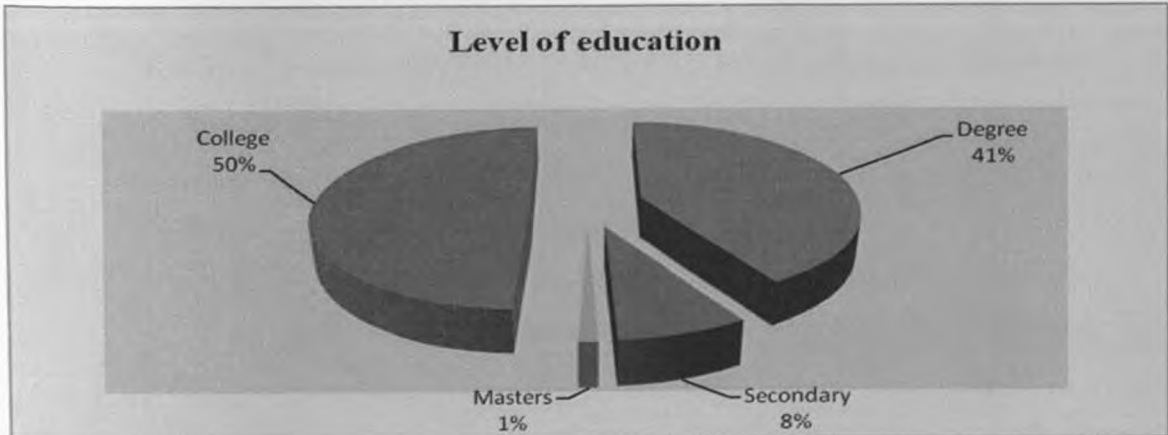
**Table 4.2: Age of the Respondents**

	Frequency	Percent (%)
Less than 20 years	12	7.0
20-29 years	48	27.9
30-39 years	81	47.1
40-49 years	20	11.6
50 years and above	11	6.4
<b>Total</b>	<b>172</b>	<b>100.0</b>

Table 4.2 illustrates age of the respondents. From the findings, 47.1% were aged 30 – 39 years while 27.9% were aged 20 – 29 years. Only 6.4% were 50 years and above while 7% were below 20 years. This indicates that, 65.1% were aged 30 years and above.

**4.2.4 Level of Education of the Respondents**

**Figure 4.3: Level of Education of the Respondents**



Regarding the level of education of the respondents, 50% had a college certificate, 42% a degree and 8% a secondary certificate. Only 1% of all respondents claimed to have degree in Masters. This implies that an overwhelming majority of 92% of the respondents in Buruburu Estate have at least a college certificate. The same information is illustrated by Figure 4.3.

#### 4.2.5 Specific Area of Residence of the Respondents in Buruburu Estate

**Table 4.3: Specific Area of Residence of the Respondents in Buruburu Estate**

	Respondents	Percent
Phase I	32	18.6
Phase II	42	24.4
Phase III	44	25.6
Phase IV	29	16.9
Phase V	25	14.5
<b>Total</b>	<b>172</b>	<b>100.0</b>

The researcher also established the proportions of respondents drawn from each of the five phases in Buruburu Estate. As illustrated in Table 4.3, majority of respondents (25.6%) were drawn from Phase III while the least (14.5%) were drawn from Phase V.

#### 4.2.6 Type of Media currently used or accessed by the Respondents

**Figure 4.4: Types of Media currently used or accessed by the Respondents**

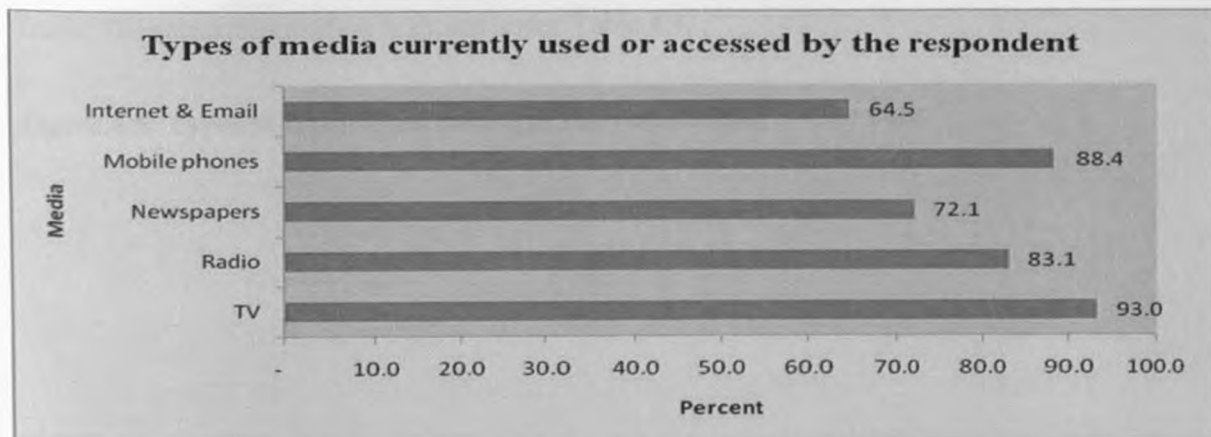


Figure 4.4 illustrates the various types of media currently used or accessed by the respondent. According to the study, 93% of the respondents have an access to TV while 88.4% currently access information through mobile phones. Other media used by the respondents to access information included radio, newspaper as well as internet & email with 83.1%, 72.1% and 64.5% majority respectively. This implies that TV is the most widely accessed media in accessing information in Buruburu estate. This information was important because the researcher would determine the effectiveness of different media in creating awareness on liquid food packages.

### 4.3 General Information on Liquid Food Packages

General information on liquid food packages was based on the types of packages the respondents are aware of, prefer most and use regularly as illustrated by Table 4.4, Figure 4.5 and Table 4.5 respectively.

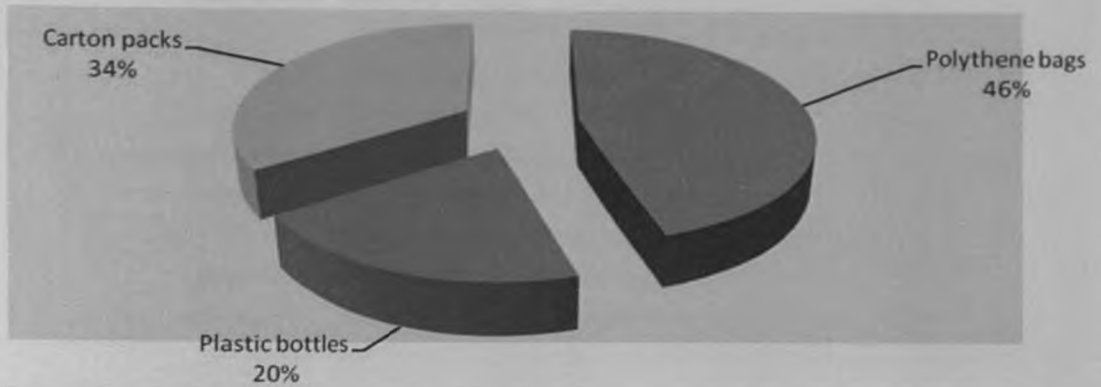
**Table 4.4: Types of liquid food packages the respondents are aware of**

	Frequencies	Percent (%)
Plastic pouch	149	86.6
Plastic bottles	87	50.6
Carton packs	112	65.1

On the type of liquid food packages the respondents were aware of the study revealed that, plastic pouch are widely known than any other liquid food packages with an awareness of 86.6%. 65.1% respondents were aware carton packs and while 50.6% were aware of plastic bottle. The same information is shown under Table 4.4.

**Figure 4.5: Types of liquid food packages the respondents prefer most**

### Types of packages of liquid food products the resident prefers



On the type of liquid food packages the respondents prefer most, the researcher found that plastic pouch were preferred most with 46% while plastic bottles were least preferred with 20%. 34% of the respondents preferred carton packs as illustrated Figure 4.5.

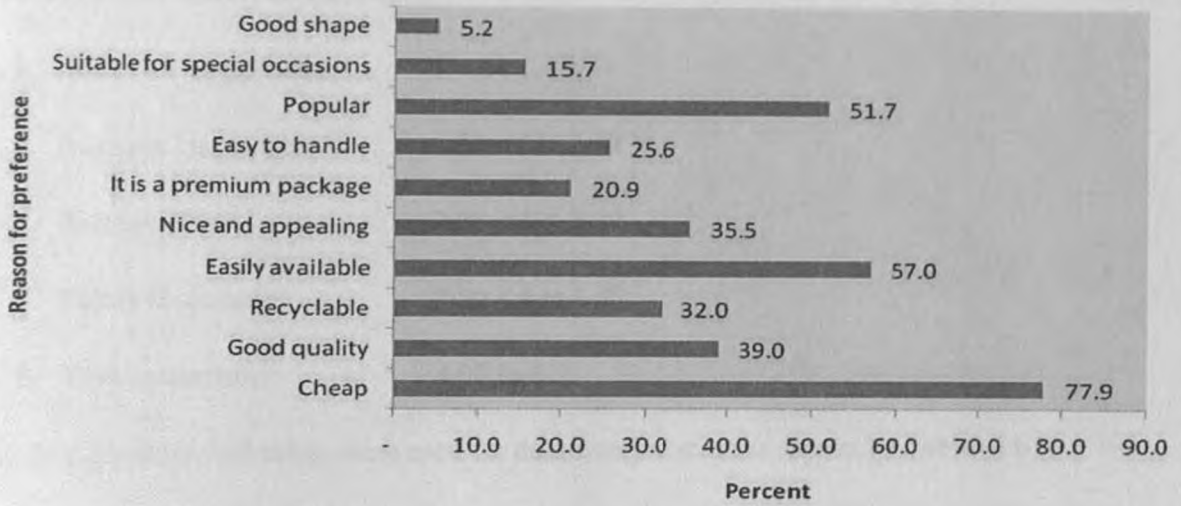
**Table 4.5: Types of liquid food packages the respondents regularly use**

	Frequencies	Percent
Plastic pouch	95	55.2
Plastic bottles	31	18.0
Carton packs	46	26.7
<b>Total</b>	<b>172</b>	<b>100.0</b>

Table 4.5 illustrates the types of packages of liquid food products the respondents regularly use. According to the findings, 55.2% of the respondents in Buruburu Estate regularly use plastic pouch while 26.7% use carton pack. Only 18% regularly use the plastic bottle.

**Figure 4.6: Why the respondents prefer their regularly used choice of packaging**

### Why the resident prefer their regularly used packaging



Concerning why the respondents preferred their regularly used choice of liquid food packaging, the study found that 77.9% of respondent preferred their choice package because they are cheaper while 57% based their preference on easy availability in the retail outlets. 51.7% preferred their choice on the level of popularity. Other reasons are the perceived quality at 39%, nice and appealing at 35.5% and 32% preferred their packs because they are environmentally friendly and hence recyclable (32%) as illustrated in Figure 4.6.

#### 4.4 Consumer Perceptions on Brand Equity of Liquid Food Packages

The findings of the consumer perceptions of the brand equity of liquid food packages was based on the brand equity elements as prescribed by Aaker i.e. brand awareness, perceived quality, brand association, brand loyalty as well as the package functionality.

The researcher used a 5-point Likert scale to analyze the where different level of the continuum had different codes which include:

Not at all important -	1	Neither / nor	-	3
Not very important -	2	Fairly Important	-	4

Very important - 5

The range of the scale is as follows:

1. Not at all important -  $0 < 1 < 1.49$ ,
2. Not very important -  $1.50 < 2 < 2.49$
3. Neither / Nor -  $2.50 < 3 < 3.49$
4. Fairly important -  $3.50 < 4 < 4.49$
5. Very important - 4.50 to 5

Standard deviation and mean were used for data interpretation as shown by Tables 4.6 to 4.10

#### 4.4.1 Brand Awareness

The aspects of Brand awareness of liquid food packages used in this study were: recyclable or environmentally friendly, easy to remember, widely available in retail outlets, widely communicated in various media, widely promoted, knowledge of quality of package material as well as the price.

**Table 4.6: Brand Awareness**

	Mean	Std. Deviation
It is recyclable / environmentally friendly	3.74	1.32
Easy to remember/recall	3.28	1.25
It is widely available	4.14	0.90
It is widely communicated	3.24	1.25
It is widely promoted	3.34	1.17
It has an intermediate layer of material between product and closure	3.35	1.11
It is well priced	3.86	1.16
<b>Overall Mean / Std. Dev</b>	<b>3.56</b>	<b>1.17</b>

On brand equity element of brand awareness, most of the respondents asserted that it is fairly

important for the brand or package type to be available (4.14), well priced (3.86) as well as recyclable/environmentally friendly (3.74) respectively as fairly important factors. The respondents indicated that easy to recall (3.28), widely communicated (3.24), widely promoted (3.34) and quality of package (3.35) were neither important nor less important. The standard deviation of greater than one (1.17) indicates that the respondents had varied views on brand awareness. However, most respondents noted that brand awareness was fairly important (3.56) in their perception of brand equity as illustrated by Table 4.6.

#### 4.4.2 Perceived Quality

Perceived quality markers of liquid food packages used in this study were; high quality image, premium image, suitable for special occasions, has hygienic opening, preserves the quality of the contents for a longer period, and it does not break or get damaged easily.

**Table 4.7: Perceived Quality**

	Mean	Std. Dev.
It has a high quality image	3.75	1.03
It is a premium package	3.41	1.14
It is suitable for special occasions	3.67	1.17
It has hygienic opening	4.16	0.79
It preserves the quality over a longer period	3.86	1.07
It doesn't break/get damaged easily	4.08	0.79
<b>Overall Mean / Std. Dev</b>	<b>3.82</b>	<b>0.99</b>

Regarding factors contributing to brand equity's element of perceived quality for liquid food packages, the respondents noted that it was fairly important for packages to have hygienic openings (4.16), that don't break/get damaged easily (4.08) and that preserve the quality of the packed product over a longer period (3.86), high quality image (3.75) the packages suitability for special occasions (3.67) were the most prevalent factors. On the other hand, the claim that the package is considered premium was neither important nor less important with a mean of 3.41. The average standard deviation for these factors was less than one (0.99) suggesting the responses were fairly similar. Most respondents noted that perceived quality was



fairly important (3.82) in their perception of brand equity. Details of the same information are as illustrated by Table 4.7.

#### 4.4.3 Brand Association

Brand association indicators of liquid food packages used in this study are; nice and appealing, nice shape that the respondents like, modern design, unique, good image, trendy and fun to use.

**Table 4.8: Brand Association**

	Mean	Std. Dev.
It is nice and appealing	3.80	0.93
It has a shape that I like	3.21	1.32
It has a modern packaging design	3.28	1.22
It is unique	3.02	1.14
It has a good image	3.45	1.13
It is trendy and fun	2.78	1.32
<b>Overall Mean / Std. Dev</b>	<b>3.26</b>	<b>1.18</b>

Investigation of factors contributing to brand equity element of brand association of liquid food packages, the respondents found it fairly important if the packages are nice and appealing (3.80). The respondents felt it was neither important nor less important if the packages have a good shape (3.21), good image (3.45), trendy and fun (2.78), had modern design (3.28) and unique package (3.02). The standard deviation was more the one suggesting that the respondents had varied opinions on brand association. The respondents confirmed that brand association were neither important nor less important (3.26) in their perception of brand equity as detailed under Table 4.8

#### 4.4.4 Brand Loyalty

Brand loyalty for liquid food packages used in this study were based on the level of loyalty the respondents or consumers have due to the company that manufactures the specific package and

their drive to purchase particular packages as their first choice

**Table 4.9: Brand Loyalty**

	Mean	Std. Dev.
The brand or company, or who makes it	3.37	1.22
It's my first choice	3.35	1.35
<b>Overall Mean / Std. Dev</b>	<b>3.36</b>	<b>1.29</b>

On the brand equity element of brand loyalty of liquid food packages, the respondents said that the image of the brand or the image of company that manufacture the specific package type was neither important nor less important (3.37) as well as the packages being their first choices was neither important nor less important (3.35) factors considered when purchasing liquid food packages. The standard deviation was more than one (1.22 and 1.35 respectively) confirming varied responses. Brand loyalty was neither important nor less important (3.36) in their perception of brand equity as detailed under Table 4.9

#### 4.4.5 Functionality

**Table 4.10: Functionality**

	Mean	Std. Dev.
It is easy to understand how to open it	3.88	0.96
It is easy to handle	3.86	0.91
It is comfortable to hold when pouring	3.84	1.01
It has a hold that prevent any spilling when pouring	3.52	1.26
It is easy to store in the cupboard after purchase	4.09	1.04
It is good to pour from	3.84	1.00
It is easy to open	4.03	0.82
It is easy to close	3.88	1.13
<b>Overall Mean / Std. Dev</b>	<b>3.87</b>	<b>1.02</b>

Concerning the functionality of liquid food packages majority of respondents said that they use particular liquid food packages because they are easy to store in the cupboard after purchase (mean of 4.09 and standard deviation of 1.04); easy to open (mean of 4.03 and standard deviation of 0.82) and easy to close (mean of 3.88 and standard deviation of 1.13). Details are as illustrated by Table 4.10.

#### 4.5 The Extent to which Consumers Perceive the Brand Equity of Tetra Pak Carton Packages

The findings of extent to which consumers perceive the brand equity of Tetra Pak Carton packages for liquid food was based on the brand equity elements as prescribed by Aaker i.e. brand awareness, perceived quality, brand association, brand loyalty as well as the package functionality. The researcher used a 5-point Likert scale to analyze the where different level of the continuum had different codes which include:

<b>Strongly Disagree</b>	-	<b>1</b>	<b>Agree</b>	-	<b>4</b>
<b>Disagree</b>	-	<b>2</b>	<b>Strongly Agree</b>	-	<b>5</b>
<b>Neither/Nor</b>	-	<b>3</b>			

The range of the scale is as follows:

- 1. **Strongly Disagree** - **0 < 1 < 1.49,**
- 2. **Disagree** - **1.50 < 2 < 2.49**
- 3. **Neither / Nor** - **2.50 < 3 < 3.49**
- 4. **Agree** - **3.50 < 4 < 4.49**
- 5. **Strongly Agree** - **4.50 to 5.00**

Standard deviation and mean were used for data interpretation as shown by Tables 4.11 to 4.15

#### 4.5.1 The Extent to which Consumers Perceive the Brand Awareness of Tetra Pak Carton Packages

Table 4.11: Brand Awareness

	Mean	Std. Dev.
Carton (Tetra Pak) Packages are recyclable / environmentally friendly	3.58	1.19
Carton (Tetra Pak) packages are easy to remember/recall	3.39	1.05
Carton (Tetra Pak) Packages are widely available	3.77	1.00
Carton (Tetra Pak) Packages are widely communicated	3.14	1.13
Carton (Tetra Pak) Packages are widely promoted	3.05	1.04
Carton (Tetra Pak) Packages have an intermediate layer of material between product and closure	3.77	0.79
Carton (Tetra Pak) Packages are well priced	3.41	1.17
<b>Overall Mean / Std. Dev</b>	<b>3.44</b>	<b>1.05</b>

On factors contributing to the extent of brand awareness of Tetra Pak carton packages, majority of respondents were in agreement that they use Tetra Pak carton packages because they are widely available in retail outlets (3.77), have an intermediate layer of material between product and closure (3.77) as well as being recyclable/environmentally friendly (3.58). The responses neither agreed nor disagreed with the other factors such as easy to remember (3.39), widely communicated (3.14), widely promoted (3.05) and well priced (3.41) were. The standard deviations of slightly greater than 1 (1.19, 1.05, 1.00, 1.13, 1.04, 0.79 and 1.17 respectively) shows that the responses fairly varied. Most respondents had different opinions but neither agreed nor disagreed (3.44) on the extent of brand awareness of Tetra Pak Carton packages for liquid food as illustrated by Table 4.11.

#### 4.5.2 The Extent to which Consumers Perceive the Perceived Quality of Tetra Pak Carton Packages

**Table 4.12: Perceived Quality**

	<b>Mean</b>	<b>Std. Dev.</b>
Carton (Tetra Pak) Packages have a high quality image	3.86	0.93
Carton (Tetra Pak) Packages are premium package	3.66	0.94
Carton (Tetra Pak) Packages are suitable for special occasions	3.78	0.91
Carton (Tetra Pak) Packages have hygienic opening	4.00	0.58
Carton (Tetra Pak) Packages preserves the quality over time	3.81	0.98
Carton (Tetra Pak) Packages don't break or get damaged easily	4.02	0.84
<b>Overall Mean / Std. Dev</b>	<b>3.86</b>	<b>0.86</b>

Regarding factors contributing to the extent of perceived quality for Tetra Pak carton packages among consumers, the respondents were in agreement that Tetra Pak Carton packages do not break or get damaged easily (4.02), have a hygienic opening (4.00), have a high quality image (3.86), preserves the quality over a longer period (3.81), are suitable for special occasions (3.78), and are considered premium packages (3.66). The standard deviations of less than 1.00 confirm that the respondents shared similar views (0.84, 0.58, 0.93, 0.98, 0.91 and 0.94 respectively) on the perceived quality of Tetra Pak carton packages.

Most respondents agreed that Tetra Pak Carton packages are perceived as good quality with mean of 3.86 and standard deviation of 0.86. Details of the same information are as illustrated by Table 4.12.

#### 4.5.3 The Extent to which Consumers Perceive the Brand Association of Tetra Pak Carton Packages

**Table 4.13: Brand Association**

	Mean	Std. Dev.
Carton (Tetra Pak) Packages are nice and appealing	3.78	0.78
Carton (Tetra Pak) Packages have shapes that I like	3.47	0.98
Carton (Tetra Pak) Packages have modern design	3.59	1.00
Carton (Tetra Pak) Packages are unique	3.13	1.11
Carton (Tetra Pak) Packages have a good image	3.66	0.97
Carton (Tetra Pak) Packages are trendy and fun	2.85	1.25
<b>Overall Mean / Std. Dev</b>	<b>3.41</b>	<b>1.02</b>

The researcher also investigated factors contributing to the extent of brand association of Tetra Pak carton packages in Buruburu Estate as detailed under Table 4.13. According to the findings, majority of respondents were in agreement that they use Tetra Pak carton packages mainly because they are nice and appealing (3.78) have a good image (3.66) and have modern design (3.59). The standard deviation was less than one (0.78, 0.97 and 1.00) while unique packages and trendy / fun had varied responses.

#### 4.5.4 The Extent to which Consumers Perceive the Brand Loyalty of Tetra Pak Carton Packages

**Table 4.14: Brand Loyalty**

	Mean	Std. Dev.
Carton (Tetra Pak) Packages are made by a reputable company	3.52	1.12
Carton (Tetra Pak) Packages are my first choice	3.26	1.20
<b>Overall Mean / Std. Dev</b>	<b>3.39</b>	<b>1.16</b>

On the brand loyalty of Respondents in Buruburu Estate for Tetra Pak carton packages, majority of respondents were in agreement that reputability of the company (Tetra Pak Ltd) (3.52) influenced their perception of Tetra Pak packages. A standard deviation of more than one (1.12) shows that the responses were varied. The respondents neither agreed nor disagreed that Tetra Pak carton packages was their first choices (3.26). The standard deviations of more than 1.00 confirm that the respondents had varied views (1.12 and 1.20) on the brand loyalty of Tetra Pak carton packages. This information is illustrated by Table 4.14.

#### 4.5.5 Functionality of Tetra Pak carton packages

**Table 4.15: Functionality**

	Mean	Std. Dev.
Carton (Tetra Pak) Packages are easy to understand how to open	3.91	0.77
Carton (Tetra Pak) Packages are easy to handle	3.91	0.73
Carton (Tetra Pak) Packages are comfortable to hold when pouring	3.88	0.82
Carton (Tetra Pak) Packages have a hold that prevent any spilling when pouring	3.48	1.11
Carton (Tetra Pak) Packages are easy to store in the cupboard after purchase	4.37	0.70
Carton (Tetra Pak) Packages are good to pour from	3.99	0.75
Carton (Tetra Pak) Packages are easy to open	4.06	0.77
Carton (Tetra Pak) Packages are easy to close	3.81	0.80
<b>Overall Mean / Std. Dev</b>	<b>3.93</b>	<b>0.8</b>

Concerning the functionality of Tetra Pak carton packages majority of respondents said that they are use the packages because they are easy to store in the cupboard after purchase (mean of 4.37 and standard deviation of 0.70); easy to open (mean of 4.06 and standard deviation of 0.77) and are good to pour from (mean of 3.99 and standard deviation of 1.75). Details are as illustrated by Table 4.15.

## CHAPTER FIVE

### DISCUSSIONS, CONCLUSIONS AND RECOMMENDATION

#### 5.1 Introduction

This chapter presents the discussions, summary of the findings of the study as per the research objectives and conclusions. Also presented in this chapter are the limitations of the study, recommendations and suggestions for further studies.

#### 5.2 Discussions

##### 5.2.1 Respondents profile

The respondents in this study were drawn for Nairobi's Buruburu Estate which is composed of five phases (Phase I, II, III, IV & V). 57% of the respondents were men while 43% were female. 44% of the respondents were employed while 33.7% were business persons. 39.5% of all the respondents revealed that their monthly income ranged between Kshs 20,000 to 50,000 while 27.3% earned less than Kshs 20,000. Those with monthly income beyond Kshs 110,000 were only 1.7%. In relation to age, 47.1% were aged 30 – 39 years while 27.9% were aged 20 – 29 years. In terms of education, 50% of the respondents had a college certificate, 42% a degree and 8% a secondary school certificate. 25.6% of the respondents were drawn from the largest (Phase III) stratum while 14.5% were drawn from the smallest stratum (Phase V). According to the study, most of the respondents had multiple accesses to various media with 93% of the respondents having access to TV while 88.4% currently access information through mobile phones. Other media used by the respondents to access information included radio, newspaper as well as internet & email with 83.1%, 72.1% and 64.5% majority respectively. Therefore the demographics' of the respondents clearly demonstrate a representative sample of well educated and working people who are able to respond objectively to the study's questionnaire.



## 5.2.2 Liquid Food Packages

From the consumers perspective it is clear that Plastic Pouch packages for liquid food are the most popular than any other liquid food packages with an awareness rate of 86.6% of the respondents. Other liquid food packages that the respondents were aware of include Tetra Pak Carton package at 65.1% and Plastic bottles at 50.6%. Plastic pouches were the most preferred (46%) while plastic bottles were least preferred (20%). Tetra Pak Carton packs were preferred by 34% of the respondents. Majority of 55.2% of the respondents in Buruburu Estate regularly use plastic pouch while 26.7% use Tetra Pak carton pack. Only 18% use the plastic bottle. Most respondents prefer plastic pouch because they are cheap, easily available and popular with 77.9%, 57% and 51.7% majority respectively. Other major reasons include the perceived quality (39%), nice and appealing (35.5%) and recyclable (32%).

## 5.2.3 Consumers Perception of Brand Equity of Liquid Food packages and their Perception of the Brand Equity of Tetra Pak Carton packages

Consumers confirmed that brand awareness as factor is fairly important (3.56) in influencing their perception on the total Brand Equity of liquid food packages even though there were no general agreements (1.17) from the consumers' responses. However, consumers neither agreed nor disagreed (3.44) with the level brand awareness of Tetra Pak carton packages even though their responses on this point were rather divergent (1.05). Therefore, from a consumer point of view, Tetra Pak carton packages have a moderate level of brand awareness despite the fact that consumers consider brand awareness as a fairly important factor. Brand awareness is the consumer's ability to identify a brand under different conditions (Keller, 2003). This can take the form of brand recognition and brand recall. Brand recognition assumes prior exposure to the brand. Brand recognition is therefore considered as the minimum level of brand awareness and is based on aided recall (Laurent *et al.*, 1995; Mariotti, 1999). Brand recognition is particularly important when a consumer chooses a brand at the point of purchase. In that case, Tetra Pak limited therefore needs to invest and put more effort more in the area of brand awareness in order to strengthen their brand equity in the market. Tetra Pak need to engage in activities that communicate, promote and educate the consumers on the quality of their packages to improve the consumers' perception on their brand equity.

Consumers were very clear that the perceived quality of liquid food packages is a fairly important (3.82) factor in influencing their perception on the brand equity. As a matter of fact the respondents shared this similar view (0.99). The respondents also agreed (3.86) with the perceived quality of Tetra Pak carton packages. This was confirmed by the fact that most consumers shared similar views (0.86) on the perceived quality of Tetra Pak carton packages. The perceived quality of a brand, can be defined as “a global assessment of a consumer's judgment about the superiority or excellence of a product” (Zeithaml, 1988, p. 3). It has been identified theoretically as a core element of brand equity (John et al., 1998) stemming from, amongst other things, its role in facilitating successful extensions (Aaker, 1990). In this context, high-quality brands have been seen to extend more easily into distant market categories (Rangaswamy *et al.*, 1993), at least in part because they are viewed as more expert, credible and trustworthy by consumers (Keller and Aaker, 1992). Therefore from the study, Tetra Pak limited's strategy on the perceived quality has been quite effective and hence enhanced the strength of the brand equity of Tetra Pak's packages among consumers. For that reason, Tetra Pak limited needs to maintain their momentum on the elements of perceived quality and at the same time aim at further improving their perceived quality

Consumers felt that brand association of liquid food packages was neither important or nor less important (3.26) in influencing their perceptions of brand equity of liquid food packages even though there were no common view points (1.18) on their responses. On the other hand, consumers neither agreed nor disagreed (3.41) on the level of brand association of Tetra Pak carton packages. However, the respondents view points were slightly varied (1.02). Brand equity is therefore largely supported by the associations that consumers make with a brand, which contributes, to a specific brand image. Brand associations are complicated and connected to one another, and consist of multiple ideas, episodes, instances, and facts that establish a solid network of brand knowledge (Yoo *et al.*, 2000). It is formed as a result of the consumer's brand belief, which can be created by the marketer, formed by the consumer himself through direct experience with the product, and/or formed by the consumer through inferences based on existing associations (Aaker, 1991). Therefore, Tetra Pak can develop further their brand equity by focusing on activities that will aim at improving their brand association profile.

From the study, consumers confirmed that brand loyalty of liquid food packages is a neither important nor a less important (3.36) factor that influences their perceptions on brand equity of liquid food packages however there were no general agreements (1.29) from the respondents. On the other hand, consumer neither agreed nor disagreed (3.39) with the brand loyalty of Tetra Pak carton packages but there responses were quite varied (1.16). Brand loyalty is a measure of the attachment that a customer has to a brand and it reflects how likely a customer will be to switch to another brand, especially when that competitor brand makes a change, either in price or in product features (Aaker, 1991). Brand loyalty represents a favorable attitude towards a brand resulting in consistent purchase of the brand over time and it is the result of consumers' learning that one brand can satisfy their needs (Assael, 2001). Brand loyalty reflects the commitment of a customer to rebuy the company's products consistently in future. Customer retention can be achieved only through fostering premium loyalty by establishing an emotional as well as a normative attachment between the brand and the consumer (Gaunaris and Stathakopoulos, 2004). Therefore, Tetra Pak Limited needs to put in more commitment in the area of brand loyalty in order to the consumers are loyal to it packages and thus increase their brand equity among consumers. Tetra Pak need to engage in activities that emphasis the reason to re-buy Tetra Pak carton packages.

## **5.2 Conclusion**

This study was aimed at determining consumers' perceptions on brand equity of liquid food packages and to determine the extent to which consumers perceive the brand equity of Tetra Pak carton packages. The result of the data analysis was characterized by a high standard deviation pointing out a large spread of the scores from the respondents. This signified a high degree of disagreement among the consumers on the factors influencing their perception on brand equity of liquid food packages. On the brand equity perception of Tetra Pak carton packages, the data analysis was characterized by a slightly lower standard deviation pointing out minimal spread by the consumers signifying general agreements among respondents on the extent of how they perceive the brand equity of Tetra Pak packages. This study confirms that the consumers' perception of brand equity of liquid food packages are influenced the by the factors within the elements of brand equity as stipulated by Aaker (1991). These elements are brand awareness, perceived quality, brand association and brand loyalty.

### **5.3 Recommendations**

In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of retailers and manufacturers. Hence, it is important that the management of brands is approached strategically (Wood, 2000). Brand awareness, perceived quality, brand association as well as brand loyalty will remain the main marketing tools for the Tetra Pak limited for its carton packages. This applies also to other players in the liquid food packaging industry.

Tetra Pak limited ought to invest and put more effort more in the area of brand awareness in order to strengthen their brand equity in the market. Tetra Pak should aggressively engage in activities that communicate, promote and educate the consumers on the quality of their packages to improve the consumers' perception on their brand equity.

Tetra Pak limited's strategy on the perceived quality has been quite effective and hence enhanced the strength of the brand equity of Tetra Pak's packages among consumers. For that reason, Tetra Pak limited should to maintain their momentum on the elements of perceived quality and at the same time they should aim to further improve their perceived quality

Tetra Pak ought to further develop their brand equity by focusing on activities that will aim at improving their brand association profile.

Tetra Pak Limited should to put in more commitment in the area of brand loyalty in order to the consumers are loyal to it packages and thus increase their brand equity among consumers. Tetra Pak need to engage in activities that emphasis the reason to re-buy Tetra Pak carton packages.

### **5.4 Limitations of the study**

The study was carried out within one geographical region in Nairobi's Buruburu Estate thus not considering the brand equity perceptions of consumers in other parts of the country. The study was carried out with the assumption that all the respondents were current or potential consumers of liquid food such as dairy (milk) and juice beverages and therefore could identify with liquid

food packages. Language barrier was also another limiting factor since some of the respondents were not conversant with English as a formal way mode of communication with others.

### 5.5 Suggestion for Further Study

This study was confined to one area, geographically i.e. Nairobi's Buruburu estate. This means that the research was not fully exhaustive. Future researchers could focus on other geographical areas in Kenya or globally for that matter. They could also focus on a similar study but based specifically on milk or juice packages.

A study should be carried on marketing challenges affecting the marketing of Tetra Pak carton packages for liquid food.

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## Appendix I

### Cover Letter

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**NAIROBI**

August 2010

Dear Respondent,

#### **RE: COLLECTION OF A CASE STUDY DATA**

Good morning /afternoon. I am a postgraduate student at the University of Nairobi, at the faculty of commerce. For me to fulfill the degree requirements, I am undertaking a management research project on factors influencing perceptions of brand equity of liquid food packages among consumers in Nairobi's Buruburu estate; a case study of Tetra Pak limited.

You have been selected to form part of this study .This letter is to kindly request you to assist me collect the data by filling out the accompanying questionnaire which I will collect from you or fill it with you.

The information you provide will be used exclusively for academic purposes. My supervisor and I assure you that the information you give will be treated with confidence. Your name will not appear any where in my report .A copy of final paper will be easily available to you upon request. Your cooperation will be highly appreciated. Thank you in advance.

Yours faithfully

Walter A. Ogonje

MBA Student

**University of Nairobi**

Dr. Raymond Musyoka

Supervisor

**University of Nairobi**

Appendix II

Questionnaire

Part I: Demographic Information

1) Name of the respondent (Optional)

NA

2) Sex a) Male  b) Female

3) Area of Occupation

a) Business person

c) Employed

b) Unemployed

c) Student

4) Monthly level of Income in Kenya Shillings

a) Less than 20,000

c) 50,001 – 80,000

e) 110,001 – 140,000

b) 20,000 – 50,000

d) 80,001 – 110,000

f) Over 140,001

Any other (Kindly indicate)

5) Age of the Respondent

a) Less than 20 years

b) 30 – 39 years

c) 50 years and above [ ]

b) 20 – 29 years [ ]

d) 40 – 49 years

**6) Level of Education**

a) Primary

c) Secondary [ ]

e) College [ ]

b) Degree [ ]

d) Masters [ ]

Others (Kindly specify) PhD

**7) Which of the following types of media do you currently use or access? (MULTIPLE ANSWERS)**

a) TV [ ]

b) Radio

c) Newspapers [ ]

d) Mobile Phone [ ]

e) Internet & E-mail [ ]

**8) Area of residence in Buruburu Estate**

a) Phase I [ ]

c) Phase II [ ]

e) Phase III [ ]

f) Phase IV [ ]

g) Phase V

**Part II: General Questions**

1. Which types, if any, of packages of liquid food products are you aware of?

(INT: PROBE ONLY THREE TIMES. IF NONE THANK RESPONDENT AND CLOSE INTERVIEW)

- Polythene bag  
- KAKI

2. Of the packs mentioned in Q.1 above, which pack type(s) do you prefer? List in order of preference. (INT: PROBE ONLY THREE TIMES)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Which one do you use regularly i.e. more any other type? (INT: ONLY ONE RESPONSE)

\_\_\_\_\_

4. Why do you prefer \_\_\_\_\_ type of packaging? (INT: PROBE ONLY FOR THE FIRST THREE MENTIONS IN Q2 ABOVE)\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. For each of the factors below, please indicate the extent to which they affect your preference of the various liquid food packaging using the scale below where:

1 - Not at all important

2 - Not very important

3 - Neither/ Nor

4 - Fairly important

5 - Very important

(INT: SHOW CARD 5 AND TICK APPROPRIATE BOX)

Factors	Not at all important 1	Not very important 2	Neither/ Nor 3	Fairly important 4	Very important 5
It is nice and appealing					
It has a high quality image					
It is recyclable / environmentally friendly					
It is a premium package					
It has a shape that I like					
It is good to pour from					
It is suitable for special occasions					
It is widely communicated					
The brand or company, or who makes it					
It has an hygienic opening					
It has a modern packaging design					
It preserves the quality over a longer period					

<b>Factors</b>	<b>Not at all important 1</b>	<b>Not very important 2</b>	<b>Neither/ Nor 3</b>	<b>Fairly important 4</b>	<b>Very important 5</b>
It is easy to understand how to open it					
It doesn't break/get damaged easily					
Its my first choice					
It is unique					
It is easy to handle					
It is widely available					
It is comfortable to hold when pouring					
It has a good image					
It is easy to open					
Easy to remember/recall					
It has a hold that prevent any spilling when pouring					
It is trendy and fun					
It is easy to store in the cupboard after purchase					
It is widely promoted					
It has an intermediate layer of material between product and closure					
It is well priced					
It is easy to close					

**Part III: Specific questions with reference to Carton (Tetra Pak) packaging or packets for food in liquid form such as milk and juices.**

**We are interested in the package itself, NOT in the design or drawings of the label.**

**6. For each of the statements below, please indicate the extent of your agreement or disagreement by using the scale below where:**

**1 - Strongly Disagree**

**2 - Disagree**

**3 - Neither Agree / Nor Disagree**

**4 - Agree**

**5 - Strongly Agree**

**(INT: SHOW CARD 6. TICK THE APPROPRIATE BOX)**

<b>Statement</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neither/ Nor 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
Carton (Tetra Pak) Packages are nice and appealing					
Carton (Tetra Pak) Packages have a high quality image					
Carton (Tetra Pak) Packages are recyclable / environmentally friendly					
Carton (Tetra Pak) Packages are premium package					
Carton (Tetra Pak) Packages have shapes that I like					
Carton (Tetra Pak) Packages are good to pour from					
Carton (Tetra Pak) Packages are suitable for special occasions					
Carton (Tetra Pak) Packages are widely					



communicated					
Statement	Strongly Disagree 1	Disagree 2	Neither/ Nor 3	Agree 4	Strongly Agree 5
Carton (Tetra Pak) Packages are made by a reputable company					
Carton (Tetra Pak) Packages have hygienic opening					
Carton (Tetra Pak) Packages have modern design					
Carton (Tetra Pak) Packages preserves the quality over time					
Carton (Tetra Pak) Packages are easy to understand how to open					
Carton (Tetra Pak) Packages don't break or get damaged easily					
Carton (Tetra Pak) Packages are my first choice					
Carton (Tetra Pak) Packages are unique					
Carton (Tetra Pak) Packages are easy to handle					
Carton (Tetra Pak) Packages are widely available					
Carton (Tetra Pak) Packages are comfortable to hold when pouring					
Carton (Tetra Pak) Packages have a good image					
Carton (Tetra Pak) Packages are easy to open					
Carton (Tetra Pak) packages are easy to remember/recall					

Statement	Strongly Disagree 1	Disagree 2	Neither/ Nor 3	Agree 4	Strongly Agree 5
Carton (Tetra Pak) Packages have a hold that prevent any spilling when pouring					
Carton (Tetra Pak) Packages are trendy and fun					
Carton (Tetra Pak) Packages are easy to store in the cupboard after purchase					
Carton (Tetra Pak) Packages are widely promoted					
Carton (Tetra Pak) Packages have an intermediate layer of material between product and closure					
Carton (Tetra Pak) Packages are well priced					
Carton (Tetra Pak) Packages are easy to close					

**THANKS FOR YOUR COOPERATION**