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**THE IMPACT OF CORPORATE BRANDING ON COMPANY  
PERFORMANCE. A CASE STUDY OF OLIVINE INDUSTRIES**

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**SUBMITTED TO MIDLANDS STATE UNIVERSITY IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS OF BACHELOR OF  
COMMERCE HONOURS DEGREE IN MARKETING MANAGEMENT**

**HARARE, ZIMBABWE**

**YEAR: 2019**

**MIDLANDS STATE UNIVERSITY**

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**RELEASE FORM**

**SUDENT REGISTRATION NO:** **R173065Q**

**DISSERTATION TITLE:** The impact of corporate branding on company performance. A case study of Olivine industries.

**DEGREE TITLE:** Bachelor of Commerce Marketing Management Honours Degree

**YEAR THIS DEGREE GRANTED:** 2019

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## **DEDICATION**

I dedicate this dissertation to my beloved sisters for motivating me to carry out my research with passion.

## **ACKNOWLEDGEMENTS**

Firstly, I would like to thank Olivine Industries management for giving me the opportunity to carry out my research. The employees were very initiative in contributing their views openly during discussions that we had and the questionnaires they completed.

Furthermore, many thanks go to my academic supervisor who gave me the right direction towards my research. Her unwavering support is greatly appreciated as she groomed me to think outside the box.

I would like to appreciate my sisters Beatrice, Rudo, Lydia, Chipo Jane and Mercy who were very supportive from day one, also Collin my son who made it possible for me to come and study Marketing Management degree at Midlands State University.

Lastly I would want to appreciate my friends Tariro, Rudo, Prince, Eddington, Ropa, Nyasha and Carol who have been with me throughout this journey.

Above all, much appreciation goes to the Almighty who gave me strength to go an extra mile during my research.

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## **ABSTRACT**

The research looked at the impact of Corporate Branding on company performance, a case of Olivine Industries Zimbabwe. The study focused on corporate branding in terms of brand name, promise, association and personality and assessed their impact against company measures of market share, customer acquisition, repeat purchase and profitability. The study was guided by four major objectives namely (1) Past research had focused more on financial measures of company performance so the researcher incorporated non-financial measures and applied to an African context particularly a Zimbabwean economy existing in a highly strained macroeconomic environment. An explanatory research design was used together with structured questionnaires administered to 100 customers at 2 outlets for the company's major distributors and 6 distribution and sales managers. The study found that the corporate brand of a company can raise the performance of individual brands to the level of the company performance in the market. The research also noted individual brands can outperform a corporate brand. The study recommends the usage of corporate branding on low performance products and maintains the high performance product brands as part of the company brand mix

Keywords: Corporate brand, product brand, brand name, brand association, market share, profitability

# **Impact of Corporate Branding On Company Performance. A Case of Olivine Industries**

## **CHAPTER 1**

### **GENERAL INTRODUCTION**

#### **1.0 Introduction**

This researcher intends to undertake a study on the impact of corporate branding on the performance of a company. Corporate branding refers to a strategy whereby a firm uses the brand name of the company in promoting its individual product brands to its customers and stakeholders. This chapter focuses on the background to the study, statement of the problem, conceptual framework, objectives of the research, research questions, significance of the study, delimitations of the study, research assumptions, limitations of the study, definition of key terms and chapter summary.

#### **1.1 Background to the study**

Corporate marking is an all-encompassing brand the executives approach received by firms to make a one of a kind corporate character (Abratt and Kleyn, 2011). Record (2009) sets that corporate Branding is a demonstration of utilizing the brand name of the organization in the general promoting endeavors and all the correspondence to the partners. He further expresses that it is the impalpable disposition and soul behind the organization that gives it a distinctive personality in the business and in the psyches of shoppers.

The idea of corporate marking has picked up ubiquity in the showcasing writing as corporate brands are said to increase the value of the items and administrations offered by the organization (Harris and de Chernatony, 2010). Abratt and Kleyn (2011) recommend four parts of corporate marking that are vital to the improvement of a solid brand personality. These are visual character, brand guarantee, brand character, and brand correspondence. Then again, Harris and de Chernatony (2010) contend that brand vision and culture, situating, character, connections (affiliation), and introduction (name) are key segments of corporate marking that fabricates brand personality. Chokera and Dube (2011) and Moyo and Makore (2013) express that the upsides of corporate marking are that it can give an upper hand to the organization while selling its items and administrations in the market as the purchasers are very much aware of the organization because of its solid corporate character and brand name

(Wilkinson 2011; Subhash, 2010). It encourages new item dispatches and is very much acknowledged in the market because of the solid corporate inheritance made with the past or existing line of the items and administrations offered by the organization.

Corporate marking additionally encourages the organization to tap and enter new markets and areas on the household and universal level as the corporate substance has just made notoriety for itself with the corporate marking endeavors and it makes is a passionate association with the current and imminent customers as it emerges a sentiment of brand unwaveringness in their psyches (Gundasen 2012; Jason, 2011). Corporate marking likewise tries the advertising and limited time endeavors simpler as the shoppers have the factor of trust towards the item and administration contributions by the organization (Martin, 2010). There is an expanded mindfulness about the organization and its contributions with the shoppers recognizing the logo, mascots, shading conceals, slogan, and other brand components having the highest point of-the-mind review pretty much every one of the outflows of the brand.

Corporate marking in quick moving purchaser merchandise (FMCG) organizations makes a personality which is a successful vital instrument and a significant wellspring of manageable upper hands, which gives various advantages to the associations (Greyser, 2009 Balmer 2012, and Melewar 2013). Wallace et al (2013) noticed that corporate marking is particularly pertinent inside the financial segment to retouch a picture which has been prominently harmed by the monetary and budgetary emergency prompting reducing purchaser trust and certainty. As per Colton and Oliveira (2009) this has had a significant antagonistic effect in the tasks of the administrations area. Regardless of the significance of corporate marking in the board writing, there is little research that exactly investigates this vital asset (Arendt and Brettel, 2010). Past investigations have for the most part centered around the definition and conceptualisation of this develop. Accordingly, a few creators promoter further investigation of the observational effect of its administration just as the effect that it has on organization execution (Blombäck and Ramírez-Pasillas, 2012).

A few researchers and analysts all through the globe have various points of view about organization execution. Gadzikwa (2013) sets that organization execution is a composite evaluation of how well an association executes on its most significant parameters, regularly money related, market and investor execution. Hollfied (2003) characterizes that organization

execution is the achievement of given assignment estimated against present known benchmarks of precision, fulfillment, cost and speed. The declaration was additionally bolstered by Barney (2001) hypothesizing that organization execution is situated upon the possibility that an organization is the intentional relationship of profitable assets including capital resources, human resources and physical resources, with the ultimate objective of achieving a common reason. Hofer (2007) agrees by expressing that organization execution is a proportion of the difference in the condition of an affiliation or the results that outcomes from association choices and the execution of those choices by individuals from the association. From this assorted point of view organization execution is the imbue of human, physical and capital assets in triumph expressed reason in opposition to ordinary sort of exactness, fulfillment and cost.

Different researchers concur that despite the fact that it is important, organization execution in general experiences various issues which consolidate nonappearance of understanding or amicability, assurance of markers in light of solaces and little idea of its dimensionality Comb and Todd (2008). Organization execution can be made a decision by a wide scope of various comprises, realizing a wide scope of understandings of productive execution. Every one of these perspectives of organization execution can be contended to be interesting. In addition, each organization has one of a kind course of action of conditions, making execution measures ordinarily situational Cameron and Whetton (1983). The accomplishment of the association relies upon how well that association accomplishes its general objectives and targets and this incorporates budgetary returns. Since the perspective on these outcomes is fortuitous and the measures used to speak to the results are picked in light of the states of the affiliation being watched. The measures picked speak to the outcomes achieved, either positive or negative. Organization execution is a relative thought related with the peculiarity being examined.

The purpose of this study is to look at corporate branding as a strategy to company performance looking specifically at Olivine industries. Olivine Industries is one of the largest manufacturing companies of fast-moving consumer goods in Zimbabwe. Having been formed in 1931, Olivine is a producer of margarines, candles, bakers' fats, soaps and cooking oils. Through Chegutu Cannery (a company it has 100% shareholding) it produces canned beans, tomatoes, fruits, jams and marmalades. Olivine's major brands are Buttercup margarine, Jade

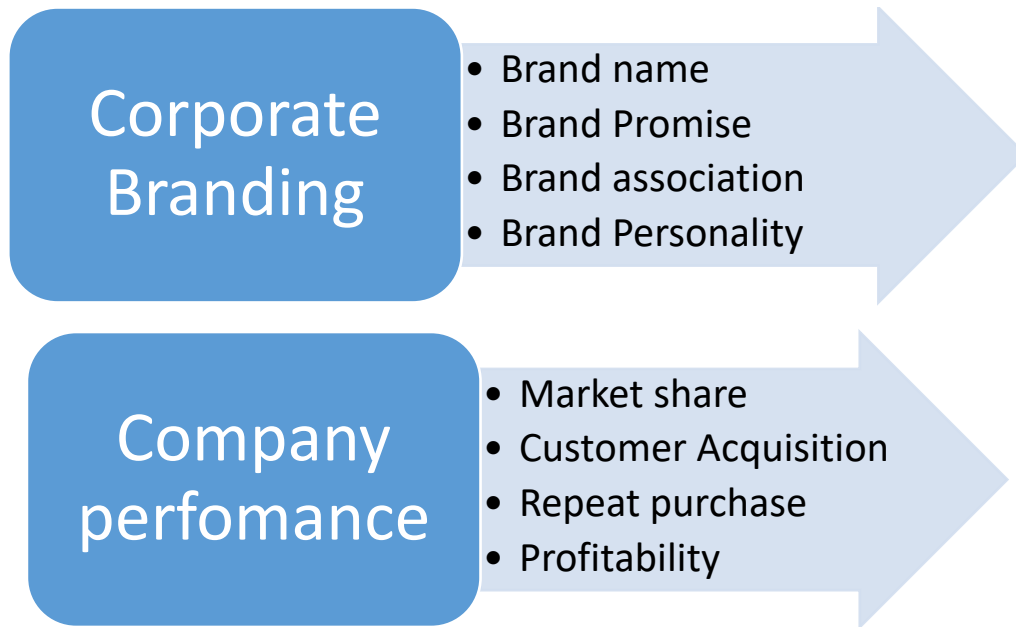
bath soap, Olivine cooking oil, Paafex puff pastry, Dolphin soap, Perfection soap, Bigben soap and the Olivine brand on canned range of products. Olivine is ISO 9001:2008 certified.

The company is faced with a myriad of challenges which include antiquated equipment, shortage of raw materials, high costs of and unavailability of utilities such as power and water (www.info@olivine.co.zw). All these factors have resulted in the production costs rising resulting in high costs of the company's products in the market. The equipment is relatively expensive to replace, and the issues of power and water are beyond the organisation's control. Therefore, the company's is operating in a highly challenging business environment in a difficult economy (Robertson, 2017). It is against this background that the study seeks to investigate the effects of corporate branding on company performance focusing on Olivine Industries.

## **1.2 Statement of the problem**

Companies all over the world whether the service or manufacturing firms, recognize the essential role Corporate branding plays in the course of business. In the present day marketing practice, branding has become an active weapon marketers use to strengthen their competitive advantage and thus improve the accomplishment of their prearranged objectives, Lamptey (2016). As Anabella and Awunyo-Vitor (2014) had earlier suggested businesses need to utilize the force of their corporate brands in order to compete competitively in this global market. Cheaper imports resulted in increased competition and, in some cases, unfair competition because of the invasion of Genetically Modified Products (GMO) products for South Africa. Olivine has suffered loss of market share, depressed profits and viability challenges. The researcher therefore seeks find out if corporate branding influences the performance of Olivine.

### 1.3 Conceptual framework



**Fig 1.1 Conceptual Frameworks**

King ((1991) points to the way that crowds for the corporate brand go past clients to incorporate all partners, and that these spectators practice a more extensive scope of discriminators, including both elusive and acknowledged unmistakable item/administration components. In this conceptualized model, corporate branding dimensions namely Brand name, brand promise, brand association and brand personality are the measurable variables of the corporate brand whilst market share, new customer acquisition, repeat purchase and profitability are the company performance measurable. The proposed relationship between the variables is that the use of these corporate branding dimensions positively influences corporate performance.

### 1.4 Research Objectives

#### Main research objective

- To investigate the impact of corporate branding on company performance

#### Sub research objectives

The research seeks to achieve the following objectives

- 1.4.1 To examine the relationship of brand name on company market Share.



- 1.4.2 To analyse the impact of brand promise on acquisition of customers.
- 1.4.3 To ascertain the effect of brand association on customer repeat purchases.
- 1.4.4 To assess the influence of brand personality on company profitability.

## **1.5 Research questions**

The research will answer the following questions

- What is the relationship between brand name and company market share?
- How does brand promise impact on the acquisition of customers?
- To what extent does brand association affect customer repeat purchase?
- Does brand personality have an influence on company profitability?

## **1.6 Significance of the study**

### **1.6.1 To practice**

This study provides the panacea for companies and businesses to survive in the global business arena by urging them to focus their efforts on creating and maintaining an effective corporate brand as this can create competitive advantage and ultimately result in increased profits. Therefore, understanding the impact of corporate branding on company performance might provide the evidence that companies and businesses need for them to invest in marketing, especially corporate branding as this may help them survive in this global competitive business environment. This may create awareness amongst managers and decision makers within companies and organization and it may lead to increased marketing budgets that will focus on corporate branding thereby leading to improved company performance. This can fundamentally contribute to the economy as the country will be able to achieve its national goals of building the nation and the economy.

### **1.6.2 To Theory**

The research will add to the existing knowledge within the institution of higher learning. It will also add value to the learning material in relation to subject covered as it seeks to close a literature gap in the marketing field looking at the impact of corporate branding on company performance.

## **1.7 Assumptions**

The research makes the following assumptions

- The respondents will give accurate and not biased data

## **1.8 Delimitation/Scope of the Study**

### **a. Geographical Delimitation**

The researcher focused only on Olivine Industries which has its head Office in Harare. The researcher also conducted the research focusing on top sales management at Olivine and the chosen distribution intermediary's management at Olivine as well as customers from its retailers based in Harare CBD only

### **b. Data Period Delimitation**

The collection of data was confined to the period from January 2019 to 31 August 2019. This period conformed and aligned itself with the academic calendar and submission of the research. However, reference was made to periods dating around 2017 because economic events that took place then are still impacting on the operations and performance of Olivine Industries.

### **c. Theoretical/ Literature Delimitation**

The researcher reviewed literature to do with branding and more specifically corporate branding and the effect that it has on company performance.

## **1.9 Limitations**

In carrying out the research, the researcher is likely to experience problems concerning access to information as management may feel reluctant to give some information to the researcher. The researcher will rely on publications in reviewing and consolidating findings and ensure that the responses will be confidential and that the identities of respondents will be protected under the ethical consideration. The researcher may lack adequate finance to travel and typing and binding costs. The researcher sought assistance from employers under the education assistance program. The researcher used computer assisted questionnaires so as to mitigate issues of transport costs

### 1.10 Definition of key Terms

**Branding** : The name, symbol, sign, product, service, logo, person, or any other entity that makes you distinguish a product from a clutter of products.

**Product** : A product is an item or service which is ready for sale in the market.

**Corporate branding** a demonstration of utilizing the brand name of the organization in the by and large promoting endeavours and all the correspondence to the partners. It is the immaterial demeanour and soul behind the organization that gives it a distinctive character in the business and in the brains of buyers. It is the a lot more extensive idea when contrasted with advancing the items and administrations of the organization

**Product Branding:** Product branding is a marketing strategy that defines a unique set of marketing elements to differentiate a given product. It is an activity that defines the way the product's image is communicated to its customers.

### 1.11 Summary

This chapter outlined the background to the study highlighting what probed the researcher to carry out the study on corporate branding as a strategy for company performance focusing specifically on Olivine Industries. Zimbabwe has provided an environment that is continuously growing and a highly competitive market and it is therefore very important for businesses and organizations to invest in marketing and creating an image and identity for their products and services as a way of creating and maintaining competitive advantage. The next chapter will focus on a review of previous studies on the research topic and provide a critical analysis of the same.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Having looked at the problem, the researcher is going to look at what other authorities that have studied the subject say on the issue of corporate branding. This chapter reviews the current literature on corporate branding, with particular emphasis on how it can affect company performance. It also looks at the measures of company performance which will be used in the study by the researcher.

#### **2.1 Theoretical Framework**

Corporate branding is viewed as a demonstration of utilizing the brand name of the organization in the general publicizing endeavors and all the correspondence to the partners. It is the impalpable mentality and soul behind the organization that gives it a distinctive personality in the business and in the psyches of purchasers. It is the a lot more extensive idea when contrasted with advancing the items and administrations of the organization.

#### **The concept of the corporate brand**

Corporate marking draws on the customs of item marking, in that it has a similar target of making separation and inclination. Be that as it may, this movement is rendered progressively complex by directors leading these practices at the degree of the association, as opposed to the individual item or administration, and the prerequisite to oversee collaborations with different partner spectators. There is support in past writing for an expanding center around the job of the association as a vital component in the marking procedure (Abratt and Mofokeng, 2001; Cheney and Christiansen, 1999). It additionally features a portion of the issues inborn in dealing with a more extensive arrangement of factors related with the association. King (1991) to the way that spectators for the corporate brand go past clients to incorporate all partners, and that these crowds practice a more extensive scope of discriminators, including both impalpable and acknowledged unmistakable item/administration components. Ind (1997) underpins the ideas of elusiveness and multifaceted nature, featuring the assortment of purposes of contact, or interfaces, between an association and its partner spectators.

Ind (1997) additionally presents the possibility of duty, expressing that a corporate brand has a more extensive social obligation or 'moral goal'. These varying attributes discover further help from Balmer (2001a), who features five key components under the abbreviation. He expresses that corporate brands are social as they mirror the association's sub-societies, mind boggling in that they are both multidimensional and multidisciplinary and unmistakable, as they incorporate components, for example, business extension and design. Balmer likewise indicates the ethereal normal for corporate brands as they display passionate reactions from partner gatherings and the requirement for all out responsibility over the association to deal with a corporate brand effectively. Wright (2014) states that the long-term impact of corporate branding through product branding is expected to sustain corporate profit and create and maintain competitive advantage and organizations can create competitive advantage through retention of customers and increasing sales as well as commanding a greater market share through providing a unique product disposition that can be created through corporate branding. Balmer (2012) and Melewar (2013) on a study in corporate branding in a FMCG company express that corporate marking makes a character which is a compelling vital device and a significant wellspring of supportable upper hands, which gives various advantages to the associations.

In outline, obviously during the most recent 30 years there has been a progression of refinements to the meaning of the brand bringing about an emotional augmentation of the applications and extent of marking. Marking has started to climb the corporate plan and is progressively perceived as a vital instrument that can produce and bolster esteem creation (Urde, 1999; Balmer, 1999; Macrae, 1999).

## **2.2 Corporate Branding**

A brand is a name, plan, image or other component that recognizes one item from another. It is something beyond an unmistakable item or administration since it very well may be pressed with the purchaser's sentiments and recognition towards the item. It is a guarantee to the client. (Kotler and Armstrong 2016) An incredible brand can be something the customer can trust and hold tight with when the world around changes. It can reflect you as an

individual or what you need to be. A brand ought to give esteems, characters, stories, advantages and mottos for shoppers. (Mallik 2009:4)

### **2.2.1 Brand name**

The Cambridge dictionary (2019) defines brand name as “the name given to a particular product by the company that makes it”. The Merriam Webster(2019) dictionary defines a brand name as “an arbitrarily adopted name that is given by a manufacturer or merchant to an article or service to distinguish it as produced or sold by that manufacturer or merchant and that may be used and protected as a trademark”. The brand name is thus the brand element which helps the customers to identify and differentiate one product from another. It should be chosen very carefully as it captures the key theme of a product in an efficient and economical manner.

A brand name ought to effortlessly be seen and its significance can be put away and activated in the memory in a flash. The decision of a brand name requires a great deal of research. Brand names are not really connected with the item. For example, brand names can be founded on spots (Air India, British Airways), creatures or winged creatures (Dove cleanser, Puma), individuals (Louise Phillips, Allen Solly). In certain occurrences, the organization name is utilized for all items (General Electric, LG). This is moving endlessly from item marking to corporate marking.

#### **Procedure of Selecting a prestigious and effective Brand Name**

1. Define the destinations of marking as far as six paradigms - illustrative, intriguing, compound, old style, self-assertive and whimsical. It is fundamental to perceive the job of brand inside the corporate marking methodology and the connection of brand to other brand and items. It is additionally basic to comprehend the job of brand inside whole advertising system just as a point by point depiction of specialty market must be considered.
2. Generation of different names - Any potential wellspring of names can be utilized; association, the board and workers, current or potential clients, offices and expert advisors.

3. Screening of names based on marking destinations and promoting contemplations in order to have a progressively synchronized rundown - The brand names must not have undertones, ought to be effectively pronounceable, should meet the legitimate prerequisites and so on.
4. Gathering increasingly broad subtleties on every one of the finished names - There should be broad universal lawful inquiry done. These pursuits are now and again done on a successive premise in light of the cost in question.
5. Conducting purchaser look into - Consumer research is frequently led in order to affirm the executives desires with regards to the recognition and importance of the brand names. The highlights of the item, its cost and advancement might be appeared to the customers with the goal that they comprehend the reason for the brand name and the way in which it will be utilized. Buyers can be indicated real 3-D bundles just as energized promoting or sheets. A few examples of shoppers must be reviewed relying upon the specialty market included.
6. On the premise of the above advances, the executives can finish the brand name that amplifies the association's marking and advertising targets and afterward officially register the brand name.

### **2.1.2 Brand promise**

A brand promise is a statement made by an organization to its customers stating what customers can expect from their product and services (mbaskool.com). According to [www.businessdictionary.com](http://www.businessdictionary.com) a brand name refers to “benefits and experiences that marketing campaigns try to associate with a product in its current and prospective consumers' minds”.

A brand promise is known to evoke a positive response. There are sure sentiments that struck a chord when you consider your preferred brands. Individuals expect that these brands ought to show brand guarantees each time at whatever point they are, experienced. Irregularities in the exhibition of administrations can prompt harm in further relations. This can make a client select some other brand.

Previous research on brand promise has associated the concept with other variables. For instance Chong (2007) examined the role of internal communication and training in delivering brand promise. Casaló et al. (2008) highlighted the significance of trust and honesty in relation to brand promise in a virtual community and Balmer and Thomson (2009) highlighted the importance of aligning brand promise and delivery (O'Reilly, Stride and Guimaraes 2016). Brand promise is therefore what you say to the customer and what is to be delivered. If a firm is unable to meet the customer expectations the results may be a decline or cessation of the business. A business that continually fails to deliver on its brand promise will fail to meet the expectations that have been created in the customer's mind.

### **2.1.3 Brand Association**

According to Thellefsen (2015) citing Pierce stated that

association is the only active force in the mind; and since any meaning of a brand is created through countless associations among the brand users, branding seems to be a cognitive vis-a-vis semeiotic process

The most accepted aspect of branding is the brand association. (Aaker, 1992). They represent reason for deciding to purchase and having loyalty for a brand. According to Kotler and Keller, (2016), brand association consist of all brand related feelings, thoughts, images, beliefs, experiences, attitudes and is everything associated with the brand. There are two types of brand associations and they are organization association and products associations (Chen, 2001)

Product associations consist of non-functional associations and functional attribute associations. (Chen, 2001). The tangible features of the product are the functional attributes. Organizational associations which include corporate ability associations, are those associations related to the expertise of the company in the production and delivery of its outputs and corporate social responsibility associations including the organization's activities with respect to its societal obligations (Lamprey 2016). Brand affiliations are shaped based on client contacts, advancements, costs, items and circulation channels. Positive brand affiliations are created if the item which the brand portrays is tough, attractive and alluring. The clients must be influenced that the brand have the highlights and characteristics fulfilling their needs. This will prompt clients having a positive impression about the item. Positive



brand affiliation causes an association to pick up generosity, and blocks the contender's entrance into the market

#### **.2.1.4 Brand Personality**

Character recognizes one individual from another by individual attributes. These individual qualities can act naturally certainty, versatility, friendliness and strength. (Kotler and Armstrong 2010, p. 172) Personality decides how we see ourselves and our general surroundings just as how other individuals see us. Demeanors, qualities and individuals around us shape our character. Character modifies during life when an individual grows up and changes environment. (Wright 2006, p. 296.). Brand character is the manner in which a brand talks and acts. It means allotting human character attributes/qualities to a brand in order to accomplish separation. These attributes mean brand conduct through the two people speaking to the brand (for example it's workers) just as through publicizing, bundling, and so on. At the point when brand picture or brand character is communicated as far as human characteristics, it is called brand character. For example - Allen Solley brand talks the character and makes the person who wears it stand separated from the group. Infosys speaks to uniqueness, worth, and intellectualism. Brand character is the aftereffect of all the purchaser's encounters with the brand. It is one of a kind and dependable.

Brand character must be separated from brand picture, as in, while brand picture means the substantial (physical and utilitarian) advantages and properties of a brand, brand character demonstrates passionate relationship of the brand. On the off chance that brand picture is far reaching brand as indicated by purchasers' feeling, image character is that part of complete brand which produces it's passionate character and relationship in buyers' brain.

## **2.2 Company performance**

Increasing revenues and profits are major objectives for all small business owners and the company's progress towards these goals is used to evaluate the business's performance but the business owner has other ways of measuring performance as well based on evaluating additional key statistics (Hill 2013). He goes on to list customer satisfaction, employee satisfaction, key performance indicators and variance analysis as additional key statistics. Company performance is defined as an assessment of how well an organisation executes on its most important parameters, typically financial, market and shareholder performance. The

business dictionary defines it as an analysis of an organisations performance as compared to goals and objectives ([www.businessdictionary.com](http://www.businessdictionary.com)) .

## **Organization Performance Dimensions**

Venkatraman and Ramanujam (2005) recognized money related and non-budgetary proportions of organization execution. The monetary determinants of organization execution are spoken to by gainfulness, development (piece of the overall industry) and market value (customer obtaining) and the operational area, that incorporates non-money related aggressive angles, similar to consumer loyalty (rehash buy), quality, advancement, worker fulfilment and notoriety In this examination the specialist utilizes development as far as piece of the pie, client securing, consumer loyalty as far as rehash buy and execution as far as productivity as proportions of organization execution standpoint for the association.

### **2.2.1 Market share**

Cabral (2017) characterizes Market offer is the level of a market (characterized regarding either units or income) represented by a particular substance. Kotler (2005) piece of the overall industry alludes to the standard specialty units (SBU's) showcase parcel comparative with that of its biggest rival in the portion. Saunders (2010) characterize piece of the overall industry as the pace of progress of total complete offers of a given sort of item or administration that are ascribed to a given association. Piece of the overall industry is characterized by Ross (2001) expressing that it is the addition in the level of the complete market for an item or administration class that has been gotten by a specific item or administration offering organization with different ideas of items and administrations inside that classification. . Farris et al., (2015) Market offer is the level of a market represented by a particular element. Mohan, (2005) agrees by expressing that piece of the overall industry is the offer or rate change of specific item or administration sold by an association inside a given locale which might be a solitary network or the whole world. From the different perspectives on piece of the pie plainly it is the division of what the standard specialty unit in a particular market.

As indicated by Kunal (2004) the development by an organization through piece of the overall industry as far as brand or item, as estimated by units sold or income, is accomplished through expanded customer request or upper hands. It fills in as a proportion of the organization's quality in the pertinent market section. Piece of the pie of the general business is the association's business imparted as a pace of total market deals. Relative piece of the overall industry can be conveyed as bit of the pie in association with the greatest contender or contender. A rising in relative piece of the overall industry in industry infers an association is picking up on its biggest adversary. An important way to deal with separate piece of the overall industry developments and improvements is regarding client entrance, client reliability, client selectivity, and value selectivity. Piece of the overall industry is a marker of how well a firm is getting along against its rivals. This measurement, enhanced by changes in deals income, enables directors to assess both essential and particular interest in their market.

### **2.2.2 Customer Acquisition**

Zikmund (2002) states that the accumulation of every client's individual conduct prompts by and large buy conduct. Client's acquisition of a company's items decides the deals and gross benefit the organization gets. Building up great associations with clients by giving better assistance will make client unwaveringness. This brings more profit to the company in the long-term and will sustain a competitive advantage. Customer acquisition therefore commences with product trial and results in repeat purchase. In the product adoption process a trial is the stage which precedes adoption. A product trial is generally an undertaking to get a product into the market and getting potential customers to use it. The brand trial is a response to awareness of a brand leading to customers seeking to try out a product through usage. According to Wright and Stern (2015) in their investigation of preliminary forecast utilizing analogs Buyer preliminary is a basic measure and one of the most normally utilized measurements for assessing new item dispatch as it is anything but difficult to accumulate by means of syndicated board information or specially appointed following reviews (for example utilizing the inquiry "have you at any point purchased/attempted this product?"). Intelligently, buyer preliminary is an obstacle which must be cleared before rehash buy and long haul deals can be set up. Carefully, the principal buy isn't equivalent to the sociological idea of a preliminary. Trialability is a significant normal for advancements in the dispersion writing, and might be advanced through, for instance, a test drive for a vehicle, item examining or a first acquisition of an every now and again expended item. For durables, for

example, autos, first buys are selection instead of preliminary, and regardless of whether pursued by substitution or embitterment discontinuance the buy was in any case appropriation and not simply preliminary; ... For as often as possible acquired items, there is some contention about whether the primary buy speaks to preliminary, quick reception, or just a pace of procurement that might be reconsidered up or down contingent on fulfilment with the item experience.

### **2.2.3 Repeat buy**

Rehash buy is how much clients are happy to buy a similar item or administration characterized by Lin and Liang, (2011). Stummeretal et al., (2015) includes by seeing recurrent buy as a convoluted interest design. Parasuraman and Grewal ((2000)) contend that apparent worth is the most significant indicator of rehash buy. Rundown of existing clients will make second or further requests of a similar item, expecting it is an item that has an existence of more than one buy, contrasted and first requests from a rundown of potential clients. There is no proper meaning of rehash buy however it is regularly translated as a second or resulting call to a given item by a client in a particular time of time. Several thinks about Bansal et al., (2005); Roos, (1999) propose that the determinants of rehash buy can be comprehended through looking at client's exchanging conduct. Oliver (2004) characterized exchanging expectations as a profound responsibility to repurchase an item or administration later on, in spite of situational impacts or showcasing endeavors with the possibility to cause conduct change. One can expect that a low degree of exchanging goal would be a marker of dedication. Given the consistent idea of administrations, if the client doesn't expect to switch, the client's steadfastness to the organization might be aberrant. Fornell (2002) thought about that unwaveringness is a component of purchaser fulfillment and exchanging obstructions. Exchanging hindrances comprise of limits for faithful customers, intellectual endeavors clients would make to discover another provider. In any case, Fornell (2002) alarmed that it probably won't be conceivable to decide if fulfillment would be more successful than changing boundaries to hold a client.

Lehman (2003) proposes that customer's mind-set includes everything that resides in the mind of the customer with respect to the company. A negative mindset about the company inhibits repeat purchases whereas a positive mind-set about the company generates more repeated purchases. When customers are happy and satisfied with the products being offered by a particular company they end up being loyal to that company in such that they will repeat their purchases there instead of switching suppliers. Repeat purchases are determined by components of customer's mind-set.

Loyal customers recommend the company to others thereby increasing the customer base for the company. Karam (2009) states that loyalty programs and commitment to re-buy or patronize a preferred product consistently in the future are equal. This causes repetitive purchasing despite situational influences having the potential to cause switching behaviour. In order for organizations to make profits, Bishop (2013) concurs that customer loyalty programs are used as marketing tactics to lure customers into loyal purchasing behaviour. Repeat purchases are also influenced by quality perception of individuals. Nelndal et al. (2002) defines quality as the degree to which satisfaction is met. In addition (Zeithmal 1988) defines quality according to customer's point of view that it is the quality perceived upon the basis of the consumer's decisions on the overall excellence or superiority of the product. Products perceived to be of high quality attracts more repeat purchases thereby increasing profits, whereas poor quality products impedes purchase and profitability (Homburg et al. 2005 and Anderson et al 1994).

#### **2.2.4 Profitability**

As indicated by Hermenson, Edward and Salmonson (2010) productivity is the relationship of pay to some monetary record measure which shows the relative capacity to acquire salary on resources utilized. Greuning (2005) interpretations about universal monetary models (IFRS) thinks about that the benefit pointers for the most part mean an indication of how the organization by and large gainfulness are connected with deals, normal capita and value structure proprietor. Stefea (2002) agrees benefit is an activity to pay higher than cost included. In view of the writing audit displayed above, benefit speaks to an organization's capacity to get results. It is frequently introduced as an extent or apportion of among deals and expenses. We can extricate some reasonable ends most assuredly about the meaning of productivity idea, for being beneficial; an association must work in states of benefits, which infers that the salary needs to outperform costs required in achieving the movement.

According to Kotler and Armstrong (2019) a profitable customer is a person, household or a company that over time yields a revenue stream that exceeds by an acceptable amount the company's cost stream of attracting, selling and servicing the customer. By and large benefit is the ability to get benefit from every one of the activities of an organization. By creating benefits in an association it demonstrates how well the administration of an organization produces benefits by utilizing the accessible assets at transfer.

Gainfulness is made out of two words benefit and capacity. The word benefit speaks to the total figure of benefit however a flat out figure alone doesn't give a precise thoughts of the sufficiency or generally of increment or change in execution as appeared in the budget summary of the organization. The word capacity mirrors the intensity of a venture to win benefits.

### **2.3 Relationship Literature Corporate Branding and Company performance**

A number of studies have been conducted on the impact of corporate branding on company performance. The majority of the studies though focused on a mixture of different variables thus focus will be on studies that are closely related to the stated variables. The following is an analysis of the related studies of the concepts of corporate branding and company performance.

Studies were conducted by Ardestani, Amirzadeh and Amrollahi into the relationship between brand value and the performance of private banks in Tehran. The study was conducted using 28 closed questions to collect data. The data was examined using Pearson correlation and the results suggested significant positive relationships between the performance of private banks and their corporate brands. The banks corporate brand was represented by variables of perceived quality, differentiation, brand awareness, and knowledge. The study highlighted that customers tend to have a view of the banks which determines their interactions with the said banks. It is noteworthy that the study involved banks which are a service industry company and thus the researcher used different variables as well as a company involved in the production and distribution of products.

#### **2.3.1 Relationship of brand name on company market share**

A review of studies touching on company brand name noted that the variable was included together with awareness. A noteworthy study was conducted by Sarigöllü (2016) which examined the relationship between brand name awareness and market outcomes exploring the relationship between brand awareness and brand equity. The study concluded that customers' brand usage experiences contributed to their brand awareness, implying that experience with a brand name comes before awareness in some contexts. The results also confirmed the existence of a positive association between brand awareness and brand equity

Other studies by Fang and Huang (2016) researched the impacts of brands in market rivalry and proposed a variation Hotelling model where organizations and clients are spoken to by focuses in an Euclidean space, with tomahawks being item includes. The outcomes demonstrated that at harmony, an organization's cost is relative to its market territory over the challenge force with its neighbours; an outcome that quantitatively accommodated a typical conviction of an organization's evaluating power. The investigation results offered novel bits of knowledge into market estimating and situating under challenge with brand impact.

Both the studies confirmed and attested to the possibility of the existence of a relationship between the brand name and its long term growth and ability to retain its customer base. Customer retention is also related to the company's market share. The researcher thus also sought to ascertain if brand name directly influenced the company's market share with focus on the company corporate brand and its related product brands.

### **2.3.2 Impact of brand promise on acquisition of customers**

What the brand promises or what customers perceive it to offer can be taken as the brand promise. In a related paper by Stahl, Heitmann, Lehmann and Neslin (2011) an empirical examination of the relationship between brand equity and customer acquisition was conducted which saw that marketing, especially advertising and market presence, exert both direct and indirect impacts on the acquisition of customers through brand equity.

The findings suggest the "soft" and "hard" sides of marketing need to be managed in a coordinated fashion. The study however involved more of advertising and market promotion in its analysis thus not being conclusive on whether brand promise could be attained without promotion strategies and if this could impact the company's ability to acquire customers.

Thus the researcher will attempt to analyse the impact of brand promise on Olivine's ability to acquire new customers.

### **2.3.3 Effect of brand association on customer repeat purchase**

Customers brand association relates to the link that customers develop with related brands and how they perceive their attachment to the brands. A report published by Khadka and Maharjan (2017) cited Heskett (2011) who stated several studies that have proved that satisfaction and loyalty have the direct connection between one another. Satisfied customers are more loyal whereas dissatisfied customers show no loyalty to the company brand offerings. The results of the research revealed that the current service level of Trivsel (the company used as a testing ground) could be regarded as positive and customers were very satisfied with the service. However, they noted that improvements on certain things should be done in order to increase the level of customer satisfaction. It can be concluded from the above that as customers develop stronger association with a brand they tend to become more loyal thus guaranteeing repeat purchases for the company brands.

### **2.3.4 Influence of brand personality on company profitability.**

The brand personality is also regarded as the image of the company in relation to customers' view of its human characteristics. A study conducted by Akhtar, Xicang and Iqbal (2017) to determine the impact of brand image on the firm's profit using Nestle Company treated brand personality similarly with brand image. Results found that brand personality had a positive impact on word of mouth and profitability with moderate strength, whereas use of brand packaging also showed a positive impact, but the relation is weak. Word of mouth on the other hand revealed a positive relation with profitability of the company.

The results showed that brand personality could be portrayed by the use of packaging as well as word of mouth of the product. They also raised the need for sincerity as well as excitement as contributing to the personality of the brand.

## **2.4 Literature gaps**

The available literature looks at corporate branding and assesses this based on the financial aspects of company performance. There is therefore a gap on the analysis of the impact of



corporate branding on the performance of companies particularly in regards with non-financial measures of performance. The researcher also noted that the presently available literature focuses on different countries and geographical locations' with particular focus on the Asian markets and companies, thus leaving a gap on studies touching on Zimbabwe and associated companies as well as in Southern Africa.

## **2.5 Chapter summary**

The chapter reviewed literature on the concepts of corporate branding and company performance and the associated variables. The discussion of related literature on the use of corporate branding for improving company performance was reviewed. The researcher then identified present literature gaps. The next chapter explains the research methodology that was used at the stage of collecting pertinent data for analysing the impact of celebrity endorsement advertisement on brand patronage.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter covers the methodology used for this research and it will provide the details of the research design, target population sampling techniques, the research instruments used in the data collection and information gathering methodology, and how the data will be presented. It shows how the researcher seeks to address the research issues identified in chapter one and together with the means of collecting data for analysis.

#### **3.1 Research Design**

A research design is a framework or plan for conducting a research project. The research design details the procedures necessary for obtaining the information needed to structure or solve the marketing research problem (Malhotra, et al., 2012). From the three major types of research designs which are exploratory, descriptive, and causal research designs, the researcher will use the causal research design.

The research sought to address the following objectives

- To examine the relationship of brand name on company market Share.
- To analyse the impact of brand promise on acquisition of customers.
- To ascertain the effect of brand association on customer repeat purchases.
- To assess the influence of brand personality on company profitability.

The causal research design is appropriate to assess the impact of corporate branding on company performance.

### 3.2 Target Population

Polit and Hungler (1999) allude to the populace as a total or totality of the considerable number of articles, subjects or individuals that fit in with a lot of particulars. The target population was the senior management at Olivine industry and major distributors and customers who buy Olivine Industries products from the retail shops in Harare which include OK, Pick n Pay, Choppies, and Spar since these are the biggest supermarket chains in the country. The purpose for choosing senior management was that they are directly involved in the strategic planning process within the organisation as well as being the main source of secondary data for the company and distributor performance. The customers were chosen from the main retail outlets in Harare which also have branches across the whole country.

### 3.3. Sample and sampling procedure

#### 3.4 Study sample and data collection

The study used a stratified random sample of customers at two of the company’s major distributor’s retail outlets namely OK and TM Pick and Pay in Harare CBD. The sample involved randomly coming up with research subjects, who were information rich, represented the population and was equally accessible.

Table 3.1 Sample of Customers

| <b>Study Sector</b>            | <b>Representation</b> |
|--------------------------------|-----------------------|
| Olivine Management             | 2                     |
| Pick and Pay and OK management | 4                     |
| <b>Total Management</b>        | <b>6</b>              |
| Customers at OK                | 50                    |
| Customers at TM Pick and Pay   | 50                    |
| <b>Total Customers</b>         | <b>100</b>            |
| <b>Total Sample Size</b>       | <b>106</b>            |

### *Table 3.1 Sample Size*

## **3.5 Data Collection Procedure**

### **Secondary data**

This is data that is already in existence and involves data that has already been analysed previously. In this research, secondary data was gathered from literature covering corporate branding and company performance. This included journal articles, research from other regions and countries as well as texts on the relevant subject areas. The comparison data was retrieved from company records as well as management reports for the selected channel distribution outlets.

### **Primary data**

Primary data is information that is collected specifically for the purpose of the research project. An advantage of primary data is that it is precisely tailored to the study needs. A drawback is that it is expensive to obtain. The basis for primary data was the researchers target population; were the researcher collected the data themselves, using interviews and questionnaires. In this research the instrument used to gather primary data was thus the questionnaire.

### **Questionnaire**

A questionnaire is a set of questions for collecting information from individuals. The researcher administered the questionnaires by hand. The questionnaire was designed to collect the demographic information of the customers as well as socio-economic data, corporate branding impact and its impact on selected company performance variables. The respondents had at least a week to respond to the questionnaires after which the researcher returned to collect the questionnaires.

#### **3.5.1 Primary data collection and administration procedures**

The researcher obtained a letter of confirmation from the university enabling her to formally approach research subjects to obtain data relevant to the study. Arrangements were then made with the potential respondents to have the surveys conveyed to them. The polls were joined by significant letters from the University and the survey presentation letters from the

specialist. The finished polls were gathered at the particular areas on the predefined dates and any exceptional game plans relating to the accumulation of the finished surveys were respected by the analyst, including examining the finished polls and sending them by email.

### **3.6 Data Validation and Reliability**

Legitimacy is the capacity of the exploration instruments to demonstrate that it is discovering what it was intended for Internal legitimacy is the degree to which the examination instrument utilized in the exploration estimated what it should gauge and outside legitimacy is the degree to which the consequences of the investigation can be summed up past the quick investigation (Saunders, et al., 2016; Creswell, 2015). Reliability implied consistency in its discoveries when utilized more than once.

Before utilizing surveys to gather information it was pilot tried so as to clean it with the goal that respondents had no troubles in addressing the inquiries and recording the information. Interior dependability was the degree to which there was consistency of information accumulation, investigation and understanding. The specialist utilized a solitary poll for the chose respondents and the respondents were given surveys in the stipulated time to guarantee they had the equivalent ecological factors at play and maintain a strategic distance from various settings. Outside unwavering quality is the degree to which autonomous specialists can replicate an exploration instrument and acquire results like those got in the first examination (Saunders, et al., 2016). The scientist utilized an institutionalized poll which she has made accessible for reference when comparable research is led later on.

#### **3.6.1 Internal Validity of research instruments**

The analyst applied numerous strategies to guarantee the inward legitimacy of the polls. The techniques that the specialist utilized are expressed and depicted underneath.

- The analyst utilized clear and straightforward inquiries in the poll - This empowered the respondents to unmistakably comprehend what was required by the specialist's perspective, which was in accordance with the exploration goals.

□ The scientist embraced a pilot study of the poll – The specialist attempted an achievability study which recognized the deficiencies in the survey, forewarning the analyst to make restorative move. The restorative activity included: wording touchy inquiries precisely, rethinking questions which appeared to be equivocal, evacuating pointless or silly questions and having an arrangement of inquiries which was anything but difficult to pursue. The analyst utilized information source triangulation - The scientist utilized proof from both auxiliary and essential information sources. Irregularities in the poll informational indexes were then perceived effectively and insufficiencies in the survey information were limited as there were different sources to affirm similar information. The specialist in this way utilized organization based research, data gathered from OK and TM Pick and Pay just as research discoveries to check for irregularities.

### **3.7 Data investigation and introduction.**

The specialist utilized tables, pie diagrams and charts in showing the examination discoveries.

#### **3.7.1 Data introduction system**

The information gathered was investigated utilizing SPSS and the introduction of the outcomes was as illustrative portrayals, diagrams, tables, scree plots and pie graphs. A large portion of the data assembled was first displayed in unthinkable structure before it could be examined and drawn into a diagram or pie outline. This was done to make it simple to work with the data.

#### **3.7.2 Data Analysis techniques**

The finished surveys were inspected to guarantee that they were finished according to the guidelines that had been given to the respondents. Polls utilized had been pre-coded and the reactions were entered on a Likert scale. Both quantitative and subjective information were gathered, and SPSS was utilized to investigate the information gathered. The Data gathered was exhibited in different structures, for example, tables, charts and figures and after that the information was fundamentally broke down. The reason for all investigation was to outline information so it could be effectively comprehended thus that it could give the responses to the first research questions.

### **3.8 Validity and Reliability**

#### **3.8.1 Reliability of findings**

The test-retest dependability strategy was utilized to guarantee solidness, in this way it guaranteed same outcomes were gotten. The split-half unwavering quality technique was additionally used to quantify inward consistency to guarantee every one of the subparts of the instrument estimated a similar trademark. The analyst additionally utilized the between rater dependability strategy to guarantee identicalness. The creators additionally noticed that unwavering quality test can be utilized as a measure that flag the consistency and security of the instruments utilized in the overview when rehashed estimations are made.

#### **3.8.2 Validity of findings**

Face legitimacy was utilized to assess surveys as far as lucidness, plausibility, design and style, and clearness and wording. Content legitimacy was utilized to indicate the space of substance that was significant to this investigation. Finally, develop legitimacy was utilized to analyze observationally the interrelationship among things and to distinguish groups of things that offer variety to legitimize the presence as a factor or build to be estimated by the instrument. The general legitimacy of the investigation was ensured through cautiously arranging the inspecting procedure and studying every one of the develops to guarantee that they without a doubt estimated what they proposed to gauge.

### **3.9 Ethical contemplations**

Members to the examination were locked in enthusiastically and just with their educated assent and the scientist watched all convention before leading the exploration. The specialist maintained obscurity of members by not mentioning individual distinguishing proof data and no member was paid to partake in the examination. There was no control of the analyst and member relationship and all members were educated that the exploration is only for scholarly purposes and the scientist won't obstruct or undermine standard authoritative procedures, practices and strategies.

### **3.10 Summary**

The section talked about the exploration philosophy as far as the examination configuration, target populace, inspecting systems, information gathering strategies; look into instruments, legitimacy and unwavering quality of research instruments, information investigation and introduction and moral contemplations. The following part will in this manner look in detail at the information gathered and expect to give an outline and examination of the information.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS**

#### **4.0 Introduction**

This chapter presents in detail the data collected from the study. It sets out to analyze and discuss the data gathered from respondents through the use of questionnaires. As the data is largely quantitative, the data has been presented through the use of tables, graphs and pie charts while narrations have been used to present qualitative aspects of the collected data as well as provide an in depth analysis of data.

#### **4.1 Response rate**

The researcher administered 106 questionnaires to respondents structured as 6 (2each) to management at TM Pick and Pay, OK and Olivine, and 100 divided between customers at OK and TM Pick and Pay. An analysis of the respondents was done based on responses to the questionnaire and the following information was obtained.

Table 4.2 Respondents

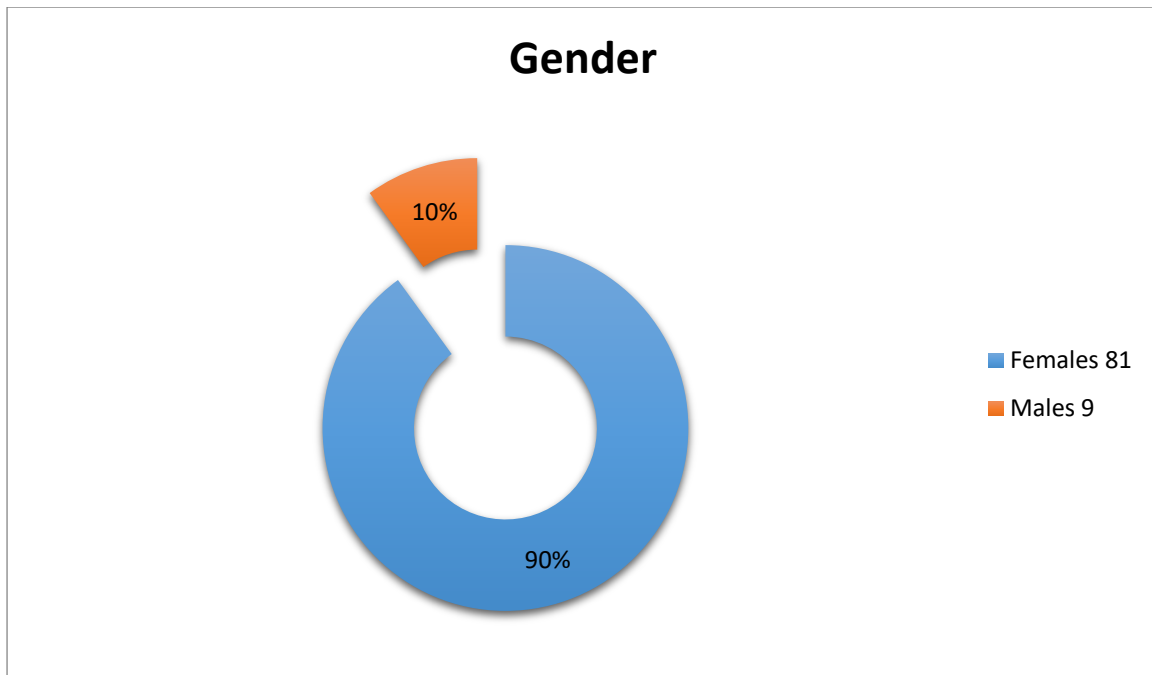


| Company                           | Administered | Returned  | Response rate |
|-----------------------------------|--------------|-----------|---------------|
| Olivine                           | 2            | 2         | 100%          |
| OK                                | 2            | 1         | 50%           |
| TM Pick and Pay                   | 2            | 2         | 100%          |
| <b>Total Management Responses</b> | <b>6</b>     | <b>5</b>  | <b>83%</b>    |
| OK customers                      | 50           | 42        | 84%           |
| TM Pick and Pay                   | 50           | 43        | 86%           |
| <b>Total customer Responses</b>   | <b>100</b>   | <b>85</b> | <b>85%</b>    |
| <b>Total Responses</b>            | <b>106</b>   | <b>90</b> | <b>85%</b>    |

*Table 4.1 Response rate: Source Primary data*

Seo & Park (2017) suggest that a response rate above 50% of the sample used provides data sufficient enough to conduct an empirical study. Of the remaining 15%, the majority (10) were not returned signifying customers too rushed to consider stopping for the time needed to complete the questionnaire and the remainder 6 were spoiled.

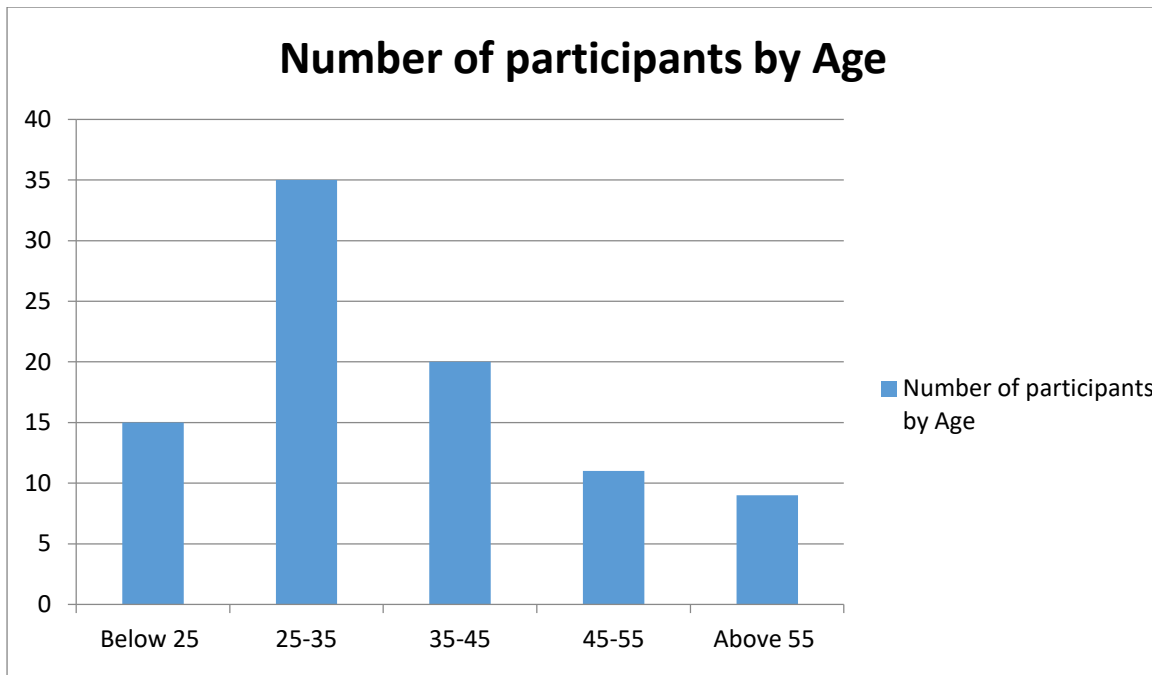
#### **Fig 4.1.1 Representation by gender**



**Figure 4.1: Gender Representation: Source: Primary data**

The chart in Figure 4.1 shows the percentage of respondents who participated in this research by gender. The study was dominated by females who constituted 90% of the respondents who took part in the study. Further analysis confirmed that Zimbabwe still socially considers females as the home keepers thus as the products sold by Olivine are targeted at the home user it was imperative that the majority of respondents were female.

#### **4.1.2 Participation by age group**

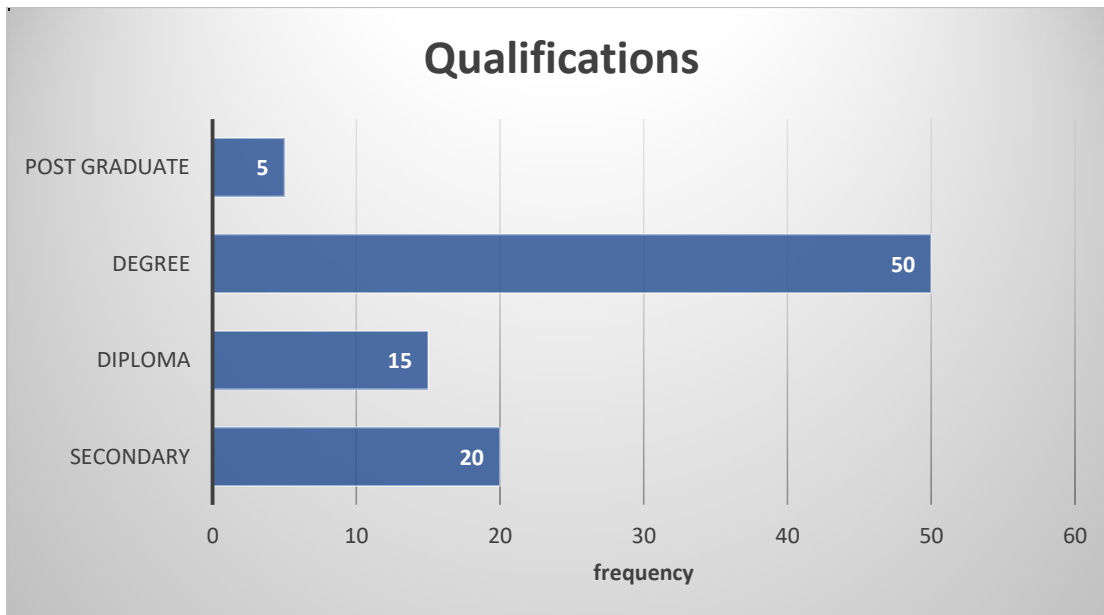


**Figure 4.2 Participation by age: Source: Primary data**

Figure 4.2 shows the age category which respondents fall under. The study was dominated by respondents in the 25 to 35 years age group. This showed that there is a high chance that the respondents were mostly young working mothers who led busy lives. Thus the graph showed an inclination for shoppers to purchase at a certain age and thus their drive begins to diminish gradually.

#### **4.1.3 Participation by educational qualification**

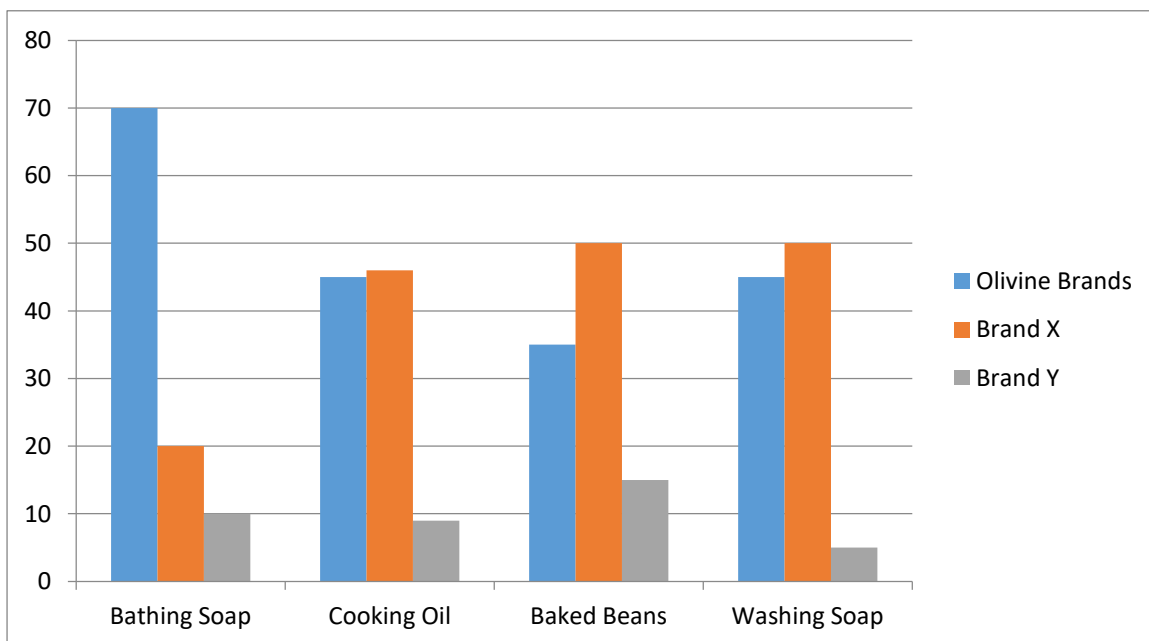
50 of the respondents who took part in the study claimed that they had a degree qualification. 15 of the respondents had diplomas while 20 had a secondary qualification. Only 5 of the people who participated in the study possessed a post graduate qualification. Participation by educational level is displayed in the graph below.



**Figure 4.3: Educational qualification; Source Primary Data**

#### 4.2.1 Brand name and Market share

The study sought to ascertain the relationship between brand name and market share. The information used was collected from the management of both the distribution outlets and Olivine industries. The study collected sales figures for Olivine corporate branded products against non-corporate branded products as well as competing products. The results obtained were based on 3 product categories namely, cooking oil, soaps and beans. The following figure represents the comparison of sales volumes and product branding



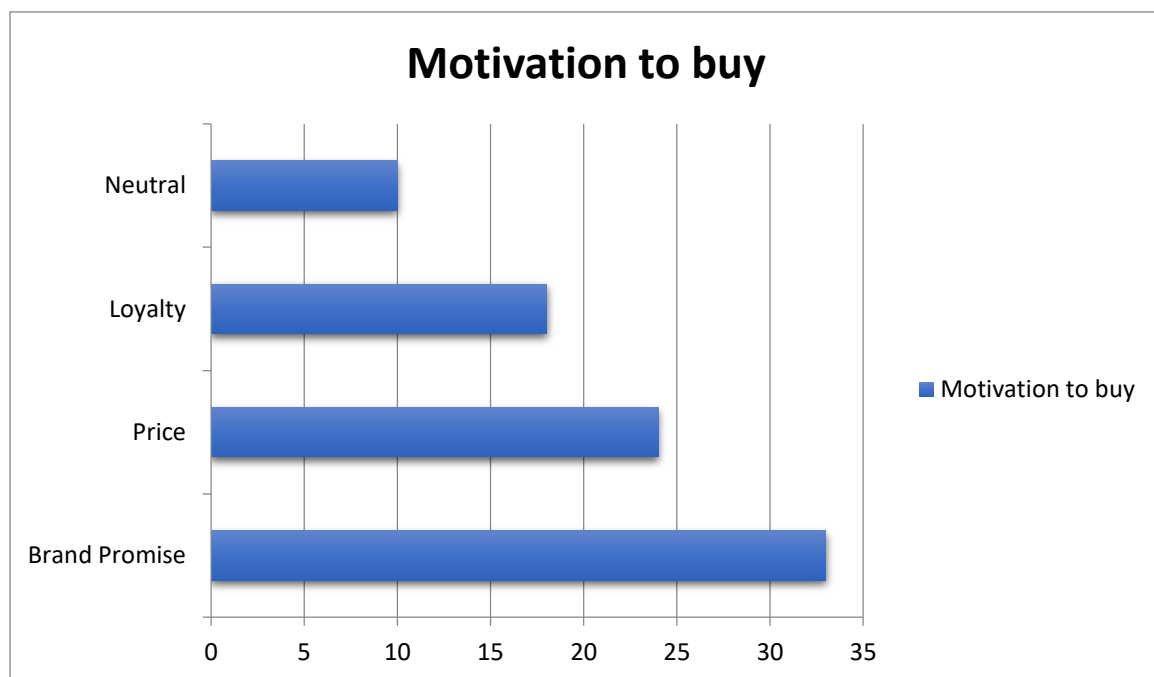
**Figure 4.3 Comparison of sales by Brand**

The researcher noted that Olivine’s bath soap which was not corporate branded showed market dominance. The corporate branded cooking oil and baked beans were not the major players in their respective product categories.

The researcher also sought to ascertain the position occupied by Olivine in the market and realised that it was representative of the position occupied by the corporate branded products. Thus there was a very strong relationship between the corporate brand name and market share.

#### 4.2.2 Impact of Brand Promise on Customer Acquisition

The study sought to ascertain the impact of what the brand promised on the acquisition of new customers. The researcher looked at a comparison on why customers bought Olivine products. The following results were obtained.

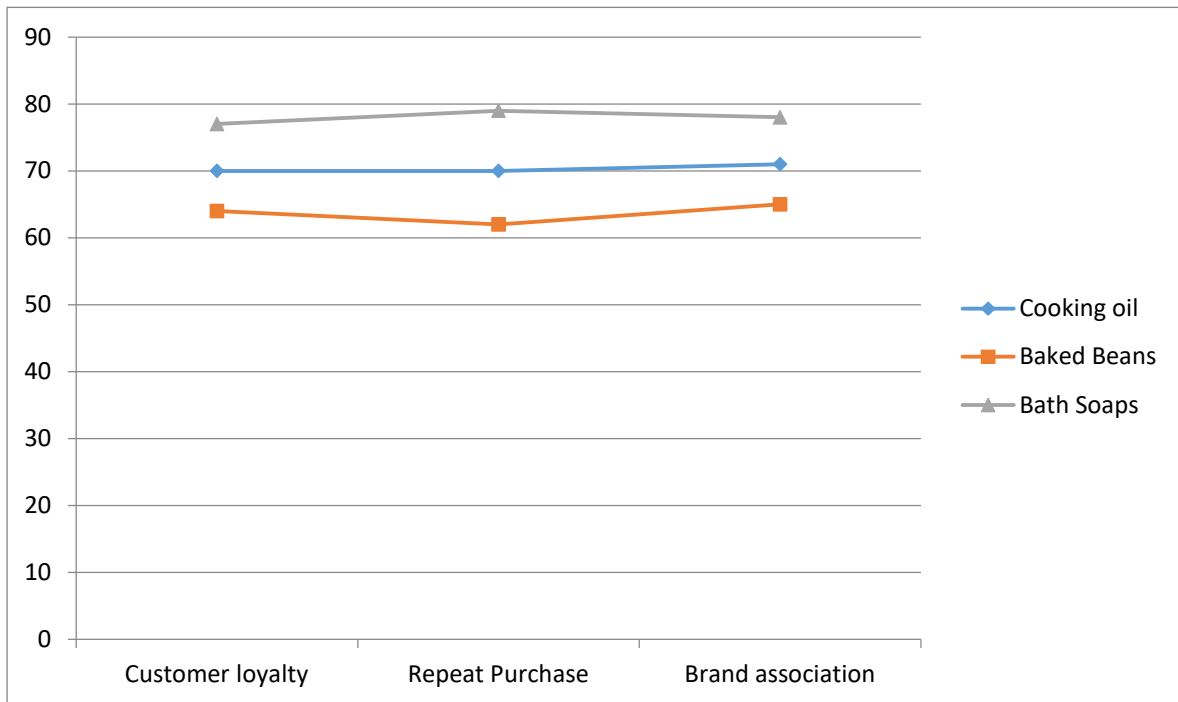


**Figure 4.4: Purchase motivators for products**

The results show that there was a moderate impact on customer acquisition based on what the brand promised. The percentage of customers who were motivated to buy because of the brands promise were not significant to warrant a conclusion that brand name had an impact on acquisition. The brand promise was therefore seen as one of many motivators for customer acquisition but in and of itself is not sufficient to make a reasonable impact. The company can therefore not base its customer acquisitions on what the brand promises.

### 4.2.3 Effect of brand association on repeat purchases.

In attempting to ascertain whether brand association has an effect on customers repeat patterns the study sought to ascertain whether there exists a positive relationship between brand association and repeat purchase. The study analysed customer loyalty, repeat purchase and association with brands on the 3 different product categories.

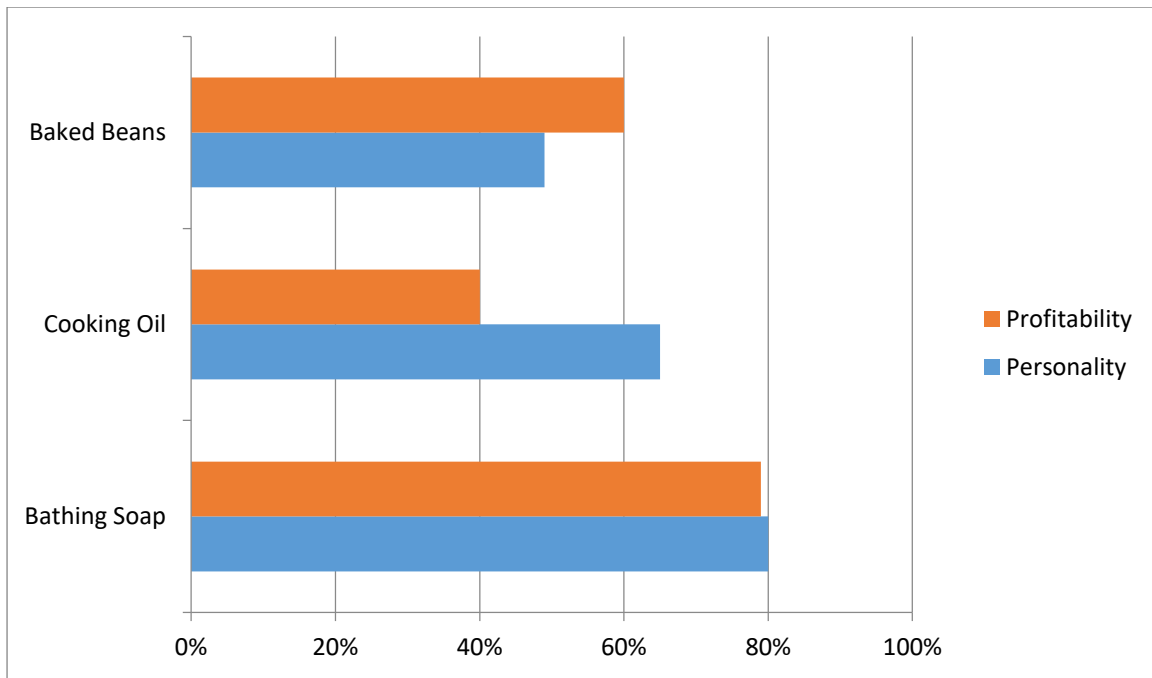


*Figure 4.5 Relationship between brand association and repeat purchase*

The results showed a positive relationship on all three brand categories between brand association and repeat purchases. Thus the company can note that brand association has a positive effect on repeat purchases. Customers went on to further state that they preferred Olivine brands because they offered value for money.

### 4.2.4 Brand Personality influence on profitability

The study set out to determine the influence that the brands personality has on profitability. The 3 different product categories were individually assessed to determine influence of brand personality and the results are shown below.



**Figure 4.6 Personality influence on profitability**

The results showed that the individual brands personalities had varied influences on profitability. Bathing soaps had a positive correlation between personality and profitability whereas the other 2 categories did not display positive correlations between brand personality and profitability.

### **4.3 Research findings**

#### **4.3.1 Relationship between Brand name and Market share**

The researcher ascertained that the position occupied by Olivine in the market was representative of the position occupied by the company’s corporate branded products. Thus there is a very strong relationship between the corporate brand name and market share.

#### **4.3.2 Impact of Brand Promise on Customer Acquisition**

The results of the study showed that the impact of brand promise on customer acquisition was moderate. Customers motivated to buy because of brand promise were not significant thus there is insignificant impact of brand promise on customer acquisitions

### **4.3.3 Effect of brand association on repeat purchases**

The study noted a positive relationship between brand association and repeat purchases on all three brand categories for Olivine industries. Thus customers are likely to buy Olivine products for association reasons.

### **4.3.4 Brand Personality influence on profitability**

The individual brand personalities had varied influences on profitability. Bathing soaps had a positive correlation between personality and profitability whereas the other 2 categories did not display positive correlations between brand personality and profitability.

## **4.4 Chapter Summary**

The chapter commenced with a look at the responses collected including an analysis of the sample demographics, then gave a presentation of the findings in relation to each of the set objectives. The study then looked at an analysis of the research findings to determine the interrelatedness of each of the variables and concluded with presentation of the findings. The next chapter will now look at a summary of the research, come up with conclusions and also give recommendations.



## **CHAPTER FIVE**

### **SUMMARY CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Summary**

The research conducted a study to determine the impact of corporate branding on company performance with particular emphasis on Olivine industries. Previous researchers analyzed highlighted gaps in the study areas as well as brought up brand name, brand promise, brand association and brand personality amongst others as variables. Three types of gaps namely time gap, location gap as well as methodology gap were identified.

The research then focused on Olivine Industries based in Zimbabwe and focused on Harare as the test market. A detailed analysis of literature was done to coopt what other researchers had concluded on the research subject. The study chose sales management and customers as the respondents as it set out to analyze impact of corporate branding on company performance that was already in the public sphere.

A causal research design was chosen for the research and thus a quantitative study was incorporated. The study population was defined and a stratified random sample was chosen to incorporate three representative sectors of company clients. Questionnaires were used to collect data which was then compiled and analyzed. The individual objectives were then measured and results for each objective were computed and presented diagrammatically.

#### **5.2 Conclusion**

##### **5.2.1 Relationship between Brand name and Market share**

The researcher ascertained that the position occupied by Olivine in the market was representative of the position occupied by the company's corporate branded products. Thus there is a very strong relationship between the corporate brand name and market share. However there is a possibility for product brands to occupy a greater market share than that occupied by the corporate brand.

### **5.2.2 Impact of Brand Promise on Customer Acquisition**

The results of the study showed that the impact of brand promise on customer acquisition was moderate. Customers motivated to buy because of brand promise were not significant they were only 33% thus there is insignificant impact of brand promise on customer acquisitions. Brand promise of itself is therefore not adequate as a marketing communication strategy but works best with other tools for greatest impact.

### **5.2.3 Effect of brand association on repeat purchases**

The results of the study noted a positive relationship between brand association and repeat purchases on all three brand categories for Olivine industries because all percentage on all the 3 products were high they ranged between 60% and 80%. Thus customers are likely to buy Olivine products for association reasons.

### **5.2.4 Brand Personality influence on profitability**

The study noted that individual brand personality's influence on profitability was varied. Whereas bathing soaps had a positive correlation between personality and profitability, the other 2 categories did not display positive correlations between brand personality and profitability. Thus the conclusion was that there was no direct influence of brand personality on profitability.

## **5.3 Recommendations**

The research findings have proven and suggested that corporate branding has an impact on the profitability of the organisation. The researcher therefore recommends the following.

### **5.3.1 Recommendations to Olivine Industries.**

1. Olivine should ensure that products with a low market share should be corporately branded whereas those with a market share greater than the companies should be left to stand alone
2. The company should align its corporate brand promise with its products so as to realise the best profitable position.
3. The company should increase the need for brand association amongst its customers in order to maximise on customer repeat purchases.

#### **5.4 Areas of further study**

The research showed that there is a relationship between corporate branding and company profitability. Further research can be done to quantify the impact of corporate branding on company performance in Zimbabwe.

Research can also be extended to cover on the individual aspects of company performance particularly non financial measures of company performance.

An exploratory research can also be conducted to learn more on the reasons for the observed trends in customer behaviour and responses to corporate branding.



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