

THE EFFECT OF BRANDING ON THE MARKETING PERFORMANCE OF COMPANIES IN THE MOBILE PHONE INDUSTRY (CASE STUDY OF TECHNO GHANA, ACCRA)

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ABSTRACT: *In today's highly competitive markets, keeping customers and retaining their loyalty is considered crucial in maintaining business and its related marketing performance. Companies and retailers also need to look for various marketing strategies in order to improve their customers' loyalty. Having knowledge and skills about marketing is one of the capabilities which is required for success in the competition. In consumable markets, brands are the main points of differentiation between the competitive presentations, thus, they are crucial for the performance in terms of success of the companies. The purpose of this study sets to analyse the impact of marketing mix elements on brand loyalty. The present study is applicable in terms of objective and descriptive survey in terms of data collection. To identify the challenges associated with branding at Techno Ghana, identify the importance of branding in the marketing of Techno Products, determine the branding strategies adapted by Techno Ghana and ascertain the relationship between branding and the performance of Techno products in Ghana. Descriptive research design was used and data was collected from a sample size of 50 with the aid of questionnaires. Convenience sampling method was used for the selection of the respondents. Results revealed that lack of branding know-how and insufficient branding guidance for entrepreneurs are major challenges in techno Ghana. Also the results indicated that, brand impacts on the purchase decision of customers, helps customers to identify the source of products, and communicates features and benefits while developing and maintaining it branding activities through both internal and external agency. Brand extension and multiple branding are the major branding strategies used by Techno Company. Finally, the findings show that the company employs logos, jingles and packages and communicated them through TV campaigns and Events.*

KEYWORDS: Branding, Brand Loyalty, Marketing Mix, Consumer Satisfaction, Marketing Performance

INTRODUCTION

In view of the challenges of today's business, organizations attempt to attract new customers and have adopted the strategy of keeping the current customers and inspiring their loyalty. Therefore, the customer satisfaction is not sufficient and marketer must attempt to improve and promote their loyalty more and more. In such a paradigm, the objective is to establish long-

term relationships with beneficiaries and customers, so that more customers will be kept and fewer will be lost. To this effect, market share and organization profitability will be guaranteed (Osman, Hemmington, & Bowie, 2009; Yoo, 2008). It is significant to note that markets, in this day and era, are flooded with products which show no significant physical difference. Therefore, creating an appropriate characteristic through brand will draw a great distinction between products and services. Brands reduce safety and social and financial risks of customers in buying products. These risks are considered as effective factors in evaluating the product before buying it (Doaei, Kazemi, & Hosseini Robot, 2011). As a result, the company will succeed in the market and competitive advantage will be gained (Lee & Back, 2010; Low, & Bloisb, 2002). Today, companies attempt to live on with the help of customer satisfaction and more sale and profit through market researches and identification of customers' needs in the current world of competition. Therefore, one of the ways of achieving the mentioned objectives is to analyse the concept of marketing mix in any kind of business (Fakhimi Azar, Akbari Vanehabad, & Rasouli, 2011). Any sort of marketing has impact on brand loyalty and marketing mix elements are a set of controllable marketing variables in the hands of managers and decision-makers of the company. If the relationships between these elements and brand loyalty and especially its aspects are determined, the decision-makers of the company will easily decide upon how to employ marketing mix elements to gain the highest brand value and stable profit. In order to accomplish these purposes, appropriate marketing mix plays a leading role in implementing the strategies of business marketing (Khodadad Hosseini & Rezvani, 2009).

Due to the features of products in the mobile phone industry, the importance of brand loyalty in these products is extremely high and the product or service choice of this industry is made through its brand. Thus, owing to the starring role of branding in the country's industry and the importance of brand loyalty in the mobile phone industry, the necessity for studying the effective factors in brand loyalty in markets especially the mobile phone industry which its products involve more complexity and require special support services cannot be ignored. The mobile phone industry in Ghana is characterized with intense competition and as a result product and service differentiation through proper branding strategies is the only way to stay connected to customers and increased marketing performance. Brands have become the focal link in consumer markets due to their ability to offer value for both the customers and the companies (Keller, 1993). However, more attention must be paid to develop a systematic view on products and brands and it is determined that how pricing decisions, promotion, services, and distribution are combined with the product with the help of brand manager, so that brand loyalty is developed and affects the buyer's decision-making (Karbasi Var et al., 2011). Therefore, in this study, the relationships between marketing mix elements and brand loyalty are investigated and it is tried to realize that how these marketing practices increase or reduce brand loyalty. This study also helps the related companies to strengthen their brands to propel positively their market or financial performance through planning appropriate strategies concerning the major effective factors in brand loyalty and devoting more financial resources to these factors. Following the introduction in section one is the literature review in section two. Section three highlights on the research methodology consisting of the study area, research design, population, sampling procedure, data collection instrument, the procedure for data collection and analysis while section four covers presentation, analysis, and interpretation. Finally, section five seeks to look at the summary of findings, conclusions and recommendation.

LITERATURE REVIEW

Branding

Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management communications. The objective of branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace. When high brand equity is achieved through brand differentiation, the price elasticity of demand becomes low, allowing the company to increase price and improve profitability. Branding strategies are built on the interdependent frameworks of competitive brand positioning, value chain development, and brand equity management.

Brand Loyalty

Operations of loyalty lie in how much consumer actually consumes the goods or services of brand we measure it by measuring consumer purchasing frequency (Lin et al., 2000; Veloutosou et al., 2004). It determines the level of utilization of goods and services from particular/specific retail location or seller (Driver, 1996; East et al., 1995). Atilgan et al. (2005), cited that “Brand loyalty is one of the core components of brand equity and also positively and directly affects brand equity”. Under the influence of brand loyalty, consumers continue to buy the brand, regardless of the superior features, prices and convenience owned by its competitors (Aaker, 1991). It is important to treat the customer with respect in order to keep them loyal (Aaker, 1991). Due to the values obtained from brand loyalty, many firms would devise different strategies to maintain and enhance the loyalty from customers.

There are several ways to evaluate Brand Loyalty i.e., how much brand is familiar among consumers (Dick et al., 1996; Feltham, 1998), using the brand and level of positive experience and convenience (Rowley, 2007), social cost, self-concept and brand image (Abendroth, 2001; Auty, 2001), satisfaction and perceived value (Baltas, 1997; Wood, 2004).

Severi et al. (2013) opined that, one of the most essential topics in marketing management is the subject of brand equity. Initially brand equity was recognized by Farquhar (1989, p. 24), he stated that brand equity brought added value to the product. Brand equity is often created by products or services that bring value directly or indirectly. Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/ or to that firm’s customers. One of the first definitions of brand equity is presented by Srinivasan (1979) who points to the role of “brand-specific effect”. According to the author, this effect explains part of consumers’ overall preference for a brand that could not be justified by its objectively measured attributes. Aaker (1991) refers to brand equity as “a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/ or to that firm’s customers” (p. 15). 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). Developing and building brand equity is gaining significant attention among the academicians and practitioners (Chahal et al., 2010). Initially brand equity was recognized by Farquhar (1989, p. 24), he stated that brand equity brought added value to the product. Brand equity is often created by products or

services that bring value directly or indirectly (Kapferer, 2005; Keller, 2003). Brand equity can be defined as “the marketing and financial values linked with a brand’s strength in the market, including actual proprietary brand assets, brand name awareness, brand loyalty, perceived brand quality, and brand associations” (Pride & Ferrell, 2003, p. 299). According to Lassar, Mittal, & Arun (1995), the existing extant literature has evaluated the brand equity from two different point of view; financial perspective and customer perspective. Financial perspective is usually referred to the company’s brand value. While, the customer perspective appraises brand equity based on the customers’ perceived brand value from the anchor of marketing decision making (Kim, Kim, & An, 2003). Table 1 shows the main concepts of brand equity based on the extant literature review. This paper will adopt the idea of customer perspective of brand equity from Aaker (1991). Aaker (1996) considers brand equity as an aggregate of assets and liabilities. There are five different dimensions that can create the value of brand equity, namely; brand awareness, perceived quality, brand loyalty, brand association and proprietary brand assets (Aaker, 1996).

Marketing Mix

Marketing refers to searching for the most appropriate market and the sections that the organization can be more effective and useful and fulfil the needs of people. In other words, marketing is the conscious attempt to allocate resources and establish allocation in the market (Rousta et al., 2004). The concept of marketing mix was first proposed by Neil Borden in 1949. However, the most common variables in marketing mix (product, price, distribution and promotion) were introduced by McCarthy and were known as 4Ps. Until now, there has been no considerable change in the concept of marketing mix and in many researches, 4P is still the coordination concept that other aspects of marketing are organized around it. The most common definition of marketing mix in target market is to offer the proper product at a reasonable price in the proper place and time. To put it another way, marketing decision variables in different models of marketing mix provide a framework through which the business develop plans for its marketing activities (Khodadad Hosseini & Rezvani, 2009). Marketing mix indicates the fundamental activities of marketing managers. After selecting a target market, the marketing managers must develop a systematic plan for selling to customers and establishing long-term and loyal relationships. Marketing plan includes decisions on product, price, promotion and distribution. These are the most important parts that marketing managers must allocate company resources to them to achieve the objectives of sale and profitability (Garavand, Nourayi, & Saeed Arasi, 2010).

Customer Satisfaction

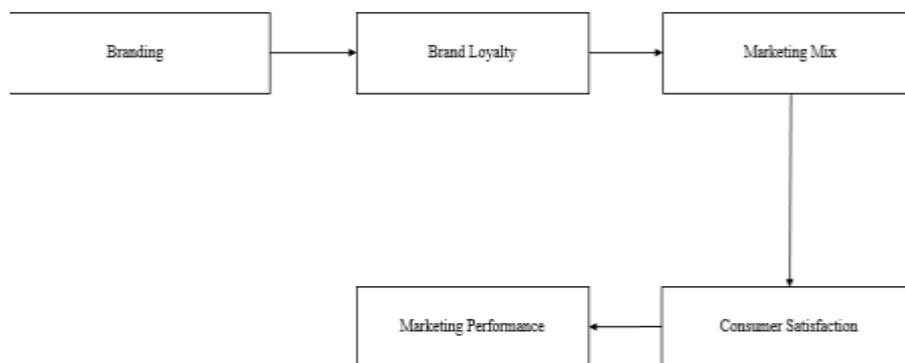
Customer satisfaction is necessary for long-term success in business and is one of the most important research issues in marketing (Nam, Ekinici, & Whayatt, 2011). The main motivation for increasing emphasis on customer satisfaction is that higher customer satisfaction may lead to stronger competitive position, higher market share and profitability, reduction in price elasticity, lower cost of business, prevention of cost breakdown, increase in customer lifetime value, and reduction in cost of new customer attraction (Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Torres & Tribó, 2011). Generally, satisfaction is defined as the general evaluation based on shopping experience and using a particular product or service during the time (Lee, & Back, 2010). Customer satisfaction is the customer’s attitude towards products or services which influence their behavior. If customers are satisfied with a particular product or service, they will probably re-buy them (Ryu, Han, & Kim, 2008). The main focus of marketing is on identifying and meeting the needs of consumers. After discovering the target market, the

companies must engage in some activities to meet the needs of their consumers. In this regard, they use 4P's or marketing mix which was first proposed by Professor McCarthy (Vazir Zanjani, Motameni, & Mousavi, 2010). Since in many researches it was concluded that customer satisfaction does not have direct impact on customer loyalty to brand, trust is considered as a moderator variable in the relationship between these two factors. Results indicate that customer satisfaction indirectly builds brand loyalty (Gilani Nia & Mousavian, 2010).

Conceptual Framework: Relationship between Concepts

The first part of the literature described the relationship between the branding, brand loyalty, marketing mix, consumer satisfaction and performance. Brands can play a primary role in the customer satisfaction by creating competitive advantages with brand performance. Perceived differences among products through branding provide a number of benefits to customers. The manager who influences for the good brand performance has distinctive options to protect and promote brands. Using resources, professionals can enhance the quality, breadth and, in the long run, the effectiveness of their brands. Different authors like Tuan L. T. et al (2012) builds a strong brand association in consumer mindsets as a foundation for high brand performance. Swan, J. E. et al (1999) proves that Product Performance is highly involved to make the customers more satisfied in their purchasing behavior. In this regard, the proposed conceptual framework for the study is highlighted in the figure below.

Figure 2.5: Conceptual Framework of the study



Source: Authors own construction from literature, 2018

METHODOLOGY

An empirical investigation is made using primary data to investigate the phenomenon. A survey was conducted through a structured questionnaire. In a bid to achieve the targets objectives, questionnaire will probably be structured as a research tool for data assortment. To evaluate the attitude and opinions of the respondents concerning the variables or indicators of customer satisfaction questionnaire would be chosen because interviews are quiet tricky and time consuming. There are two way to collect questionnaire info: by way of self-administered

questionnaires (i.e. Mail or electronically), phone interviews or private face to face interviews. The questionnaire in this study was personally administered. This was regarded as the most beneficial suited option a result of the intensive geographical distribution of samples. This study focuses on Techno Ghana Head office Darkuman, Kaneshie. Darkuman falls within the coverage of Kaneshie which is a suburb in the Accra Metropolitan district, a district of the Greater Accra Region of Ghana. Accra metropolitan district has a settlement population of 1,848,614 people with 887,673 constituting males and 960,941 constituting females (Census, 2012). Kaneshie has a very busy market and lorry stations which makes it a central place connecting to all parts of the country. All the questions are rated on ordinal or attitudinal scale where 1 represents “strongly disagree” & 5 “strongly agree”.

DATA PRESENTATION AND ANALYSIS

This section presents the research findings, analysis, interpretation and discussion in relation to the research questions of the study. The study examined “The effect of branding on the marketing performance of companies within the mobile phone industry: A case of Techno Ghana, Accra”. Fifty (50) respondents were selected using the convenient sampling technique. Questionnaires were administered in the environs of Techno Ghana head office Darkuman within a day. The questionnaires were answered and immediately collected after completion. Statistical tables and Microsoft Excel were used during the data presentation and analysis by the researcher. The data was analyzed in three stages; the first stage consisted of the demographic data, the second stage involving the research questions while the last stage presents an additional analysis on the findings.

Section I: Demographic Characteristics of Respondents

In summary, fifty (50) respondents participated in the survey of which thirty-one (31) were males constituting 62% and nineteen (19) were females constituting 38%. Table 4.1 presents the analysis of the demographic variables which includes Gender, Age, Educational background and tenure of service and departments within Techno Ghana Head office, Darkuman.

Table 4.1 Demographic Characteristics of employees

Variables	Categories	Frequency	Percentage
Gender	Male	31	62
	Female	19	38
Age	Less than 20 yrs	5	10
	20-29 yrs	10	20
	30-39 yrs	21	42
	40 + yrs	14	28
Educational Background	High School	12	12
	Tertiary	44	88
	Others	0	0

Tenure of Service	Below 1 yr	8	16
	1-3 yrs	18	36
	3 +	24	48
Departments	Marketing and Sales	17	34
	Branding and packaging	19	38
	Accounting	5	10
	Customer Service	9	18

Source: Field Survey (2018)

Table 4.1 illustrates that out of the 50 respondents, majority were males constituting 62% where as 38% were females. With the ages distribution of the respondents, 10% were aged less than 20 years, 20% were aged between 20 and 29 years, 42% were between 30 and 39 years and 28% were aged above 40 years. The finding implies that most of the respondents were young adults between the ages of 30 and 39 years. The educational backgrounds of the respondents showed that majority of the respondents were from tertiary representing 88% while 12% represented high school.

Furthermore, the researcher examined the tenure of service of the 50 respondents that participated in the study. The table reveals that majority of the respondents have spent 3 years and above representing 48%, 1-3 years representing 36% and less than 1 year representing 16%. The researcher deduced that the percentage of those less than one year in the company were national service personnel. Also the researcher examined the departments of the participants. The department of Branding and Packaging formed 38%, followed by Marketing and Sales which constituted 34%. The Customer Care department constituted 18% while accounting formed 10%.

Section II: The challenges associated with branding at Techno Ghana.

This section analyses the first research question. The respondents were asked to indicate for each statement the extent to which they agree or disagree as it applies to the company. This question was to enable the researcher identify the various challenges of branding in the marketing of mobile phones in Ghana. The findings are represented in the Table and figure below.

Table 4.2 Lack of branding know-how

Codes		Frequencies	Percentages
SD	Strongly Disagree	3	6
D	Disagree	4	8
NS	Not Sure	2	4
A	Agree	32	64
SA	Strongly Agree	9	18
Total		50	100

Source: Field Survey (2018)

Table 4.2 represents the extent to which respondents agreed or disagreed to the statement that lack of branding know-how is a challenge of branding. Out of the 50 respondents, 64% agreed, 18% strongly agreed whereas 8% disagreed and 6% strongly disagreed. However, 4% were not sure. The findings show that lack of branding know-how is a challenge to the company.

Table 4.3 Limited Finance

Codes		Frequencies	Percentages
SD	Strongly Disagree	15	30
D	Disagree	19	38
NS	Not Sure	0	0
A	Agree	10	20
SA	Strongly Agree	6	12
Total		50	100

Source: Field Survey (2018)

Table 4.3 above represents the extent to which respondents agreed or disagreed to the statement that limited finance is a challenge of branding at Techno Ghana. Out of the 50 respondents, 38% disagreed, 30% strongly disagreed whereas 20% agreed and 12% strongly agreed. This is an indication that the company is well resourced financially to handle its branding activities.

Table 4.4 Insufficient branding guidance for entrepreneurs

Codes		Frequencies	Percentages
SD	Strongly Disagree	4	8
D	Disagree	7	14
NS	Not Sure	0	0
A	Agree	18	36
SA	Strongly Agree	21	42
Total		50	100

Source: Field Survey (2018)

Table 4.4 shows the findings of the extent to which respondents agreed or disagreed to the statement that insufficient branding guidance for entrepreneurs is a challenge of branding at Techno Ghana. From the table, 42% strongly agreed, 36% agreed whereas 14% disagreed and 8% strongly disagreed. This shows that there is insufficient branding guidance for entrepreneurs which is one of the challenges of branding to the company.

Table 4.5: Limited human resource

Codes		Frequencies	Percentages
SD	Strongly Disagree	11	22
D	Disagree	20	40
NS	Not Sure	2	4
A	Agree	12	24
SA	Strongly Agree	5	10
Total		50	100

Source: Field Survey (2018)

From the Table 4.5, 40% respondents disagreed that limited human resource is a challenge of branding at Techno Ghana. 22% strong disagreed whereas 24% agreed and 10% strongly agreed. 4% of the respondents were not sure which may be because they are not directly involved with the day to day branding activities of the company.

Table 4.6 Not fully aware of the importance of branding

Codes		Frequencies	Percentages
SD	Strongly Disagree	5	10
D	Disagree	15	30
NS	Not Sure	1	2
A	Agree	21	42
SA	Strongly Agree	8	16
Total		50	100

Source: Field Survey (2018)

From the Table 4.6, majority representing 42% respondents agreed that being not fully aware of the importance of branding is a challenge of branding in the sale of mobile phones in Ghana. 16% strongly agreed whereas 30% disagreed and 10% strongly disagreed. 2% of the respondents were not sure. This implies that not being fully aware of the importance of branding is a challenge in the mobile phone industry.

Section III: The importance of branding in the marketing of Techno products.

This section highlights the second research question of the study. It sought to identify the importance of branding in the marketing of Techno products. Each respondent was asked to indicate for each statement the extent to which they agree or disagree as it applies to the company.

Table 4.7: Impacts on the purchase decision

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	0	0
A	Agree	32	64
SA	Strongly Agree	18	36
Total		50	100

Source: Field Survey (2018)

Table 4.7 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding impacts on the purchase decision of customers. From the table, 64% agreed, 36% strongly agreed whiles none disagreed. To the researcher is a clear indication that branding impacts on the purchase decision of customer.

Table 4.8: Helps identify the source of the product

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	0	0
A	Agree	7	14
SA	Strongly Agree	43	86
Total		50	100

Source: Field Survey (2018)

Table 4.8 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding helps identify the source of the product. From the table, 86% strongly agreed, 14% agreed whereas none disagreed. This implies that some branding carry certain unique features or information about the company.

Table 4.9: Helps reduce perceived risk of the products

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	0	0
A	Agree	38	76
SA	Strongly Agree	12	24
Total		50	100

Source: Field Survey (2018)

Table 4.9 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding helps reduce perceived risk of the products. From the table, 76% agreed, 24% strongly agreed whereas none disagreed. This implies that branding has the potency to reduce the perceived risk of products.

Table 4.10: Symbolizes the product quality

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	3	6
A	Agree	28	56
SA	Strongly Agree	19	38
Total		50	100

Source: Field Survey (2018)

Table 4.10 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding symbolizes the product quality. From the table, 56% agreed, 38% strongly agreed whereas 6% were indifferent but none disagreed. This indicated that branding is symbolic of product quality.

Table 4.11: Communicates features and benefits of the product

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	0	0
A	Agree	11	22
SA	Strongly Agree	39	78
Total		50	100

Source: Field Survey (2018)

Table 4.11 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding communicates features and benefits of the product. From the table, 78% strongly agreed, 22% agreed whereas none disagreed. This indicates that the company has built its brand in a way that helps communicate features and benefits of products to customers.

Table 4.12: Differentiates the product from others

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0

NS	Not Sure	0	0
A	Agree	10	20
SA	Strongly Agree	40	80
Total		50	100

Source: Field Survey (2018)

Table 4.12 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding differentiates the product from others. From the table 4.12, 80% strongly agreed, while 20% agreed but none disagreed. This is an indication that branding differentiates the products of the company from others in the market.

Table 4.13: Provides legal protection for the product

Codes		Frequencies	Percentages
SD	Strongly Disagree	0	0
D	Disagree	0	0
NS	Not Sure	6	12
A	Agree	30	60
SA	Strongly Agree	14	28
Total		50	100

Source: Field Survey (2018)

Table 4.13 shows the findings of the extent to which respondents agreed or disagreed to the statement that branding provides legal protection for the product. From the figure 4.13, 60% agreed, 28% strongly agreed whereas 12% were not sure about the statement because they may not be directly involved in the company's branding activities.

Section IV: The branding strategies adapted by Techno Ghana.

This section analyses the third research question. The respondents were asked questions pertaining to the branding strategies adapted by Techno Ghana and asked to tick the appropriate answers out of the options provided under each question. The findings are presented in the Tables and figures below.

Table 4.14: Means through which Branding is developed and maintained

Code		Frequency	Percentage (%)
I	Internal branding department	16	32
Ii	External branding department	0	0
Iii	Both	34	68
Total		50	100

Source: Field Survey (2018)

Table 4.14 above presents the findings on the extent to which the company engages internal branding department, external branding department or both sources in developing and maintaining its brands. Out of 50 respondents, 34 constituting 68% indicated the firm engages both sources whereas 16 respondents representing 32% indicated that the firm engages only internal department. Because of competitive brands in the market, the company may need to outsource external agencies to supplement the internal department in order to remain competitive.

Table 4.15 Brand strategies pursued by the company

Code		Frequency	Percentage (%)
I	Brand Extension	23	46
Ii	Multiple Branding	20	40
Iii	Corporate Umbrella	4	8
Iv	Line Extension	3	6
	Total	50	100

Source: Field Survey (2018)

Table 4.15 presents that, 23 respondents constituting 46% responded indicated that the firm uses the brand extension strategy in its branding activities, 40% indicated that the firm engages in multiple brand strategy, 8% indicated corporate umbrella while the remaining 6% indicated line extension. The finding indicates that the firm uses a combination of brand extension and multiple brand strategy.

Table 4.16: Branding Campaigns undertaken by the company

Code		Frequency	Percentage (%)
I	TV Campaigns	21	42
Ii	Events	18	36
Iii	Print Media	2	4
Iv	Social Media Engagement	9	18
	Total	50	100

Source: Field Survey (2018)

The figure above presents findings on the branding campaigns undertaken by the company. The findings show that 42% respondents indicated that the firm undertakes its branding campaigns through TV, 18 of them representing 36% indicated Events, 18% indicated Social media while the remaining 4% indicated Print media. The researcher deduced that it's because the TV media has a wider coverage and gives room for enough product demonstrations.

Table 4.17 Branding elements that the company focuses on

Code		Frequency	Percentage (%)
I	Jingles	11	22
Ii	Logos	18	36
Iii	Slogans	4	8
Iv	Symbols	3	6
V	Packages	14	28
	Total	50	100

Source: Field Survey (2018)

From the table 18 respondents representing 36% indicated that the company focuses on logos, 28% represented packages, 22% represented jingles, 8% represented slogan while the remaining 6% represented symbols. To the researcher, a logo is a sign of the origin, ownership and associations of the product hence the result of the finding.

Table 4.18 How the company enhances its Brand Image

Code		Frequency	Percentage (%)
I	customer testimonials	19	38
Ii	opinion leaders	4	8
Iii	opinion formers	5	10
Iv	sales persons word of mouth	22	44
	Total	50	100

Source: Field Survey (2018)

Table 4.18 presents finding on ways the company enhances its brand image. From the findings, 44% indicated sales person's word of mouth, 38% indicated customer testimonials, 10% indicated opinion formers while the remaining 8% indicated opinion leaders. The result of the finding may be as a result of the fact that sales person's constantly have the opportunity of meeting customers face to face.

Section V: Relationship between branding and performance of Techno products

This section analyses the forth research question. The respondents were asked questions pertaining to the relationship between branding and performance of Techno products and asked to tick the appropriate answers out of the options provided under each question. The findings are presented in the Tables and figures below.

Table 4.19: How branding affects marketing performance

Code		Frequency	Percentage (%)
I	Flexibility to deal directly with customers	0	0
Ii	Increases trade negotiation power	0	0
Iii	Easy recognition of product	32	64
Iv	Demand stimulation	18	36
Total		50	100

Source: Field Survey (2018)

Table 4.19 presents how branding affects marketing performance of the company. From the findings, 32 of the respondents representing 64% indicated that branding has enabled the market to easily recognize the company's products in the consumer market, while the remaining 18 of respondents constituting 36% indicated that branding has helped in stimulating demand for the company's products. This may be because the branding carries enough information that differentiates the products in the market.

Table 4.20 How has branding enhanced marketing performance of the company

code		Frequency	Percentage (%)
I	Massively	40	80
Ii	Moderately	9	18
Iii	Not sure	1	2
Iv	Poorly	0	0
Total		50	100

Source: Field Survey (2018)

The table above presents how branding has enhanced the marketing performance of the company. Out of 50 respondents, 40 representing 80% indicated that branding has enhanced the marketing performance of the company massively, 9 representing 18% indicated moderately while 2% were not sure. This is because the firm's branding may have led to an increase in sales and product awareness.

Table 4.21: How has branding increased the company's product awareness

Code		Frequency	Percentage (%)
I	very high	14	28
Ii	High	36	72
Iii	Indifferent	0	0
Iv	Low	0	0
V	very low	0	0
Total		50	100

Source: Field Survey (2018)

Table 4.21 presents findings on the extent to which branding enhances product awareness. Out of 50 respondents, 36 representing 72% indicated that branding increases the company's product awareness highly, while the remaining 14 representing 28% indicated very high. The

result of this finding maybe as a result of the fact that the company makes more use of TV campaigns as indicated in the earlier findings.

Table 4.22 How has branding affected the company's sales performance

Code		Frequency	Percentage (%)
I	High	29	78
Ii	Moderate	8	16
Iii	Not Sure	3	6
Iv	Low	0	0
	Total	50	100

Source: Field Survey (2018)

Table 4.22 presents the findings on the extent to which branding affects the company's sales performance. 39 respondents representing 78% indicated that branding has helped the company improve on its sales performance highly, 8 representing 16% indicated moderately whereas the remaining 3 representing 6% were not sure. This is because the earlier findings indicated that the branding of the company helps reduce perceived risk hence the increase in sales volumes.

Table 4.23: How has branding improved on communication with customers

Code		Frequency	Percentage (%)
I	very high	22	44
Ii	High	26	52
Iii	Indifferent	2	4
Iv	Low	0	0
V	very low	0	0
	Total	50	100

Source: Field Survey (2018)

Table 4.23 presents responses on how branding has improved communication between the company and its customers. The findings show that, 26 respondents representing 52% indicated that branding has improved the communication between company and its customers highly, 22 representing 44% confirmed by indicating very high while the remaining 4% were indifferent. This confirms that fact that branding communicates features and benefits of the product to the market.

Table 4.24: Effectiveness of Branding on overall marketing performance

Code		Frequency	Percentage (%)
I	very effective	10	20
Ii	Effective	38	76
Iii	not sure	2	4
Iv	not effective	0	0
	Total	50	100

Source: Field Survey (2018)

The table 4.24 above presents findings on the assessment of the effectiveness of branding on the overall marketing performance of the company. Out of 50 respondents, 38 representing 76% indicated that the overall effectiveness of branding on the company's marketing performance has been effective, 10 representing 20% indicated very effective while the remaining 4% were not sure about the overall effectiveness of branding on the company's marketing performance. This is an indication that good branding has the power to improve a company's marketing efforts thereby by making the company very competitive in the market.

DISCUSSION OF FINDINGS

This section explains how the result of the findings answers and fits into existing knowledge of how branding impacts on the marketing performance of companies within the telecommunication industry.

What Are The Challenges Associated With Branding At Techno Ghana?

According to the findings, lack of branding know-how, insufficient branding guidance for entrepreneurs and not fully aware of the importance of branding constitute the major challenges associated with branding at Techno Ghana as confirmed by Juntunen et al. (2010), in their earlier studies that, "barriers that block SMEs to branding include the lack of knowledge, resources shortage, and insufficient branding guidance for entrepreneurs". Also according to Duncan (2005), "The challenge therefore lies in the ability of the entire organization to understand, believe in, own and communicate the brand consistently at all touch points".

How important is branding in the marketing of Techno Products?

Regarding the importance of branding in the marketing of products, the findings indicated that brand impacts on the purchase decision of customers, helps customers to identify the source of products, reduces perceived risk of product, symbolizes product quality level, communicates features and benefits of product to customers, differentiates products from that of the competition, and provides legal protection towards unique features of products. According to Kotler (2006), "brand helps to identify the source of manufacturer of the product and simultaneously assigns a responsibility towards an organization for the branded product". Also "brand offers the manufacturer consumer market recognition, demand stimulation, trade negotiation power and flexibility" (Kokemuller, 2007).

What are the branding strategies adapted by Techno Ghana?

The findings revealed that the company develops and maintains its branding activities through both internal and external agency. Brands have become sophisticated marketing tools, as well as having considerable monetary value in their own right. There are numerous and very competitive brands in the telecommunication market today. The researcher is of the view that the reason for the use of external agency in addition to the internal department is to supplement the internal department as a result of brand saturation as indicated by Dahlberg et al. (2004); Saunders et al. (2009), "the twentieth century has seen the emergence of many brands amidst numerous brands in the global scene". The findings again indicated that the company makes use of Brand Extension and Multiple Branding strategies. According to the researcher, the company may be adapting the brand extension because they want to give a new product instant recognition and faster acceptance as indicated by Kapferer (1995), "Brand extension strategy gives a new product instant recognition and faster acceptance". Kotler and Armstrong (1996), in their earlier studies cited that, "Multi-branding is a way to establish different features and

appeal to several different buying motives at the same time”. Also Logos, Jingles and Packages were the major elements the company uses in branding through TV campaigns, Events and Social media. To the researcher the selected campaign mediums have wider coverage which may be the reason for the choice. A logo and associated visual elements which a company creates and legally protects is a way of differentiating itself from its competitors and the marketplace. According to Underwood et al. (2001), “Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands”. Furthermore the company employs Sales person word of mouth and Customer testimonials to enhance their brands this may be because sales person’s constantly have the opportunity of meeting customers one on one because of the nature of the Techno products.

What is the relationship between branding and the performance of Techno products in Ghana?

The findings indicated that branding is a very important activity to the company’s product performance because it helps easy recognition of products, stimulates demand for the products and has enhanced the product market performance massively. According to Kotler and Keller (2006), “branding improves perceptions of product performance, greater loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises, larger margins, more inelastic consumer response to price decreases, more elastic consumer response to price decreases, greater trade co-operation and support, increased effectiveness of marketing communications, possible licensing opportunities and additional brand extension opportunities”. The findings also indicated that branding has increased product awareness, affected sales performances and improved communication with customers highly. Overall, the main results from the findings indicated as part of the challenges associated with branding includes lack of branding know-how, insufficient branding guidance for entrepreneurs and not fully aware of the importance of branding.

Also, the results indicated that, brand impacts on the purchase decision of customers, helps customers to identify the source of products, communicates features and benefits of product to customers, and differentiates products from that of the competition are the major importance of branding in the marketing of Techno product.

Furthermore, the company develops and maintains its branding activities through both internal and external agency. Brand extension and multiple branding are the major branding strategies used by the company. The findings also revealed that the company employs logos, jingles and packages and communicated them through TV campaigns and Events. The company also uses sales person’s word of mouth to enhance its branding activities.

SUMMARY

This study investigates on the effect of branding on the marketing performance of companies within the mobile phone industry using Techno Company as a case study. The specific objectives of the study were set first to identify the challenges associated with branding at Techno Ghana, second to identify the importance of branding in the marketing of Techno Products and third to determine the branding strategies adapted by Techno Ghana and to ascertain the relationship between branding and the performance of Techno products in Ghana. Secondary data on the study was reviewed and primary data was collected through structured

questionnaire from a section of employees Techno Ghana. In total fifty (50) respondents were conveniently sampled from the population to participate in the survey. Descriptive research design was adapted by the researcher. The research findings, analysis and interpretation were done with credence to the study objectives. The researcher formulated four research questions from which the questionnaire was developed and administered by the researcher. The data was analysed using statistical tables and Microsoft Excel.

CONCLUSION

The findings indicated that customer testimonials and sales people's word of mouth are the major ways through which the company enhances its brand image. According to the researcher, word of mouth serves as a persuasive force in the diffusion of information about brand and serves as a powerful tool that influences customers to switch to the company's brands leading to higher sales. Again offering cost efficient opportunity to company to supplement its advertising campaign.

From the findings, the overall performance of branding on the firms marketing performance was very effective through the use of logo and jingle. This success could not have been achieved without the company's total brand equity.

It can be concluded that marketing mix is of great importance in determining the position of company in target market and attracting customers. Therefore, every element of marketing mix must be compatible with one another and with the various needs of target markets of business. Managers must directly plan and do marketing activities like distribution, promotion, and personal selling to stimulate purchase behaviour. In the first stage, managers must use the entire potential of distribution to inform customers and improve their awareness of brand and market performance especially those brands which are unknown; therefore, increasing distribution is essential.

Furthermore, the findings indicated that the company uses mostly TV campaigns to promote its brand. The researcher attributed this to the fact that the media has a wider coverage. This choice of media could also have been influenced by the branding elements the firm focuses mostly which constitute the very aspect of the brand through which the company differentiates its product which are the company's Logo and Jingles. Logos and jingles could best be demonstrated to customers through TV campaigns as cited by Areans (2012), "television as an advertising media has good mass market coverage, low cost per exposure, combines sight, sound, motion and appeals to the senses".

RECOMMENDATIONS

The recommendations presented in this studies have taken into regard the findings and interpretations of this study. Consideration has been given to the effect of branding on the marketing performance of companies within the mobile phone industry.

Frequent training and education is required to effectively manage and maintain the company's brand to gain the maximum impact on marketing performance. Building and managing brands require special skill and commitment. The company should focus not on immediate impact of

branding but long term. Also the study recommends that, the company should develop and maintain creative brands that communicate phone specific features and benefits in a consistent manner that goes a long way to differentiate the product from that of the competition. Furthermore, the company should develop a committed approach to monitoring and evaluating of all its branding activities to detect lapses in the systems to enable the company make corrections which will in the long run improve upon its brands in the market.

Apparently social media in the modern times has become a vibrant platform for organizations in creating awareness of their product and brands. It has therefore become very necessary for employees of organizations to be on top of the usage and management of social media as a competitive tool. The researcher therefore recommends that the company periodically train, educate and empower employees in the effective use of social media to promote company brand since Social media campaigns happen to be far cheaper as compared to TV and Events.

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