

**THE EFFECT OF BRANDING ON PRODUCT MARKETING  
A CASE STUDY OF CENTURY BOTTLING COMPANY  
COCA-COLA-NAMANVE PLANT.**

**BY**

**NTONO FATUMA**

**BU/UP/2018/2895**

**A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF MANAGEMENT  
AND ECONOMICS IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE AWARD OF A BACHELORS DEGREE IN BUSINESS  
ADMINISTRATION (BBA) OF BUSITEMA UNIVERSITY**

**MAY, 2022**

**DECLARATION**

I **Ntono Fatuma** without doubt do declare that that this research report has never been presented at any Institute, College and University for a similar award. It is from my knowledge and experience that I did it.

SIGN .....

DATE.....

**APPROVAL**

Without doubt, I satisfy that I have fully supervised this research report and it now qualifies for submission to Busitema University as a requirement for the award of a Bachelors of Business Administration (BBA).

SIGN .....

DATE.....

**Ms. NAKYEYUNE SWAFIYYAH**

**(SUPERVISOR)**

## **DEDICATION**

I dedicate this report to my beloved parents Mr.Isala Abdul Karim and Mrs.Nabirye Salima, My Siblings ,Kantono Bashiirah ,Nakirima Nuzuhah,Kirenzi Sowali,Plus All Friends Kawala Ashanat, Namatovu Madah Everine, Wanyama Priscillar, Madangu Renny , Muhaire Keren Happuch ,Nabaasa Anthony Blair and all those that have been there for me Throughout My Entire Educational Struggle.

## **ACKNOWLEDGEMENT**

I thank my supervisor **Ms. Nakyeyune Swafiyyah** for her inspiring efforts in guiding me through the course of producing this report. I wish to acknowledge her interest, encouragement and task of scrutinizing this report.

I also acknowledge the tireless efforts of my parents for laying a foundation in my academic endeavors.

I also thank my dear friend Wambi Edward for their guidance, encouragement and time for discussions

Glory to the almighty God for his unending love, wisdom and strength throughout my education and entire life.

## TABLE OF CONTENTS

DECLARATION .....	i
APPROVAL .....	ii
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
LIST OF TABLES .....	viii
LIST OF FIGURES .....	x
ABSTRACT.....	xi
CHAPTER ONE: INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Back ground to the study .....	1
1.1.1 Historical Background .....	1
1.1.2 Theoretical Background.....	<b>Error! Bookmark not defined.</b>
1.1.3 Conceptual Background.....	3
1.1.4 Contextual Background .....	4
1.3 Statement of the Problem.....	5
1.4 Purpose of the Study .....	5
1.5 Objectives of the Study.....	5
1.6 Research Questions .....	5
1.7 Scope of the Study .....	6
1.7.1 Content Scope .....	6
1.7.2 Geographical Scope .....	6
1.7.3 Time Scope .....	6
1.8 Significance of the Study .....	6
1.9 Definition of Key Terms .....	6
CHAPTER TWO: LITERATURE REVIEW .....	8
LITERATURE REVIEW .....	8
2.0 Introduction.....	8
2.1 The Importance of Branding in Marketing of Products.....	8

2.2 Branding Strategies Adopted by Companies .....	10
2.3. The Relationship between Branding and Product Marketing .....	11
2.4 Missing Gap .....	12
CHAPTER THREE: METHODOLOGY .....	13
3.1 Introduction.....	13
3.2 Research Design.....	13
3.3 Study Area .....	<b>Error! Bookmark not defined.</b>
3.4 Study population .....	<b>Error! Bookmark not defined.</b>
3.5 Sample Size.....	<b>Error! Bookmark not defined.</b>
3.6 Ethical Consideration.....	<b>Error! Bookmark not defined.</b>
3.7 Sources of Data .....	<b>Error! Bookmark not defined.</b>
3.8 Sampling Method.....	<b>Error! Bookmark not defined.</b>
3.9 Research instruments .....	<b>Error! Bookmark not defined.</b>
3.9.1 Questionnaires.....	<b>Error! Bookmark not defined.</b>
3.10 Data Quality Control.....	<b>Error! Bookmark not defined.</b>
3.11 Study Variables.....	<b>Error! Bookmark not defined.</b>
3.12 Data analysis and presentation.....	<b>Error! Bookmark not defined.</b>
3.13 Limitations and Delimitations of the Study .....	<b>Error! Bookmark not defined.</b>
CHAPTER FOUR: PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS .....	17
4.0 Introduction.....	17
4.1 Response Rate .....	17
4.2 Background Information of the Respondents .....	17
4.3: The Importance of Branding in the Marketing of Cocacola Products.....	19
4.4: Relationship between Branding and Product Marketing at Century Bottling Company Coca-Cola-Namanve Plant.....	28
CHAPTER FIVE: DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....	35
5.0: Introduction.....	35
5.1: Discussion of the study findings according to objectives.....	35

5.1.1: The Importance of Branding in the Marketing of Coca-Cola Products at Century Bottling Company Coca-Cola-Namanve Plant.....	35
5.1.2: The Branding Strategies Adopted by Century Bottling Company Coca-Cola-Namanve Plant .....	36
5.1.4 The Relationship between Branding and Product Marketing at Century Bottling Company Coca-Cola-Namanve Plant.....	37
5.2 Summary .....	38
5.3 Conclusion .....	38
5.4 Recommendations.....	39
5.5 Areas for further researcher .....	40
REFERENCES .....	41
APPENDICES .....	44
APPENDIX A: QUESTIONNAIRE.....	44
APPENDIX B: ESTIMATED BUDGET .....	1
APPENDIX C: GANTT CHART SHOWING THE TIME FRAME.....	2



## LIST OF TABLES

Table 4.1: Showing Age Composition of the Respondents .....	18
Table 4.2: Showing the Education Level of Respondents .....	19
Table 4.3: Showing Respondents Position Held (n=50).....	<b>Error! Bookmark not defined.</b>
Table 4.4: Branding Impacts on the Purchase Decision .....	20
Table 4.5: Branding Helps Identify the Source of the Product.....	21
Table 4.6: Branding Helps reduce Perceived Risk of the Products .....	21
Table 4.7: Branding Symbolizes the Product Quality .....	22
Table 4.8: Branding Communicates Features and Benefits of the Product .....	22
Table 4.9: Branding Differentiates the Product from Others.....	23
Table 4.10: Branding Provides Legal Protection for the Product.....	24
Table 4.11: Lack of Branding Know-How .....	<b>Error! Bookmark not defined.</b>
Table 4.12 Limited Finance .....	<b>Error! Bookmark not defined.</b>
Table 4.13 Insufficient Branding Guidance for Entrepreneurs.....	<b>Error! Bookmark not defined.</b>
Table 4.14: Limited Human Resource .....	<b>Error! Bookmark not defined.</b>
Table 4.15: Not fully Aware of the Importance of Branding ...	<b>Error! Bookmark not defined.</b>
Table 4.16: Means through which Branding is Developed and Maintained.....	25
Table 4.17 Brand Strategies Pursued by the Company.....	25
Table 4.18: Branding Campaigns Undertaken by the Company .....	26
Table 4.19 Branding Elements that the Company focuses on .....	26
Table 4.20: How the Company Enhances its Brand Image .....	28
Table 4.21: How Branding affects Marketing Performance of Century Bottling Company Coca-Cola-Namanve Plant.....	29
Table 4.22 How has Branding enhanced Marketing Performance at Century Bottling Company Coca-Cola-Namanve Plant.....	30
Table 4.23: How has Branding Increased the Company's Product Awareness at Century Bottling Company Coca-Cola-Namanve Plant.....	31
Table 4.24: How has Branding Affected Century Bottling Company Coca-Cola-Namanve Plant Sales Performance .....	32
Table 4.25: How has Branding Improved on Communication with Customers.....	33

Table 4.26: Effectiveness of Branding on overall Marketing Performance at Century Bottling  
Company Coca-Cola-Namanve Plant ..... 33

## LIST OF FIGURES

Figure 1.1 Conceptual Framework .....	7
Figure 4.1: Showing Gender Composition of the Respondents.....	17
Figure 4.2: Showing Marital Status of the Respondents.....	<b>Error! Bookmark not defined.</b>
Figure 4.3: Religion of Participants .....	<b>Error! Bookmark not defined.</b>

## **ABSTRACT**

This study examined the effect of branding on product marketing performance at Century Bottling Company Coca-Cola-Namanve Plant. The specific objectives of the study was set; to identify the importance of branding in the marketing of Coca-Cola products; To determine the branding strategies adopted by Century Bottling Company Coca-Cola-Namanve Plant and To establish the relationship between branding and product marketing. Secondary data on the study was reviewed and primary data was collected through structured. Questionnaire from a section of employees at Century Bottling Company Coca-Cola-Namanve Plant. 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 three research questions from which the questionnaire was developed and administered by the researcher. The data was analyzed using SPSS. The findings indicated that customer testimonials and sales people's word of mouth were the major ways through which the company enhanced its brand image. The overall performance of branding on the company's 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. Therefore, it was concluded that product marketing was of great importance in determining the position of company in target market and attracting customers. Furthermore, the findings indicated that the company used mostly TV campaigns to promote its brand. The researcher attributed this to the fact that the media had a wider coverage. This choice of media could also have been influenced by the branding elements the company focused 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. The researcher recommended frequent training and education is required to effectively manage and maintain the company's brand to gain the maximum impact on marketing performance among other recommendations and Lastly, the researcher suggested that more research should to be undertaken on the underlying topics; The Effect of Branding Strategies on organizational performance and The Relationship between Product Marketing and Customer Satisfaction.

# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This chapter covered the background to the study, statement of the problem, purpose of the study, objectives of the study, research questions, and scope of the study, significance of the study and definition of key terms.

### 1.1 Back ground to the study

#### 1.1.1 Historical Background

Swaminathan, et al., (2019) argue that despite its early roots, long history, and power, the concept of branding did not emerge as a central part of thinking in marketing until well into the twentieth century. Precisely, Stern (2016) suggests that the term “brand” entered marketing in 1922, as a compound expression (i.e. brand name) meaning a trade or proprietary name.

Butler (2014) is among the early studies. He was especially sensitive to branding as a source of conflict among manufacturers, wholesalers, and retailers, who competed to position themselves as the dominant brand of consumer choice. He further commented that: the use of private brands by retailers is a very real obstacle to the manufacturer of nationally advertised good who wishes to obtain the widest possible distribution.

In another early work, Cherington (2020) saw branding as a rising phenomenon effectuated by both salesmanship and advertising, and referred to its uses as “aggressive sales methods”. He recognized the importance of advertising and the use of trademarks and labels, and saw quality as an essential accompaniment to branding. He also noted that “the appeal to the public to buy a brand has become so general as to be in many lines of merchandise the characteristic rather than the exceptional method of sale” (Cherington, 2020).

Glanfield (2018) notes that 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. According to Srinivasan (2019), 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

## REFERENCES

- Aaker, D. A. (2016). *Managing brand equity: Capitalizing on the value of the brand name*. New York: The Free Press.
- Abendoth, L. J. (2017). "Disentangling regret from expectancy-disconfirmation", *Advances in Advances in Consumer Research*, Vol. 28, pp. 235-241.
- American Marketing Association. (2010) *Resource Library Dictionary*. Retrieved on 8/12/2021. From: [http://www.marketingpower.com/\\_layouts/Dictionary.aspx?dLetter=B](http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=B).
- Barbu, O., (2012). Brand cultures: Between identity and image. *Mediterranean Journal of Social Sciences* 3 (9). 47-55
- Burton, P., Parker, G., and Lawley, B., (2012). *Rules of Product Marketing: Learn the Rules of Product Marketing from Leading Experts from Around the World*. Happy About.
- Butler, R.S. (2014), *Marketing Methods*, Alexander Hamilton Institute (10<sup>th</sup>. Ed), New York, NY.
- Chahal, H., & Bala, M. (2010). Confirmatory Study on Brand Equity and Brand Loyalty: A Special Look at the Impact of Attitudinal and Behavioral Loyalty. *The Journal of Business Perspective*, 14(1/2).
- Cherington, P.T. (2020), *The Elements of Marketing*, Macmillan (8<sup>th</sup> Ed), New York, NY
- Dahlberg, T., Mallat, N., Ondrus, J. and Zmijewska, A. (2016). *Mobile Payment Market and Research – Past, Present and Future*, Global Mobility Roundtable, Helsinki.
- Debelak, Don (2015). *Bringing Your Product to Market...In Less Than a Year: Fast-Track Approaches to Cashing in on Your Great Idea*. John Wiley & Sons.
- Dick, A. S. and Basu, K. (2014). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22, 99-113. 49.
- East, R., Harris, P., Willson, G. and Hammond, K. (2015), "Correlates of first-brand Loyalty", *Journal of Marketing Management*, Vol. 11 No. 5, pp. 487-497.

- equity (5nd ed.). NJ: Prentice Hall.
- Garavand, A., Nourayi, M., & Saeed Arasi, I. (2010). The effect of marketing mix on purchasing decision and customer satisfaction from producing cooperative companies of Kuhdasht country. *Science and Research Quarterly Journal of Cooperation and Agriculture*, 21(3), 69–87.
- Glanfield, K., (2018). *Brand Transformation: Transforming Firm Performance by Disruptive, Pragmatic and Achievable Brand Strategy*. Routledge.
- Holt, B., Douglas, (2013). *Brands and Branding*. Cultural Strategy Group: Retrieved on 8/12/2021. From:<http://culturalstrategygroup.com/wpcontent/uploads/2010/10/brands-and-branding-csg.pdf>.
- Kapferer, J. (2014). *The New Strategic Brand Management*. London: Kogan Page.
- Kapferer, J.N. (2014), *Strategic brand management: over het eigenvermogen van merken [about brand equity]*. Academic Service, Schoonhoven.
- Keller, K. L. (2019). *Strategic brand management: Building, measuring, and managing brand*
- Khodadad Hosseini, S., & Rezvani, M. (2019). Fuzzy marketing mix modeling: A case study of automobile battery industry. *Quarterly Iranian Journal of Trade Studies*, 13(51), 241–277.
- Kotler, P., (2011). *Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know*. John Wiley & Sons. ISBN 978-1-118-04561-9.
- Lassen, P., Kunde, J., & Gioia, C. (2018). Creating a clearly differentiated. *Brand Management*, 16, 92-104.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459–469.

- Severi, E., Ling, K. C., & Nasermodeli, A. (2014). The impacts of electronic word of mouth on brand equity in the context of social media. *International Journal of Business and Management*, 9(8), 84-96.
- Srinivasan, N., (2020) "Pre-purchase External Search Information," in Valarie A. Zeithaml (ed), *Review of Marketing Marketing Classics Press (AMA)*, 2011, pp 153-189
- Srinivasan, V. (2019). Network Models for Estimating Brand-Specific Effects in Multi-Attribute Marketing Models. *Management Science*, 25(1), 11-21.
- Stern, B.B. (2016), "What does brand mean? Historical-analysis method and construct definition", *Journal of the Academy of Marketing Science*, Vol. 34 No. 2, pp. 216-23.
- Swaminathan, V., Stille, K.M. and Ahluwalia, R. (2019), "When brand personality matters: the moderating role of attachment styles", *Journal of Consumer Research*, Vol. 35, April, pp. 985-1002.
- Swan, J. E., Bowers, M. R., & Richardson, L. D. (2019). Customer trust in the salesperson: An integrative review and meta-analysis of the empirical literature. *Journal of business research*, 44(2), 93-107.
- Torres, A., & Tribó, J. A. (2018). Customer satisfaction and brand equity. *Journal of Business Research*, 64(10), 1089–1096.
- Trong Tuan, L. (2012). Corporate social responsibility, leadership, and brand equity in healthcare service. *Social Responsibility Journal*, 8(3), 347-362.
- Underwood, R.L., Klein, N.M., & Burke, R.R. (2017). Packaging communication: attentional effects of product imagery. *Journal of Product & Brand Management*, 10 (7), 403-422.
- Wheelwright, Steven C.; Clark, Kim B. (2012). *Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency, and Quality*. Simon and Schuster.
- Yan, J., (2011). A study on the connotation of brand culture and the updated advantages of developing brand culture, *Management and Service Science (MASS) International Conference Aug. 2011*. 1-4.