BRAND EQUITY AND MARKETING STRATEGIES OF ALCOHOL MANUFACTURING COMPANIES IN KENYA

Beatrice Gatwiri Kithinji
Masters of Business Administration, Kenyatta University, Kenya
Dr. Jane Wanjira
Kenyatta University, Kenya

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ABSTRACT

Alcohol manufacturing companies in Kenya have incrementally faced competition both locally and regionally owing to globalization and technological improvement. The goal of the study was to establish the link between brand equity and marketing strategies of alcohol manufacturing firms in Kenya. Specific objectives include; establishing the effect of brand loyalty; awareness; identity; and association on marketing strategies of alcohol manufacturing companies in Kenya. The research was anchored on brand equity theory, marketing mix theory, Strategic Choice theory and Push and Pull Theory. A descriptive research design was adopted and the research focused on 210 marketing executives of alcohol manufacturing firms in Kenya. To determine the sample size, the Krijcie and Morgan technique was adopted. The eventual sample size obtained composed of 132 respondents.Self administered questionnaires to the participants were used in the gathering of primary data.The validity of the instrument was measured using test re-test technique. The Cronbach's Alpha (α) correlation coefficient of above 0.7 was used to measure internal consistency of the research instruments. Descriptive analysis and inferential statistics were used to analyze the gathered data which was later exhibited using tales. The research found that brand loyalty forms an essential factor in retention of customers who prefer the products. Alcohol manufacturing companies in Kenya marketing team had adopted several brand loyalty strategic measures in view of promoting their products, the study also concludes that building on brand loyalty enabled alcohol manufacturing companies in Kenya to easily find consumer acceptance on product and that the marketing department loyalty programs that kept consumers of the products vibrant in purchasing the product. On the brand awareness, this study concludes that customer had substantive familiarity with the products, sales trend signify that customers repurchased the brand regularly. The study concludes that alcohol manufacturing companies in Kenya have several brand associations that provided the consumers with necessary motivation to purchase and consume that brand. The study recommends that the company's marketing team should continuously embrace strategies that maintain brand awareness live in customer's mind this recommendation is founded on the conclusion that consumer purchase on a particular product highly dependent on his awareness on the same brand.

Key Words: *brand equity, marketing strategies, alcohol manufacturing companies, Kenya*

INTRODUCTION

Globalization of the market has pushed companies to seek to internationalize their operations in order to sustain the competition. For an organization to retain its competitiveness as well as grow stronger, it has to adopt a global marketing strategy. Aliata (2012) noted that strategy entails a pattern of making decisions on resource allocation in a firm. This encompasses the desired objectives and the principles pertaining the acceptable and unacceptable ways of reaching the set goals. Marketing strategy encapsulates the market analysis and the study of the surrounding environment, customer purchase behavior, competition analysis and the necessity and competencies of marketing personnel.

In the recent times consumer buying behavior has shifted from product based to brand based in that consumers buy a product depending on the brand. This means that for a product to successfully market itself, it should be successful in marketing its brand. The identification of a product should follow production since the identifications gives the product a brand which is an essential component of any product. The building of a brand therefore necessitates the inputs of money, time, packaging and promotion. Hence brand does not mean naming a product but is more of a technique that sets the quality or design of a product from that of the competitors (Berry, 2007). This explains why marketers and manufactures direct their efforts to affecting the attitude of consumers to be positively inclined towards their products and lead to repeated purchase of the product.

Marketing is a means used by firms to directly connect to the general public. Marketing is made possible with the incorporation of the five marketing elements. The financial sector is crucial in the marketing management and the pressure is increasing to see effective financial services management. Improved sales performance relies on the implementation of appropriate marketing strategies. Typically, financial firms employ varied processes and tools to meet their sales objectives (Richard, 2009). The best among the existing practices that have been noted to be applied by successful sales departments is the provision of marketing strategies to the frontline staff and the management in all outlets that details the processes and tools; this ensures each individual involved in sales is under coordinated operation.

The work on brand equity theory by Keller (2001), observed that brand equity is a positive result in a marketing operation. This is as a result of the existence of particular brand name linked a given product service, inferring to the expected marketing outcome will be different of the similar product did not exist or did not have a brand name, simply it is unbranded. According to consumer utility theory, the effectiveness of communication is affected by brand equity and advertisements (Keller, 2009). Brand equity can make consumer more willing to engage in more communication of the brand have positive attitude towards the communication remember the communication and influence the affective and cognitive reactions that come with increased communication. Hence brand equity is considered crucial in determining how advertisement operates, either as an objective or mediator (Keller, 2009).

The Alcohol Manufacturing Companies in Kenya have incrementally faced competition locally due to the existence of other import brands from other countries. The competitions from other manufacturers include Tuborg, Heineken, Carlsberg and summit lager. Before, companies in Kenya used to use facts to market and sell their products which made it easy to follow their data but now their techniques have changed (Wairegi, 2014). In Kenya, the companies should work on proper branding of alcohol so as to outshine their competitors and get better prices (Muiya&Kamau, 2013). Vertical integration is some of the strategies that have been used to curb the suppliers' high bargaining power in order to gain control of the cost. Therefore, alcohol companies in Kenya need marketing strategies that are effective to ensure increased penetration of beer in the Kenyan market.

STATEMENT OF THE PROBLEM

Brand equity comes about due to customers having greater confidence in the brand compared to competitors' brands (Zhang, 2015). Brand equity may play a role in consumers' decisions to purchase certain brands over others and understanding brand equity can help develop marketing strategies. Brand equity also plays an important role in explaining the nature of brand and line extensions and in determining the effects of the name transfer from the parent brand to the extension. Furthermore, brand equity may play an important role in co-branding. In certain co-branding situations, a well-known brand name is paired with another brand name in order to enhance the lesser known composite product. Nowadays, most of the consumers buy products with the help of brand rather than by inspecting the products. It means, successful marketing of product means successful marketing of the brand of that product. The Alcohol Manufacturing Companies in Kenya are facing competition locally due to the existence of other import brands from other countries. The competitions from other manufacturers include Tuborg, Heineken, Carlsberg and summit lager. Before, companies in Kenya used to use facts to market and sell their products which made it easy to follow their data but now their techniques have changed. In Kenya, the companies should work on proper branding of alcohol so as to outshine their competitors and get better prices (Muiya & Kamau, 2013). Therefore, alcohol companies in Kenya need marketing strategies that are effective to ensure increased penetration of beer in the market in Kenya. A study by Robert (2008), in Taiwan focused on brand equity and marketing. The findings were that due to the global recession of 2008, consumers have opted to less expensive products in response to their minimum income. Price was found to have a significant relationship with all other studied variables. Heck (2013), investigated the influence of brand equity and strategies of marketing on behaviour of consumers of a Brazilian company. The study realized that sustainable market effected positively on branding through enhancement of equity. Further, increased brand awareness level and improved brand image impacted the consumers' behaviour of purchasing. These are components of bran equity. In another study, Wolter (2009), explored the Brand Equity and Relationship Marketing in Florida. The findings provide missed support for the objectives under study. Particularly, an increase in an organization's utilization of social bonding techniques prompts a significant increase in perceived quality and awareness of brand which are dimensions of brand equity. In the same way, Njuguna (2014) led an examination to research the impact of brand equity on buyer decision in branded bottled water among supermarket clients in Nairobi. The examination found that loyalty of a brand is a significant factor in brand equity creation. Gichuki (2014) examined the impact of brands on the strategies of marketing of Kenyan commercial banks. The investigation realized that marketing strategy is impacted mostly by technology, innovation and the competence of employees. The study further found gaps in the theory, methodology and variables within the study. This study aimed to answer the question what is the relationship between brand equity and the marketing strategies of alcohol manufacturing companies in Kenya?

GENERAL OBJECTIVE

To determine the influence of brand equity on marketing strategies of alcohol manufacturing companies in Kenya

SPECIFIC OBJECTIVES

1. To establish the influence of brand loyalty on marketing strategies of alcohol manufacturing companies in Kenya
2. To determine the influence of brand awareness on marketing strategies of alcohol manufacturing companies in Kenya
3. To investigate the influence of brand identity on marketing strategies of alcohol manufacturing companies in Kenya
4. To establish the influence of Brand association on marketing strategies of alcohol manufacturing companies in Kenya

RESEARCH HYPOTHESES

Ho_1: Brand loyalty has not influence on marketing strategies of alcohol manufacturing companies in Kenya

Ho_2: Brand awareness has no influence on marketing strategies of alcohol manufacturing companies in Kenya

Ho_3: Brand identity has no influence on marketing strategies of alcohol manufacturing companies in Kenya

Ho_4: Brand association has no influence on marketing strategies of alcohol manufacturing companies in Kenya

THEORETICAL REVIEW

Brand Equity Theory

Aaker (1991) while studying consumer-based brand equity approach, developed the brand equity theory. Aaker (1991) explains the four steps that markets need to follow when building a brand. Marketers needs to do product awareness which entails ensuring that all consumers can identify he brand the meets their needs. Consequently, after identifying a brand, consumers often develop perception towards the brand depending of the performance of the product which leads to quality decisions. Thirdly, the consumers are engaged to a particular brand on the basis of its cognitive and emotional attachment to the consumers and makes them committed equating to loyalty. The three steps mentioned are longitudinally sensible though in most cases they do not follow the defined pattern of brand awareness, perception on quality, and loyalty to a brand (Erdem, 2006). The processes tend to feed back to each other mostly in cases when a customer is not familiar with a specific brand. The processes resulted in the final stages which involve propriety brand assets, enabling a firm to gain the protection of the brand they have developed over time which in turn gives them a competitive advantage.

On the other hand, research on brand equity in the field of information economics takes advantages of the fact that markets are asymmetrical (Erdem, 2006). Hence, economic aspects need to be considered in sharing information on the particular features using signals. The signals that are specific to consumers are the brand names. A brand signal in essence is the combination of the past and current marketing activities of a brand. Asymmetrical and imperfect market information leads to uncertainty in the minds of consumers. A reliable brand signal contributes to consumer value by minimizing perceived risk, creating favorable brand perception and reducing costs incurred when searching for information. Aaker's (1991) model was among the first to be published that achieved to provide aa concept of brand equity from a customer's perspective, bringing together the behavioral and attitudinal tenets of brand equity. The model could probably be considered as the best in explaining brand equity. This theory helped the study understand brand equity from the perspective of the customer.

Brand equity theory was relevant to this study since strong brand equity is equivalent to high awareness and association of a brand, maintenance of effective brand image and loyalty and creation of a brand perception. In alcohol manufacturing firms a brand is helpful in differentiation of products when asymmetrical information is possessed by the stakeholders on the performance and quality of a product. It also helps in creation of brand loyalty despite new entrants joining the business.

Marketing Mix Theory

Jerome McCarthy in 1940s founded the marketing mix theory when the term "marketing mix" first emerged. The theory was coined by Borden, in 1965.Today, the theory is still used in decision making that are important in executing a marketing plan. The idea behind the theory is the organization of marketing plan aspects surrounding desires, psychology and habits of the targeted market (McCarthy, 2004). The orientation of the theory views marketing based on the "4 Ps." theory. The first P is the product which includes the feature, design and competitors (Kotler, 2009). It is followed by Price, the second P and is an adjustable element that manages demand, determines margins of profit, and pushes the share in the market. Promotion is the third P which included the media that needs to be engages to create awareness and the product, its benefits, logos, taglines and slogans. Placement is the last P which determines how and where potential consumers can get the product. Most young people can browse and get the product online while some other people may want a face-to-face service from an experienced salesperson.

Later Walsh, and Lipinski (2009), suggested a four Cs classification which is more customer oriented than the four Ps. The Cs represents; Consumer, cost, communication and convenience. With respect to the Consumer, an organization only sells what can be purchased by a consumer. Hence, the necessity by marketers to study the market demand enables them to win more customers by giving them want they need. Secondly, the price is what a customer has to part with to get the product. The total cost has to consider different factors such as time when the service or good was delivered, conscience cost that includes guilt costs.

There are many factors that impact on cost including but not confined to the cost of customers choice of implementing the service or product and the cost a customer incurred by a customer for choosing the product and not that of the competitor. Thirdly, as much as promotion is important, it is a manipulation step from the seller to the buyer; communication however is cooperation from the buyer and aims to create dialogue. A firm uses communication as a broader focus to obtain feedback from customers to better respond to their needs (Sashittal, &Tankersley, 2007).

The theory educates marketers of the alcohol industry in Kenya on how consumers make purchase, how to gain presence and be ubiquitous so as to guarantee buying convenience. The increase of online platforms where consumers can access products makes the marketplace irrelevant. Convenience considers ease of product buying, product finding, information finding and other factors relating to the product. Today, due to the integration of marketing into organizations, and increased variety of markets and products, the 4Ps marketing mix still remains the base aspect. From the different aspects of the marketing mix, price is essential since it creates revenues while the rest incur costs. The service price in the alcohol industry determines the service rendered. Theory dictates that price should be determined through the discovery of the values customers' associates to a product (McCarthy, 2004). Research on how consumers perceive a product and its pricing is important in determining the customers will to purchase a product based on its value.

Push and Pull Theory

Hopp and Spearman, (2013), found that the push and pull theory was founded by Fredrick Winslow Taylor in 1911 when he was studying 'The Principles of Scientific Management'. The theory has been important in the determination of customer needs and providing solutions to the needs. In the present market, customers view pushing solutions as intrusive or are overlooked be consumers due to information bulk. Most firms currently are shifting their efforts from push theory to pull theory. Pull theory encompasses provision of information by the firms to potential customers and letting the customers use the information provided to decide what best satisfies their needs. A base assumption of pushing solutions (information, products) to potential consumers is that an organization can prepare in advance to respond to anticipated customer needs and hence have ready solutions (Kimball, 2012).

Firms that place emphasize on push theories target efficiency. The organizations believe that if they create a manual that provides answers to all questions that could be asked by a potential customer, the customer will be saved the time and energy to travel to the firm to make inquiries. Also, the use of push model by a firm is limiting to the areas the firm can provide service which equates to efficiency in providing service through training of personnel. Push model has experienced implementation challenges since most firms are caught up with sacrificing operation effectiveness to service efficiency (Gupta, 2007). Pull models have been incorporated by most firms and businesses.

In the pull model, a customer can visit a firm and make enquiries while someone readily responds to them. In this model, the customer becomes the source of the solutions rather than having a customer chose their solution from the provide solutions. Pull is often used in organizations as consumers have begun to go out of the solutions provided and seeks to find the solutions themselves. The model necessitates an organization or business to provide all the information in different formats with the hope that a customer can find the solution (Farshid, 2011). The model is however not considered the best based on organizations and customers despite its effectiveness.

Push and Pull theory was relevant to this study since many companies are shifting their focus from push to pull theory. The move entails making information accessible to consumers in many formats and allowing the consumers find their solutions from the information. Companies provides information and solutions to their customers in accessible manner thus allowing consumers to decide what best satisfy their wants. Similarly, the use of push model by the company enables it to limit itself to specific areas that require theory service hence increasing efficiency though training of support personnel.

Strategic Choice Theory

Strategic Choice Theory was developed by Child, (1972). The theory explains the role played by leading groups or leaders in making choices in a dynamic political process. Before the theory came to being there was a common perception that organizations operate based on the requirements of the external environment. Strategic choice theory was an alternative to the point of view by emphasizing that the choices made by groups or individuals in a firm has the power to influence results and outcomes witch consequently affects the development of the firm. The strategic choices constituted the learning processes in an organization that enables it to adapt to the internal situation as well as the external environment.

Strategic Choice Theory begins by considering external forces that could affect employment relationships. The changes in the external environment prompt the employers to change their business strategies to remain competitive. In making the changes, the options available are filtered and analyzed to ensure they are consistent with the beliefs, values and philosophies of the important decision-makers. Since the choice also depends on the institutional structure and its history, the variety of possible options that are available is determined by the decisions made by the organization in previously times as well as power distribution within the organization and government agencies, unions or any other external co-operations.

The theory was relevant to the study in helping alcohol manufacturing companies' marketers to cope with dynamic political process. Marketing managers of firms are tasked with the role of influencing the firm through their marketing choices within a dynamic political process which influence the companies returns. Before the theory came to being there was a common perception that organizations operate based on the requirements of the external environment. Strategic choice theory was an alternative to the point of view by study influence results and outcomes which consequently affects the development of the firm.

EMPIRICAL LITERATURE REVIEW

Brand Loyalty and Marketing Strategies

Wolter (2009) conducted a research to link brand equity and marketing. The research used the MANOVA technique. The research revealed mixed results. The research indicated that increasing the use of strategies of social bonding resulted in a significant and positive increase on the perceived quality and brand awareness. Strategies pertaining price incentives and structural bonding did not exhibit a significant connection to brand equity. The research did not however include how brand loyalty has an effect on marketing strategies. Likewise, Pais (2015), examined brand loyalty and its influence on marketing by looking at retail consumers in Ireland. The researcher used primary data which he collected through questionnaires. Through qualitative methods of interviewing participants and surveys for quantitative methods, he obtained the findings. The study did not include the study of how brand loyalty had an effect on marketing strategies.

Bunpis and Haron (2014) investigated the influence of brand engagement towards content marketing in Thailand. The research realized that SMEs should shift their focus to methods of stimulating the interests of customers and should concentrate on ways to increase customer brand engagement, increase purchase and ensure awareness of the brand. Additionally, the study focused on content marketing as a strategy that can apply in brand marketing. There is hence the need to identify a suitable approach to win the industry. The study, though detailed, did not include brand loyalty and its effect on marketing strategies as it chose to focus on the link between content marketing and brand engagement. Another research, by Yee & Sidek (2008) in Malaysia assessed the effect of loyalty to brand on marketing sportswear consumer products. The research adopted One-way ANOVA, descriptive analysis and Pearson Correlation. The research found a positive and significant correlation between factors of brand loyalty and loyalty to sportswear brand.

Brand Awareness and Marketing Strategies

Zhang (2015) focused his in China on the effect of brand awareness on marketing. The study conducted desk research on the effect of customer's brand image using customer equity perspective. It further outlined the limitations the current research had and how future studies should be conducted. Different researchers have studied the influence of brand image on loyalty of customers and customer satisfaction but their findings have not been fully in agreement. For Zhang, his study did not relate brand loyalty to marketing strategies as it focused majorly on brand awareness and marketing behavior. Baba (2014) investigated the influence of brand awareness on the process of making decisions in marketing in Ghana. The outcomes suggested a correlation between brand and consumer buying behavior. Consumers have great knowledge on the various brands in the market and hence the brand image influences their decision to either purchase a product or not. The study did not include brand loyalty and its influence on marketing strategies.

In another study, Van Beek, and Dreezens, (2010), looked at brand awareness and marketing in United States. Findings from the study were sufficient to conclude that participation by organizations in CRM programs will result in more brad awareness. The organization that participate in CRM will enjoy being notable among their competitors hence an increase in the awareness of their brand. Further the sale of a cause-related product is an added component besides quality, image and price an can easily be identified by customers. A cause-related product is additionally an extra element to a business since it is easy to convince a customer to buy a product that they find the price and the performance to match compared to non-cause related products that cannot link price and performance. Rodrigues (2010) conducted a research on the effects of in-store promotions on brand awareness. The research suggested that in-store promotions have impacted on bran recognitions by many customers, meaning that the brand that In-store promotions displays enables the customers to recognize the product the next time they see it and are willing to interact with it. This further suggested that brand that customers have heard before are better recognize by customers form a list of several other brands.

Brand Identity and Marketing Strategies

Adele (2008) conducted a research on the influence of strategy of brand identity on product marketing strategies. The study realized that the existing difference between perceptions of the customers and strategy of brand identity and sufficient to suggest that strategy of brand identity has a significant effect on perceptions of customers. It drew the conclusion that strategy of brand identity has a direct impact on bran perception by a consumer with other identity elements of some brands influencing the consumer perception strongly than others. The study did not extend to establish the correlation between brand identity and strategies of marketing. Guliyev (2014), explored the relationship between brand identity and marketing strategies process of MTN Ghana. His findings suggested that consumers know the brands in the market and the consumers' image of the brand influences their purchase decision mostly during first time purchases. The study majorly focused on product diversification strategies of MTN in Ghana. A similar study by Makki, (2012) sought to investigate the impact of branding on marketing strategies in Viena. The survey findings suggested that the loyalty by hotel guests ranged between non-committed and committed guests. The study did not relate brand identity and marketing strategies

O'Reilly and Kerrigan (2013) studied the relationship between branding and marketing perspective case company of Heineken. The findings indicated that brand identity development inscribed in strategic analysis with possibilities and threats from competitors, customers and assessment of existing brand image. Additionally, the results pointed out the need for Heineken to put emphasize of the refreshing feeling that is found in in their taste and further build a global reputation by adding attributes to their image such as being concerned on climatic changes, human rights of fair trade. The former will enable it to sell the brand as a product while the later enables it to sell the brand as an organization. Brand development as an organization can further impact on brand as an individual persons that has a human attribute to care for the environment and other people. The study managed to establish the relationship that exists between branding and product development.

Brand Association and Marketing Strategies

Alamgir (2011) majored on the impact of brand association on the decisions of consumers. From the findings, it was concluded that cars that have brand occupy an important position in the minds of consumers. Customers are hesitant to try unbranded or new brand since they do not have adequate information on the brand-less cars. In most cases, customers brand they must have heard from somewhere or seen how it moves.

In another study, Rodrigues (2010), studied the impact of a brand name on the process of making decisions of customers with respect to cars. The data collected was analyzed and used to draw conclusions as per the research objectives. It was observed that when customers are purchasing vehicles, their decision is affected by the name of the brand. Also, cars that have brands occupy an important position in the minds of consumers, when buying a car customers, favour cars with known brand names. Customers are hesitant to try unbranded or new brand since they do not have adequate information on the brand-less cars. Bruce, Moore, and Birtwistle (2014), investigated the impact of brand image on purchasing behaviour of customers. The study conducted interviews on 8 persons with knowledge and experience on footwear purchases. The study made some important realizations.

RESEARCH METHODOLOGY

Research Design

A research design is a framework that guides the gathering, measurement and analysis of data with the goal of responding to the study question. It outlines what the researcher intends to do from the hypothesis creation to the findings, conclusions and recommendations from the data analysis. A descriptive research design was used for the research. Descriptive design is explained by Shield and Rangarjan (2013) as used when describing the characteristic of a particular phenomenon or population under study. Therefore, descriptive design was adopted since is also possible to collect a lot of data for detailed analysis on the current phenomenon status and explain its link to the variables of the study (Mugenda & Mugenda, 2003).

Target Population

A population is defined as the entire number of people or things a researcher intends to study. A research population is also referred as the whole collection of units and cases that a researcher uses to make conclusions. Formulating a research design depends on the accurate identification of a study population (Creswell &Clark, 2007). According to National Alcoholic Beverage Association of Kenya (NABAK) (2017) there are 21 alcohol manufacturing firms situated in Kenya. The research focused on 21 alcohol manufacturing firms in Kenya. The study targeted 10 marketing executives from each company making a target population of 210 marketing executives.

Sample Size and Sampling Technique

A sample design is the technique used in the selection of research participants (Creswell & Clark, 2007). Sampling is defined as the selection of a specific number of people or elements from a larger group. The objective of sampling is to be able to make conclusion using the sample that represents an entire population. The Krejcie and Morgan technique was used to determine the sample size. The Krejcie and Morgan formula (Krejcie & Morgan, 1970) is used to determine a sample size if the target population is known or finite.

$$n = \frac{\chi^2 * N * P * (1 - P)}{d^2 * (N - 1) + +\chi^2 * P * (1 - P)}$$

Where: n = required sample size; χ^2= the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841); N = the population size; P = the population proportion (assumed to be .50 since this would provide the maximum Sample size); d = the degree of accuracy (the margin of error) expressed as a proportion (.05).

The target population had 210 executives, using the Krejcie and Morgan formula the sample size was 132 participants. The Central limit theorem posits that a sample size greater than 30 (N> 30), follows a normal distribution curve, (Gilbert & Churchill, 2001).

Data Sources and Collection Instrument

Self administered questionnaires to respective marketing staffs or their equivalent of the companies were used in the collection of primary data. The questionnaires are often preferred due to their ability to uphold confidentiality on matters that respondents may not be open to discuss. A five-point Likert scale was adopted for the structures questions.

Data Collection Procedures

The study sought the assistance of two assistants to help in collection of data. The assistants were trained on research objectives and taken through techniques to data collection using questionnaires. The drop-and-pick technique was used to administer questionnaires to the participants. Prior to the start of the collection of data, the selected respondents were served with a letter detailing the desire to collect information from them to ensure their availability. The research was conducted with follow-ups using telephone call. Prior to collecting data from participants, the assistance explained to the respondents the purpose of the study.

Data Analysis and Presentation

Data analysis entails the synthesis and organization of research data and hypothesis testing such that information is gained as per to the questions of the study. Both quantitative data and qualitative data were yielded by the research.Descriptive and inferential statistics were used in the analysis of the data collected with the help of SPSS version 20 to achieve the study goal. Tables, frequencies and percentages were used to present the study findings. Regression was used to determine the effect of brand equity on the strategies of marketing of alcohol manufacturing firms situated in Kenya. The study applied the following regression model:

$$\mathbf{Y = \beta o + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon}$$

Where: Y = Marketing Strategies; X_I = Brand Loyalty; X_2 = Brand Awareness; X_3 = Brand Identity; X_4 = Brand Association; B_1– β_4 are the regression co-efficient or change introduced in Y by each independent variable; **ε** is the random error term accounting for all other variables that affect marketing strategies but not captured in the model.

The study carried out a T-test at 95% confidence level to determine the independent variable significance in showing the dependent variable changes.

RESEARCH RESULTS

Drawing from the results, it’s evident that building on loyalty to a brand has a significant effect on marketing of products, test regression statistics predict that a brand loyalty increase by a unit results in0.646 increases in strategies for marketing and that to promote brand loyalty of alcohol manufacturing companies in Kenya engages in powerful advertisement campaigns and promotional activities.The results concur with Wolter (2009), who establish a positive and significant correlation between brand loyalty and marketing of brew products.

Further the research findings disclose brand loyalty of alcohol manufacturing companies in Kenya greatly affects promotional strategy, a main focus of brand loyalty is build greater market share increased profits and improve consumer willingness to continue purchasing same commodity in the long run. These findings eminently support the argument by Bunpis and Haron (2014) customers make purchase choices referring on positive images and names connected with particular brand they trust.

Descriptive statistics also revealed that companies involved in brewery production can opt to build customer loyalty by either offering high quality product or rationally improving upon another company's brand,alcohol manufacturing companies in Kenya strives to developed brands that can compete effectively with other brew products leashed out by competitor companies in the market and that building on brand loyalty enabled organisation to easily find consumer acceptance of the advertised commodities and services. These findings concur with argument by Wolter (2009) that if consumers embrace brand loyalty for a specific commodity, in future those customers is likely to do their shopping guided more by brand than retail price.

With respect to the second research goal, the study findings reveal that if all other factors are held constant, an increase in brand awareness by a unit will result to 69.6% marketing strategies increase of alcohol manufacturing companies in Kenya. Assessment on customer awareness on alcoholbrand awareness revealed out considerable number of survey participations opined that a greater number of customers can easily recognize brandson shelf; customers considered the price charge of products is relatively affordable and pocket friendly. These findings support the contention by Baba (2014) partnership with other brand helps and organization inherit acquire brand image reputation, and also help to create brand evangelists outside the current client base.

Evidence gathered also showed that customers repurchase their favourite brand choices regularly and those consumers of the brands easily recommend this product to other potential customers, companies have a strong positive discernment towards these products and that the quality of the products has always remained incredible. The findings concur with the argument by Rodrigues (2010) a well-designed logo perfectly conveys to potential clients the information of a service or a product.

The findings of this study revealed an increase in brand identity by a unit enhanced marketing strategies of alcohol manufacturing companies in Kenya by 87.6 percent, descriptive statistics show that the tagline on each of product looks appealing to the majority of the customers the company's logo is explicitly designed and excellently articulated, the tone of the product s is extensively spread, generally typeface of the products are striking and eye catching, Each of the products possesses a unique identification name from sister brands and thatthe firms dispenses product that are of quality to every customer target segment. These findings concur with the argument by Adele (2008) adoption of brand identity strategies helps to bring about significant changes on consumer perceptions towards particular brand.

Assessment on brand association showed that alcohol manufacturing companies in Kenya has several brand associations that provided the clients with necessary motivation to purchase particular brand, brand associations are inter-linked and are in a position to encourage positive attitude that are concurrently transferred to the brand, Test regression Results obtained show that a change in brand association by a unit will result to a 0.67.8% marketing strategies change and that brand associations are paramount in creating value of products since hosts of various brand association availed created value using different techniques. These findings support the argument by Alamgir (2011) that brand associations assist consumers to memorize particular brand due to its unique characteristics and also provide reasons to consumers to purchase particular product.

Further the findings of this revealed that alcohol manufacturing companies in Kenya contracts celebrity endorsers, also used slogans and symbols, with right promotion massage in order to evoke positive feelings on customers about their brand,products associations guide in proper interpretation of specifics details on particular product and that brand association plays the role of information chunk, and helps top decision makers to deal with large quantity of information. These findings support the argument by Rodrigues (2010) building on brand awareness is paramount since this helps to Create positive attitude towards particular product.

Evidence gathered on the quality and effectiveness of strategies adopted by firm in marketing the products, disclosed that firms marketing department is guided by continuous identification of each target groups requirements through extensive market feasibility research, firms marketing strategies are guided on deep understanding on consumer psychology, behaviors and decision-making and that marketing strategies adopted in promotion of the products carefully analyses different customer preferences , perceptions and demand and also focuses on a market niche. These findings support the argument by Gichuki (2014) Marketing department should constantly keep on revisiting and re-evaluating marketing procedures so as to ensure that they comply with outlined blueprint based on target group satisfaction conditions.

Further Assessment on alcohol manufacturing companies in Kenya marketing strategies showed that strategies adopted by the firms are carefully articulated with an authentic and in-depth analysis and that strategies adopted by the firms are hinged on product's unique selling plan that outwit similar commodities in the marketplace. The findings are in line Njuguna (2014) Organizations should ensure that the adopted marketing strategies prompt customer emotional response in order to gain more sales.

INFERENTIAL STATISTICS

To test the correlation between brand equity and marketing strategies of Kenyan alcohol manufacturing firms, the researcher conducted a multiple regression analysis. The model summary reveals information on the ability of the regression line to account for the dependent variables' variations.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927	.859	.763	.1468

The results disclose out that brand loyalty, awareness, identity and association significantly influenced the marketing strategies by of alcohol manufacturing firms situated in Kenya as indicated by an R = .927. The product (R = .927) indicates high strength between the depended variable and independent variables collectively explain only 76.3% changes on marketing strategies as shown by the adjusted R^2. This means that a 23.7% contribution on marketing strategies by of alcohol manufacturing firms in Kenya was obtained from other factors not studies in the research. The researcher also conducted ANOVA test to ascertain model fitness.

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.924	4	.731	4.201	.007a
	Residual	18.27	105	.174		
	Total	21.194	109			

The results exhibited on table 2 show P- vale of 0.007, this indicates that the model is statistically fit in forecasting how brand loyalty, awareness, identity and association affect marketing strategies of alcohol manufacturing firms situated in Kenya. The value of F calculated value (F= 4.201) was greater than F critical (3.23), demonstrating that the model was a worthy and fit. To establish the coefficients of determination, the researcher conducted a multiple regression analysis.

Table 3 shows findings of the beta coefficients and the p-values for all the independent variables. The research used the following regression function:

$$Y= 1.906+ 0.646X_1+ 0.696\ X_2+ 0.876X_3+ 0.678X_4$$

With respect to the function, holding all factors constant at zero the coefficient for marketing strategies of alcohol manufacturing companies in Kenya were1.906. The results show that that holding all other constant zero, an increase in brand loyalty by a unit enhanced marketing strategies of alcohol manufacturing companies in Kenya by 64.6%; a unit increase in brand awareness will leads to a 0.696increase in marketing strategies of alcohol manufacturing companies in Kenya all other factors remain constant; increase in brand identity will enhance marketing strategies of alcohol manufacturing companies in Kenya by a 87.6% whereas a unit increase in brand association will positively enhance marketing strategies of alcohol manufacturing companies in Kenya by a factor of 67.8 percent.

Table 3: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.906	.625		3.049	.077
Brand Loyalty	.646	.185	.152	3.492	.022
Brand Awareness	.696	.134	.054	5.194	.063
Brand Identity	.876	.184	.116	4.761	.032
Brand Association	.678	.132	.307	5.136	.044

DISCUSSION OF THE FINDINGS

The first goal of the research was to assess the effectiveness of brand loyalty on marketing strategies of alcohol manufacturing Kenyan firms. Descriptive statistics revealed that it is essential for Kenya manufacturers such as to develop brands that are in a position compete effectively with other top branded commodities in the market (M=4.30) in order to develop strong brand loyalty, firms must engage fully in powerful advertisement campaigns and promotional activities (M = 4.20) and that companies involved in brewery production can opt to build customer loyalty by either offering high quality product or rationally improving upon another company's brand (M=4.09). These findings eminently support the argument by Bunpis and Haron (2014) customers make purchase choices referring on positive images and names connected with particular brand they trust.

The research further reveled that brand loyalty greatly affects promotional strategy (M = 4.08), building on brand loyalty enabled organisation to easily find consumer acceptance of the advertised commodities and services (M = 3.98), and that the main focus of brand loyalty is build greater market share increased profits and improve consumer willingness to continue purchasing same commodity in the long run. (M = 3.77). These findings concurs with argument by Wolter (2009), that if consumers embrace brand loyalty for a specific commodity, in future those customers are likely to do their shopping guided more by brand than retail price.

Statistics assessing on brand awareness amongst alcohol manufacturing companies in Kenya revealed out considerable number of survey participations opined that a greater number of customers can easily recognize brandson shelf (M = 4.39), customers repurchase their favourite brand choices regularly (M = 4.39) and that consumers of company products easily recommend these products to potential customers. These findings support the contention by Baba (2014) partnership with other brand helps and organization inherit acquire brand image reputation, and also help to create brand evangelists outside the current client base.

The findings also reveal that considerable number of consumers of firm's products have a strong positive discernment towards the products. (M = 4.06) The price charge of the products is relatively affordable and pocket friendly (M = 3.86) and that consumers ascertained that the quality of the product has always remained incredible (M = 3.84) these findings concurs with the argument by Rodrigues (2010) a well-designed logo perfectly conveys tp potential customers information about a product or service.

The results found that tagline on each of product looks appealing to the majority of the customers (M = 4.34) the company's logo is explicitly designed and excellently articulated (M = 4.32), the tone of the products is extensively spread (M = 4.20), generally typeface of company products are striking and eye catching (M = 4.18 7) Each of the products possesses a unique identification name from sister brands (M = 4.07) and that The firms dispenses product that are of quality to every customer target segment (M = 3.89). The results are aligned with arguments by Adele (2008) adoption of brand identity strategies helps to bring about significant changes on consumer perceptions towards particular brand.

Results obtained show that alcohol manufacturing companies in Kenya have several brand associations that provided top the decision makers with necessary motivation to purchase or utilise particular brand (M = 4.45 SD), contracts celebrity endorsers, also used slogans and symbols, with right promotion massage in order to evoke positive feelings on customers about their brand (M = 4.42) and that brand association plays the role of information chunk, and helps top decision makers to deal with large quantity of information (M = 4.32) These findings supports the argument by Alamgir (2011) that brand associations assist consumers to memorize particular brand due to its unique characteristics and also provide reasons to consumers to purchase particular product.

Further the findings of this revealed that brand associations are inter-linked and are in a position to encourage positive attitude that are concurrently transferred to the brand. (M = 4.25), the associations guide in proper interpretation of specifics details on particular product (M = 4.11) and that brand associations are paramount in value creation in afirmsince the hosts of brand association use various techniques in value creation (M = 3.93), these findings supports the argument by Rodrigues (2010) building on brand awareness is paramount since this helps to Create positive attitude towards particular product.

On quality and effectiveness of strategies adopted by alcohol manufacturing Kenyan firms, the research results disclosed that firms marketing department is guided by continuous identification of each target groups requirements through extensive market feasibility research (M = 4.21), marketing strategies adopted by the firms are hinged on product's unique selling plan that outwit similar commodities in the marketplace(M = 4.13) and that marketing strategies adopted by the firms are carefully articulated with an authentic and in-depthanalysis (M = 4.05). The findings are in line Njuguna (2014) Organizations should ensure that the adopted marketing strategies prompt customer emotional response in order to gain more sales.

Further this study revealed that marketing strategies adopted in promotion of products carefully analyses different customer preferences , perceptions and demand and also focuses on a market niche (M = 3.98) and that firms marketing strategies are guided on deep understanding on consumer psychology, behaviors and decision-making(M = 3.92) and These findings supports the argument by Gichuki (2014) Marketing department should constantly keep on revisiting and re-evaluating marketing procedures so as to ensure that they comply with outlined blueprint based on target group satisfaction conditions.

CONCLUSIONS

Drawing from the results of the research and summery, this research makes the conclusion that brand loyalty forms an essential factor in retention of customers who prefer the products. Alcohol manufacturing companies in Kenya marketing team had adopted several brand loyalty strategic measures in view of promoting their products, the study also concludes that building on brand loyalty enabled alcohol manufacturing companies in Kenya to easily find consumer acceptance on product and that the marketing department loyalty programs that keptconsumers of the products vibrant in purchasing the product.

On the brand awareness, this study concludes that customer had substantive familiarity with the products, sales trend signify that customers repurchased the brand regularly, The existence and convenience of particular brand characteristics in the minds of customers is essential in ensuring that customer keep on repurchasing the same brand from time to time, and that brand awareness embrace by firms helped customers to differentiate their favorite brand product from rest.

The study concludes that the design and composition of elements of specific products forms a critical future in in building brand identity, a well-designed brand identity lured customer to purchase that commodity thus improved sales figures. The brand identity helped to connect IQ recognition on particular product and that elements that build brand identity should convey organizations' mission, long term objectives, brand value plan, market competitive position, and interests and values of targeted audience

The study concludes that alcohol manufacturing companies in Kenya have several brand associations that provided the consumers with necessary motivation to purchase and consume that brand, brand associations assist consumers to memorize particular brand due to its unique characteristics and also provide reasons to consumers to purchase particular product and that customers of the products formed association based their perception.

RECOMMENDATIONS

Given that the results of the research indisputably demonstrate an essence of building of brand loyalty in ensuring longevity in customer purchase trends on a specific product, it is therefore important to ensure that all product quality features encourage loyalty amongst the targeted customers.

The company's marketing team should continuously embrace strategies that maintain brand awareness live in customer's mind this recommendation is founded on the conclusion that consumer purchase on a particular product highly dependent on his awareness on the same brand. Brand awareness to customers can be promoted through sponsorships, advertisements, print media, social media, events and blogs.

Drafting of product's identity features (such as logos) must distinctively distinguish itself from the rest and accord itself a very rare and unattainable design position that is not only arouses customer perception on the product but also barricades designers who may admire to imitate that brand.

The marketing team should come up with positive brand associations that persuade customers that product quality features truly satisfy their demands. Development of strong brand association will assist the firm attain goodwill, and barricade competitor's forces that try to make market entry.

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