

**IMPACTS OF BRAND IMAGE ON CUSTOMER AWARENESS
AND SALES:**

A CASE STUDY OF VODACOM ARUSHA BRANCH

**IMPACTS OF BRAND IMAGE ON CUSTOMER AWARENESS
AND SALES:**

A CASE STUDY OF VODACOM ARUSHA BRANCH

By

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**A Dissertation Submitted in Partial Fulfillment of the Requirements for the Master
of Business Administration Degree (MBA-Corporate management) of**

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2015

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation/thesis titled, “ **IMPACTS OF BRAND IMAGE ON CUSTOMER AWARENESS AND SALES: A CASE STUDY OF VODACOM ARUSHA BRANCH**” in partial/ fulfillment of the requirements for the award of the of degree Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

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DECLARATION

I, Eney Victor Kaaya , declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

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ACKNOWLEDGMENT

First Glory and honor be to the highest God almighty through whom all things are possible.

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DEDICATION

This dissertation is dedicated to my loving parents Mr. Victor Kaaya and Mrs. Anna Victor, my two little sisters; Mercy and Vivian. Without their support, I would have not been able to mobilize the energy and motivation required to write this dissertation.

LIST OF ABBREVIATION

3G	Third Generation Mobile Network
BPL	Business Profile Limited
CSR	Corporate Social Responsibility
GSM	Global System for Mobile
HSDPA	High-Speed Downlink Packet Access
ID	Identification
MBA	Masters of Business Administration
PPF	Parastatal Pension Fund
SPSS	Statistical Package for Social Sciences
TCRA	Tanzania Communications Regulatory Authority
USB	Universal Serial Bus

ABSTRACT

The study aimed at investigating the impacts of brand image on customer awareness and sales. This study was a case in which the focus of assessment was Vodacom Tanzania, Arusha branch. Generally objective of the study was to assess the impact of brand on customer awareness and the enhancement of the sales, within the market place.

The study used 100 randomly selected respondents, 40 of the respondents were staffs from Vodacom and 60 were customers. A combination of qualitative and quantitative approaches was used in studying the phenomenon. Data was collected using documentary review, questionnaires and interview guides. Quantitative data from the questionnaires were analyzed using Statistical Package for Social Sciences (SPSS) and Microsoft Excel Spread sheet programme, whereas qualitative data from interview guides was analyzed descriptively.

It was found that brand image has a small positive relationship on sales whereby the intermediate variable customer awareness had small significant effect on brand image and sales.

The study therefore recommends the following: Increase number of Vodashops in Arusha and Tanzania in general, Increase Vodacom network towers especially in rural areas and Eliminate language barriers.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter explains the background of the organization, the background of the problem, statement of the problem, objectives of the study, scope, research questions and significance of the study.

1.2 Background of Vodacom

Vodafone is one of the leading multinational telecommunication businesses, established in the year 1982. According to the Vodafone News Release (2012), the Vodafone Company has ranked as the world second largest telecommunication company. The main operation of the business is to produce mobile phones, providing internet services, fixed line services and digital television. The name or the brand of the Vodafone has been popularized due to the uniqueness of the packages and the services provided by the business, which was not covered by the competitors in the market. Further the business has already covered more than 30 countries all over the world, with the acquisition of a larger market share in the Tanzania mobile and telecommunication industry. And it has 57.5 million customers all over Africa in countries like South Africa, Lesotho, DRC, Mozambique and Tanzania and parts of the world, according to Vodacom Group Limited Integrated report for the year ended 31 March 2014.

Due to the innovative ideas occur, the business has been structured with new logo and operational levels since 1997 and based on this successful proceeding, the study mainly assesses the successfulness of the brand towards the enhancement of the sales and the customer awareness.

Vodacom Tanzania Limited is Tanzania's leading cellular network company. Vodacom Group (Proprietary) Limited owns a 65% interest in Vodacom Tanzania Limited; two local shareholders, Planetel Communications Limited and Caspian Construction

Limited hold the remaining 16% and 19% respectively. Vodacom Tanzania was issued its licence in December 1999 and commenced operations in August 2000. Vodacom Tanzania became the largest mobile operator in the country within one year of launching and remains the largest mobile communications network operator in Tanzania. As of 18th May 2010, Vodacom Tanzania had over eight million customers and became the largest wireless telecommunication network in Tanzania (based on total wireless customers). Vodacom Tanzania is the second telecom company in Africa, after Vodacom, to switch on its 3G High-Speed Downlink Packet Access (HSDPA) which was available only in Dar Es Salaam in early 2007.

The company has been using some Swahili slang to market its products such as VodaFasta, VodaFlava, Nipige Tafu, Habari Ndio Hio and Kama Kawa (Kama Kawaida). (Vodacom (T), 2014). Historically, they have also pioneered new features; they were the first and exclusive Tanzanian carrier to launch video call, video messaging and 3G HSDPA USB Modem. As of 11th January 2008, Vodacom Tanzania was again the first and exclusive company to provide a free e-mail ID via a phone number.

The company was created in late 1999 as a subsidiary company of Vodacom based in South Africa. Vodacom Tanzania is a joint venture in which Vodacom Group owns a majority share portion of about 65%, the remaining portion is owned by Tanzanian shareholders that include Mirambo. By August 2000, the company completed its GSM infrastructure and went live on 14th August 2000. Vodacom Tanzania announced officially its commercial operations on 15th August 2000. Vodacom Tanzania became the largest mobile operator in the country within one year of launching and remains the largest mobile communications network operator in Tanzania up to date.

Vodacom Tanzania has its executive headquarters on the 14th Floor of the PPF Towers on Garden Avenue/Ohio Street in Dar-es-Salaam and maintains operational and engineering branches in all regions of Tanzania. The company has active roaming agreements with many network operators in the world that include T-Mobile USA, Inc. in USA, Vodafone Limited in UK and BPL Cellular (now Vodafone) in Kerala, India.

The company distributes its products and services through a number of Super dealers and Vodashops. Vodacom is an acceptable short name for the company within the country. In Tanzania with a population of 51 million people, Vodacom active customers include 10.3 million people that is equivalent to 57% of mobile penetration, according to Vodacom Group Limited Integrated report for the year ended 31 March 2014.

1.2.1 Purpose

Connecting you, creating possibilities, changing lives

Our reason to get up in the morning: knowing that what we do has the potential to change things for the better and that we have the opportunity to do things better every single day by innovating.

1.2.2 Vision

Best network, best value, best service.

That is, we are focusing on making our vision real, specifically through our brand promise of best network, best value, best service and everything that goes into keeping our promise.

1.2.3 Strategies

Vodacom categorized their strategies into five main categories as follows;

- Deliver the best customer experience
- Grow data, enterprise, new services and grow internationally
- Make our processes and businesses more efficient
- Build a diverse and talented team
- Transform society and build stakeholder trust

1.2.4 Vodacom's services and products

Vodacom is a leading African mobile and communications company providing a wide range of services that includes innovative products and services like mobile broadband through its 3G HSDPA network with the Vodafone 3G Broadband Mobile Connect Card, the Vodafone USB Modem, the Vodafone 3G Broadband Express Card and Router, BlackBerry® push email, Mobile TV, Vodafone live!, the Vodacom Speaking Phone for blind or partially sighted customers, International Travelling (roaming) services such as Vodafone Passport and the Vodacom Credit Card, mobile voice, messaging, other services like M-Pesa, a mobile sending and receiving money service and Vodafasta a dynamic recharge product which allows prepaid customers to electronically recharge airtime via registered vendors.

1.3 Background of the Problem

Due today's up tight competition organizations are developing a strong, positive image that has become crucial to the maintenance of lasting competitive advantage (Müge & Korkut, 2010). In doing so many organizations have tried to differentiate themselves and the products they offer through name of the product, sign or symbol of that product, design or a combination of them, hence called a brand. For the businesses, in order to compete with others must create love for their brands in the minds of consumers (Prof. Malik *et al.*, 2013). Brand creates individuality in the offering facilitating it to be easily distinguished and recognized in the market from rival offerings (Sawant, 2012). Brands are everywhere today, in familiar places and also in distant lands where you might not expect (Sawant, 2012). When people become familiar to your product and hence can recall your product in their minds whenever they want to purchase then that is brand awareness.

Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996). Brand awareness is one of four major brand assets which add value to the product or service and/or its customers Aaker (1991). According

to Macdonald and Sharp (2000), despite consumers are the familiar and willing to buy the product, another factor that still influences the purchase decision is brand awareness. Therefore for a consumer to buy a brand they must first be made aware of it (Macdonald & Sharp, 2003). Hence brand awareness is an important aspect for every company. One of the important determinants of good performance of any organization is high sales volume. Dodds, Grewal and Monroe (1991) suggest that higher level of brand awareness can influence the purchase decision of the consumers. The higher level of brand awareness will in turn result in higher share in market and superior evaluations of their quality were according to Grewal, Monroe and Krishnan (1998). Investments in increasing brand awareness to buyers can lead to sustainable competitive advantages and thus to long term value according to Macdonald & Sharp (2003).

In the recent business world, the behavior of the buyers has been widely influenced by the brands developed by the business firms and the brands have the ability to enhance sales and the operations of the business as well, but this idea has several arguments in the practical and theoretical aspects. As is known that consumers are loyal to the brands, not to the producers (Kotler, 1999). For instance, in the past Japanese and South Korean companies have spent heavily on building up brand names such as Sony, Panasonic, JVC, and Samsung for their products. Even when these companies can no longer afford to manufacture their products in their homelands, their brand names continue to command loyalty (Kotler, 1999). This research study is mainly developed to verify the relationship between the brand towards the customers and the sales functions of business organizations, through critically evaluating the scenarios in the Vodacom Company in Tanzania, with respect to the branding strategies in front of the functions of the sales and customer awareness, by separately understanding the nature of the relationships maintained among these aspects through utilization of research methodologies.

According to the ideas of Yu and Yanhua (2010), in the recent business world, the mobile industry has been rapidly growing and has taken a greater consideration in the marketplace. Therefore the selling and the operational strategy have been enhanced by

the mobile business firms, to attract the customer's attraction towards them. Therefore most of the mobile business firms have developed their own mobile brands in the market with specific features, to easily reach towards the customers. Therefore the study is mainly focused to assess the validity of this action of development of the brand within Vodacom and to verify its influence on the sales and the customers of the business.

1.4 Statement of the Problem

According to the ideas of Brakus *et al.*, (2009), the brand is one of the powerful strategies used by the business organizations, to enhance the operations of the firms. Powerful brand names have consumer franchise - that is, they command strong consumer loyalty (Kotler, 1999). Most of the business organizations have realized that the brand has the power to build up the customer's attraction towards the business and this attraction has been developed due to the recognition of the brands in the market place. This means that a sufficient number of customers demand these brands and refuse substitutes, even if the substitutes are offered at somewhat lower prices (Kotler, 1999). However, to develop branded product requires a great deal of long term marketing investment, especially for advertising, promotion and packaging (Kotler, 1999). Development of a strong brand is a challengeable task for a business organization and therefore it is worthwhile to verify the level of the influences it has on the enhancement of the customer awareness with respect to the business firms, which will ultimately reflect through the sales base of the business, which was mainly assessed through the research proceedings of the study.

By critically elaborating the concepts of brand, enhancement of sales and customer awareness in the midst of the practical operations of Vodacom, the research issue has been derived. Based on these ideas the main research problem of the research study is 'What relationship exists between the brand of the Vodacom, customer awareness and the enhancement of the sales, within the marketplace where it operates?' The overall research proceedings of the study have been guided based on this research question.

Also, several studies have been conducted in relation to brand awareness. For instance; Brand Image and Brand Awareness by (Søilen, 2012), (Yang *et al.*, 2009) wrote an article on “The Impact of Brand Awareness on Consumer Purchase Intention,” also Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness was according to (Macdonald & Sharp, 2003). However no study has been published in Tanzania in relation to the impact of brand image on customer awareness and sales. This study will bridge the gap.

1.5 Research Objectives

1.5.1 General Objective

In general, the study intends to assess the impact of brand image on customer awareness and enhancement of the sales, within the market place.

1.5.2 Specific Objectives

Specifically the objectives of this study are:

- To determine the level of staff and customer awareness on the impact of branding on sales performance at Vodacom Tanzania
- To identify key issues in relation to brand image within Vodacom that is impacting sales and customer awareness.
- To analyze the relationship between brand image and sales of the Vodacom, Tanzania
- To analyze the relationship between brand image and customer awareness at Vodacom, Tanzania
- To introduce suitable recommendations to improve the sales and customer awareness in Tanzania by enhancing brand image of the Vodacom.

1.6 Research Questions

The study addresses the following research questions;

- What is the level of staff and customer awareness on the impact of branding on sales performance at Vodacom Tanzania?
- What are key issues in relation to brand image within Vodacom that is impacting sales and customer awareness?
- What is the relationship between brand image and sales of Vodacom, Tanzania?
- How does brand image affect customer awareness of products (goods and services) at Vodacom Tanzania?

1.7 Significance of Study

The use of the mobile technology has been widely enhanced in the recent business world as well as among the customers in their individual lives. Therefore the firms operated in the telecommunication industry have a number of opportunities in the marketplace, to enhance their business operation and as per the general marketing practices; the brand has taken a wide recognition to the business practices. By collaborating of these two ideas together, the study assesses the ability to manage the wide use of the brand in the influence of sales and customer awareness, which provide insights about the proper activation of the brand implication towards the business.

1.8 Scope and Limitations of the Research Study

The study was conducted at Vodacom branch in Arusha. Since the researcher is familiar with the company, it provided an opportunity for an in depth study to be conducted. The study focused on the impact of brands and the enhancement of the sales and the customer awareness, within the marketplace.

According to the ideas of Babbie *et al.*, (2003), the main expected limitations of the study are the data collection and the sample selection, due to the determination of the fair and random sample selection. Due to the employee customer dispersion and the

large amount, it was difficult to select a common set to represent the whole group. On the other hand the development of the questionnaire was a difficult task, due to lack of knowledge and understanding about the facts to be included in the paper. Due to these drawbacks expected in the in the questionnaire, the final result was also limited. However the researcher ensured that these limitations do not affect the research study beyond expectations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The proper proceeding of a research study is taken place with a proper theoretical background and especially in the research study; this proper foundation is provided by the literature review, which gather related information towards the research study. This information backup creates a validity of the overall research proceedings through the proper interpretation of the research problem identified; by identifying the theoretical gap that exists in the relevant research context. However this section of the research study presented the theoretical background on the three main aspects utilized in the brand image, customer awareness and the enhancement of the sales base of the business.

2.2 Theoretical Literature Review

This is the process of reading, analyzing, evaluating, and summarizing scholarly materials like books that contains educational theories given out about a specific research topic and there should be a link between the aim of research and literature review by focusing the specific problem and means to be used in data collection, discussion as well as conclusions and recommendations.

2.3 Definition of Terms and Concepts

2.3.1 Brand

Brand means a name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers (American Marketing Association). When you brand your product you are intending to tell your customers that you are the only one that provides a solution to that problem even if there are other businesses that do the same but your

main focus is to conquer. (Kotler 1999, p.571), a brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers.

Brand has to be carefully developed and managed, and therefore branding is a vital part of the marketing strategy. A brand is the company's most powerful and intangible asset, and can even be more important than the company's products or services or facilities (Aaker, 1991). When brands are successful they represent kept promises and they build loyalty through trust. This results into loyal customers who continue to demand products, and consequently profit for the company (Reichheld, 2001).

Furthermore, (Kotler 1999, p.571) have identified four levels of meaning that a brand can deliver: -

1. **Attributes.** A brand first brings to mind certain product attributes. For example, Mercedes suggests such attributes as 'well engineered', 'well built', 'durable', 'high prestige', 'fast', 'expensive' and 'high resale value'. The company may use one or more of these attributes in its advertising for the car. For years, Mercedes advertised 'Engineered like no other car in the world'. This provided a positioning platform for other attributes of the car.
2. **Benefits.** Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. For example, the attribute 'durable' could translate into the functional benefit, 'I won't have to buy a new car every few years.' The attribute 'expensive' might translate into the emotional benefit, 'The car makes me feel important and admired.' The attribute 'well built' might translate into the functional and emotional benefit; 'I am safe in the event of an accident.'
3. **Values.** A brand also says something about the buyers' values. Thus Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered benefit package.

4. **Personality.** A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a Mercedes automobile as being a wealthy, middle-aged business executive. The brand will attract people whose actual or desired self-images match the brand's image.

Characteristics of a Good Brand

For a brand to be successful it should be distinctive from the others in the same line of the business, the brand of a particular business should be able to stand out and develop a unique identity in a comparison to its competitors. For a brand to be successful then it should have the following characteristics;

1. Uniqueness

Establishing a brand identity requires something distinctive. In a business world filled with many competitors, a business needs to create an identity which will separate its business from all other business competitors; it has to have at least one thing that does separates its business from the other so as to gain a competitive advantage in the market. For instance, Coca- Cola is known worldwide for good quality products it offers in every corner of the world. Also, Apple has become known worldwide for their innovative products.

2. Clear

They need to be simple, clear and deliver a well defined message. A good brand needs to be simple to understand and sometimes simple for customer to recall, also clear in terms of meaning even if taken to another country it should also have clear meaning and the message it delivers should also be well defined.

3. Consistency

When consumers come back to a business for repeat sales, they usually expect to receive the same level of quality as they did the first time. Restaurants and their food and service quality are a great example of this. No one wants to deal with a company they can't rely on for consistency. With so many industries being saturated with competitors, inconsistency is often enough of a reason for consumers to take their business elsewhere.

4. Exposure

Another big part of being recognized as a distinctive, successful brand is the ability to reach consumers through multiple channels. Obviously, larger companies have an advantage gaining exposure because they usually have a bigger marketing budget and more existing connections. They can pay for television commercials, be featured in globally-recognized magazines, and rank highly in search engine results pages. However, the Internet and social media have narrowed the gap between small companies and large ones. There are more tools than ever before which offer any company a chance at establishing their brand. By developing a presence on networks like Facebook, Twitter, LinkedIn and Google+, anyone is able to reach almost any consumer.

5. Competitiveness

For a brand to make a name for itself, team members should thrive on competition and constantly strive to improve. Workers need to work tirelessly toward building and optimizing their brand, going above and beyond consumer expectations. The end result tends to be a brand that is continually on the cutting edge of its industry.

Importance of Branding

Branding of a product provides the following importance to different groups as identified by Kotler (1999) as follows;

a) Buyers

- i) Brand names tell the buyer something about product quality. Buyers who always buy the same brand know that they will get the same quality each time they buy.
- ii) Brand names also increase the shopper's efficiency. Imagine a buyer going into a supermarket and finding thousands of generic products.
- iii) Brand names help call consumers' attention to new products that might benefit them. The brand name becomes the basis upon which a whole story can be built about the new product's special qualities.

b) Supplier

- i) The brand name makes it easier for the supplier to process orders and track down problems.
- ii) The supplier's brand name and trademark provide legal protection for unique production features that otherwise might be copied by competitors.
- iii) Branding enables the supplier to attract a loyal and profitable set of customers.
- iv) Branding helps the supplier to segment markets. For example, a supplier can offer daily milk, milk tray, roses, flake, fruit and nut and many other brands, not just one general confectionery product for all consumers.

c) Consumers and society

- i) Those who favour branding suggest that it leads to higher and more consistent product quality.
- ii) Branding also increases innovation by giving producers an incentive to look for new features that can be protected against imitating competitors. Thus, branding results in more product variety and choice for consumers.

- iii) They facilitate self-selection of products/ services e.g. a consumer can choose a specific product by its name.
- iv) Brands are easy way for consumers to identify a product or service
- v) Branding helps shoppers because it provides much more information about products and where to find them.

d) Seller

- i) Assist sellers to control their market share as buyers will not confuse one brand with another.
- ii) Reduce price comparisons as it is difficult to compare price on two items with different brands.
- iii) Can be a measure of prestige to other ordinary product or services
- iv) It eases the task of personal selling.

2.3.2 Brand Image

“Brand image is defined as a set of perceptions about a brand as reflected by the brand associations held in consumers' memory” (Keller, 1993, P.3). In the other words, brand image is what people believe is true about a brand; their feelings, expectations or thoughts, for instance. Building up a strong brand is not easy but if a brand could build a better image than its competitors’, then it would enjoy a degree of protection (Cheverton, 2002). With high brand image, a business can gain greater perception of the brand among customers, customer loyalty, high profit margins, less negative attitude to price fluctuations and less vulnerability compared to competitors (F. Arslan & Altuna, 2010). Building a strong brand image and channel a network is a difficult and highly expensive undertaking for any company (Kotler, 1999).

Companies should understand the fact that building up a positive brand image depends on possessing high brand awareness, because when a brand is well established in the memory it is easier for associations to be created and attached (Esch *et al.*, 2006), therefore this means that before customers can create an image of a brand in their minds they have to get to know and be aware of the brand first. Brand image also takes time to develop and cannot be copied by competitors (Kotler, 1999). Service companies that work on distinguishing their service by creating unique and powerful images, through symbols or branding, will gain a lasting advantage over competitors with lack-lustre images (Kotler, 1999).

Benefits of a Strong Brand Image

It is important for an organization to build strong brand image in the eyes of their customers, and the following are the benefits of having a strong brand image according to Hague (2013, p.36)

- i) The product will be more demanded. A product with a strong brand image and a brand which people think is good will be asked for specifically. People will search out a brand they really want.
- ii) Premium prices can be obtained. A brand with a positive image will command larger margins and be less susceptible to competitive forces. There will be less pressure to sell at low prices or offer discounts.
- iii) Competitive brands will be rejected. A strong brand will act as a barrier to people switching to competitors products. A brand is a defense which is permanently erected.
- iv) Communications will be more readily accepted. Positive feelings about a product will result in people being able to accept new claims on its performance and they will warm them up so that they can be more easily persuaded to buy more.

- v) The brand can be built on. A brand which is well known and well regarded becomes a platform for adding new products as some aspects of the positive imagery will cross over and help in the launch of new products.
- vi) Customer satisfaction will be improved. A positive image will give customers enhanced satisfaction when they use the product. They will feel more confident about buying it.
- vii) The product will be pulled through the distribution network. A brand which people ask for can more easily be sold into wholesalers and distributors who are extremely responsive to what their customers want.
- viii) Licensing opportunities can be opened up. A strong brand may support joint venture deals or allow the brand to be licensed for use in new applications or in other countries.
- ix) The company will be worth more when it is sold. A company with a good brand name will obtain a higher premium for the goodwill, if and when it is sold.

2.3.3 Customer Awareness

Customer awareness is the understanding and knowledge that a buyer should have of his rights as a customer. A customer needs to be aware of many things like quality or brand before purchasing a product. When a customer is aware of a products brand that means, the customer has the ability to identify the brand, link the brand to the brand name, logo or symbol. According to Aaker (1991) states that brand awareness, is the ability of potential customers to recognize or to recall a brand when deciding in a specific product category whether to purchase the product or service, or not.

Levels of Awareness

A consumer is said to have at least three levels awareness. Aaker (1991) states in his book “Managing Brand Equity: Capitalizing on the Value of a Brand Name”: brand awareness has a ranging of three levels from being unaware of the brand,

to an uncertain feeling that the brand exists; as from brand recall, to a belief that the product is the only one in its product class.

So Aaker comes with an awareness pyramid where he categorizes these three levels of awareness



Figure 2.1: The Awareness Pyramid, Aaker (1991)

Unaware of the brand

This is when the customer does not know the brand at all.

Brand Recognition

It is the lowest level of brand awareness; it is specifically significant when consumer chooses a brand at the point of purchase. Here a consumer can choose among several brands.

Brand Recall

This is a level of awareness where by a customer is able to remember a particular brand name. It is notably more challenging task than brand recognition as well as associated with a stronger brand position. When investigating brand awareness, the first brand name mentioned by a customer, is usually the one top of mind; a brand ahead other brands in consumer's mind.

2.4 The Development of the Brand within the Operations of a Business Organization

According to the ideas of Mizik and Jacobson (2009: p. 139), in general terms, simply brand is a feature, symbol, term, name or a design, which distinguish a one manufacturer's product or a service from the other same range of the other manufacturers. And according to the above definition, the explanations of the Huber *et al.*, (2009: p. 134), several elements have been identified that empowered the overall branding concept of the business organizations. These elements of the brands can be presented through the color, name, logo, shapes, graphics etc.

According to the ideas of Ambler and Neely (2008: p. 29), in the prevailing business operations, the use of the brand has become a great influential factor towards the continuation of the business, by taking the path of the marketing towards a new dimension. In this new dimension the brand has positioned in the promotional aspect, by treating it as the main direction. Therefore the overall marketing functions have been gathered around the brand of the business. Further, the ideas of Albert *et al.*, (2012: p. 4), has presented that the businesses are trying to build up their recognition, in the market, through the brand, by assigning a greater value on it. Therefore the modern business environment can be seen as a brand driven era, in the functionalities of marketing. Indirectly it has empowered and influenced the overall business proceedings, by providing insights on the value presented through the brand.

2.5 The Importance of Customer Awareness towards the Enhancement of the Sales in the Business

According to the explanations given in the findings of the Wooliscroft (2011: p. 499), in the early stage of the goods and service exchange, no considerations have been given to popular their goods, due to the specific consumption patterns and less number of providers in the market, but with time the market systems were changed, customers' needs has been deviated, by creating a greater competition within the trading place of the world. But due to the basic business objective of survival and expansion, the business moreover focuses on the promotion of their business in a wide area of the market spectrum. Based on this consideration, Cova and Dalli (2009: p. 143), has emphasized the need of being unique in the marketplace, by providing a distinct product or a service with several deviations.

According to the ideas of the Blois (2007: p. 47), the customer's character has been treated as the most important fact in the future of the business and further presented that the continuation of the business has been confirmed through the extent of the satisfaction of the customers, with the products or services provided by the business. By making a link between the customers and the expansion and the recognition function of the business, both the concepts should be interconnected, together to benefit both parties as follows.

With the proper utilization of these aspects, it is questionable how these aspects can be related. According to the explanations of the Tombs and McColl-Kennedy (2010: p. 123), the customer is gathering information about the business organization, through the promotional activities of the business and this information gathering, improves the customer awareness of the business activities, which confirms the recognition of the business. Through the proper recognition gained from the customers, the business will enable to confirm their expansion in a wide location, by facilitating the customer as well. This helps to retain the customers with the business and through the proper maintenance of the customers the sales base of the business can be upgraded. Therefore it is clear that

the customer awareness of the business is directing the sales enhancements, which provide successful implications for the business operations.

2.6 The Implications of the Brand on the Customer Awareness and the Sales Enhancement of the Sales Base of a Business Organization

After discussing these three concepts of brand, customer awareness and the enhancement of the sales base separately, we then combine to see what influence they will provide. The brand created a distinctive nature of the business products and services, which highlighted the business among the other competitors. As per the explanations of the L and Lee (2011: p.38), the highlighted features of the product or the services create a specific dimension for the product, which make the customer informed about the real activation of the product of the services.

In the midst of this aspect, the brand can easily reach the customer, due to its brief collaboration of ideas into one simple form such as color, term, name etc. Due to the simple nature of the presentation of the brand, the customer will be able to take even a slight memory about the product or the services, which can be used as an assessing factor in the next purchasing decision. Further the ideas of Konecnik and Gartner (2007: p. 412), has presented that the brand is performing a great task in the enhancement of the customer awareness, through the recognition of the business products and services. With the information gather, the customer makes the purchasing decision and the ideas of Brinkmann and Voeth (2007: p. 1007), has presented that customers buying decision can be influenced through the knowledge of the customer and the recognition of the business among a number of competitors in the market, which is gathered in the brand, in a simple and memorable manner.

On the other hand the brand is utilized within the promotional aspects in the recent business operations in a massive manner, due to the its ability to capture the attention of the customer suddenly and the ideas of Lopes and Casson (2007: p. 472) presented that the origin and the purpose of the brand also emerged with the objective of the easy

attraction of the customers. By proving the original expectation, the brand has recently positioned in the business operations, to widely promote the products or the service. As the brand is presented in an attractive manner, it influences the customers to gather information about the brand and it will ultimately present details about the product or the service. This knowledge about the product and services enhance the customer awareness towards business proceedings, which was backed by the brand of the business.

All the above discussed implications have been treated in the favorable nature, with respect to the customer awareness and the analysis of Pappu and Quester (2006: p. 6), has presented that the awareness leads to the buying decision and the quality of the product or service will confirm the satisfaction of the customer. In one perspective at the initial point, due to the purchase of the informed customers, the sales base of the business encourages and on the other hand, through the satisfaction gained, the continuation of the purchasing will increase the sales base of the business. However in general terms, the customer awareness derived through the brand image of the business, has directly influenced the sales based on the business, by showing the positive implications of the brand towards the business functions.

On the other hand the brand has an impact on the development of the business reputation as well. According to the ideas of the Huang and Sarigöllü (2012: p. 95), the influence purchasing decision through the brand, makes the consumption rated high in the market, which confirms the good image of the business within the customer groups. Then ultimately the business reputation can be proved. In the aspect of the two way relationship, the collaboration of the brand and the reputation will again empower the customer continuous buying intention and the increments of the sales base thereby.

2.7 The Brand Application and the Mobile Industry Performance

According to the ideas of Liaogang *et al.*, (2007: p. 78), the use of the mobiles phones has been raised with a high consideration on the mobile phone brand and in the recent societies, the mobile has been used as a device to show the status of the person and for

that purpose the brand has made a big impact on the industry. Also according to (Ofcom Website, 2013), apart from the luxury mobile giants, the range of Vodafone, virgin, T-mobile, represent a different group of people in the market and among these companies also the brand has been highlighted and due to the promotions and several other marketing strategies, the Vodafone taken the priority as shown below, therefore it is clear that the brand has the impact on the operations of the mobile industry as well.

Therefore, brand is the simple and attractive manner of presenting the distinctiveness of the business products or the services. However the brand has the ability to collaborate the overall business value to a brief form, which may give the business recognition within the market place. Due to the facilities provided in the recognition, the customers are able to easily select the product or the services, among several competitors. Therefore it is clear that the brand has the ability to enhance the customer awareness and due to customer awareness, the purchasing intention can be supported, which ultimately presented through the increased sales base of the business. Therefore it is clear that the concepts of brand, customer awareness and the enhancements of the sales base are interrelated, which influence each other and specifically the brand has the ability to provide positive implications on the enhancement of the sales and the customers awareness.

2.8 Empirical Literature Review

Literature review involves systematic identification, location, and analysis of documents containing information related to a research problem under investigation. This portion focus on what the previous researchers wrote on the similar topic for instance. (Harrison 2012). Empirical literature review shows evidence from previous studies in relation to your study and tends to evaluate the strength and weaknesses of the previous research.

According to Yang (2009), when a product has a well known brand name, it can win consumers' preferences and increase their purchase intention. So companies should build a brand and promote its brand awareness through sales promotion, advertising, and

other marketing activities. However, when brand awareness is high, its brand loyalty will also increase. Consumers will produce brand loyalty because of good product quality and increase their repurchase behavior.

Shehzad (2012) concluded that, Brand Image and its reputation, Performance, Product quality, preferably promotional discount plays a significant role in influencing consumer's decision-making and emphasis to buy products. All these factors showed positive relationships with consumer buying behavior. So it showed that apart from brand image there are other factors that influence consumer to buy a product.

Rahman (2012) found that consumer's perception is widely varied with the service quality, brand image and customer's satisfaction.

Keller (1993) said that the study finds that brand identity and brand recall are positively related to purchase intention. It signifies that consumers will buy a familiar and well know production, so in other words, the higher the brand awareness, the higher the purchase intention. In addition, the study reveals that action loyalty and affective loyalty are positively related to purchase intention.

Malhotra *et al.*, (1999) also underlines the need for linking brand image strategies to market performance of the brand, like sales or market share.

Macdonald & Sharp (2003) suggests that managers should focus in investing in the concept of brand awareness by monitoring and maintaining brand awareness to the customers.

They also had difficulty in measuring brand awareness and knowing the depth of brand awareness, that is, the level of accessibility or "salience" of the brand in the consumer's mind, which is of most interest to mature markets. And hence suggests for more extensive research in this area so that greater sensitivity in measures of brand awareness can be developed.

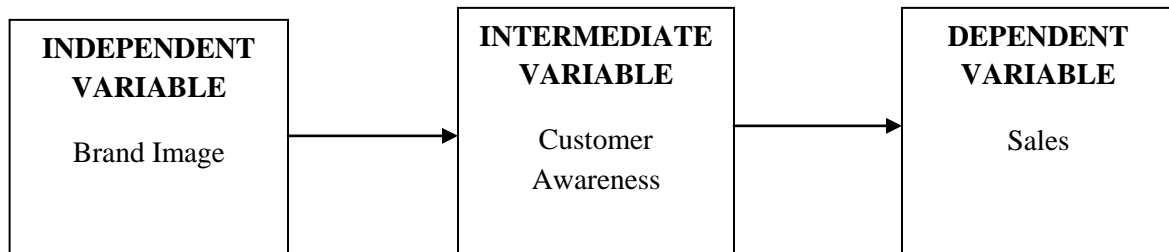
Ataman (2003) proved that investment in brand image and in the attributes of brand image provides a positive sales benefit. And this benefit can be quantified (within the expected limitations of all consumer research) providing additional ammunition in the argument that investing in brands is, for consumer goods businesses at least, the best way to deliver long term profitability and real increases in business and shareholder value.

They also noted that researching link between sales and brand image will prove difficult given the need for a degree of confidence in consumer responses to any research questions. Therefore, experimental approaches are needed to build a model that can be tested in a real consumer environment.

2.9 Conceptual Framework

According to Fisher (2010), creating a conceptual framework is simplifying the research task. The conceptual framework helps the researchers to provide structure and logic to the thesis. The topic “Impact of Brand Image on Sales and Customer Awareness” is seen to have one independent variable- brand image, one intermediate variable that is customer awareness and one dependent variable which is sales.

Figure 2.2: Conceptual framework of the proposed study



Source: Researcher, 2015

2.9.1 Brand Image

Brand image is what people believe is true about a brand; their feelings, expectations or thoughts, for instance. “Brand image is defined as a set of perceptions about a brand as reflected by the brand associations held in consumers’ memory” (Keller, 1993, P.3). When you position your product well in the minds of your customers, then they will be aware and will always choose your product first before other products. Keller (1993) said that the study finds that brand identity and brand recall are positively related to purchase intention. It signifies that consumers will buy a familiar and well know production, so in other words, the higher the brand awareness, the higher the purchase intention.

2.9.2 Customer Awareness

Customer awareness is the understanding and knowledge that a buyer should have of his rights as a customer. A customer needs to be aware of many things like quality or brand before purchasing a product. When a customer is aware of a products brand that means, the customer has the ability to identify the brand, link the brand to the brand name, logo or symbol. Here customer awareness is seen to act as an intermediate variable. In order for sales transaction to occur then a customer should first be made aware of that product.

2.9.3 Sales

A sale is the exchange of a commodity for money or service in return for money or the action of selling something. It is a contract involving transfer of the possession and ownership (title) of a good or property, or the entitlement to a service, in exchange for money or value.

For a transaction to be known as a sales transactions, there are essential elements that must be present that includes;

- Competence of both the buyer and seller to enter into a contract,
- Mutual agreement on the terms of exchange,
- A thing capable of being transferred, and
- A consideration in money (or its equivalent) paid or promised.

Benefits of selling activities

There are various benefits that arise as a result from selling, these are;

i) Benefits to the society:

The basics for national development are economic growth and maximum employment. The achievement of both these goals means jobs and incomes for a nation's labour force. The number of people, who need jobs, continues to expand, and also some jobs are being eliminated, because of the introduction of computers and abolition of obsolete technology. If jobs are to be made available for all those, who want and expect them, the economy must continuously expand its production of goods and services, which can only be done by adopting sound government-policies and efficient use of people. Equally important here is the fact, that an economy needs individuals, to sell what is produced. Through their persistent efforts to create and stimulate demand, salespeople could be said to be the life and blood of a productive economic-system. The large

number of workers, in factories, and offices, would not be needed, if someone were not selling their products, according to Dr. Kundu, S. S

ii) Benefits to the firm:

A firm that tends to offer its product for sale expects to get profit as an outcome. This occurs when revenue exceeds its costs. So a company offers its products and services for the aim of making profit as a return.

iii) Benefits to the consumers:

A consumer is assured to get products and services of his/ her choice through selling activities, this means that without selling then products will not be available to satisfy peoples' needs.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

According to Kothari (2003), research methodology refers to the method used by researcher for conducting practical research. Among several research philosophies such as positivism, interpretive and realism, the philosophy of realism is used in the research study, due to the assessment done on the customer perception with respect to the research scenario, which has the ability to interpret the situation by considering the subjective and the objective nature of the research phenomenon. Through the subjective and objective interpretations, the qualitative as well as the quantitative aspects has been verified.

3.2 Area of Study

The study was conducted at Vodacom shop, Arusha Branch. The area is selected because it is easily reached and familiar to the researcher. The area is also selected because it has been less studied and documented with regards to brands impact on sales performance projections.

3.3 Research Design

Research design is a conceptual structure within which research is conducted, it constitute the blueprint for collections measurements and analysis of data (Kothari 2004). In undertaking this study, case study designs were adopted because it is less expensive and helps to get in-depth insight of the unit under investigation. Moreover, the researcher decided to use this design since the study were conducted in a single organization and again case study is flexible in terms of data collection, methods and analysis.

3.4 Population of the Study

Martella *et al*, (1999) defined population as a group of potential participants, objects, or events to whom or to which researchers want to generalize the results of a study derived from a sample drawn from the population. In this research we target sales persons at Vodashops Arusha, brand managers, Vodacom customers, accountants and financial staff as well as advertising experts.

3.5 Sample and Sampling Techniques

3.5.1 Sample Size

A sample is the representative of the population being studied (Creswell, 1998). The sample components of the study are restricted by some factors that appear to rank from time, financial constraints, and information that is demanded for the purpose of this study. The sample size of this study includes 100 respondents comprising of 25 sales persons from Vodashops in Arusha, 15 brand managers, 10 advertiser experts from Vodacom, 30 Vodacom customers, 15 Vodacom financial staff and 5 accountants. The selections was done on a random basis, to make a fair representation of the whole customers and employee population of the business. But after data collection the sample size was 100 respondents but the numbers from each category changed, that is from finance department only 4 respondents were available instead of 20, from sales department 24 respondents instead of 25, from advertising 8 respondents instead of 10. Also from brand department there was no any respondents this is because brand department is only in Dar-es-Salaam, the headquarters here in Tanzania, and also 4 employees from other departments apart from the four above. Thus in total of 40 employees as my respondents instead of 70 as planned before. This is because the headquarters of Vodacom (Dar-es-Salaam) gave order to the zonal manager that I should collect as minimum data as possible and also they said they were at the end of their financial year and they had lots to do and their employees could not have time to respond to the questionnaires, so instead they filled only 40 questionnaires in three Voda

shops at Uhuru road, Usa River and Sokoine road plus one Arusha head office at Summit centre.

In the side of the customers estimated number was 30 customers as the number of respondents but instead had to increase their number into 60 so that total respondents could reach 100.

Table below shows composition of anticipated respondents.

Table 3.1: Composition of the Sample Size

Department respondents	Estimated Number	Actual Number
Finance Department (Financial staff and accountants)	20	4
Sales department(sales managers, sales staff)	25	24
Brand department(Brand managers)	15	0
Advertising department	10	8
Others		4
Vodacom customers	30	60
Grand Total	100	100

Source: Designed & compiled by the researcher.2015

3.5.2 Sampling Techniques

Sampling is the act of drawing a sample from a population (Kothari, 2008). In this study, the researcher used two sampling techniques: purposive sampling, and stratified random sampling. Sales persons at Vodashops Arusha, brand managers, accountants and financial staff as well as advertising experts are selected through stratified random selection. The researcher employs purposive random sampling technique to obtain Vodacom customers.

Sampling techniques: Advantages and Disadvantages

Below is a table that shows the sample techniques used in data collection together with their advantages and disadvantages of each method.

Table 3.2: Sampling techniques

Technique	Descriptions	Advantages	Disadvantages
Simple random	Random sample from whole population	Highly representative if all subjects participate; the ideal	Not possible without complete list of population members; potentially uneconomical to achieve; can be disruptive to isolate members from a group; time-scale may be too long, data/sample could change
Stratified random	Random sample from identifiable groups (strata), subgroups, etc.	Can ensure that specific groups are represented, even proportionally, in the sample(s) (e.g., by gender), by selecting individuals from strata list	More complex, requires greater effort than simple random; strata must be carefully defined
Cluster	Random samples of successive clusters of subjects (e.g., by institution) until small groups are chosen as units	Possible to select randomly when no single list of population members exists, but local lists do; data collected on groups may avoid introduction of confounding by isolating members	Clusters in a level must be equivalent and some natural ones are not for essential characteristics (e.g., geographic: numbers equal, but unemployment rates differ)
Stage	Combination of cluster (randomly selecting clusters) and random or stratified random	Can make up probability sample by random at stages and within groups; possible to select random sample	Complex, combines limitations of cluster and stratified random sampling

	sampling of individuals	when population lists are very localized	
Purposive	Hand-pick subjects on the basis of specific characteristics	Ensures balance of group sizes when multiple groups are to be selected	Samples are not easily defensible as being representative of populations due to potential subjectivity of researcher
Quota	Select individuals as they come to fill a quota by characteristics proportional to populations	Ensures selection of adequate numbers of subjects with appropriate characteristics	Not possible to prove that the sample is representative of designated population
Snowball	Subjects with desired traits or characteristics give names of further appropriate subjects	Possible to include members of groups where no lists or identifiable clusters even exist (e.g., drug abusers, criminals)	No way of knowing whether the sample is representative of the population
Volunteer, accidental, convenience	Either asking for volunteers, or the consequence of not all those selected finally participating, or a set of subjects who just happen to be available	Inexpensive way of ensuring sufficient numbers of a study	Can be highly unrepresentative

Source: Researcher 2015

3.6 Data Collection Methods

3.6.1 Primary Data

According to the ideas of Gill and Johnson (2010), the data should be selected from the selected sample, in a very transparent manner, to prove the validity and the reliability of the research study. Much emphasis was placed on the collection of accurate and reliable data so as to be able to come up with objective evaluations and to make informed conclusions and judgments. The basic instruments which were employed in collecting primary data include questionnaire and observation.

3.6.1.1 Questionnaire

Questionnaire is among the tools used to collect data but mostly primary data or also known as raw data. It is used to obtain data that is collected for the first from the sources. In the questionnaire there are two types of questions, open ended questions and closed ended questions. The questionnaires are of different types; for the employees, managers and also for the customers.

Simple random sampling is used to obtain the required number of respondents because this method ensures that there is an equal chance to all the customers to be selected. The sample size is targeted to cover 100 respondents which is divided as follows; 20 employees from Finance Department, 25 employees from Sales department, 15 from Brand department, 10 employees from Advertising department and 30 Vodacom customers.

3.6.1.2 Observations

The researchers also participated in some of the day to day activities of Vodacom, working with employees as part of the data collection process. Through observation the researcher has an opportunity to obtain information as observed, listened or experienced. Researcher was able to observe the whole process of daily activities at Vodacom and knowing the main customers of the Vodacom based on sex. Again, the researcher

encounters a lot of complaints from customers concerning the accessibility of the Vodacom services like M-Pesa, and renewing sim cards.

3.6.2 Secondary Data

Secondary data was the data from existing empirical studies and reports that were collected by other people in a certain field of study for an intended purpose. The data was obtained from various organization records such as published market reports, research articles, and annual reports is used within the research study. Secondary data can be obtained through documentary review.

3.6.2.1 Documentary

This is the method that is also known as secondary data collection method, whereby the researcher passes through various organizations' documents to know its past records. Secondary data consists of information that has been collected for another purpose and already exists somewhere (Kotler, Armstrong, 2009). Documentary reviews are used so as to enable the researcher to analyze the trend of Vodacom from the past years compared to the current year. The analysis is from 2010 to 2014 a total of four years to collect data on sales trend of the company.

3.7 Data Reliability and Validity issues

3.7.1 Reliability

This is the extent to which an experiment, a test or any measuring procedure gives the same results on repeated trials (Kothari, 2004). The researcher used the test and retests the procedure in which the pilot questionnaire was compared with the field questionnaire and observed to suit the intended objective of study.

3.7.2 Validity

Validity shows the degree of which an instrument measured what it is supposed to be measured (Kothari 2004). The researcher based on the facts obtained in literature

review in which data analysis relied on. Generally researcher makes sure the researched data are valid and reliable.

This was achieved by constructing questionnaires that were appropriate with the research problem, drawing a representative sample, secondary data once used must be analyzed its source, content, time collected and its applicability on the particular research problem.

3.8 Data Analysis Methods

3.8.1 Quantitative Method

Referring to King (1994), quantitative methods use statistics and numbers in research and they are based on numerical measurements of certain features of phenomena. They intend to find a general description of phenomena or they test causal hypotheses. Quantitative technique was used to answer the research question by using SPSS statistical package is utilized within the research study, by applying several statistical measurements. Then this data was tabulated in graphs, percentage in order to ensure there are consistency, uniformity and accuracy so as to meet the objective of the study

3.8.2 Qualitative Method

Qualitative research method requires collection and use of variance of empirical data, such as case study, interview and observational; that define habitual and problematic moments and meanings' in people's lives. (Denzin, 1994). Qualitative techniques were involved logical statement to analyze the data to be collected on interview, questionnaires and documentation during the study. In this research study theoretical framework, developed through the assessment of the literature review is used as the guiding tool of the qualitative analysis. Under this analysis the deep investigations is done on the data to take the real activations of the aspects.

3.9 Data Presentation Method

In this study data is collected from the primary and secondary data sources and is presented in a clear and understandable manner to fairly support the final output of the research study.

However the data to be collected through the questionnaire is presented with the graphs and tables of SPSS package, together with the use of several MS Excel tools such as pie charts, bar charts etc. On the other hand the secondary data is presented through several flow charts and hierarchies, which emphasizes the relationship exists among each concept in the study.

3.10 Consideration of Research Ethics

Specifically in this research study, the internal function about the commitment towards the development of the brand name has to be assessed, in the customer point as well as in the employee's point of view. Therefore the internal strategies of the business can be expressed to the public, which violate the confidentiality of the firm's uniqueness. Therefore, though several data were used in the research, in the presentation those details were handled with care to ethically protect the secrecy and the confidentiality of the company details. On the other hand, in the use of the secondary data sources and literatures within the research study, the publication rights of those sources are confirmed, to ethically prove their right on the data to be presented.

CHAPTER FOUR

PRESENTATION OF THE RESEARCH FINDINGS, DATA ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter deals with presentation of all the findings and analysis from qualitative and quantitative form that aimed at answering the research questions in order to come up with precise information reflecting the proposed study and to arrive at the reliable conclusion and recommendations. Researcher presents the finding and carries out analysis of the findings from different methods used by the researcher and also to explore ways in which data and results can be presented effectively within the report. The findings were obtained through reviewing documents, researcher observation, questionnaires distributed to respondents and some ideas from the Vodacom staffs.

4.2 Nature of Vodacom Customers

To know the nature and the categories of Vodacom customers the researcher examined a number of respondents in the study area and analysis on sex and education level of the customers were done. And below were the findings;

4.2.1 Gender

The researcher did analysis to know the composition on men and women who were the respondents as customers. The study finding shows that, men are the major customers making up 58.3% of all the Vodacom customers while women accounted only 41.7% of the customers. Their frequency was for the male were 35 and for the female were 25 of them making a total of 60 respondents. This shows that most of the Vodacom customers are mostly male.

Table 4.1: Customers interviewed (by gender)

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	35	58.3	58.3	58.3
Female	25	41.7	41.7	100.0
Total	60	100.0	100.0	

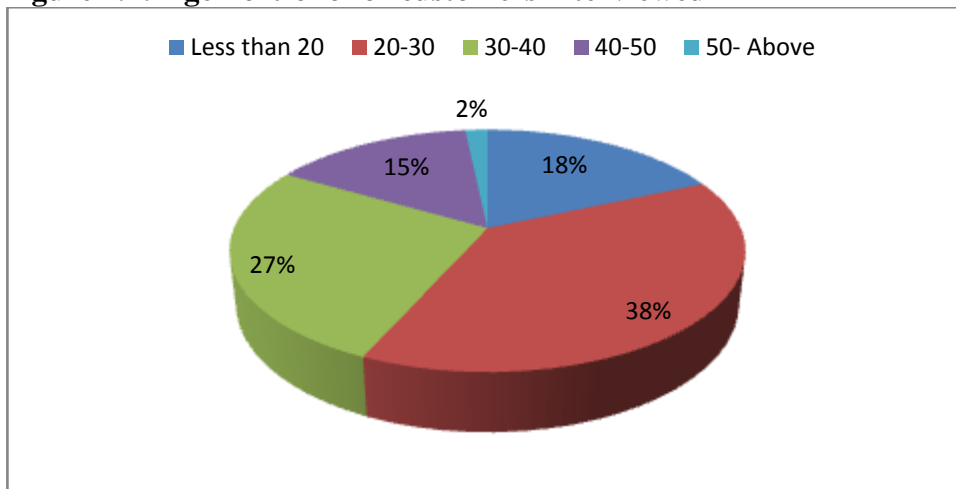
Source: Researcher, 2015

4.2.2 Customers Age

The researcher also considered age so as to know the nature of customers that Vodacom had. As shown in Table 4.2, majority of respondent that were found in Vodacom shops and head office in Arusha had the age ranging between 20-30 years were 23 making (38.3%), followed by the group ranging between 30-40 years were 16 making up (26.7%), less than 20 years were 11 making (18.3%) followed by those with the age range of 40-50 who were 9 and having a (15%), lastly was 50 and above years who was only 1 making (1.7%).

The overall view on age of customers from Vodacom shows that most of Vodacom Arusha branch customers are of young age, mostly the working class and students from universities. These are the people with frequent consumption of telecommunication services either the internet, phone calls or massaging due to their daily activities .

Figure 4.1: Age Portfolio for customers interviewed



Source: Researcher, 2015

4.2.3 Education Level of Customer

From the table below, the analysis done on SPSS shows that, 27 of Vodacom customers had highest education level of University that was equal to 45%, 26 of them were secondary graduates making 43.3%, followed by 6 customers whose level of education was primary making 10% and only 1 customer education level was none making 1.7%. From these data, it shows that Vodacom customers are people who are educated and thus are able to understand and make useful decisions.

Table 4.2: Customers Interviewed (by Education Level)

Highest education level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	6	10.0	10.0	10.0
Secondary	26	43.3	43.3	53.3
University	27	45.0	45.0	98.3
None	1	1.7	1.7	100.0
Total	60	100.0	100.0	

Source: Researcher, 2015

4.3 Nature of Vodacom Staff

Also the researcher aimed at knowing the demographics within Vodacom staff who responded to the questionnaires.

4.3.1 Staff Interviewed (by Age)

The researcher aimed at knowing the composition of the age of Vodacom staff at Arusha branch. The total number of employees who were interviewed was 40 and from the SPSS output the data showed that, 18 employees were in the age group of 30-40 years making 45% of the total composition, then followed a group of 20-30 years which had 13 employees and this making 32.5%, the third group was 40-50 years which had 8 employees which was equal to 20% and lastly 1 employee fell under the group ranging 50- above years and hence equivalent to 2.5%.

Table 4.3: Staff Interviewed (by Age)

age in group				
	Frequency	Percent	Valid Percent	Cumulative Percent
20-30	13	32.5	32.5	32.5
30-40	18	45.0	45.0	77.5
40-50	8	20.0	20.0	97.5
50-Above	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Source: Researcher, 2015

4.3.2 Working Experience of Vodacom- Arusha staff

The aim of the researcher was to get a glimpse of the distribution of working experiences among the staff of Vodacom Arusha branch. So as to know the quality of the responses that was given. From the table below, it shows that many respondents come from the group of 1-5 years working experience that is 21 employees equivalent to 52.5%, and then followed by 6-10 years group of working experience that accounted for

16 employees that is equal to 40%. The last group of 11-15 years of working experience had the lowest frequency of 3 employees that made 7.5%.

This shows that most of the employees lie in the group of 1-5 years working experience, this means that 21 employees are new to the company, they have been at Vodacom not more than 5 years so even their responses will not be very relevant. With the group of 6-10 years, their responses were relevant because they have been working for Vodacom for some years now.

Table 4.4: Staff Interviewed (by Work Experience in years)

work experience in years				
	Frequency	Percent	Valid Percent	Cumulative Percent
1-5	21	52.5	52.5	52.5
6-10	16	40.0	40.0	92.5
11-15	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Source: Researcher, 2015

4.3.3 Staff Interviewed (by Education level)

From the table below, the analysis made on the education level of the employees shows that; 1 person had the highest education level of Primary school making up 2.5% of the total, with secondary school education level were 7 employees that was equal to 17.5%, 32 of the employees interviewed had the highest education level of University making up 80%. And this shows that Vodacom is comprised of well educated workforce team that work hard to provide best services to their customers.

Table 4.5: Staff Interviewed (by Education level)

highest education level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	1	2.5	2.5	2.5
Secondary	7	17.5	17.5	20.0
University	32	80.0	80.0	100.0
Total	40	100.0	100.0	

Source: Researcher, 2015

4.4 Brand

4.4.1 Department responsible for branding

Employees at Vodacom who were interviewed on whether there was a particular department responsible for branding activities were 40. They all said Yes that there was a particular department that was responsible for branding.

38 of all the employees mentioned Sales and Marketing as the branding department that was equal to 95% and 2 of them said there was no any department responsible for branding, equivalent to 5%. So it can be concluded that the department that is responsible for branding is Sales and Marketing department.

Table 4.6: Department responsible for branding

	Frequency	Percent
Sales and Marketing	38	95.0
Finance	0	0
Advertising	0	0
None	2	5
Total	40	100

Source: Researcher, 2015

4.4.2 Frequency of improving brand

The employees were also asked on the frequency on how regularly they tend to improve their brand and 2 (5%) of the employees said they improve their brands weekly, 3 (7.5%) of the employees said they improve yearly and 35 of the employees that is equivalent to 87.5% said they improve their branding monthly that is on quarter basis, on every quarter of each year they improve their brand.

Table 4.7: Shows frequency of improving brand

		frequency of improving brand			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	2	5.0	5.0	5.0
	Monthly	35	87.5	87.5	92.5
	Yearly	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

Source: Researcher, 2015

4.4.3 Switch to other brand for better quality products

Customers were interviewed on whether they shifted from one brand to the other, if other brands provided better quality products. Of all 60 customers, 21 (42.9%) said Yes that they would shift to other brands if they offered better quality products, unlike 39 of the customers that was equal to 57.1% said that they would not shift to other brands even if they provided better quality products. This showed that Vodacom has customers who are loyal to the brand.

Table 4.8: Shows customers switching to other brands due to quality of the product

	Frequency	Percent
Yes	21	42.9
No	39	57.1
Total	60	100

Source: Researcher, 2015

4.5 Key Issues in Relation to Brand Image within Vodacom that are impacting Sales and Customer Awareness

There are key issues (factors) that impacts sales and customer awareness in relation to brand image. These factors are divided into several groups that includes; Economic factors, Social factors, Environmental factors and Legal factors.

4.5.1 Economic factors

These are factors that help to determine the competitiveness of the environment in which the firm operates. The economic factor has been divided into the following parts:

i) Contributing to the country

Vodacom Tanzania contributes to the country by paying taxes. It is among the leading organizations in Tanzania that pay high rate of taxes of about Tshs. 47.1 billion in cooperate taxes to the national economy making it the one of the largest profit making organization in Tanzania contrary to earlier reports that the mining industry was best performing in the economy and the company now listed as one of the leading profitable cooperation came second after Tanzanian Breweries which posted a greater margin in the cooperate tax arrears to the nation¹.

Apart from paying taxes, Vodacom also invest in the country by contributing in different development activities like investing over Tshs. 150 billion collected in last financial year to fund and improve services in 2G and 3G internet and mobile transfer services in the country especially in the rural areas.

¹ <http://eastafricadaily.com/2015/02/18/tanzanias-vodacom-ranks-higher-in-profit-tax-contribution/>

ii) Investing in people

Vodacom Tanzania has employed many Tanzanians, estimated to be more than 500 Tanzanians thus reducing the unemployment rate. Vodacom also use annual people survey to track how engaged, managed and included their employees feel and also they develop them so as to meet the requirements for their business. They offer competitive salaries to their employees, offer them long-term incentives and contribute to their pensions and medical aid schemes.

So through this the employees feel engaged and become committed to work harder and ensure greater performance of their organization to the market and hence this means increased sales of the product because the employees are determined to see successful performance.

4.5.2 Social factors

Vodacom builds its brand image socially engaging in the community, playing the part of Corporate Social Responsibility (CSR), helping the society that surround it in many different ways. For example, Vodacom Tanzania has engaged in Tanzanian Premium League Soccer by sponsoring and offering playing equipments like shoes, balls and clothing labeled in their brand name thus strategically publicizing their company. They also engage in beauty sector by sponsoring Miss Tanzania Beauty Pageant in each year and support education sector especially in the poorest community in our country.

They also launch non-tradition services such as financial services in the community; for example M-Pesa. Given the high levels of financial exclusion and limited financial infrastructure in our markets, financial services are becoming a key revenue driver for us. M-Pesa, our mobile money transfer service, is growing strongly in our International operations, especially in Tanzania where the number of transactions continues to increase.

i) Development of business reputation

Vodacom Tanzania mainly aims at building a very nice reputation in the eyes of their customers and government at large that is why they engage in social activities within the community. So if an organization involves itself in the community, the people will be aware of that organization as a better one because it cares for the people's well being. And hence due to publicizing itself the company will get more customers and hence increased number of sales.

ii) Corporation seeks to win Political favors:

Many organizations tend to engage in social responsibilities with many intentions among of the intentions being to gain political favors. Vodacom Tanzania for the sake of winning political favors for their business undertaking they prefer to help disaster stricken areas such as flood and hunger hits constituencies and where school mostly primary school teaching and learning aids are insufficient, therefore, just to ease the problem would facilitate either some desks or text books depending on the learning institutes need sought for.

4.5.3 Environmental factors

Vodacom aims to a goal of transforming societies and enabling sustainable living for all, they balance business performance and activities with responsible behavior, especially in protecting the environment and the health and safety of employees and contractors. They are committed to minimizing environmental impact and contributing to protecting the environment by working with stakeholders, such as customers and suppliers to reduce carbon dioxide emission.

4.5.4 Legal Factors

Tanzania government has set some laws and that govern telecommunication industry. It has also formed a body to regulate and implement these laws called TCRA (Tanzania Communications Regulatory Authority). It was established by the TCRA Act No. 12 of

2003, as an independent Authority for the postal, broadcasting and electronic communications industries in the Republic of Tanzania on 1st November, 2003.

i) Regulations set by TCRA. Vodacom Tanzania faces several obstacles due to the laws and policies that TCRA has set this includes;

a) Increased rate of tariffs. TCRA tends to set price range for these telecommunication companies this in return forces these companies like Vodacom to raise their tariffs so that they can cope. And so by increasing prices this means losing customers especially those who are price sensitive.

b) Market entry. TCRA has made it easy for telecommunication companies to start their businesses in Tanzania. After the introduction of the new Converged Licensing Framework, by May 2006, many telecommunication companies have started their business in Tanzania like: Vodacom, Airtel, Tigo, Zantel, TTCL, Sasatel, SMART, Satafrix, Radiowave Communications, and Image professionals. This makes Vodacom to be faced with strong competition and also threat of losing customers to other companies and leading to decline in sales.

4.6 Awareness on the Impact of Branding on Sales Performance

This question was asked to both employees and customers so as to know their understanding on the research subject matter. The question was responded by 60 customers and 40 employees as follows: -

a) Employees

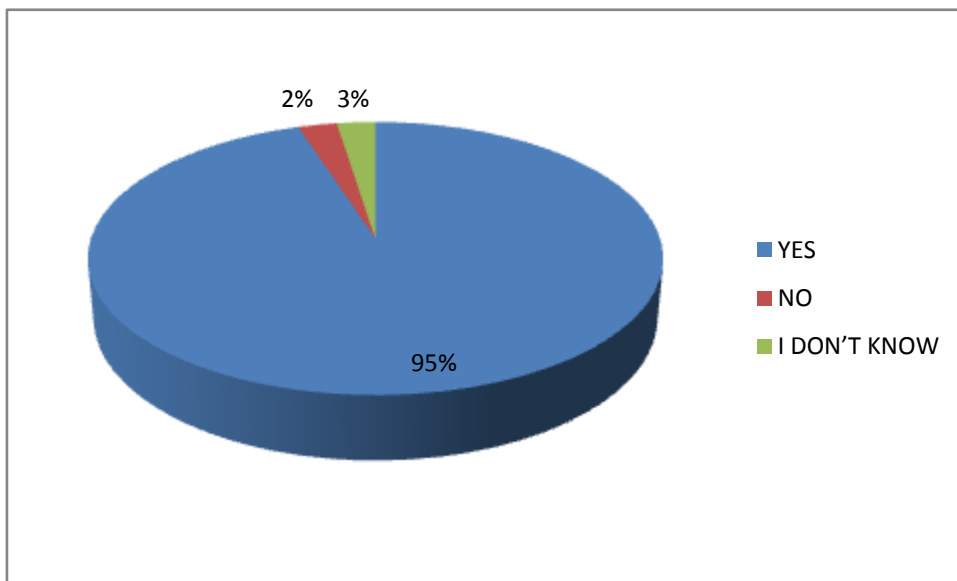
Employees who were interviewed at Vodacom Arusha brand about their awareness if branding affected sales performance. The questionnaires were analyzed and from the pie chart above it shows that 38 of the employees interviewed said Yes that branding affected sales performance that was equivalent to 95%, 1 employee that was equal to 2.5% said No, that is branding did not affect sales performance at all and 1 employee

equivalent to 2.5% did not know if branding did really affect sales performance or did not.

This shows that almost all the employees are aware of what is going on at their work place because 95% of the interviewed employees agreed that branding did really affect sales performance.

Below is a pie chart that shows the distribution of response from employees regarding awareness if branding did affect sales performance.

Figure 4.2: shows employees response to the awareness of branding affect sales on staff of Vodacom



Source: Researcher, 2015

b) Customers

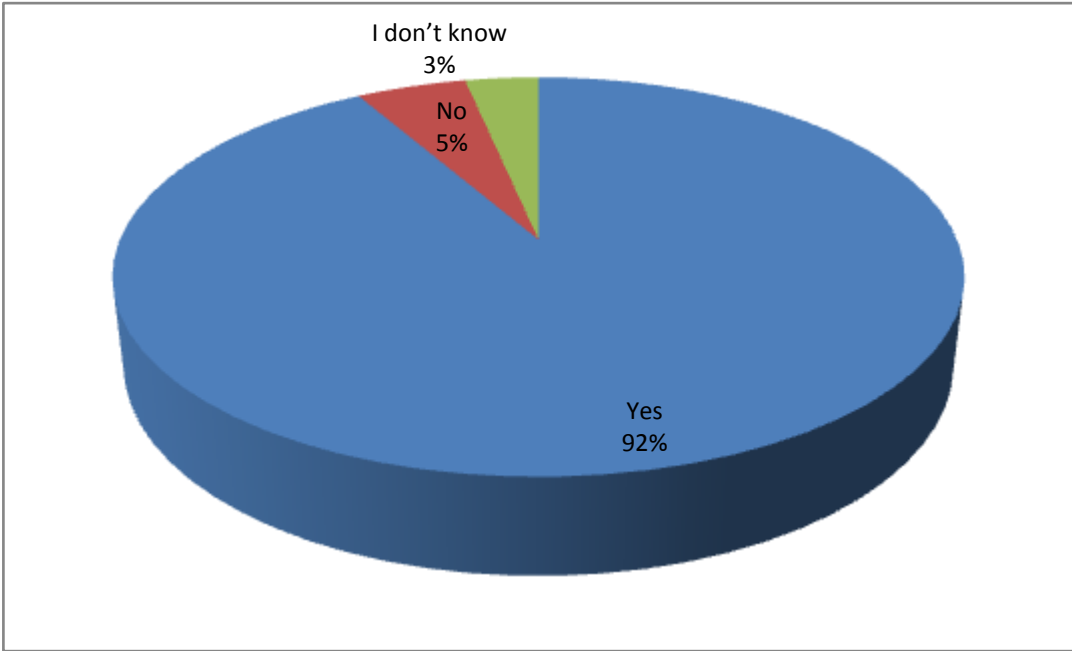
Customers who were interviewed at Vodacom Arusha branch about their awareness if branding affected sales performance. The questionnaires were analyzed and from the pie chart above it shows that 55 of the employees interviewed said Yes that branding affected sales performance that was equivalent to 91.7%, 3 employees that was equal to 5% said No, that is branding did not affect sales performance at all and 2 employee

equivalent to 3.3% did not know if branding did really affect sales performance or did not.

This shows that almost all the customers were aware that branding affected sales by 91.7%, this gives us a stable conclusion that showed that customers also knew that branding did affect sales.

Below is a pie chart that shows the distribution of response from employees regarding awareness if branding did affect sales performance.

Figure 4.3: shows customer response to awareness of branding affect sales on staff of Vodacom



Source: Researcher, 2015

4.7 Relationship between Brand Image, Sales and Customer Awareness

4.7.1 Correlation Analysis

Correlation analysis is used to describe the strength and direction of the linear relationship between two variables

i) Relationship between Brand Image and Sales

The relationship between brand and sales was investigated using Pearson correlation coefficient.

Preliminary analyses were performed to ensure no violation of the assumptions of normality, and linearity

The results indicate that in a sample of 40 respondents, there is insignificant weak positive relationship between brand of the company and sales, $r = 0.06$, $p = 0.73$.

ii) Relationship between Brand Image and Customer Awareness

The relationship between brand and customer awareness was investigated using Pearson correlation coefficient.

Preliminary analyses were performed to ensure no violation of the assumptions of normality, and linearity

The results indicate that in a sample of 40 respondents, there is insignificant weak positive relationship between brand of the company and customer awareness,

$$r = 0.08, p = 0.65.$$

iii) Relationship between Sales and Customer Awareness

The relationship between sales and customer awareness was investigated using Pearson correlation coefficient.

Preliminary analyses were performed to ensure no violation of the assumptions of normality, and linearity

The results indicate that in a sample of 40 respondents, there is a very insignificant weak positive relationship between brand of the company and customer awareness,

$$r = 0.01, p = 0.96.$$

Table 4.9: Correlation analysis between brand, sales and customer awareness

		Correlations		
		Brand	Sales	Customer Awareness
Brand	Pearson Correlation	1	.056	.075
	Sig. (2-tailed)		.731	.645
	N	40	40	40
Sales	Pearson Correlation	.056	1	.009
	Sig. (2-tailed)	.731		.958
	N	40	40	40
Customer awareness	Pearson Correlation	.075	.009	1
	Sig. (2-tailed)	.645	.958	
	N	40	40	40

Source: Researcher, 2015

4.7.2 Partial Correlation Analysis

Partial correlation is similar to Pearson product-moment correlation except that it allows you to control for an additional variable. This is usually a variable that you suspect might be influencing your two variables of interest.

i) Relationship between Brand Image and Sales

Interpretation of output

1. In the top half of the table is the normal Pearson product-moment correlation matrix between brand image and sales, not controlling for customer awareness. In this case the correlation is 0.259
2. In the bottom half of the table after controlling the effects of control variable that is customer awareness, the new partial correlation was 0.265

From the two correlations obtained after controlling and before controlling for the additional variable that is promotion, we see that correlation after controlling the effect of customer awareness has increased to 0.265 while before controlling the effect of the control variable (customer awareness) the correlation was 0.259. This means that the strength of correlation after being controlled increased by 6.

Summary

Partial correlation was used to explore the relationship between brand image and sales while controlling for the influence of customer awareness. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There was a small, positive, partial correlation between brand image and sales [$r = 0.265$, $n=37$, $p = 0.103$], with no statistical significance relationship between brand image and sales ($p= 0.103$). An inspection of the zero order correlation ($r = 0.259$) suggested that controlling for customer awareness had little effect on the strength of the relationship between these two variables.

Table 4.10: Partial correlation between Brand Image and sales

Correlations

Control Variables			Brand	Sales	Promotion
-none ^a	Brand	Correlation	1.000	.259	-.066
		Significance (2-tailed)	.	.107	.687
		Df	0	38	38
	Sales	Correlation	.259	1.000	.072
		Significance (2-tailed)	.107	.	.659
		Df	38	0	38
	Customer awareness	Correlation	-.066	.072	1.000
		Significance (2-tailed)	.687	.659	.
		Df	38	38	0
Customer awareness	Brand	Correlation	1.000	.265	
		Significance (2-tailed)	.	.103	
		Df	0	37	
	Sales	Correlation	.265	1.000	
		Significance (2-tailed)	.103	.	
		Df	37	0	

a. Cells contain zero-order (Pearson) correlations.

Source: Researcher, 2015

4.8 Discussion

This study finds that brand image is positively related to sales. It also shows that customer awareness has no significant effect on brand image and customer sales. This means that a customer will be interested in a product that he or she is familiar with and that is well known. That is, the higher the brand image, the higher is the customer awareness leading to high sales of products. The results are the same as findings from (Jacoby & Olson, 1997; Macdonald & Sharp, 2000) whereby a consumer will buy a familiar and well known product. Also, findings from similar researches show that investment in brand image and in the attributes of brand image provides a positive sales benefit. And this benefit can be quantified (within the expected limitations of all

consumer research) providing additional ammunition in the argument that investing in brands is, for consumer goods businesses at least, the best way to deliver long-term profitability and real increases in business and shareholder value, (Ataman & Aelengin, 2003).

The study suggests that telecommunication companies should pay much attention to the influence of brand image and promotion of a product on sales and customer awareness. When a product has a well established brand image then it can win consumers awareness towards that product, this will increase their purchase intentions and hence sales will be increased. Hsieh (2004), a successful brand image makes it possible for consumers to determine the needs that the brand fulfills as well as differentiate the brand from the competitors. Successful brand image also helps to increase the likelihood that the consumers will consequently buy the products or services of the company.

A successful brand image can also make a company gain a good position in the market, sustainable competitive advantage and increase market share and performance. When a company decides to invest in its brand image and building it to customers' likings then it will put your company in a good market position and increase market share because the customers will frequently purchase your products.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The aim of this chapter is for the researcher to summarize the findings and arrive to a conclusion and give recommendations.

5.2 Summary

The study on the impact of brand image on sales and customer awareness: case study of Vodacom, Arusha branch intended to study the relationship that existed between brand image, sales performance and customer awareness. The study had five main objectives which included;

- i) To determine the level of staff and customer awareness on the impact of branding on sales performance at Vodacom Tanzania
- ii) To identify key issues in relation to brand image within Vodacom that is impacting sales and customer awareness.
- iii) To analyze the relationship between brand image and sales of the Vodacom, Tanzania
- iv) To analyze the relationship between brand image and customer awareness at Vodacom, Tanzania
- v) To introduce suitable recommendations to improve the sales and customer awareness in Tanzania by enhancing brand image of the Vodacom.

The study used research design of case study at Vodacom Arusha branch. The required data was obtained after distributing questionnaires to 100 respondents, 40 of them being Vodacom employees and it included 24 employees from Sales department, 4 employees from Finance department, 8 employees were from advertising department and the other

4 employees belonged to other departments which was not in the sample frame of departments, and lastly, the remaining 60 were customers. The sample was chosen by using purposive and simple random technique.

The data collected then was processed and analyzed by using SPSS and Microsoft Excel. The conclusions emerged out of the study were presented here under.

5.3 Conclusions

In view of the findings above, it can be observed that:

- i) From the question that was asked to both the employees and the customer on the awareness if branding affected sales performance, it was found that; Employees' perspective showed that 95% (38) of the employees agreed on the fact that it was true that brand affected sales performance. Also 55 of the customers (91.7%) also said Yes to the question that brand affected sales performance. This shows that brand image affects sales performance.
- ii) The key issues in relation to brand image within Vodacom that is impacting sales and customer awareness were found to be divided into four factors; Legal factors, Economic factors, Social and Environmental factors.
- iii) Brand image has a small positive relationship towards sales. The intermediate variable customer awareness is seen to have no significant relationship between sales and customer awareness. This means that, customer awareness has small effect on brand image and sales.
- iv) It is also seen that Vodacom customers are mostly male by 58.3% where by the females hold 41.7%. Customers whose age range from 20-30 years are seen to be the major customers making 38.3%, followed by 30-40 years making up 26.7%, less than 20 years were 18.3 followed by those with the age range of 40-50 who were 15%

and lastly was 50 and above years 1.7%. This shows that Vodacom customers are mostly male with age range of 20-40 years.

5.4 Recommendations

Based on the findings, analysis, discussions and conclusions of the study, the following recommendations are put forward for the purposes of enabling Vodacom to increase sales hence generate more income:

- i) Increase number of Vodashops. There are few Vodashops compared to the number of customers who require services, so in turn customers spend most of their time lined up waiting to get service.
- ii) Increase Vodacom network towers especially in the rural areas so as to improve the communication network. Most of the areas especially the rural areas have problems with call reception because they live far away from the network towers which mostly are located in town areas.
- iii) Eliminate language barrier. There is a problem of language barrier especially in advertisements. Vodacom customers are both local people and foreigners also, so if the advertisements or posters along the road are set in English language then not everyone will understand but also if they are made in Swahili also there are those who will not be able to understand. So these advertisement and posters of fliers should be made in a language that will be convenient to all its customers.

5.5 Areas for further research

The study was based only on the impacts of brand image on sales and customer awareness from Vodacom, Arusha. From the study observations the researcher propose that so as to fill the gap further study has to be conducted to assess how customer services affects brand image in the minds of consumers.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE GUIDELINE

Dear respondents, I am Etedy V. Kaaya, a student at Mzumbe University carrying out a research on impacts of brand image on sales and customer awareness. I hereby kindly request you to fill in the answers to these questions as part of the fulfillment of my research for the academic award of Masters of Business Administration (MBA). The information is purely for academic purposes and will be treated with maximum consideration and confidentiality. The information is purely for academic purposes and will be treated with maximum consideration and confidentiality.

APPENDIX 2: QUESTIONNAIRES

SECTION A: MANAGER

1. Name of the organization.....
2. Physical Address: Street address..... City.....
3. Office contact number
4. Email address
5. Website
6. Name (Optional)
7. Job title
8. Department
9. Gender (Male/ Female)
10. Age
 - a) Less than 20
 - d) 20 - 30
 - c) 30 - 40 ()
 - d) 40 - 50
 - e) 50 – Above
11. Education level
 - a) Primary
 - b) Secondary
 - c) University ()
 - d) None

12. Are you aware of what it means by the term brand?

- a) Yes
- b) No ()
- c) I don't know

13. Is there a particular department that is responsible for branding? (Please answer question number 10 only if you have answered **Yes** to question number 9)

- a) Yes
- b) No ()
- c) I don't know

14. If yes, which department is responsible for branding?

.....

15. How many years has it been since your company started investing in brand?

- a) Less than one year
- b) Less than five years
- c) Less than ten years ()
- d) More than ten years

16. How often do you improve your brand?

- a) Weekly
- b) Monthly
- c) Yearly ()
- d) More than 5 years
- e) More than 10 years

17. Do you think the branding of Vodacom sends the intended message to the customers?

- a) Yes
- b) No ()
- c) I don't know

18. In a scale of 1-5, does branding sends the intended message to the customers?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral ()
- 4) Agree
- 5) Strongly agree

19. Which factor of the brand do you think attracts consumers the most?

- a) Competitive price
- b) Quality of the product ()
- c) Market reputation

20. How do you rate Vodacom brand, in a scale of 1-5 please insert the appropriate number of your likings.

- 1) Very poor
- 2) Poor
- 3) Moderate ()
- 4) Good
- 5) Very good

21. Do methods used in sales promotion attract customer's interest to purchase? In a scale of 1-5, please insert the correct answer.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral ()
- 4) Agree
- 5) Strongly agree

22. In a scale of 1-5' do you agree that sales promotion make customers aware of new products of the company?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral ()
- 4) Agree
- 5) Strongly agree

23. Does branding affect your sales performance? (Please put a tick where is appropriate)

- a) Yes
- b) No ()
- c) I don't know

24. If yes, in a scale of 1-5, how does the brand of your products affect sales? (Please put a tick where is appropriate)

- 1) Very poorly
- 2) Poorly
- 3) Moderate ()
- 4) Highly

5) Very highly

25. Do you set funds (budget) for branding activities?

a) Yes

b) No ()

c) I don't know

26. How often do you do the budgeting for brand?

a) Weekly

b) Monthly

c) Yearly ()

d) More than 5 years

e) More than 10 years

27. Is that budget set aside enough for all the activities involved in branding?

a) Yes

b) No ()

c) I don't know

28. In a scale of 1-5, do you think customers are aware of your products in the market?

1) Strongly unaware

2) Unaware

3) Neutral ()

4) Aware

5) Strongly aware

29. Do you think your customers are satisfied with the products you offer? In a scale of 1-5, please insert the correct answer.

- 1) Strongly dissatisfied
- 2) Dissatisfied
- 3) Neutral ()
- 4) Satisfied
- 5) Strongly satisfied

30. According to you what are the weakness and shortcomings of your brand?

.....
.....

31. What change(s) would you like to make in your brand?

.....
.....
.....

SECTION B: EMPLOYEE

1. Name of employee (Optional).....

2. Job title

3. Department

4. Gender (Male/ Female)

5. Age

a) Less than 20

d) 20 - 30

c) 30 - 40 ()

d) 40 - 50

e) 50 – Above

6. Education level

a) Primary

b) Secondary

c) University ()

d) None

7. How many years of working experience do you have in your current job?

.....

8. Are you aware of what it means by the term brand?

a) Yes

b) No ()

c) I don't know

9. Is there a particular department that is responsible for branding? (Please answer number 10 only if you have answered **Yes** to question number 9)

a) Yes

b) No ()

c) I don't know

10. If yes, which department is responsible for branding?

.....

11. How often do you improve your brand?

a) Weekly

b) Monthly

c) Yearly ()

d) More than 5 years

e) More than 10 years

12. Do you think the branding of Vodacom sends the intended message to the customers?

a) Yes

b) No ()

c) I don't know

13. In a scale of 1-5, does branding sends the intended message to the customers?

1) Strongly disagree

2) Disagree

3) Neutral ()

4) Agree

5) Strongly agree

14. How do you rate Vodacom brand, in a scale of 1-5 please insert the appropriate number of your likings.

1) Very poor

2) Poor

3) Moderate ()

4) Good

5) Very good

15. Does quality of your products and promotions increase sales? In a scale of 1-5, please insert the correct answer.

1) Strongly disagree

2) Disagree

3) Neutral ()

4) Agree

5) Strongly agree

16. How is the sale trend of Vodacom products for the past 4 years? In a scale of 1-5, please insert the correct answer.

1) Very poor

2) Poor

3) Moderate ()

4) Good

5) Very good

17. Does branding affect your sales performance?

a) Yes

b) No ()

c) I don't know

18. If yes, in a scale of 1-5, how does the brand of your products affect sales?

1) Very poorly

2) Poorly

3) Moderate ()

4) Highly

5) Very highly

19. In a scale of 1-5, do you think customers are aware of your products in the market?

1) Strongly unaware

2) Unaware

3) Neutral ()

4) Aware

5) Strongly aware

20. Do you think your customers are satisfied with the products you offer? In a scale of 1-5, please insert the correct answer.

1) Strongly dissatisfied

2) Dissatisfied

3) Neutral ()

4) Satisfied

5) Strongly satisfied

21. Do methods used in sales promotion attract customer's interest to purchase? In a scale of 1-5, please insert the correct answer.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral ()
- 4) Agree
- 5) Strongly agree

22. In a scale of 1-5, do you agree that sales promotion make customers aware of new products of the company?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral ()
- 4) Agree
- 5) Strongly agree

23. What do you recommend to be done regarding the branding of Vodacom, so as to make people aware and increase sales performance?

.....

.....

.....

SECTION C: CUSTOMER

1. Name of customer (Optional).....

2. Gender (Male/ Female)

3. Profession

4. Age

a) Less than 20

d) 20 - 30

c) 30 - 40 ()

d) 40 - 50

e) 50 – Above

5. Education level

a) Primary

b) Secondary

c) University ()

d) None

6. Do you understand what it means by brand?

a) Yes

b) No ()

c) I don't know

7. What makes u notice a brand?

- a) Quality
- b) Advert
- c) Celebrity ()
- d) Price
- e) Other

8. Do you use any product from Vodacom?

- a) Yes ()
- b) No

9. Does brand of a product influence your purchase decisions?

- a) Yes ()
- b) No

10. Do you switch to others brand if they provide better quality of the products compared to the ones you were used to?

- a) Yes
- b) No ()

11. Do you switch to others brand if it's provide the promotion and discount

- a) Yes
- b) No ()

12. How do you assess the branding of Vodacom compared to other telecommunication networks? (Please insert a number in a bracket provided)

1) Very bad

2) Bad

3) Satisfactory

4) Good

5) Very good ()

13. Do you think Vodacom needs any improvements in regards to how it brands its products?

a) Yes ()

b) No

14. What do you recommend to be done regarding the branding of Vodacom, so as to make people aware and increase sales performance?

.....
.....
.....

Thank you for your cooperation