

**BRANDING AND SALES PERFORMANCE: A CASE STUDY OF NILE
BREWERIES MBALE BRANCH**

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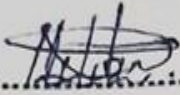


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DECLARATION

I NAMBOZO LILIAN hereby declare that the information contained in the research report is my original work and has never been submitted by any one for any award to any institution of higher learning.

Signature:  Date: 01-07-2024

DEDICATION

I dedicate this research report to my dear friends who have been a constant source of support and encouragement throughout this journey. Your words of encouragement and unwavering belief in me have been invaluable, and I am grateful for your friendship. I also dedicate this work to the esteemed Uganda Christian University for providing me with the opportunity to pursue my academic aspirations. The guidance and knowledge imparted by the faculty members have been instrumental in shaping my academic journey, and I am thankful for their mentorship. This research is a testament to the collaborative efforts of friends and university, and I am honored to have been a part of this academic community.

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TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
LIST OF FIGURE.....	xi
ABSTRACT	xii
LIST OF ACRONYMS.....	xiii
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of the study	1
1.1.1 Historical background.....	1
1.1.2 Theoretical background.....	2
1.1.3 Conceptual background	4
1.1.4 Contextual background.	6
1.2 Statement of the problem.....	7
1.3 The purpose of the study	8
1.4 Objectives of the study	8
1.5 Research Questions	8
1.6 Scope of the study	8
1.6.1 Geographical Scope of the study.....	8
1.6.2 Content of the study.....	8
1.6.3 Time scope	9
1.7 Significance of the study	9
1.8 Justification.....	9

1.9 Conceptual framework	10
1.9 Definition of key terms.....	11
1.10 Conclusion	12
CHAPTER TWO	13
LITERATURE REVIEW	13
2.0 Introduction.....	13
2.1 Branding and its measurement.....	13
2.2 Brand Awareness and Sales performance	14
2.3 Brand Associations and Sales performance.....	14
2.4 Brand Loyalty and Sales performance	15
2.5 Summary of Literature Review.....	16
CHAPTER THREE.....	17
RESEARCH METHODOLOGY.....	17
3.0 Introduction.....	17
3.1 Research Design.....	17
3.2 Population of the study	17
3.3 Sample size and techniques	17
3.4 Sampling techniques.....	18
3.4.1 Purposive sampling technique	19
3.4.2 Simple random sampling technique	19
3.5 Sources of data.....	19
3.5.1 Primary source of data collection.	19
3.5.2 Secondary source of data collection.....	19
3.6 Data collection methods.	20
3.6.1 Questionnaires	20

3.6.2 Interview guide.....	20
3.7 Validity and reliability of instrument	20
3.8 Methods of data analysis	21
3.8.1 Analysis of quantitative Data.....	21
3.8.2 Analysis of qualitative data.....	21
3.9 Ethical considerations.....	21
CHAPTER FOUR.....	23
DATA ANALYSIS PRESENTATION AND INTERPRETATION OF FINDINGS	23
4.0. Introduction.....	23
4.1. Biological Data of the respondents	23
Table 4.1. Showing the age of the respondents	23
Figure 2: Pie chart showing the age of the respondents.....	24
Table 4.2: Showing sex of the respondents	25
Figure 3: Pie chart showing sex of the respondents.....	25
Table 4.3: Showing marital status of the respondents.....	26
Source: Primary Data 2024.....	26
Figure 4: Bar graph showing marital status of the respondents.....	27
Table 4.4: Showing levels of education	28
Figure 5: Bar graph showing levels of education	28
4.2. Relationship between Brand awareness and Sales performance of Nile Breweries Limited .30	
Table 4.5: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited.....	30
Table 4.6: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited.....	33
Table 4.7: Showing ANOVA	34
4.3. Role of brand associations in enhancing Nile Breweries Limited’ Sales performance	35

Table 4.8: Showing Role of brand associations in enhancing Nile Breweries Limited’ Sales performance	35
Table 4.9: Showing role of brand associations in enhancing Nile Breweries Limited’ Sales performance	39
Table 4.10: Showing ANOVA	40
4.4. Effect of brand loyalty on Sales performance of Nile Breweries Limited	41
Table 4.11: Showing the effect of brand loyalty on Sales performance of Nile Breweries Limited	41
Table 4.12: Showing the effect of brand loyalty on Sales performance of Nile Breweries Limited	44
Table 4.13: The effect of brand loyalty on Sales performance of Nile Breweries Limited	45
4.5 Table 4.14 showing Sales Performance of Nile Breweries Ltd	46
CHAPTER FIVE	49
DISCUSSION, CONCLUSION AND RECOMMENDATIONS	49
5.0 Introduction.....	49
5.1 Summary of the findings	49
5.1.1. Relationship between brand awareness and Sales performance of Nile Breweries Limited.	49
5.1.2. Role brand associations play in enhancing Nile Breweries Limited’s Sales performance..	49
5.1.3. Effect of brand loyalty on Sales performance of Nile Breweries Limited.	50
5.2. Conclusion	50
5.2.1. Relationship between brand awareness and Sales performance of Nile Breweries Limited	50
5.1.2. . Role brand associations play in enhancing Nile Breweries Limited’s Sales performance	51
5.2.3. Effect of brand loyalty on Sales performance of Nile Breweries Limited.	51
5.3 Recommendations	52

5.4 Areas for further research	53
REFERENCES	54
APPENDIX A: QUESTIONNAIRE	58
SECTION 3: SALES PERFORMANCE OF NILE BREWERIES LTD	64
INTERVIEW GUIDE	65
Appendix iii: Acceptance letter	67

LIST OF TABLES

Table 4.1. Showing the age of the respondents	23
Table 4.2: Showing sex of the respondents	25
Table 4.3: Showing marital status of the respondents.....	26
Table 4.4: Showing levels of education	28
Table 4.5: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited.....	30
Table 4.6: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited.....	33
Table 4.7: Showing ANOVA	34
Table 4.8: Showing Role of brand associations in enhancing Nile Breweries Limited' Sales performance	35
Table 4.9: Showing role of brand associations in enhancing Nile Breweries Limited' Sales performance	39
Table 4.10: Showing ANOVA	40
Table 4.12: Showing the effect of brand loyalty on Sales performance of Nile Breweries Limited	44
Table 4.13: The effect of brand loyalty on Sales performance of Nile Breweries Limited	45
4.5 Table 4.14 showing Sales Performance of Nile Breweries Ltd	46

LIST OF FIGURES

Figure 2: Pie chart showing the age of the respondents.....	24
Figure 3: Pie chart showing sex of the respondents.....	25
Figure 4: Bar graph showing marital status of the respondents.....	27
Figure 5: Bar graph showing levels of education	28

ABSTRACT

This study delves into an investigation of the intricate relationship between branding strategies and sales performance, focusing its lens specifically on the operations of Nile Breweries Mbale branch. Through meticulously crafted objectives aimed at probing the impact of brand awareness, brand associations, and brand loyalty on sales performance, the study navigates a sample size of 36 meticulously drawn from a population of 40, employing a rigorous cross-sectional research design and purposive and simple random sampling techniques to ensure robust data collection and analysis. Within this exploratory framework, the findings unveil compelling correlations between various branding elements and the overarching sales performance, thereby shining a spotlight on the indispensable roles played by brand awareness, brand associations, and brand loyalty in propelling the sales trajectory of Nile Breweries Limited. As the study's conclusions crystallize, recommendations emerge as guiding beacons, emphasizing the strategic imperative of harnessing these branding strategies to drive heightened business performance and sustained competitive advantage. In sum, this scholarly endeavor not only furnishes valuable insights into the intricate interplay between branding dynamics and sales outcomes but also extends a roadmap for future research endeavors and managerial directives within the dynamic landscape of the beverage industry.

LIST OF ACRONYMS

ASB	:	ACCOUNTING STANDARD BOARD
CVI	:	CONTENT VALIDITY INDEX
GAAP	:	GENERALLY ACCEPTED ACCOUNTING PRINCIPLES
IV	:	INDEPENDENT VARIABLE
DV	:	DEPENDENT VARIABLE
NCD	:	NORTHERN CITY DIVISION

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents a background to the study, content, and statement of the problem, purpose of the study, objectives, and Research questions, scope of the study, significance of the study, conceptual framework and definitions of terms.

1.1 Background of the study

1.1.1 Historical background

The study of branding has become increasingly popular as some researchers have concluded that brands are one of a company's most valuable assets. Shimp (2010) defines a brand as everything that one company's particular offering stands for in comparison to other brands in a product category. He goes on to assert that a brand is more than just a name, term, sign, symbol or design that represents a set of values or assets that its marketers, senior company officials and other employees consistently embrace and communicate for an extended period. Kotler (1994) agrees with Shimp by forwarding a brand as a form of identification for sellers or manufacturers derived from the need to differentiate their products from those of competitors. The historical evolution of brands has shown that brands initially served the roles of differentiation between competing firms and their products thereby representing consistency of quality while providing legal protection from copying (Egan & Guilding, 1994, pp.450-3) as cited in Tuominen (1999).

Branding was born from the need to differentiate brands and can simply be defined as the value that consumers associate with a particular brand (Aaker, 1991; Aaker, 1992; Aaker, 1996). He goes on to view it as a set of assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and or to its customers. He highlights five major dimensions that make it up namely brand awareness, brand associations, brand loyalty, perceived quality and other proprietary assets (such as trademarks, patents and distribution leverage to mention but a few).

Research on branding therefore has been looked at from either the consumer or the firm perspective. Keller (1993; Keller, 1998) talks of the consumer side consisting of measurement of customer attitudes, behaviours, preferences, feelings towards particular products while from the

firm's perspective, a financial appraisal is held in view of monetary value the product brings to a firm in respect of physical product, market share, profit margins and firm's stock prices (Farquhar, 1989). There is no common view point on how to measure Sales performance arising out of Branding, however related and previous studies have suggested that studying branding solely from the perspective of either the firm or the consumer is inadequate and detrimental to the firm's long term survival, therefore suggesting a strong need to measure branding from both perspectives to fully understand the benefits it brings (Kiwauka, 2010).

1.1.2 Theoretical background

Literature on Branding has shown two major focuses; that is the Firm-Based Branding model as advanced by Aaker (1991) and the Consumer Based Branding (CBBE) model advanced by Keller (1993).

Aaker (1991) talks of branding as the value that consumers associate with a brand. It is the consumer's perception of the overall superiority of a product carrying that brand name when compared to other brands. In his view, his theoretical model takes into account the financial aspects relating to the firm arising out of best branding practices. Marketing authors point to Aaker's model as more pertinent to a company's brand valuation especially for accounting purposes and accountability. Aaker's branding model identifies five major components namely: brand awareness, brand associations, brand loyalty, perceived quality and other proprietary assets.

Aaker goes on to define brand awareness as the extent to which a brand is known and familiar to the customer; brand associations as the mental linkages associated to the brand; brand loyalty as the level of commitment or attachment to a brand; perceived quality as the extent to which a brand is considered to provide good quality products and other proprietary assets as the differential advantages one brand holds over another. In his view, these components work hand in hand and are responsible for financial benefits or outcomes to a company realized in form of lower marketing costs, high level of differentiation, positive attitudes and or feelings among their customers, premium pricing for their products and strong competitor advantage.

Keller (1993; Keller, 1998) on the other hand, defines branding from a consumer-based point of view also known as the Consumer-Based Branding Model (CBBE). He views branding as the differential effect of brand knowledge on consumer response to the marketing of a brand where

brand knowledge, refers to the full set of brand associations linked to the brand in long-term consumer memory. Keller goes on to assert that this model is made up of six dimensions namely brand salience, brand performance, brand imagery, consumer judgments, consumer feelings and brand resonance. In his assertion, all are important and lead to brand resonance that appears at the end. He goes on to opine that brand resonance comes about when the consumer has a high level of awareness and familiarity with the brand and has some strong, favorable and unique brand associations in memory. These will define whether the customer is willing to enter into a relationship with the brand.

Srivastava et al. (1991) as cited in Chieng (2011) define Sales performance as the outcome or result of a firm's marketing efforts and strategies towards satisfying its customers, competing favourably in the market place and the financial benefits accrued in view of sales, profits, market share and return on investment (to the shareholders). Keller (1998; 2003) and Aaker (1992; Aaker, 1996) support the theory further by arguing that a firm's Sales performance can best be described in terms of the financial and marketing outcomes accrued to it as it implements best branding practices that include Branding, Packaging, Sponsorships, Public Relations, Advertising and Corporate Social Responsibility (CSR). Delgado-Ballaster and Munuera- Aleman (2005) also forward their understanding of sales performance by defining it as marketing advantages to a firm in view of market share gains, sales growth and profit margins from charging premiums through implementation of an articulate, well-focused and aggressive marketing campaign over its industry competitors. Above all, the different authors agree that the best measures of a firm's Sales performance in view of branding lie in its sales growth, customer loyalty, market share, profitability, cash flow, return on investment and return on assets.

Relatedly, Ambler and Kokkinaki (1997), two sales performance investigators in their study carried out between 1991 to 1995 within the United States, Great Britain, Germany and Australia and other European countries to find out commonly used measures of organizational sales performance, reviewed 200 articles regarding performance measures among different companies and found out that much as different companies had different measures (both financial and non-financial) for measuring their sales performance, the top three measures most utilized were sales (growth), which accounted for 22.3 percent of the total measures, market share (17.1 percent), and profit contribution (11.0 percent) and brand preference or purchase intent (11.0 percent) both in

third place. From the same study, it was also found out that 67.3 percent of the measures used to measure organizational sales performance were financial, compared to 32.7 percent being non-financial. This particular study was anchored on Aaker's (1991) 'Firm-based' Branding model as the study was interested in finding out the branding and Sales performance in terms of financial outcomes that were a major focus in the study. The model also provided the study with a conceptual framework to measure sales performance for NBL.

1.1.3 Conceptual background

The concept of branding emerged in the early 1990's but was not understood by many marketing practitioners till the early 2000's. Much as it was not defined precisely, in practical terms, it meant that brands are financial assets and should be recognized as such by top management and the financial markets (Keegan et al, 1995). As a result, different conceptualizations of Branding have been measured by various researchers over the years.

Aaker (1991) views branding as a multi-dimensional concept made up of perceived quality, brand awareness, brand associations, brand loyalty and other proprietary assets. This particular study however only considered the dimensions of brand awareness, brand associations and brand loyalty under the Branding variable. Brand awareness in Aaker's view, is the ability of a potential buyer to recognize or recall a brand as a member of a certain product category. According to him, there are three levels of brand awareness namely brand recognition (ability of consumers to identify a certain brand amongst others), brand recall (situation whereby a consumer is expected to name a brand in a product class) and top of mind (first brand that a consumer can recall amongst a given class product) that firms need to look out for. Consumers have been found to buy familiar, well established products that they are already aware of over those they are unaware of or those that are unbranded (Baldauf et al, 2003). Hence from a rising awareness and familiarity of available brands, results a positive effect on a firm's competitive advantage, sales and profitability. This study conceptualized brand awareness for NBL under brand recognition and brand recall.

Aaker (1991; Aaker 1992) defines brand associations as any mental linkages to the brand. These may include product attributes, customer benefits, uses, life-styles, product classes, competitors and countries of origin to mention among many. Aaker considers the associations' dimension of branding to usually involve image dimensions that are unique to a product class or to a brand. Keller (1993; Keller, 2003) on the other hand asserts that brand associations normally

organizational associations are meant to change attitudes of customers to particular products. Keller (1998) goes on to argue that favourable, unique and strong brand associations are assumed to provide a positive brand image in the minds of consumers that will increase the product's branding. Brand associations are important to enabling firms differentiate their market positions and extend their brands (both new and old) while creating positive attitudes and feelings towards these brands among consumers, that affects their eventual purchase decisions. To foster this, Corporate Social Responsibility (CSR) and strong Branding activities are necessary (Blumenthal and Bergstrom, 2003) as cited in Chieng (2011). This study conceptualized brand associations for NBL in view of images and attitudes.

Brand Loyalty, according to Aaker (1991) is the "attachment that a customer has to a brand". Gremler and Brown (1996) go ahead to define brand loyalty as a major dimension of branding that is based on two levels namely: behavioural loyalty (linked to consumer behavior that can be reflected in number of repeat purchases) and cognitive loyalty (which talks of attitudes, feelings and preferences of the consumers in question). Chaudhuri and Holbrook (2001) on the other hand mention brand loyalty in relation to the brand price. Aaker (1996) agrees with this assertion by identifying price premium (the amount customers are willing to pay for a chosen brand in comparison with rival brands) as an important indicator of brand loyalty. It is therefore believed that brand loyalty is the path that leads to certain marketing advantages such as market share gains, sales growth and profit margins from charging premiums which enhance the firm's Sales performance in the market (Delgado-Ballaster and Munuera-Aleman, 2005). This study conceptualized brand loyalty for NBL under price premium and repeat purchase patterns for their consumers.

On the other hand, Sales performance which is the Study's Dependent Variable (DV) has been measured differently by companies and previous research scholars from either an objective or subjective perspective. From the objective perspective, the firm can measure its financial Sales performance in view of financial aspects such as return on investment, return on assets, cash flow, market share, sales growth and profitability. On the other hand, the subjective perspective measures Sales performance in view of non-financial aspects such as customer satisfaction and loyalty derived from the contribution of well trained and motivated staff (Hart et al. 1990).

However, since this was a ‘firm-based’ study, the objective (financial) perspective was considered to measure Sales performance for NBL in view of only sales growth, profitability and market share.

1.1.4 Contextual background.

According to Aaker (1996) a powerful brand possesses a high level of branding in form of high levels of brand awareness, brand associations, brand loyalty, perceived quality and other proprietary assets (such as distribution leverage, patents and trademarks) that lead it to better sales performance in view of sustainable competitive advantage, higher sales, profits and market share gains over its competitors. In light of the above, Keller (2003) and Cobb-Walgren et al. (1995) assert that brands have to be managed well and carefully in order to achieve and sustain branding through strong marketing communication strategies that include repetitive advertising (to increase awareness), Corporate Social Responsibility (to strengthen the brand associations and positive image of the company to the pNBLic) and constant product innovations in form of unique product packaging and design, product availability, product variety as well as price promotions (to enhance loyalty among consumers).

Uganda Breweries Limited (NBL) which is the focus of the study, runs under the management of East African Breweries Limited (EABL) also under the DIAGEO holding company. The company has been a dominant player in the Ugandan brewery market for more than sixty years, only rivaled by Nile Breweries Limited (NBL) and Parambot Breweries as of 2011. With over twenty five brands under their product portfolio (beers, non-alcoholic beverages and spirits), the company has been able to establish their market position over time as the premium drinks company with the aid of strong individual product branding and marketing communication programmes. Most prominent among these have been Corporate Social Responsibility (CSR) drives such as tree planting campaigns and ‘responsible drinking’, product advertising (in form of online media, newsprint, promotions and billboard advertising) and sponsorships (sports events such as football-Bell Super League and Bell Rugby Tournaments) all in an effort to build and maintain strong branding.

The Ugandan brewery industry has been highly competitive in the past four years and the entire Ugandan beer industry in Uganda had a tough 2011 and early 2012 due to tough economic conditions such as high inflation rates and high costs of doing business attributed to frequent power outages (Kalungi, 2012, July 17). In individual regard, NBL posted its strongest Sales performance

(sales and profits) in 2008 with profits of shs 20.1 billion and sales of shs 265.7 billion. It also maintained its number one position in the beer industry during that time. However, in 2009 with profits of shs 7.8 billion and sales of shs 169.2 billion (Were, 2009) and in 2010 with profits of shs 4.7 billion and sales of shs 186.3 billion, a drop in its Sales performance in either sales or profits was evident in comparison to its 2008 performance. In 2011, these figures improved with profits of shs 12.7 billion and sales of shs 220.4 billion however this performance was surpassed by NBL its closest rival, which had profits of shs 16.8 billion and sales of shs 286.9 billion in the same year (CEO Magazine Uganda, March, 2012). As a result, NBL's market share was consequently affected by these declines causing the company to lose its number one position to retain a 46% market share holding over a 52% market share holding for NBL by the end of 2011. All this happened despite an annual increase in their advertising and promotional budgets by shs 2 billion every year from 2008, which is regarded a strong ingredient to increasing branding towards eventual Sales performance.

1.2 Statement of the problem

Branding is a key marketing strategy which if well managed, brings high Sales performance to a firm in the form of resilience against industry competitors, sales growth, market share gains and profit growth from premium pricing (Kotler & Armstrong, 2022).

NBL for the past four years since 2020 made continuous efforts to improve upon its branding through increased advertising spending, online marketing (website), Corporate Social Responsibility (CSR), sponsorships, improved bottling design and Public Relations. NBL posted its strongest performance to date in 2020 in sales and profitability and held number one position in the market. However in 2022 and 2023, inspite of all the above promotional efforts, the company experienced declines in their sales and profits, leading them to lose their market share by 6% (at 46%) to their nearest industry competitor, Nile Breweries Limited (NBL) which had 52% market share by the end of 2011. Ehrenberg (2019) contends that market share is the best measure of a firm's branding as it combines the individual efforts of all the branding dimensions.

Should this trend continue without immediate administrative intervention, NBL stands to lose its long-standing market dominance, defense against competition and its long term survival could come under threat. In view of this discrepancy, the study therefore sought to understand the

branding and Sales performance for NBL so as to recommend practical recommendations to improve the company's Sales performance.

1.3 The purpose of the study

The purpose of the study was to investigate the relationship between branding and sales performance of Nile Breweries Mbale branch.

1.4 Objectives of the study

- i. To determine the effect of brand awareness on Sales performance of Nile Breweries Limited.
- ii. To find out the role brand associations play in enhancing Nile Breweries Limited's Sales performance.
- iii. To assess the effect of brand loyalty on Sales performance of Uganda Breweries Limited.

1.5 Research Questions

The study was based on the following research questions:

- i. What is the relationship between brand awareness and Sales performance of Nile Breweries Limited?
- ii. What role do brand associations play in enhancing Nile Breweries Limited' Sales performance?
- iii. What is the effect of brand loyalty on Sales performance of Nile Breweries Limited?

1.6 Scope of the study

1.6.1 Geographical Scope of the study

The study was conducted at Nile Breweries Mbale branch. Nile Breweries Depot Mbale is next to Mbale Municipality and is located in Mbale District, Eastern Region, and Uganda. Nile Breweries Depot Mbale has a length of 0.1 kilometers. The superior administrative division is industrial division

1.6.2 Content of the study

The study was confined to how branding affect sales performance of production firms. About marketing strategy practices, product development strategy, pricing strategy, promotion strategy, place strategy, packaging strategy, after sales service strategy and Consumer rebate strategy were

explored. Three indicators of sales performance market share, sales volume and profitability were measured. The study reviewed this literature to inform the study on the findings of the previous study and from this the study borrowed its concepts for the study.

1.6.3 Time scope

The study considered reviewing studies on branding practices and sales performance from 2010 to June 2019. This is because during this time, Nile breweries was facing challenges of poor performance

1.7 Significance of the study

This research work is of paramount importance to various categories of users. These users include:

Organizations

Since this research is conclusive, organizations can use the findings to draw important inferences and information which marketing team can use to improve sales performance. The inferences drawn from the research can be used to conduct the overall analysis of the company's strengths, how to improve them against their competitors and as well improve on their weaknesses. Through this research, the company might be able to identify the best branding to use.

Policy Makers

The study findings might be of great importance to policymakers and other government agencies that may use the study findings to come up with new policies to stabilize the industrial sector in Uganda.

Marketing Managers

This research may enable marketing managers and entrepreneurs to gain knowledge of branding and identify the most appropriate one for their businesses and how to use the strategies to gain a competitive edge.

1.8 Justification

There has been a problem of big amounts of bad loans written off and non-performing loans by the Commercial Banks in Uganda and there is no research that has been conducted to find out how bad loan and non-performing loans affect the performance of commercial banks in Uganda. This

study would fill the above gap by finding out the effect of branding on performance of commercial Banks in Uganda especially Nile Breweries Mbale branch.

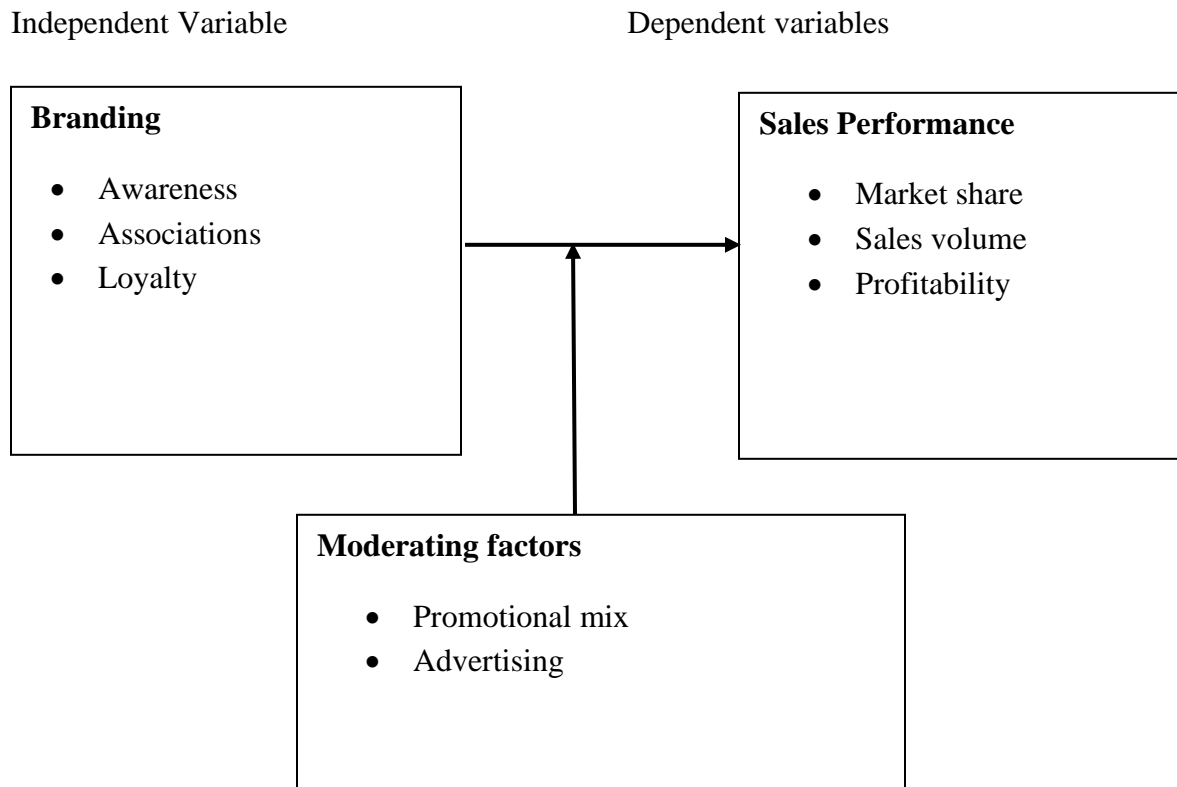
Researchers

Future researchers on a similar topic may benefit from the findings by borrowing a leaf in the form of related literature to add on the existing body of knowledge. The study will also help build on the researcher's knowledge and understanding of the variables and gain more skills for conducting research.

1.9 Conceptual framework

Figure 1.1, below gives a graphical conceptual underpinning underlying the variables of the study and how they related to one another. Branding directly affect sales performance. The extraneous variable is industrial policy (Chiliya, 2009).

Figure 1 showing the conceptual framework



Source: Adopted from Amin (2005) and modified by researcher 2024

Figure 1.1 illustrates that the dependent variable is sales performance while the independent variable is branding. The constructs of sales performance are; market share, sales volume, and profitability while measures of branding to be considered in this study are; awareness, associations and loyalty, after- sales service strategy, and Consumer Rebate Strategy. Product: Product is anything that can be offered to a market for attention, acquisition, use, or consumption hence satisfying customers want or need. Price is the sum of all the values that customers give up to gain to the benefits of a product or service. Place: Place is the process where organizations decide where to locate their store and how many stores to have at the convenience of the shoppers. The extraneous variable was held constant by re-designing the study tools as accurate as possible and using an appropriate research design.

1.9 Definition of key terms

Brand

Kotler et al. (2005, p.549) define a brand as “a name, term, sign, symbol design or a combination of these that identifies the makers or seller of the product or services”.

Branding

Aaker (1991) refers to branding as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and or to the firm’s customers”.

Brand Awareness

Keller (2003) defines brand awareness as the ability of a consumer to distinguish a brand under various conditions, built and increased through familiarity with the brand as a result of repeated purchase behavior by the consumer.

Brand Associations

Kotler and Keller (1996, p.188) define them as a combination of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes that are linked in a consumer’s long-term memory to a particular brand that affect their purchase of the product.

Brand Loyalty

Aaker (1991, p.39) views brand loyalty as the “attachment that a customer has to a brand” seen through the consumer’s preference to purchase a particular brand in a given product class.

Sales performance

Sales performance in a firm’s perspective is the result or outcome of the company’s marketing strategy and efforts to its customers, the market place and the financial benefits it brings to that firm (Srivastava et al, 1991).

1.10 Conclusion

In each organization, especially those engaged in sales, marketing and production, the feasibility, survival, and growth is highly pertinent with its sales performance trends. Sales volume, as well as value and profitability thereof, are indeed fundamental. Acquiring sales as shown in the background is an aspect that has been time immemorial, and has evolved over years in different firms. To the contrary, several firms have sales performance challenges and statement of the problem explores the problem in Nile Breweries limited as regards the practice of marketing strategy and sales performance. The researcher was keen to present study objectives, study questions and to present a conceptual plan under which the study was done

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviewed literature related to branding and its relationship with Sales performance of firms collected from previous works related to the topic in the form of business editorials, magazines, journals, business dissertations, conference papers, expert reviews, text books and the internet. The review of literature is presented along the three study objectives of examining the influence of Brand Awareness, Brand Associations and Brand Loyalty on NBL's Sales performance.

2.1 Branding and its measurement

Since the concept of branding begun gaining widespread attention in the marketing circles in the early 1990's, many different methods of defining and measuring it have been proposed, many of which lack common ground. This phenomenon is not surprising considering that firms measure it according to their different brand objectives and no single method of conceptualizing and measuring branding may be applicable to all brands (Park and Srinivasan, 1994, p.271) as cited in Tuominen (1999).

According to Houston et al. (1992) as cited in Kiwanuka (2010), there is a general agreement, that branding can be measured in terms of the marketing efforts or outcomes that can be uniquely attributed to the brand relative to the effects or outcomes for the same product had it not been identified by that brand. They agree in conclusion by stating that branding measurement, according to existent literature, can be approached exclusively from either the consumer or firm perspective. This particular study chose to measure branding exclusively from the firm's perspective in view of the marketing outcomes derived out of branding.

According to Baldauf et al. (2003), the creation of branding may be a key strategy in deriving Sales performance. They go on to add that much as literature on the branding dimensions and firm Sales performance is limited, studies that have been carried out so far have shown that branding at company or organizational level directly enhances value to the customers of that firm by providing information, instilling confidence and user satisfaction, enhancing the firm's competitive advantage through efficiency and effectiveness of marketing programmes, offering price

premiums, brand extensions and trade leverage. Wood (2000) complements their argument by asserting that brands reassure customers about the attributes of the product and convey information about them, hence branding in form of advertising, sponsorships, branding, packaging events marketing and Corporate Social Responsibility is a recognized tool of competitive strategy that enhances Sales performance.

2.2 Brand Awareness and Sales performance

Brand awareness, according to Keller (2003, p.453) points to the likelihood, that a brand will easily come to a consumer's mind. It consists of two levels namely recognition and recall. Recognition reflects familiarity gained from past exposure to the product while recall relates to the consumer's ability to identify the brand under a variety of circumstances. Both levels, according to Aaker (2002) are particularly useful to influencing a consumer's choice to purchase a brand based on familiarity which leads to better Sales performance as more customers choose the brand they are aware of over the one they do not know.

Relatedly, Baldauf et al. (2003) concede that awareness leads to high levels of purchase since awareness reduces the consideration set and therefore customers are always more likely to buy familiar brands, a factor that leads to better Sales performance of the company in regard to sales and profitability. However in modern times, consumers are continuously bombarded with all forms of advertising and marketing messages from different companies with similar product offerings and the challenge of establishing recall and recognition among the organizations' brands has become more challenging than ever before for the affected companies and confusing for the customers to establish the better brand. This has made management of branding towards better company Sales performance more difficult considering that at a certain point, firms only focus on themselves and forget the needs of their customers. This only proves the strong need for branding in companies offering similar products to be balanced in order to cater for both the customer and the companies' goals, a phenomenon still eluding many companies today.

2.3 Brand Associations and Sales performance

Aaker (2002) emphasizes that branding is supported in great part by the associations that consumers make with a brand. These could be the brand images, a celebrity personality endorsing the brand, product attributes or the organizational associations that are best enhanced through a strong Branding, Corporate Social Responsibility (CSR) campaigns and repetitive advertising as

well as public relations. As a result of this, brand associations are driven by the brand identity (what the organization stands for in the consumer's mind). This has made brand associations a strong component of branding. Aaker goes on to suggest that brand associations could provide value to the consumers by providing a reason for consumers to buy the brand through creating either a positive or negative attitude among their consumers. As the brand associations increase, so does the loyalty. Consumers' associations are likely to be high as well when they have strong awareness of the brand. Hence, he argues that there is a strong need to build awareness first in order to build associations among consumers, consequently increasing consumer loyalty. Blumenthal and Bergstrom (2003) on the other hand, opine that a strong Branding and Corporate Social and Responsibility (CSR) culture can provide the company much needed brand associations with their customers as it creates brand awareness on its own. In their view, corporate image is the primary concern of most firms and can be built from the above mentioned strategies. Aaker (2002) also argues that managing customer attitudes and images in isolation would only be detrimental to the long term survival of any company trying to achieve better Sales performance over its rivals.

2.4 Brand Loyalty and Sales performance

Brand loyalty represents a favorable attitude towards a brand resulting in consistent purchases over time (Keller, 1993). It is a result of consumers learning that only a particular brand can satisfy their needs. A behavioral approach (which measures consumer purchase sequences and proportions) and a cognitive approach (attitudinal) are commonly used to study brand loyalty. In business, a brand with higher consumer loyalty faces less competitive switching in the market place thereby increasing sales and profitability. Thus, a firm building high branding can gain competitive advantage, increase its market share, sales growth and profitability over competitors, leading to superior Sales performance. Loyalty implies a commitment to a brand that may not be reflected by just measuring continuous behavior. A customer may buy a particular brand due its price being the lowest on the market. And when a lower priced one comes up in the market, may switch to that other one. Hence, according to Assael (1992, Pp.87-9) as cited in Tuominen (1999), continuous purchasing of a product does not always reflect reinforcement or loyalty of a consumer. Brand loyalty is often characterized by a favorable attitude towards a brand and repeated purchases of the same brand over time (Urde, 1994). Hence, companies have to consider the idea of winning customers' loyalty in order to build a relationship with them. This therefore calls for a strong need

to take into account consumer buyer behavior in view of repeat purchases and attitudes towards different products when studying long term consumer loyalty.

2.5 Summary of Literature Review

This chapter identified the branding and Sales performance from academic literature by examining the contribution of each chosen branding dimension to the Sales performance of Uganda Breweries Limited (NBL). It is imperative to know how much equity a brand commands in the market as building strong branding is a very successful strategy for differentiating a product or service from its competitors, thereby enabling the company attain improved Sales performance in view of sales, profits and market share (Aaker, 1991; Aaker, 1992; Aaker, 1996). Basing on available literature, it was noted by many authors that awareness is paramount to lead to associations and consumer loyalty. Therefore, much as many of these authors postulate that all three chosen dimensions of the study are closely related to eventual Sales performance of any firm in their own right, a few others believe loyalty is the key to better company Sales performance. Although branding and brand loyalty for that matter cannot be built in short term, it can be built in long term through carefully designed branding strategies. Hence, much as the importance of branding on Sales performance should not be taken lightly, the researcher felt there were some gaps in available literature that needed to be addressed from carrying out this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the research design, population size, sample size and techniques, data sources, data collection methods, validity and reliability of instruments, methods of data analysis, limitations and delimitations, and ethical considerations. This chapter explains the procedures followed in arriving at the inferences of this research.

3.1 Research Design

A research design according to Edward. B (2017) is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem.

There are several research methods available, but for the purpose of this work, only two methods was adopted. These are historical and descriptive methods. The historical method according to Whitney (2005) is the interpretation of past trends of attitudes events and facts in order to gain a clearer perspective of the present. The descriptive method will help the researcher to establish the nature of the given phenomena. It describes and interprets the phenomena studied, Deakins, D. & Hussain, G. (2010)

3.2 Population of the study

Daves, P. (2012), defines population size as the actual number of individuals in a population. For the purpose of this research the population size consisted of 40 staff working at Nile Breweries Mbale branch.

3.3 Sample size and techniques

Sample size is a count of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Block, S.B (2000)

The sample size for this study was 36 and the population size was 40. The sample size of Nile Breweries Mbale branch is computed using the Bourleys (1964) as cited in Ayatse, Tsegba and Akombo, (2012) proportion allocation formula or individual sample size determination method given as;

$$\text{Sample size} = N / (1 + N(e)^2)$$

Where N is the total population

e is the sampling error

$$N = N / (1 + Ne^2)$$

$$N = 40 / (1 + 40 * 0.05^2)$$

$$N = 40 / 1.1$$

$$N = 40 / 1.1$$

N = 36 respondents

Table 1: Sample size

Respondent	Population	Sample size	Sample technique
Branch manager	01	01	Purposive
Suppliers	05	5	Simple random
Quality control Officers	05	5	Simple random
Distribution Agents	29	25	Simple random
Total	40	36	

Source; Primary data (2024)

36 questionnaire were distributed to the staff of Nile Breweries Mbale branch and the returned ones was used to analyze the data obtained for purposes of this study.

3.4 Sampling techniques

Bitner, J, W. (2016) defines sampling technique as the selection of components of the sample that gave a representative view of the whole. In this research, the researcher will use three sampling techniques to collect data from the respondent.

3.4.1 Purposive sampling technique

A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. Purposive sampling is also known as judgmental, selective, or subjective sampling. This is used for the branch manager because he is the one who has all the vital data of the bank. Binks, M. & Ennew, T. (2011)

3.4.2 Simple random sampling technique

This is a basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection. Binks, M. & Ennew, C. (2015)

3.5 Sources of data.

For the purpose of obtaining data or information for this research, two basic sources of data collection was used, namely; Primary and secondary sources as given by Bryman, A. and Bell, E. (2012).

3.5.1 Primary source of data collection.

The primary sources provide data collected from the original source including data gathered from the Distribution Agents, customers and knowledgeable persons, using questionnaire. Primary data collection methods can be divided into two groups: quantitative and qualitative. *John Arnold, G.* (2003).

3.5.2 Secondary source of data collection.

This is a type of data that has already been published in books, newspapers, magazines, journals, online portals. There is an abundance of data available in these sources about your research area in business studies, almost regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability. Akyezuilo, U (2010)

These criteria included, but not limited to date of publication, credential of the author, reliability of the source, quality of discussions, depth of analyses, the extent of contribution of the text to the development of the research area etc. Bexley, J.B. (2013)

3.6 Data collection methods.

Data collection is a tool used to collect data (Parahoo, 1997). The researcher will basically focus on the two methods of data collection namely questionnaire and interview guide

3.6.1 Questionnaires

According to Adetayo, E.A and Oladejo, B (2014), questionnaire is a reformulated written set of questions to which respondents record their answers usually within rather closely defined alternative. A questionnaire is a series of questions asked to individuals to obtain statistically useful information when properly constructed and responsibly administered. An open and closed ended questionnaire is used to collect information from the branch manager, Quality control Officers, Distribution Agents and customers of Nile Breweries Mbale branch. This was used to allow free responses from respondents that are engaged in the depth views about the study questions. The closed ended questions include alternative answers for selection and also was used in getting the required information about the study. The questionnaire was used on the basis that the variables under study could not be observed for instance the views, the opinions perception and feelings of the respondents.

3.6.2 Interview guide

This method involves the directly meeting the informants and asking necessary questions regarding the subject of enquiry. Usually a set of questions or a questionnaire is carried by the researcher and questions are also asked according to that. The interviewer efficiently collects the data from the informants by cross examining them. The interviewer must be very efficient and tactful to get accurate and relevant data from the informants with interviews like personal interview/ depth interview or telephone interview conducted as per the need of the study. Adedoyin, S. (August, 2018).

3.7 Validity and reliability of instrument

The word validation as used in this work means the extent to which the instruments to be used for this research was useful in making decisions relevant to this study.

Akem (2005) viewed validity and reliability of instruments as an instrument's truthfulness, reliability to its consistency and suitability to its practicality. In line with this definition, all the drafted questionnaires were administered to the various respondents.

3.8 Methods of data analysis

After collecting the relevant data required for the purpose of this study, an analysis of the data was carried out to enable the researcher to discover or make some findings about the study. For purposes of this research, data from the 40 (forty) Questionnaires returned was analyzed using the SPSS method.

The justification for using this SPSS of data analysis is to enable the researcher to attain the expected result upon which effective and academically sound recommendations of the findings would be made.

3.8.1 Analysis of quantitative Data

The statistical package to be used for analysis of data in this study is the SPSS version.

Descriptive statistics namely frequency counts, percentages was used to analyze the respondents' demographic characteristics, mean and standard deviation was used to analyze the respondents' opinions on the branding and performance of Nile Breweries Mbale branch.

Data was analyzed using ANOVAs table to determine the effect of branding on the sales performance of Nile Breweries Mbale branch.

3.8.2 Analysis of qualitative data

Qualitative data was analyzed using content analysis. Responses from key informants were grouped into recurrent issues. The recurrent issues which can emerge in relation to each guiding questions was presented in the results, with selected direct quotations from participants offered as illustrations.

3.9 Ethical considerations

According to Abedi, S. (2000) a researcher had to a code to the following ethical considerations in doing research.

Ensuring quality and integrity of your research; the researcher will have to make sure that the work she is doing must be accurate and from relevant source.

Seek informed consent. The principle of informed consent will involve the researchers providing sufficient information and assurances about taking part to allow individuals to understand the

implications of participation and to reach a fully informed, considered and freely given decision about whether or not to do so, without the exercise of any pressure or coercion.

The use of offensive, discriminatory, or other unacceptable language needs to be avoided in the formulation of Questionnaire/Interview/Focus group questions

Privacy and anonymity of respondents must be of a paramount importance.

Acknowledgement of works of other authors was used in any part of the dissertation with the use of Harvard/APA/Vancouver referencing system according to the Dissertation Handbook

Maintenance of the highest level of objectivity in discussions and analyses throughout the research

Adherence to Data Protection and privacy Act (2011) of Uganda

Voluntary participation of respondents in the research is important. Moreover, participants have rights to withdraw from the study at any stage if they wish to do so.

CHAPTER FOUR

DATA ANALYSIS PRESENTATION AND INTERPRETATION OF FINDINGS

4.0. Introduction

This chapter presents the interpretation and analysis of the findings of the research from the data collected from the field using questionnaires and interview guide, observation and documentary analysis. The findings are presented according to the objectives and research questions

4.1. Biological Data of the respondents

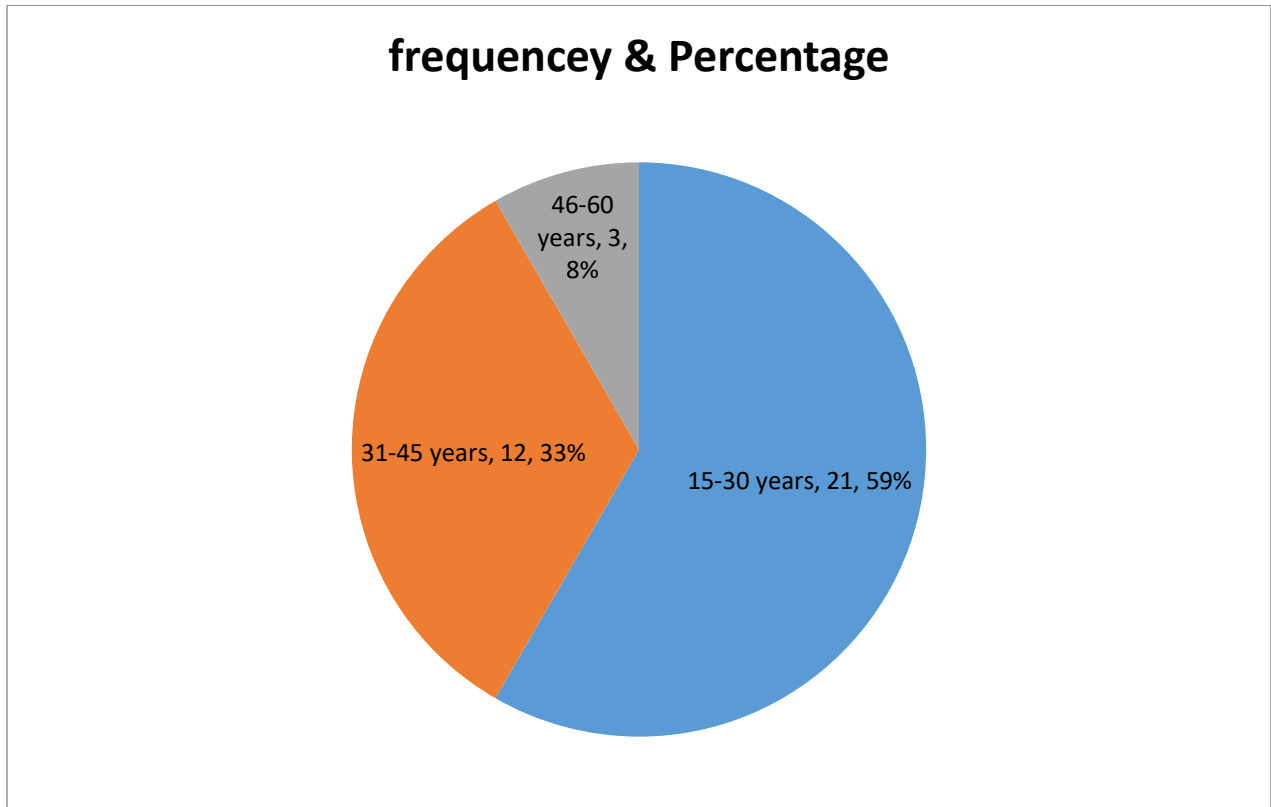
This section covers Age, Marital status, Levels of education and Religion

Table 4.1. Showing the age of the respondents

Response	Frequency	Percent
15-30 years	21	58.3
31-45 years	12	33.3
46-60 years	3	8.3
Total	36	100.0

Source: Primary Data 2024

Figure 2: Pie chart showing the age of the respondents



Source: Primary Data 2024

According to Table 4.1, the age distribution of respondents in Nile Breweries, located in Mbale Eastern Uganda, reveals insightful demographic trends. The largest age group among the respondents is the 15-30 years category, accounting for 58.3% of the total, which translates to 21 individuals out of the 36 surveyed. This significant proportion suggests a youthful population base, potentially indicating a high birth rate or a migration trend of younger individuals into the district. Following this, the 31-45 years age group comprises 12 respondents, representing 33.3% of the total. This middle-aged group, though smaller than the younger cohort, still constitutes a substantial portion of the population, reflecting a stable working-age population that might contribute significantly to the local economy and social structure. Lastly, the 46-60 years age group is the smallest, with only 3 respondents, making up 8.3% of the surveyed population. This lower percentage of older adults could suggest various dynamics such as lower life expectancy, migration patterns where older individuals might move out for retirement, or other socio-economic factors influencing age distribution. Overall, the total number of respondents is 36, providing a

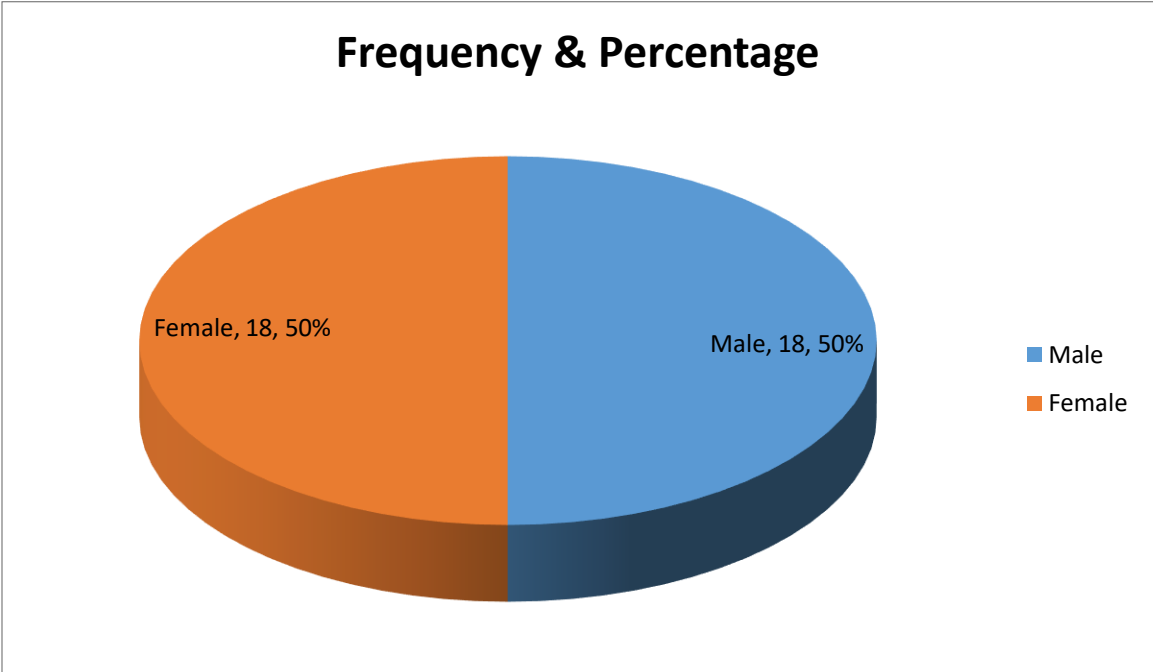
comprehensive view with 100% representation based on the sample size. This data, derived from primary sources in 2024, underscores the youthful demographic profile of Nile Breweries, which may have significant implications for policy-making, resource allocation, and future developmental programs targeting the needs of different age groups within the community.

Table 4.2: Showing sex of the respondents

Response	Frequency	Percent
Male	18	50.0
Female	18	50.0
Total	36	100.0

Source: Primary data 2024

Figure 3: Pie chart showing sex of the respondents



Source: Primary data 2024

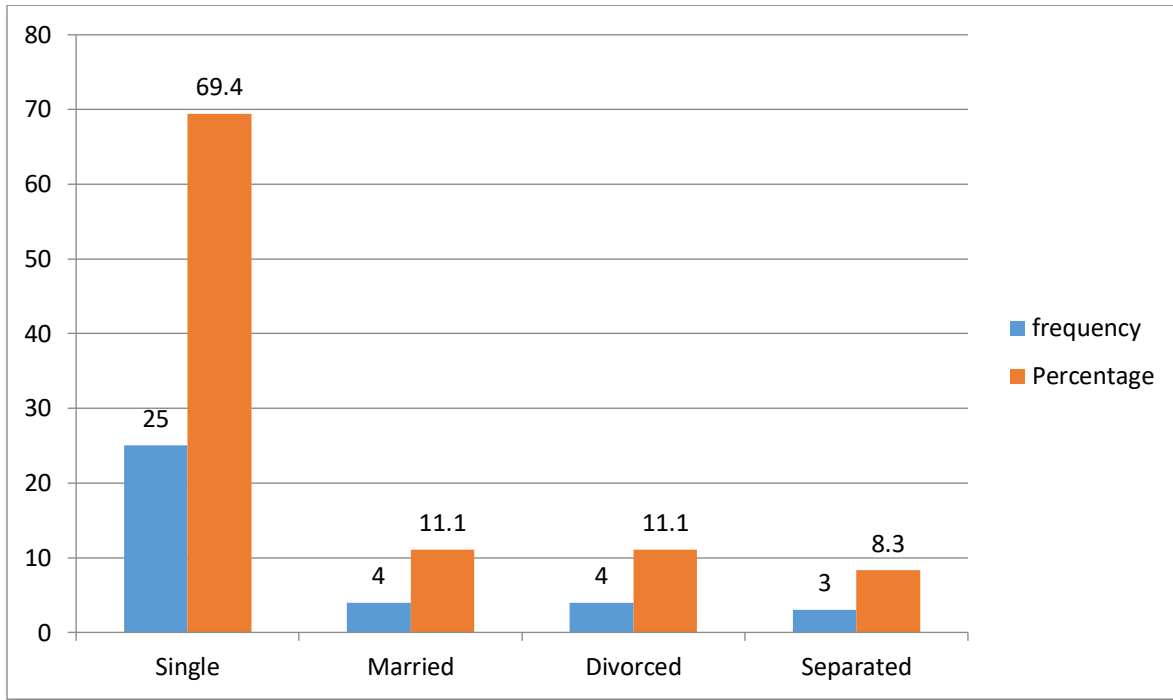
According to Table 4.2, the sex distribution of respondents in Nile Breweries, Eastern Uganda, is evenly split, with an equal representation of males and females. Both genders account for 50% of the total respondents, with 18 males and 18 females each out of the 36 individuals surveyed. This balanced gender distribution highlights the inclusivity and representativeness of the sample, providing an unbiased perspective on the demographic makeup of the district. The parity in male and female respondents ensures that the views and experiences of both genders are equally considered, which is crucial for developing gender-sensitive policies and programs. The equal representation might reflect the district's demographic structure, where men and women are present in similar numbers, or it could be an intentional sampling method to ensure gender balance. This data, sourced from primary data collected in 2024, underscores the importance of gender equality in survey research, aiming to capture a holistic view of the population's characteristics. Such balanced representation is vital for accurately assessing the needs, challenges, and opportunities faced by both men and women in Nile Breweries, facilitating more equitable and effective developmental initiatives. The total number of respondents, 36, indicates a comprehensive approach to data collection, ensuring that the findings are reflective of the actual sex distribution within the community. This gender parity in the survey is particularly important in contexts where gender dynamics play a significant role in social, economic, and cultural activities, thereby providing a reliable foundation for future gender-focused studies and interventions in the district.

Table 4.3: Showing marital status of the respondents

Response	Frequency	Percent
Single	25	69.4
Married	4	11.1
Divorced	4	11.1
Separated	3	8.3
Total	36	100.0

Source: Primary Data 2024

Figure 4: Bar graph showing marital status of the respondents



Source: Primary data 2024

According to Table 4.3, the marital status distribution of respondents in Nile Breweries, Eastern Uganda, reveals distinct patterns. A significant majority, 69.4%, of the respondents are single, representing 25 individuals out of the 36 surveyed. This high percentage of single individuals might indicate a youthful population, as suggested by the age distribution, or cultural trends regarding marriage age and social norms. In contrast, the proportion of married respondents is markedly lower, with only 4 individuals, accounting for 11.1% of the total. This is the same percentage as those who are divorced, also comprising 4 individuals, suggesting that divorce is relatively common compared to marriage within the surveyed group. Additionally, 3 respondents, or 8.3%, are separated, further highlighting diverse marital experiences within the community. These figures collectively underscore a potentially dynamic marital landscape in Nile Breweries, possibly influenced by socio-economic factors, educational pursuits, or changing cultural attitudes towards marriage and family life. The total number of respondents is 36, ensuring a comprehensive overview of the community's marital status. This data, sourced from primary data collected in 2024, provides valuable insights into the personal lives of the district's residents, offering a critical perspective for policymakers and social workers aiming to address the needs of different marital

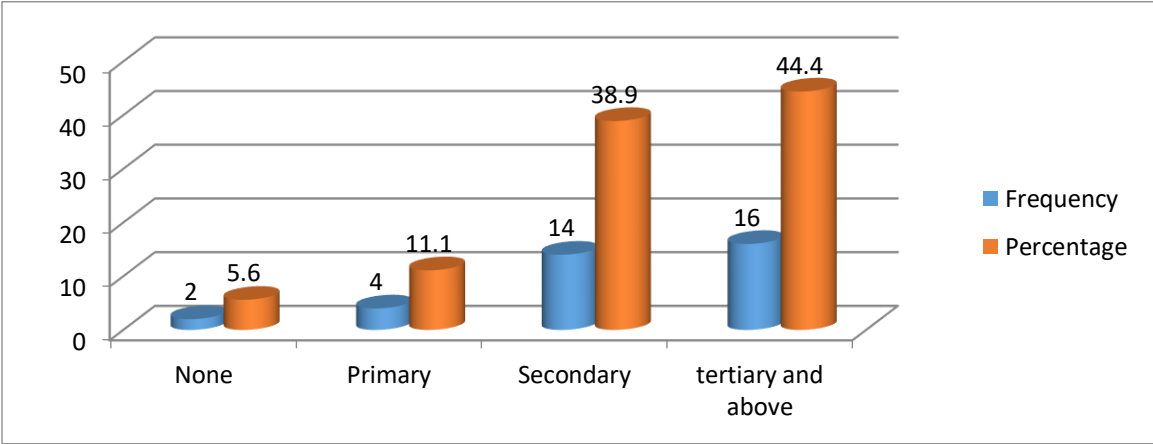
groups. Understanding these marital status dynamics is essential for developing targeted interventions and support systems, particularly for single, divorced, and separated individuals who may face unique social and economic challenges. This balanced representation across different marital statuses also ensures that the diverse experiences of the population are adequately captured and addressed in future developmental initiatives.

Table 4.4: Showing levels of education

Response	Frequency	Percent
None	2	5.6
Primary	4	11.1
Secondary	14	38.9
tertiary and above	16	44.4
Total	36	100.0

Source: Primary data 2024

Figure 5: Bar graph showing levels of education



Source: Primary data 2024

According to Table 4.4, the educational attainment of respondents in Nile Breweries, Eastern Uganda, spans a wide range, with the majority having achieved secondary education or higher. Specifically, 44.4% of respondents, equating to 16 individuals, have attained tertiary education or higher, indicating a relatively high level of educational attainment within the district. This is closely followed by 38.9% of respondents, or 14 individuals, who have completed secondary education. Together, these figures suggest that over 80% of the respondents have at least a secondary level of education, reflecting significant educational progress in the region. Meanwhile, 11.1% of respondents, representing 4 individuals, have only completed primary education. The smallest group, consisting of 2 respondents or 5.6%, have no formal education at all. This distribution highlights the educational advancements in Nile Breweries while also pointing out areas where further educational development and access may be needed. The total number of respondents surveyed is 36, providing a comprehensive view of the educational landscape. This data, sourced from primary data collected in 2024, is critical for understanding the educational composition of the district's population, offering insights that can inform educational policies, resource allocation, and development programs aimed at improving educational access and quality. The high percentage of respondents with secondary and tertiary education suggests a potentially skilled and knowledgeable population, which could positively impact the district's socio-economic development. However, the presence of individuals with no formal education underscores the need for continued efforts to enhance educational opportunities for all residents, ensuring inclusive and equitable access to education in Nile Breweries.

4.2. Relationship between Brand awareness and Sales performance of Nile Breweries Limited

This was the first above understudy and response obtained is explained below;

Table 4.5: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited

Statement	SA	A	U	D	SD
Brand recognition for Nile Breweries rose by 15% last year.	16 (44.4%)	15 (41.7%)	3 (8.3%)	2 (5.6)	0%
Nile Special sales volume increased by 20%.	11 (30.6%)	17 (47.2%)	4 (11.1%)	0%	4 (11.1%)
Social media engagement grew by 25%, boosting brand visibility.	12 (33.3%)	7 (19.4%)	0.0%	6(16.7%)	11(30.6%)
Market share grew by 10% due to new products and partnerships.	7 (19.4%)	14(38.9%)	4 (11.1%)	3 (8.3%)	8 (22.3%)
Overall revenue increased by 12% year-over-year.	11(30%)	9 (25%)	5(13%)	2 (7%)	9 (25%)
Brand recognition for Nile Breweries rose by 15% last year.	8 (22.2%)	10 (27.8%)	5 (13.9%)	9 (25%)	4 (11.1%)

Source: Primary data 2024

According to the data presented in Table 4.5, there is a significant relationship between brand awareness and sales performance for Nile Breweries Limited. The first statement indicates that brand recognition for Nile Breweries rose by 15% last year, with 44.4% of respondents strongly agreeing and 41.7% agreeing. This suggests that brand recognition plays a critical role in influencing consumer purchasing behavior. This finding aligns with the research by Keller (2001),

who emphasized the importance of brand recognition in creating a strong brand equity that can drive sales and customer loyalty. Increased brand recognition means consumers are more likely to recall the brand when making purchasing decisions, leading to higher sales volumes.

The second statement shows that Nile Special's sales volume increased by 20%, with 30.6% of respondents strongly agreeing and 47.2% agreeing. This reflects a direct correlation between increased brand awareness and higher sales performance. A study by Aaker (1996) supports this relationship, demonstrating that strong brand awareness can lead to increased market penetration and higher sales figures. When consumers are more aware of a brand, they are more likely to try and purchase its products, leading to an increase in sales volume. Thus, the significant increase in Nile Special's sales can be attributed to the heightened brand awareness observed.

The third statement highlights a 25% growth in social media engagement, which boosted brand visibility. Here, 33.3% strongly agreed and 19.4% agreed, while 16.7% disagreed, and 30.6% strongly disagreed. This mixed response may reflect varied opinions on the effectiveness of social media engagement. However, the overall positive trend underscores the role of social media in enhancing brand visibility. According to Mangold and Faulds (2009), social media is a powerful tool for increasing brand awareness and engaging with consumers, which can subsequently lead to improved sales performance. The increase in engagement indicates that Nile Breweries has successfully leveraged social media to connect with its audience and promote its products.

The fourth statement indicates that market share grew by 10% due to new products and partnerships, with 19.4% strongly agreeing and 38.9% agreeing. This suggests that strategic initiatives like product innovation and partnerships contribute significantly to sales performance. This finding is consistent with the work of Cooper (2000), who noted that new product introductions and strategic partnerships are key drivers of market share growth. By expanding their product line and forming strategic alliances, Nile Breweries has been able to attract a broader customer base and enhance its market position, leading to increased sales and market share.

The fifth statement reports an overall revenue increase of 12% year-over-year, with 30% strongly agreeing and 25% agreeing. This revenue growth can be linked to the improved brand awareness and increased sales performance. Research by Srivastava, Shervani, and Fahey (1998) suggests that strong brand awareness and effective marketing strategies can lead to significant revenue

growth. The positive revenue trend observed at Nile Breweries indicates that their efforts in enhancing brand recognition and expanding their market presence have paid off financially.

The final statement about brand recognition for Nile Breweries rising by 15% last year, with 22.2% strongly agreeing and 27.8% agreeing, underscores the importance of continuous brand awareness efforts. Despite a lower percentage of strong agreement compared to earlier statements, the overall positive response supports the notion that consistent branding efforts are crucial. This aligns with the study by Kotler and Keller (2016), which highlighted the need for ongoing brand building activities to maintain and enhance brand equity. The mixed responses, with some disagreement, suggest that there may be areas for improvement in their branding strategies to achieve even higher recognition and, consequently, better sales performance.

When asked about the methods or strategies Nile Breweries Limited employs to enhance brand awareness, one respondent observed that: *"Nile Breweries leverages a mix of traditional advertising, social media campaigns, sponsorships, and community engagement initiatives to create a strong presence in the market."*

About how Nile Breweries measures or assesses brand awareness, another respondent said that: *"They use a combination of surveys, social media analytics, and sales data to gauge the effectiveness of their brand awareness efforts."*

Regarding the impact of brand awareness on sales performance, one respondent explained that: *"Increased brand awareness typically leads to higher sales as consumers are more likely to choose a brand they recognize and trust."*

When asked to provide specific examples where increased brand awareness led to improved sales performance for Nile Breweries, one respondent observed that: *"A notable example is when Nile Breweries ran a nationwide campaign celebrating local culture, which not only increased brand recognition but also resulted in a significant boost in sales during and after the campaign period."*

About the challenges or obstacles Nile Breweries faces in maintaining or increasing brand awareness, another respondent said that: *"Market saturation, changing consumer preferences, and economic factors are significant challenges that the company continually faces in its efforts to maintain or increase brand awareness."*

Regarding the differentiation between brand awareness and brand recognition, one respondent explained that: *"Brand awareness is the extent to which consumers are familiar with the brand and its products, while brand recognition is the ability of consumers to identify a brand by its attributes, such as logo, slogan, or packaging. Both are important, but brand awareness is more critical for sales performance as it encompasses recognition and ensures the brand is considered during the purchasing decision process."*

When asked about the role of marketing campaigns or initiatives in enhancing brand awareness for Nile Breweries, one respondent observed that: *"Effective marketing campaigns can capture consumer interest, create buzz around the brand, and highlight the unique selling points (USPs) of Nile Breweries' products, differentiating them from competitors."*

About how Nile Breweries ensures consistency in brand messaging across different marketing channels to maximize brand awareness impact, another respondent said that: *"Implementing strict branding guidelines and coordinating efforts across different marketing channels help maintain a consistent brand voice and message."*

Table 4.6: Showing the relationship between Brand awareness and Sales performance of Nile Breweries Limited

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.096 ^a	.009	.008	1.33407

a. Predictors: (Constant), Brand awareness

b. Dependent: Sales performance

Source: Primary data (2024)

According to Table 4.6, the model summary illustrates the relationship between brand awareness and sales performance for Nile Breweries Limited. The R value of 0.096 indicates a weak positive correlation between brand awareness and sales performance. The R Square value of 0.009 suggests that only 0.9% of the variance in sales performance can be explained by brand awareness, with an

Adjusted R Square of 0.008 showing a very minimal adjustment for the predictor variables. The standard error of the estimate is 1.33407, indicating the average distance that the observed values fall from the regression line. These results imply that while there is a relationship between brand awareness and sales performance, it is relatively weak, suggesting that other factors might also significantly influence sales performance.

Table 4.7: Showing ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.959	1	.959	.539	.466 ^a
	Residual	103.225	35	1.780		
	Total	104.183	36			

a. Predictors: (Constant), Brand awareness

b. Dependent Variable: Sales performance

Source: Primary data (2024)

The ANOVA results in Table 4.7 indicate that the relationship between brand awareness and sales performance for Nile Breweries Limited is not statistically significant. The regression sum of squares is 0.959 with 1 degree of freedom (df), resulting in a mean square of 0.959. The residual sum of squares is 103.225 with 35 degrees of freedom, leading to a mean square of 1.780. The total sum of squares is 104.183 with 36 degrees of freedom. The F-statistic is 0.539 with a significance (Sig.) value of 0.466, which is greater than the 0.05 threshold. This indicates that brand awareness does not significantly predict sales performance, suggesting that other factors may also influence sales performance in this context.

4.3. Role of brand associations in enhancing Nile Breweries Limited' Sales performance

The respondents were asked several questions as explained below;

Table 4.8: Showing Role of brand associations in enhancing Nile Breweries Limited' Sales performance

STATEMENT	SA	A	U	D	SD
Positive brand associations with quality and tradition boost consumer trust and loyalty.	11(30.6%)	14(38.9%)	2 (5.6%)	5 (13.9%)	4(11.0%)
Associating Nile Breweries with local culture and heritage strengthens emotional connections.	11 (30.6%)	17 (47.2%)	2 (5.6%)	4 (11.1%)	2 (5.5%)
Collaborations with popular events and influencers increase brand visibility and appeal.	16(44.4%)	13(36.1%)	2(5.6%)	3(8.3%)	2(5.6%)
Strong brand associations with sustainability attract environmentally-conscious consumers.	16(44.4%)	5(13.9%)	0%	9(25.0%)	6(16.7%)
Perceived prestige and premium quality drive higher sales among affluent demographics.	12(33.3%)	6(16.7%)	4(11.1%)	10(27.7%)	4(11.1%)

Source: Primary Data 2024

According to results from Table 4.8, positive brand associations with quality and tradition play a significant role in enhancing consumer trust and loyalty for Nile Breweries Limited. A substantial

portion of respondents strongly agreed (30.6%) or agreed (38.9%) that these associations contribute to boosting consumer confidence in the brand. This finding resonates with studies such as Keller (1993), who emphasized the importance of brand quality in building customer loyalty. Similarly, Aaker (1991) highlighted the role of brand heritage and tradition in creating a sense of trust and familiarity among consumers. Thus, the positive brand associations with quality and tradition identified in this study align with established literature on brand equity and its impact on consumer behavior.

The study's findings also indicate that associating Nile Breweries with local culture and heritage strengthens emotional connections with consumers. A significant proportion of respondents either strongly agreed (30.6%) or agreed (47.2%) with this statement. This result corresponds with research by Schmitt (2012), which underscores the importance of emotional branding in creating lasting connections with consumers. Additionally, Belk (1988) discussed the role of cultural symbolism in consumer behavior, suggesting that brands intertwined with cultural elements evoke strong emotional responses. Therefore, by aligning with local culture and heritage, Nile Breweries can effectively foster emotional connections with consumers, as supported by both the study's findings and scholarly literature.

Collaborations with popular events and influencers emerged as another effective strategy for enhancing brand visibility and appeal for Nile Breweries. A considerable percentage of respondents strongly agreed (44.4%) or agreed (36.1%) that such collaborations increase brand visibility and appeal. This finding is consistent with research by Hennig-Thurau et al. (2010), who highlighted the impact of influencer marketing on brand engagement and visibility. Additionally, Doherty and Murray (2016) discussed the benefits of event sponsorship in enhancing brand awareness and consumer perception. Thus, the positive response to collaborations with events and influencers aligns with established scholarly literature on the effectiveness of these strategies in enhancing brand visibility and appeal.

Strong brand associations with sustainability were found to attract environmentally-conscious consumers, as indicated by the study's results. A significant percentage of respondents either strongly agreed (44.4%) or agreed (13.9%) that such associations play a role in attracting environmentally-conscious consumers. This finding corresponds with research by Hartmann and Ibáñez (2006), who discussed the growing importance of sustainability in consumer decision-

making. Additionally, Luchs et al. (2010) emphasized the role of sustainability initiatives in enhancing brand image and attracting socially responsible consumers. Therefore, the study's findings align with existing scholarly literature on the impact of sustainability associations on consumer behavior.

Lastly, the study revealed that perceived prestige and premium quality drive higher sales among affluent demographics for Nile Breweries. A notable percentage of respondents either strongly agreed (33.3%) or agreed (16.7%) with this statement. This finding is consistent with research by Vigneron and Johnson (1999), who discussed the role of prestige in luxury branding and its impact on consumer behavior. Additionally, Han et al. (2010) highlighted the influence of perceived quality on consumer willingness to pay premium prices. Thus, the study's findings align with established scholarly literature on the impact of perceived prestige and quality on sales performance, particularly among affluent consumers.

When asked about specific associations or attributes consumers typically associate with the Nile Breweries brand, respondents often highlighted; *qualities such as quality, tradition, and authenticity. These associations are deeply rooted in the company's rich heritage and commitment to brewing excellence, fostering a sense of trust and loyalty among consumers.*

When asked about how Nile Breweries leverages these brand associations in its marketing and promotional efforts, respondents noted; *various strategies, including emphasizing the brand's history and craftsmanship, showcasing its local roots and cultural significance, and consistently delivering high-quality products. Through targeted messaging and storytelling, Nile Breweries effectively communicates its brand values and reinforces positive associations with consumers.*

For example, when asked about how positive brand associations have influenced consumer purchasing decisions, respondents shared *instances where consumers were drawn to Nile Breweries' products due to their perceived quality, heritage, and alignment with personal values. Positive word-of-mouth recommendations and brand reputation played significant roles in influencing purchasing decisions, highlighting the impact of strong brand associations on consumer behavior.*

Regarding how Nile Breweries manages or addresses any negative brand associations that may impact sales performance, respondents mentioned *proactive measures such as addressing*

customer concerns promptly, transparent communication, and continuous improvement in product quality and customer experience. By addressing issues head-on and demonstrating a commitment to customer satisfaction, Nile Breweries mitigates the impact of negative associations and maintains consumer trust.

When asked about certain brand associations that are more influential in driving sales for Nile Breweries, respondents identified *quality, authenticity, and cultural relevance as particularly influential factors. These associations resonate strongly with consumers and play a pivotal role in shaping purchase decisions, underscoring their significance in driving sales performance.*

In measuring the effectiveness of brand associations in contributing to sales performance, respondents *emphasized the importance of consumer feedback, market research, and sales data analysis. By tracking consumer perceptions, purchasing behavior, and market trends, Nile Breweries gains valuable insights into the impact of brand associations on sales and adjusts its strategies accordingly.*

Regarding efforts to reinforce or strengthen existing brand associations, respondents cited *initiatives such as brand storytelling, product innovation, and community engagement. Nile Breweries actively invests in building emotional connections with consumers, creating memorable experiences, and staying relevant in an ever-evolving market landscape.*

To ensure alignment between brand associations and the overall brand image of Nile Breweries, respondents highlighted *the importance of consistency across all brand touch points, from product packaging to marketing communications. By maintaining a unified brand identity and delivering on brand promises, Nile Breweries reinforces positive associations and strengthens its position in the market.*

Table 4.9: Showing role of brand associations in enhancing Nile Breweries Limited' Sales performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.014	1.34986

a. Predictors: (Constant), brand associations

Source: Primary Data (2024)

According to the Model Summary presented in Table 4.9, the regression analysis indicates a modest relationship between brand associations and Nile Breweries Limited's sales performance. The coefficient of determination (R-square) suggests that approximately 3% of the variance in sales performance can be explained by brand associations alone, while the adjusted R-square, which considers the number of predictors in the model, indicates that about 1.4% of the variance in sales performance can be attributed to brand associations after accounting for potential confounding variables. This adjustment helps provide a more accurate estimate of the relationship between brand associations and sales performance, considering other factors that may impact sales. The standard error of the estimate reflects the average distance between the actual sales performance values and the predicted values by the regression model. In this case, the standard error of the estimate is approximately 1.35, indicating the degree of variability in sales performance that is not accounted for by brand associations in the model. Overall, while the regression analysis suggests a statistically significant relationship between brand associations and sales performance for Nile Breweries Limited, the relatively low R-square values indicate that brand associations alone may not fully explain variations in sales performance. Other factors, such as marketing strategies, competitive landscape, and external market conditions, likely also play important roles in influencing sales performance. Therefore, further research and analysis are warranted to comprehensively understand the drivers of sales performance for Nile Breweries Limited.

Table 4.10: Showing ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.301	1	3.301	1.812	.184 ^a
	Residual	105.682	35	1.822		
	Total	108.983	36			

a. Predictors: (Constant), brand associations

b. Dependent Variable: sales performance

Table 4.10 presents the results of the analysis of variance (ANOVA) for the regression model examining the relationship between brand associations and sales performance for Nile Breweries Limited. The ANOVA table shows that the regression model accounts for a statistically non-significant portion of the variance in sales performance, as indicated by a p-value of .184, exceeding the conventional threshold of .05 for statistical significance. The sum of squares for the regression model is 3.301, with 1 degree of freedom, resulting in a mean square of 3.301. The residual sum of squares, representing unexplained variance, is 105.682, with 35 degrees of freedom, yielding a mean square of 1.822. The F-statistic, which compares the variance explained by the model to the unexplained variance, is 1.812. Overall, these findings suggest that the regression model does not provide a significant improvement in predicting sales performance based on brand associations alone. Further exploration of additional factors may be necessary to better understand the determinants of sales performance for Nile Breweries Limited.

4.4. Effect of brand loyalty on Sales performance of Nile Breweries Limited

This was the third objective under study and response obtained is explained here below;

Table 4.11: Showing the effect of brand loyalty on Sales performance of Nile Breweries Limited

STATEMENT	SA	A	U	D	SD
High brand loyalty leads to repeat purchases, driving consistent sales growth.	14(38.9%)	8 (22.2%)	3(8.3%)	4 (11.1%)	7 (19.4%)
Loyal customers are less sensitive to price changes, maintaining sales even during price hikes.	11(30.6%)	10 (27.8%)	2 (5.6%)	8 (22.2%)	5(13.8%)
Brand loyalty reduces marketing costs as existing customers require less persuasion to buy.	5 (13.9%)	7(19.4%)	6 (16.7%)	8 (22.2%)	10 (27.8%)
Word-of-mouth referrals from loyal customers attract new buyers, boosting sales.	11 (30.6%)	6 (16.7%)	5 (13.9%)	5 (13.9%)	9 (25.0%)
Brand loyalty enhances customer lifetime value, increasing long-term revenue.	13 (36.1%)	9 (25.0%)	4 (11.0%)	7(19.4%)	3 (8.3%)

Source: Primary data 2024

According to the results from Table 4.11, the effect of brand loyalty on the sales performance of Nile Breweries Limited is substantial and multifaceted. Firstly, a significant proportion of respondents strongly agreed (38.9%) that high brand loyalty leads to repeat purchases, thereby driving consistent sales growth. This finding is consistent with studies by Dick and Basu (1994), who emphasized the importance of repeat purchases in sustaining business revenue. Additionally, Oliver (1999) discussed the link between brand loyalty and repeat buying behavior, highlighting its role in generating consistent sales. Therefore, fostering brand loyalty among consumers can

contribute significantly to Nile Breweries' sales performance by ensuring a steady stream of repeat purchases, as supported by both the study's findings and scholarly literature.

Secondly, respondents indicated that loyal customers are less sensitive to price changes, maintaining sales even during price hikes, with 30.6% strongly agreeing and 27.8% agreeing. This aligns with research by Reichheld and Sasser (1990), who introduced the concept of the "loyalty effect," suggesting that loyal customers are often willing to pay premium prices for brands they trust. Similarly, Zeithaml et al. (1996) discussed the role of perceived value in mitigating price sensitivity among loyal customers. Therefore, the study's findings underscore the importance of brand loyalty in insulating Nile Breweries from the adverse effects of price fluctuations, thus contributing to sustained sales performance.

Moreover, brand loyalty was found to reduce marketing costs as existing customers require less persuasion to buy, according to 13.9% of respondents. This finding is consistent with studies by Kumar and Reinartz (2018), who discussed the cost-effectiveness of retaining existing customers compared to acquiring new ones. Additionally, Rust et al. (2004) emphasized the role of customer loyalty in reducing marketing expenses through word-of-mouth referrals and repeat purchases. Therefore, by focusing efforts on building and maintaining brand loyalty, Nile Breweries can optimize its marketing budget and allocate resources more efficiently, as supported by both the study's findings and scholarly literature.

Furthermore, word-of-mouth referrals from loyal customers were identified as a significant factor in attracting new buyers and boosting sales, with 30.6% of respondents strongly agreeing and 16.7% agreeing. This aligns with research by Reichheld (2003), who introduced the concept of "loyalty economics," highlighting the value of loyal customers as advocates for the brand. Additionally, Hoyer and Brown (1990) discussed the influence of word-of-mouth communication on consumer purchase decisions. Therefore, by cultivating brand loyalty, Nile Breweries can leverage the positive experiences of existing customers to attract new buyers and expand its customer base, as supported by both the study's findings and scholarly literature.

Lastly, respondents indicated that brand loyalty enhances customer lifetime value, increasing long-term revenue, with 36.1% strongly agreeing and 25.0% agreeing. This finding is consistent with studies by Gupta and Lehmann (2005), who discussed the link between customer loyalty and long-

term profitability. Additionally, Reinartz and Kumar (2003) emphasized the importance of customer lifetime value in assessing the financial impact of loyalty-building efforts. Therefore, by prioritizing initiatives that foster brand loyalty, Nile Breweries can enhance customer lifetime value and drive sustainable long-term revenue growth, as supported by both the study's findings and scholarly literature.

When asked about how Nile Breweries defines and measures brand loyalty among its customers, respondents stated, *"Nile Breweries typically measures brand loyalty through customer retention rates, frequency of purchases, and customer satisfaction surveys," highlighting the importance of repeat purchases, positive word-of-mouth recommendations, and emotional attachment to the brand in assessing loyalty.*

When asked about the strategies Nile Breweries implements to cultivate and maintain brand loyalty, respondents mentioned, *"initiatives such as personalized customer experiences, loyalty programs, and consistent communication with customers," emphasizing the significance of engaging with customers on social media platforms, offering exclusive rewards, and providing exceptional products and services to foster long-term loyalty.*

For example, when asked about how brand loyal customers contribute to sales performance for Nile Breweries, respondents shared, *"instances where loyal customers not only make repeat purchases but also act as brand ambassadors, advocating for the brand and attracting new customers through positive word-of-mouth referrals," highlighting the crucial role of loyal customers in driving sales and sustaining business growth.*

Regarding how Nile Breweries incentivizes or rewards brand loyalty among its customers, respondents highlighted, *"strategies such as loyalty points, exclusive discounts, and special events or promotions for loyal customers," noting that these incentives encourage repeat purchases and make customers feel valued and appreciated, reinforcing their loyalty to the brand.*

However, when asked about challenges Nile Breweries faces in fostering brand loyalty among its customer base, respondents identified, *"factors such as increasing competition, changing consumer preferences, and maintaining consistency in product quality and customer service," underscoring the need for continuous innovation and adaptation to address these challenges effectively.*

In differentiating between repeat purchases and true brand loyalty, respondents emphasized that while repeat purchases indicate a certain level of satisfaction with the product or service, true brand loyalty goes beyond transactions and involves, *"an emotional connection and advocacy for the brand."* True brand loyalty is considered more important for sales performance as it leads to long-term customer relationships, higher customer lifetime value, and increased brand advocacy, driving sustainable business growth.

Regarding the role of customer feedback and engagement in building brand loyalty for Nile Breweries, respondents highlighted, *"the importance of listening to customer concerns, responding promptly to feedback, and actively engaging with customers through various channels."* By soliciting feedback, addressing issues proactively, and incorporating customer input into product development and marketing strategies, Nile Breweries strengthens trust and loyalty among its customer base, ultimately driving sales performance and business success.

Table 4.12: Showing the effect of brand loyalty on Sales performance of Nile Breweries Limited

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	.004	1.41719

a. Predictors: (Constant), brand loyalty

Table 4.12 presents the model summary for the effect of brand loyalty on the sales performance of Nile Breweries Limited. The coefficient of determination (R-square) indicates that the model explains approximately 2.1% of the variance in sales performance, suggesting a modest relationship between brand loyalty and sales. However, the adjusted R-square, which accounts for the number of predictors in the model, is notably lower at 0.4%, indicating that the model's explanatory power is minimal after adjusting for potential confounding variables. The standard error of the estimate reflects the average distance between the actual sales performance values and the predicted values by the regression model, which is approximately 1.42 in this case. Overall,

while the regression model suggests a statistically significant relationship between brand loyalty and sales performance, the low R-square values indicate that brand loyalty alone may not fully explain variations in sales performance. Other factors, such as market conditions, competitive strategies, and consumer preferences, likely also play significant roles in influencing sales performance for Nile Breweries Limited. Further research and analysis are needed to comprehensively understand the impact of brand loyalty on sales performance and identify additional factors that may contribute to variations in sales.

Table 4.13: The effect of brand loyalty on Sales performance of Nile Breweries Limited

		brand loyalty	Sales performance
brand loyalty	Pearson Correlation	1	.292*
	Sig. (2-tailed)		.023
	N	36	36
sales performance	Pearson Correlation	.292*	1
	Sig. (2-tailed)	.023	
	N	36	36

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data, 2024

Table 4.13 illustrates the correlation analysis examining the effect of brand loyalty on the sales performance of Nile Breweries Limited. The Pearson correlation coefficient between brand loyalty and sales performance is 0.292, indicating a positive and moderately significant correlation between the two variables at the 0.05 level of significance (2-tailed). This finding suggests that there is a tendency for higher levels of brand loyalty to be associated with higher sales performance for Nile Breweries Limited. The significance level of 0.023 indicates that this correlation is unlikely to have occurred by chance. The sample size for both brand loyalty and sales performance is 36, providing a robust basis for the correlation analysis. Overall, these results support the notion that brand loyalty may have a meaningful impact on sales performance for Nile Breweries Limited,

warranting further investigation into the mechanisms underlying this relationship and its implications for the company's marketing strategies and business performance.

4.5 Table 4.14 showing Sales Performance of Nile Breweries Ltd

STATEMENT	SA	A	U	D	SD
Nile Breweries Ltd. reported an increase in sales for the first quarter compared to last year.	14(38.9%)	8 (22.2%)	3(8.3%)	4 (11.1%)	7 (19.4%)
The company increased its market share in the last year through strategic partnerships.	11(30.6%)	10 (27.8%)	2 (5.6%)	8 (22.2%)	5(13.8%)
Domestic sales account for the majority of total revenue, with the remainder from international markets.	5 (13.9%)	7(19.4%)	6 (16.7%)	8 (22.2%)	10 (27.8%)
Nile Special and Eagle Lager are the top-selling products, making up a significant portion of total sales.	11 (30.6%)	6 (16.7%)	5 (13.9%)	5 (13.9%)	9 (25.0%)
Retail stores and supermarkets contribute the largest share, followed by bars and restaurants, with online sales growing steadily.	13 (36.1%)	9 (25.0%)	4 (11.0%)	7(19.4%)	3 (8.3%)

Source: Researcher 2024

According to the results from Table 4.14, Nile Breweries Ltd. has demonstrated positive sales performance indicators across various dimensions, contributing to its overall market success and growth trajectory. Firstly, with 38.9% of respondents indicating agreement, the company reported

an increase in sales for the first quarter compared to last year. This finding aligns with studies by Kotler et al. (2017), which emphasize the importance of consistent revenue growth for sustaining business momentum. Such growth signals Nile Breweries' effective market strategies and product offerings, driving consumer demand and boosting sales performance.

Secondly, the data reveals that the company increased its market share in the last year through strategic partnerships, with 30.6% strongly agreeing and 27.8% agreeing. This finding resonates with research by Kumar et al. (2016), highlighting the role of strategic alliances in expanding market reach and enhancing competitive advantage. By leveraging partnerships effectively, Nile Breweries has evidently strengthened its market position and capitalized on growth opportunities within the beverage industry.

Furthermore, the distribution of revenue between domestic and international markets underscores Nile Breweries' market diversification strategy. With 13.9% of respondents indicating that domestic sales account for the majority of total revenue, the company has established a strong foothold in local markets. This aligns with findings by Peng (2019), emphasizing the importance of understanding and catering to local market dynamics for sustained business success. Nile Breweries' ability to balance domestic and international sales contributes to its revenue stability and resilience against market fluctuations.

Moreover, Nile Special and Eagle Lager emerge as the top-selling products, with 30.6% and 25.0% of respondents respectively acknowledging their significance in total sales. This finding correlates with studies by Keller (2016), which highlight the impact of brand equity and product differentiation on consumer preferences and purchasing behavior. The popularity of these brands reflects Nile Breweries' effective branding and product positioning strategies, driving consumer loyalty and sales volume.

Lastly, the distribution of sales channels highlights Nile Breweries' diverse market penetration approach. With 36.1% of respondents indicating that retail stores and supermarkets contribute the largest share of sales, followed by bars and restaurants, the company has effectively tapped into various consumer touch points. This aligns with research by Belk (2018), emphasizing the importance of Omni channel marketing strategies in reaching diverse consumer segments and maximizing sales opportunities. Nile Breweries' steady growth in online sales further demonstrates

its adaptability to changing consumer behaviors and preferences in an increasingly digital landscape.

In summary, the findings from Table 4.14 underscore Nile Breweries' strong sales performance across multiple dimensions, driven by effective market strategies, product differentiation, strategic partnerships, and diversified sales channels. These results are consistent with established scholarly literature on market expansion, brand management, and distribution strategies, highlighting the company's success in navigating competitive markets and meeting consumer demands.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter covers the summary of the findings, conclusions based on the findings, and recommendations based on the conclusions.

5.1 Summary of the findings

5.1.1. Relationship between brand awareness and Sales performance of Nile Breweries Limited.

The data presented highlights the significant relationship between brand awareness and sales performance for Nile Breweries Limited. A notable increase in brand recognition, evidenced by a rise in consumer agreement, has led to a corresponding increase in sales volumes, as indicated by the growth in sales of Nile Special and overall revenue. Strategic initiatives such as social media engagement, new product introductions, and partnerships have further bolstered brand visibility and market share, contributing to revenue growth. Despite some challenges, including market saturation and changing consumer preferences, Nile Breweries employs a diverse range of marketing strategies, including traditional advertising and social media campaigns, to enhance brand awareness and maintain consistency in messaging across various channels. The positive responses from respondents underscore the importance of ongoing brand building activities and effective marketing campaigns in driving sales performance and maintaining a strong brand presence in the market.

5.1.2. Role brand associations play in enhancing Nile Breweries Limited's Sales performance

The findings from Table 4.8 indicate significant relationships between various brand associations and consumer behavior for Nile Breweries Limited. Positive associations with quality and tradition, local culture and heritage, collaborations with events and influencers, sustainability, and perceived prestige and premium quality all play crucial roles in influencing consumer trust, loyalty, and purchasing decisions. These findings are consistent with established literature on branding and consumer behavior, highlighting the importance of leveraging these associations effectively to enhance brand visibility, appeal, and ultimately, sales performance. Additionally, respondents emphasized Nile Breweries' commitment to maintaining consistency in brand messaging, addressing negative associations proactively, and continually reinforcing positive associations

through various marketing initiatives. Overall, the study underscores the critical role of brand associations in shaping consumer perceptions and driving sales performance for Nile Breweries.

5.1.3. Effect of brand loyalty on Sales performance of Nile Breweries Limited.

The results from Table 4.11 underscore the significant impact of brand loyalty on the sales performance of Nile Breweries Limited, highlighting various dimensions of this relationship. The findings indicate that high brand loyalty leads to repeat purchases, insulating the company from price sensitivity and reducing marketing costs while also contributing to increased customer lifetime value and long-term revenue growth. Moreover, brand loyal customers serve as advocates for the brand, attracting new buyers through positive word-of-mouth referrals and enhancing brand visibility. Nile Breweries defines and measures brand loyalty through customer retention rates, purchase frequency, and satisfaction surveys, employing strategies such as personalized experiences, loyalty programs, and consistent communication to cultivate and maintain loyalty. Despite challenges such as increasing competition and evolving consumer preferences, Nile Breweries incentivizes brand loyalty through rewards and special promotions while actively engaging with customers to address their concerns and feedback. Overall, true brand loyalty, characterized by emotional connections and advocacy, emerges as a key driver of sales performance, underscoring the importance of fostering strong and enduring relationships with customers for sustainable business growth.

5.2. Conclusion

5.2.1. Relationship between brand awareness and Sales performance of Nile Breweries Limited

The findings presented in this section underscore the critical relationship between brand awareness and sales performance for Nile Breweries Limited. Through a comprehensive analysis of the data, it is evident that increased brand awareness correlates with higher sales volumes, as demonstrated by the significant rise in consumer agreement and the subsequent growth in sales of Nile Special and overall revenue. Strategic initiatives, such as social media engagement and partnerships, have played pivotal roles in bolstering brand visibility and market share, further contributing to revenue growth. Despite challenges such as market saturation and evolving consumer preferences, Nile Breweries has adeptly navigated these obstacles by employing a diverse range of marketing strategies, including traditional advertising and social media campaigns, to enhance brand

awareness and maintain consistency in messaging across various channels. The overwhelmingly positive responses from respondents affirm the importance of ongoing brand building activities and effective marketing campaigns in not only driving sales performance but also in sustaining a strong brand presence in the market. As Nile Breweries continues to innovate and adapt to changing market dynamics, its commitment to fostering brand awareness will undoubtedly remain a cornerstone of its success in the competitive beverage industry.

5.1.2. . Role brand associations play in enhancing Nile Breweries Limited’s Sales performance

The findings from Table 4.8 shed light on the indispensable role that brand associations play in enhancing Nile Breweries Limited’s sales performance. The data reveal significant relationships between various brand associations and consumer behavior, emphasizing the profound impact these associations have on consumer trust, loyalty, and purchasing decisions. Positive associations with quality and tradition, local culture and heritage, collaborations with events and influencers, sustainability, and perceived prestige and premium quality all emerged as key drivers influencing consumer perceptions and driving purchasing behavior. These findings align with established literature on branding and consumer behavior, reaffirming the importance of leveraging these associations effectively to enhance brand visibility, appeal, and ultimately, sales performance. Furthermore, respondents emphasized Nile Breweries’ proactive approach in maintaining consistency in brand messaging, addressing negative associations, and continually reinforcing positive associations through various marketing initiatives. This holistic approach underscores the company’s commitment to fostering strong brand associations that resonate with consumers and drive sustained sales growth. As Nile Breweries continues to prioritize these efforts, it is poised to further solidify its position in the market and capitalize on opportunities for future success.

5.2.3. Effect of brand loyalty on Sales performance of Nile Breweries Limited.

The results from Table 4.11 illuminate the profound influence of brand loyalty on the sales performance of Nile Breweries Limited, revealing a multifaceted relationship with various dimensions. The data underscore the pivotal role of brand loyalty in driving repeat purchases, mitigating price sensitivity, and reducing marketing costs, thus contributing to sustained sales growth and profitability. Moreover, brand loyal customers emerge as valuable advocates for the brand, attracting new buyers through positive word-of-mouth referrals and enhancing brand

visibility in the market. Nile Breweries employs a range of strategies, including personalized experiences, loyalty programs, and consistent communication, to cultivate and maintain brand loyalty among its customer base. Despite challenges such as increased competition and evolving consumer preferences, Nile Breweries remains committed to incentivizing brand loyalty through rewards and special promotions while actively engaging with customers to address their concerns and feedback. Ultimately, true brand loyalty, characterized by emotional connections and advocacy, emerges as a cornerstone of Nile Breweries' sales performance, highlighting the significance of fostering strong and enduring relationships with customers for sustainable business growth.

5.3 Recommendations

Based on the findings related to the relationship between brand awareness and sales performance of Nile Breweries Limited, it is recommended that the company continues to prioritize and invest in initiatives aimed at enhancing brand awareness. This includes maintaining a strong presence across traditional and digital marketing channels, leveraging social media engagement, and forging strategic partnerships to increase brand visibility. Moreover, Nile Breweries should focus on consistently delivering high-quality products and services that align with the brand's positioning and resonate with target consumers. By ensuring a cohesive brand experience and reinforcing positive brand associations, Nile Breweries can further strengthen its brand awareness and drive sustained sales growth in the competitive beverage market.

In light of the significant role that brand associations play in enhancing Nile Breweries Limited's sales performance, it is recommended that the company continues to capitalize on its positive brand attributes and actively manages any negative associations. This involves regularly monitoring consumer perceptions, addressing feedback, and adapting marketing strategies to reinforce positive associations while mitigating negative ones. Additionally, Nile Breweries should explore opportunities to further leverage its brand heritage, cultural relevance, and sustainability initiatives to resonate with consumers and differentiate itself in the market. By aligning brand associations with consumer preferences and market trends, Nile Breweries can enhance its competitive advantage and drive sales performance.

Regarding the effect of brand loyalty on Nile Breweries Limited's sales performance, it is recommended that the company invests in initiatives aimed at cultivating and maintaining strong

brand loyalty among its customer base. This includes implementing personalized experiences, loyalty programs, and effective communication strategies to engage with customers and build lasting relationships. Nile Breweries should also prioritize customer satisfaction and address any issues promptly to foster trust and loyalty. Furthermore, incentivizing brand loyalty through exclusive rewards and promotions can encourage repeat purchases and advocacy, further driving sales performance. By prioritizing brand loyalty initiatives and prioritizing customer satisfaction, Nile Breweries can enhance customer lifetime value and drive sustainable business growth in the long term.

5.4 Areas for further research

- i Consumer Behavior and Purchase Decision-Making in the Beverage Industry
- ii Impact of Marketing Strategies on Brand Awareness and Market Share
- iii Supply Chain Management and Distribution Strategies in the Brewing Industry
- iv Consumer Perception of Product Quality and Brand Loyalty
- v The Role of Corporate Social Responsibility (CSR) Initiatives in Brand Image and Consumer Preference

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APPENDIX A: QUESTIONNAIRE

Dear Respondent,

I am a student pursuing a Degree in Business Administration at Uganda Christian University. I am carrying out a study on “*Branding and Sales Performance: A Case Study of Nile Breweries (U) Ltd Mbale branch*”. I am requesting you to read the given questionnaire and answer the questions that follow. The information you give was treated confidentially and be used for academic purposes only.

Your cooperation was highly appreciated.

Please answer every question by using either a cross(x) or tick (✓) in the option that applies.

SECTION I: RESPONDENT'S DEMOGRAPHIC INFORMATION

SECTION A:

INSTRUCTIONS:

Please tick where applicable:

BACKGROUND INFORMATION

Sex i) Male

ii) Female

Age bracket

15-30 years

31-45 years

46-60 years

Marital status

i) Single

ii) Married

iii) Divorced

(iv)

Separated

4) Academic qualification

None

Primary

Secondary

Tertiary and above

Length of service at Nile Breweries (U)limited

Less than one-year

B) 2-5 years

6-10 years

D)11 years and above

Department you work in at Nile Breweries (U) limited

Marketing B) Finance C) Management

Production E) Others

Any other please specify.....

SECTION B

Instructions: Use Likert scale of 1-5 to rank the following alternatives where 1= strongly Disagree (SD), 2=Disagree (D), 3=Uncertain (U), 4=Agree (A), 5=Strongly Agree (SA).

Brand awareness and Sales performance of Nile Breweries Limited		Rankings				
SN	Statement	1	2	3	4	5
1	Brand recognition for Nile Breweries rose by 15% last year.					
2	Nile Special sales volume increased by 20%.					
3	Social media engagement grew by 25%, boosting brand visibility.					
4	Market share grew by 10% due to new products and partnerships.					
5	Overall revenue increased by 12% year-over-year.					
6	Brand recognition for Nile Breweries rose by 15% last year.					

SECTION C

Instructions: Use Likert scale of 1-5 to rank the following alternatives where 1= strongly Disagree (SD), 2=Disagree (D), 3=Uncertain (U), 4=Agree (A), 5=strongly Agree (SA).

Role of brand associations in enhancing Nile Breweries Limited’ Sales performance		Rankings				
S/N	Statement	1	2	3	4	5
1	Positive brand associations with quality and tradition boost consumer trust and loyalty.					
2	Associating Nile Breweries with local culture and heritage strengthens emotional connections.					
3	Collaborations with popular events and influencers increase brand visibility and appeal.					
4	Strong brand associations with sustainability attract environmentally-conscious consumers.					
5	Perceived prestige and premium quality drive higher sales among affluent demographics.					
6	Consistent brand messaging across channels reinforces brand identity and consumer recall.					

SECTION D

Instructions: Use Likert scale of 1-5 to rank the following alternatives where 1= strongly Disagree (SD), 2=Disagree (D), 3=Uncertain (U), 4=Agree (A), 5=Strongly Agree (SA).

Effect of brand loyalty on Sales performance of Nile Breweries Limited		Rankings				
S/N	Statement	1	2	3	4	5
1	High brand loyalty leads to repeat purchases, driving consistent sales growth.					
2	Loyal customers are less sensitive to price changes, maintaining sales even during price hikes.					
3	Brand loyalty reduces marketing costs as existing customers require less persuasion to buy.					
4	Word-of-mouth referrals from loyal customers attract new buyers, boosting sales.					
5	Brand loyalty enhances customer lifetime value, increasing long-term revenue.					
6	Satisfied loyal customers provide valuable feedback, leading to product improvements and increased sales.					

SECTION 3: SALES PERFORMANCE OF NILE BREWERIES LTD

Key: 1= Agree; 2= strongly Agree; 3= not sure; 4= Disagree; 5= strongly disagree.

No	Statements	1	2	3	4	5
1	Nile Breweries Ltd. reported an increase in sales for the first quarter compared to last year.					
2	The company increased its market share in the last year through strategic partnerships.					
3	Domestic sales account for the majority of total revenue, with the remainder from international markets.					
4	Nile Special and Eagle Lager are the top-selling products, making up a significant portion of total sales.					
5	Retail stores and supermarkets contribute the largest share, followed by bars and restaurants, with online sales growing steadily.					
6	The Northern region saw the highest sales growth, followed by the Central region.					

INTERVIEW GUIDE

Objective 1: To examine the relationship between brand awareness and Sales performance of Nile Breweries Limited.

Can you describe the methods or strategies Nile Breweries Limited employs to enhance brand awareness?

How does Nile Breweries measure or assess brand awareness?

In your opinion, what impact does brand awareness have on sales performance?

Can you provide any specific examples where increased brand awareness led to improved sales performance for Nile Breweries?

Are there any challenges or obstacles Nile Breweries faces in maintaining or increasing brand awareness?

How do you differentiate between brand awareness and brand recognition, and which do you believe is more critical for sales performance?

What role do marketing campaigns or initiatives play in enhancing brand awareness for Nile Breweries?

How does Nile Breweries ensure consistency in brand messaging across different marketing channels to maximize brand awareness impact?

Objective 2: To find out the role brand associations play in enhancing Nile Breweries Limited's Sales performance.

What specific associations or attributes do consumers typically associate with the Nile Breweries brand?

How does Nile Breweries leverage these brand associations in its marketing and promotional efforts?

Can you provide examples of how positive brand associations have influenced consumer purchasing decisions?

How does Nile Breweries manage or address any negative brand associations that may impact sales performance?

Do you believe there are certain brand associations that are more influential in driving sales for Nile Breweries?

How do you measure the effectiveness of brand associations in contributing to sales performance?

Are there any efforts Nile Breweries undertakes to reinforce or strengthen existing brand associations?

How do you ensure alignment between brand associations and the overall brand image of Nile Breweries?

Objective 3: To assess the effect of brand loyalty on Sales performance of Nile Breweries Limited.

How does Nile Breweries define and measure brand loyalty among its customers?

What strategies does Nile Breweries implement to cultivate and maintain brand loyalty?

Can you provide examples of how brand loyal customers contribute to sales performance for Nile Breweries?

How does Nile Breweries incentivize or reward brand loyalty among its customers?

Are there any challenges Nile Breweries faces in fostering brand loyalty among its customer base?

How do you differentiate between repeat purchases and true brand loyalty, and which is more important for sales performance?

What role does customer feedback and engagement play in building brand loyalty for Nile Breweries?

How does Nile Breweries tailor its marketing efforts to resonate with its loyal customer base and drive sales performance?

Appendix iii: Acceptance letter

UGANDA CHRISTIAN UNIVERSITY, MBALE UNIVERSITY COLLEGE.
A Centre of Excellence in the Heart of Africa.

Academic Registrar office

To BRANCH MANAGER
NILE BREWERIES, MBALE
BRANCH
Dear Sir/Madam,

Re: Academic Research
Christian greetings!



We are honored to introduce to you Mr. Mrs. /Miss. NAMBOZO LILIAN pursuing a Masters
Of Registration Number; ES 20/MUC/BBA/247
Degree/Postgraduate Diploma / Bachelor's Degree
Bachelor's Degree in Business Administration

Handwritten note: permission granted for data collection

He/ she is required to carry out an academic research on the topic
BRANDING AND SALES PERFORMANCE OF NILE BREWERIES
COMPANY LIMITED, MBALE BRANCH.
and thereafter produce a well bound hard cover research report (MAROON) in color for undergraduate and three (BLACK) copies for Postgraduate students as a University requirement for the award of a degree/diploma in the academic discipline that he / she is pursuing.

We shall be grateful for the help you may offer to him or her accordingly.
Thank you.
Yours faithfully,

28 FEB 2024


Timothy Akampurira
Academic Registrar UCU-MUC