

ST.MARY'S UNIVERSITY
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSMENT OF BRANDING PRACTICE OF AMBO
MINERAL WATER WITH REFERENCE TO JIVA SOFT
DRINK**

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**BY:-
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**A SENIOR ESSAY SUBMITTED
TO THE DEPARTMENT OF MARKETING MANAGEMENT
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF BACHELOR OF ARTS IN
MARKETING MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Today the primary capital of many businesses is their brands. For decades the value of a company was measured in terms of its real estate, then tangible assets, plants and equipments. However, it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or consumers. "A brand is both tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company" (Kapferer, 1986). Brands are built up by persistent difference over the long run. They cannot be reduced just to a symbol on a product or a more graphic and cosmetic exercised. A brand is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters': creating a brand requires time and identity. The American Marketing Association defines the term 'brand' as "A name, term, symbol or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." More importantly, a brand promises relevant differentiated benefits. Everything an organization does, should be focused on enhancing delivery against its brand's promise (American Marketing Association).

1.1.1 Background of the Organization

Ambo Mineral Water has been bottled and marketed since 1930 and is considered the market leader in Ethiopia. The source of Ambo Mineral Water is a thermo-mineral spring rich in natural calcium, magnesium, potassium, bicarbonates and carbon dioxide. The water originates in a volcanic fissure which then percolates through mountainous terrain eventually being tapped at the springs in Ambo Senkele, 130 km from Addis Ababa, capital city of Ethiopia (www.Ambo mineral water.com)

Ambo is a unique product, used by today's consumers as a thirst quenching soft-drink, discerning mixer and after meal revitalize. It comes from a unique part of the world and is regarded as an 'Ethiopian icon'. The growing demand for Ambo both locally and abroad has resulted in new

investment and plans to further expand capacity and packaging variations to meet and exceed consumer expectations (www.Ambo mineral water. com)

1.2 Statement of the problem

A brand is a complex symbol; it is the intangible sum of products, attributes, its name, packaging and price, its history reputation and the way it is advertised. It is also consumers' impression of the people who use it, well as their own experience (David.O, 1955). A brand is the company's definition of what they have to offer and promise to the consumer.

Ambo mineral water produces Ambo, the oldest mineral water in Ethiopia. The brand Ambo is famous and has a good reputation in the market. The company adds product lines which are Ambo flavor, Ambo xxl, Ambo lit and Jiva soft drink. This study focuses on Jiva, which has been launched before two years. However the brand Jiva could not get the reputation Ambo has. Even it is believed that Jiva could not survive the market due to various factors which are brand promotion, positioning, endorsing and other related factors are the core issues to be touched up on this paper.

1.3 Research Question

The following are the basic research questions that this study attempts to answer the above mentioned problems.

- 1) What are the problems that the company is facing with regard to the brand Jiva?
- 2) What kind of promotional tools does the company use?
- 3) What does the company should do in order to build and sustain a strong brand image in the minds of customers

1.4 Objective of the study

1.4.1 General Objective

The general objective of this study is to asses the branding practice of Ambo Mineral water in the case of Jiva Soft drink.

1.4.2. Specific Objective

In order to satisfy this general objective, the research aims at meeting the following specific objectives.

- Analyze and examine the company's branding practice regarding to the product Jiva.

- To probe what promotional tools had been employed to promote Jiva and how effective the tools were.
- To identify a problem facing a company with regard to branding.
- To indicate how strong brands help enter in to the market easily.

1.5 Significance of the study

This is significant primarily for the student researcher as it would help to apply the learned theoretical research methodologies and fulfill the requirements of undergraduate degree program. Secondly, it will provide initial ideas and strive research topics for the undergraduate students who may be interested in the some field. Thirdly, it may also help Ambo Mineral Water to take some corrective actions and improvements with regards to its branding practice.

1.6 Delimitation of the study

The research paper mainly emphasized on Addis Ababa customers and retailers which are located in Mexico, Merkato, and Shegole. The reason is that it is not possible to include all the places because of time and financial barrier. Concerning time this research paper included from 2004-2005. The reason the student researcher selects this time was because Jiva was first launched in 2004.

1.7 Research Design and Methodology

1.7.1 Research design

In this study descriptive research method was used.

1.7.2 Population, sample size and Sampling techniques

Populations of this study are customers, retailers and marketing manager of Ambo. Concerning final users and retailers convenience, non probability sampling approach was used for the reason that their exact number and list was not available; this helped to choose samples based on the student researcher's , customers and retailers conveniences in terms of time and space. A total number of 200 customers and 30 retailers were taken as a reliable sample size.

1.7.3 Types of Data collected

The student researcher used both primary and secondary data. The primary data were collected from managers, final users and retailers. The secondary data were obtained from relevant books, articles and journal.

1.7.4 Method of Data Collection

Conducting an in-depth interview with the Marketing Manager of Ambo Mineral Water Company was one of the methods of capturing data. Questionnaires were prepared and distributed to customers and retailers.

1.7.5 Data Analysis Method

The data which was obtained from close ended questions was analyzed using frequency and percentage and was placed in tables. Responses that were obtained from open ended questions and interview were narrated and are used to support the analysis.

1.8 Limitation of the study

While conducting the research study there were some factors that hinders the study not to be carried out as it was expected from which; the marketing manager was not easily accessible for interview and questionnaires were not fully filled and returned. But finally the student researcher collects the necessary data to conduct the research paper.

1.9 Organization of the paper.

This paper is organized in four chapters where the first chapter provides an Introduction and the second chapter deals with Review of Related Literature. The third chapter deals with presentation, analysis and interpretation of data. In the final chapters, summary, conclusions and recommendations are included. Finally the bibliography and appendixes are attached with the research paper.

CHAPTER TWO

Review of Related Literature

2.1 Historical Development

Brands have been used since ancient times. For example, to mark livestock, singular designs were burned in to animals' skin to identify the owner. Egyptian brick makers used brands to identify craftsmen's wares. A potter, for example, would mark his pots by putting his thumbprint or other personal tag on the wet clay at the bottom of a vase or pot. Likewise, silversmiths would brand their pieces with marks or initials. The value of craftsmen's wares soon became associated with their brands, as consumers quickly learned to associate varying degrees of quality with marked goods. At least one source traces the roots of present branding techniques to 16th century Whiskey distillers, who burned their names in to the tops of their Whiskey barrels. (Keller ,2000)

It is only since the second half of the 19thc that has branding evolved in to an advanced marketing tool. The industrial revolution and new communications systems made it easier for companies to advertise brands over larger regions. Most importantly, improved modes of transporting goods emerged. Manufacturers transported merchandise primary by ship prior to the late 19th century. (Keller ,2000)

As a result, large scale commercial branding was generally limited to regions served by particular parts and companies near to those shipping points. As manufacturers gained access to national markets, numerous brand names were born that would achieve legendary U.S and global status. Procter and Gamble, Kraft, Heinz, Coca-cola, Kodak, and Sears were a few of the initial brands that would become common household names by the mid-20th century. At least four important evolutionary changes occurred to case those brands, and the entire branding concept for that matter, in to the forefront of modern advertising strategy:

- (I) the internal combustion engine made possible the distribution of products into more remote areas;
 - (II) branding become a tool to distinguish nearly homogenous goods. Such as eggs and bananas;
 - (III) legal systems were devised to recognize and protect brand names; and
 - (IV) branding strategies were extended to encompass services, such as car repair.
- (Philip/Armstrong : 2006)

2.2 What is a brand?

Many literature has defined what a brand is, (Aaker ,1991) states|: A brand is a distinguishing name and/or symbol intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those competitors. A brand thus signals to the customer the source of the product, and protects both customer the source of the product and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical. The above definition show that a brand has a tangible and intangible concept. It is a symbol or a sign that is identifiable to the customers. And it differentiates the product or service from other similar products. Today's business often face fierce competition, and a brand may be something to make their product differ from others so that it stands out in the crowd.

2.3 Functions of brand

(Kotler ,2003) argues that brand gives the business the following advantages.

- 1) The brand name makes it easier for the seller to process orders and tack down problems.
- 2) The seller's brand name and trademark provide legal protection of unique product features.
- 3) Branding gives the seller the opportunity to attract a loyal and profitable set of customers.
Brand loyalty gives sellers some protection from competition.
- 4) Branding helps the seller segment markets.
- 5) Strong brands help build the corporate image, making it easier to launch new brands and gain acceptance by distributors and consumers.

Aside from the brand advantage that Kotler listed above, other literature, listed below, suggests that brand equity would have an effect, whether positive or negative, on the product. (Keller ,1997) defines brand equity as a differential or specific reaction of the customer towards the marketing of a brand as compared to the marketing of a generic product. The source of this reaction is acquired brand knowledge comparably (Aaker ,1996) defines Brand Equity as a set of asset (and liabilities)

linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or services to a firm and/or that firm's customers. Brand equity provides value to both the consumer and to firm, which will then produce a positive effect for the product on the market. Along with the advantages claims by Kotler, a brand, it properly managed, will help the firm in many ways.

2.4 Establishing brand identity

Brand identity is a unique set of brand associations implying a promise to customers and includes a core and extended identity. According to (Aaker and Joachimsthaler, 2000): to be effective a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do overtime. (Knapp ,2000) states that: to excel, a brand image must be well planned, nurtured, supported, and vigilantly guarded. One key to successful brand building is to understand how to develop a brand identity – to know what the brand stands for and to effectively express that identity. According to (Schmitt and Simonson ,1997) companies that represent a cohesive, distinctive and relevant brand identity can create a preference in the marketplace, add value to their products and services, and may command a price premium. When brand faces aggressive competition in marketplace, brand personality and reputation of the brand help it distinguish from competing offerings. This can result in gaining customer loyalty and achieve growth. A company needs to establish a clear and consistent brand identity by linking brand attributes with the way they are communicated which can be easily understood by the customers.

2.5 Brand Association

A set of brand associations enable a brand to develop a rich and clear brand identity. As (Wee and Ming ,2003) States building brand associations requires a company to understand its brand as well as competitors' brands through customer research. Customer research should study existing and prospective customers, former customers, industry experts and intermediaries. Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate. Brand image is the perception in the mind of the customers about the brand and its associations.

In contrast to brand image (Aaker and Joachimsthaler ,2000) argue that, a brand identity is inspirational and may imply that the image needs to be changed or augmented. In a fundamental sense the brand identity represents what the organization wants the brands to stand for. The brand as personality stage marks an important transition phase since not all brands evolve in to consumer

icons, especially if the consumers do not relate to, or believe in, the communication of the brand, or they sense some inconsistencies with the brand's communication. According to (Sherrington ,2003) personality attributes help the brand to achieve sustainable differentiation as they are more difficult to copy than functional features of the product and service by the competition. Another personality association is that it establishes direct relationship with the customers.

Some companies hire professional consultants to conduct market research on how successful a brand is. It can be done using a list of customers to ask if they are aware of their product or service and if they have tried it or would consider trying it. The second measurement is by assessing brand recognition. This is the level of public awareness of a product or service. Increased brand awareness is reflected in a company's market share of a product in relation to competing brands, as people tend to buy product they trust and feel familiar with or that have been recommended by other people.

2.6 Positioning the brand

Positioning is related with creating the perception of a brand in the customer's mind and of achieving differentiation that it stands apart from competitors; bands /offerings and that it meets the consumer's needs/expectations. A brand position according to (Aaker, 1996) is part of the brand identity and value proposition that is to be actively communicates to the target audience and that demonstrates an advantage over competing brands. A well positioned brand has a competitively attractive position supported by strong associations, such as high ratings on a desirable attributes. According to (temporal ,2000), the branding focus should be on adding psychological value to products, services and companies in the form of intangible benefits – the emotional associations, beliefs, values and feelings that people relate to the brand. (Sherrington ,2003) suggest that strategically positioning it in the minds of the target audience, the company can build a strong identity of personality for the brand. Ability to endow a product, service or corporation with an emotional significance over and above its functional value is a substantial source of value create. According to(Chernatony and McDonald ,1998) a successful brand aims to develop a high quality relationship, in which customers feel a sense of commitment and belonging, even to the point almost of passion. The brand preferences is the outcome of the emotional needs the customers have. Emotional associations can strongly distriquish the brand in customers mind in comparison to competitors offering.

2.7 Communicating the brand Message

A brand needs to carve a vision of how that brand should be perceived by its target audience. According to (Knapp ,2000) the brand positioning helps in prioritizing the focus of the brand identity and resultant communication themes which enable the company to set forth the communication objectives such as the type of message, brand differentiation to be achieved, and themes that appeal to the target customers. Advertising that is creatively executed helps the brand to break the clutter and build strong impact in the target market (Sherrington, 2003). (Keller ,2000) states that the major channels of communication used widely to position the brands in the minds of customs and advertising, direct marketing, sales promotion, sponsorships, endorsements, public relations, the internet and integrated brand communications. Successful brands are build through creative repetition of themes in various types of media. Use of emotions in advertising that appeals to the hearts and minds of the people results in an emotional relationship with customers. According to (Aaker ,1991) brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category, a link between product class and brand involved. A brand's message is received through a series of filters that exist within each consumer's life. As (Keller ,2000) stated that the most successful brands keep up with competitors by creating points of parity in those areas where competitors are trying to find an advantage while at the same time creating points of difference to achieve advantages over competitors in some other areas. It is necessary to develop and implement long term integrated communication strategies demonstrating the brand's value to the target customers. The message should be consistent with the brand value, brand personality and other brand identity dimension. Strong brand helps the company in positioning and extending its brand and have a greater influence on the customer purchase process.

The source of this reaction is acquired brand knowledge comparably (Aaker ,1996) defines Brand Equity as a set of asset (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or services to a firm and/or that firm's customers. Brand equity provides value to both the consumer and to firm, which will then produce a positive effect for the product on the market. Along with the advantages claims by Kotler, a brand, it properly managed, will help the firm in many ways.

Consistent, solid advertising support is fundamental to successful brands. The brand group may need to work hard to convince management particularly the finance function that this is forth while but, there is absolutely no doubt that for most brands apart from retailers, it is essential. Even retailers may have to use advertising to change consumer perception, restore a tarnished image, or

reposition themselves. Promotion leads to be integrated in to the total brand strategy. Well used, it can introduce excitement and keep the brand in the news used badly.

We can safely make three statements about brand communication

- Every brand must have some means of communicating with its buyers
- Many other methods of communication are available and come be used to gear up and multiply the effects of advertising
- On the means of communication and the message transmitted must be coordinated to make sure that they are saying the same thing.

2.8 How to measure brand success

According to (Elizabeth Burns ,2010) there are four ways to measure how successful the brand is. The first one is by talking to potential customers. Some companies hire professional consultants to conduct market research on how successful a brand is. It can be done using a list of customers to ask if they are aware of their product or service and if they have tried it or would consider trying it. The second measurement is by assessing brand recognition. This is the level of public awareness of a product or service. Increased brand awareness is reflected in a company's market share of a product in relation to competing brands, as people tend to buy product they trust and feel familiar with or that have been recommended by other people. The third measurement is by monitoring sales. Advertising and marketing campaigns should, ideally, result in increased sales, which bring increased brand success. Companies measure brand success by carefully monitoring the impact advertising campaigns have on sales revenue. This also helps businesses to identify the strengths and weaknesses of advertising and marketing strategies. The fourth measurement is on focusing in the identity of brand.

Brand identity differs from brand recognition because a strong identity also impacts on staff motivation and performance. Brand identity incorporates a company's culture, business strategies, investment value and financial performance. Businesses that continuously assess and monitor their brand's identity gain a good overall perspective on how successful a brand is.

While the challenges to successful brand development are formidable, brand builders are time and again passionate and seasoned executives who pursue and succeed n career paths dominated with obstacles.

In fact, history shows that many of the most successful corporate brands were personally driven by a single person. Brand builders consistently recognize the power of brands and leverage their passion and experience to excel beyond powerful deterrents.

2.9 Branding Research

If we know relatively little about our market or about the product in use, or about the nature of our brand, we need to start with qualitative research. As the name indicates this does not produce numbers but explores how consumers talk about the product field what concepts and words they use, how they feel. It should be used to develop hypothesis for further testing , but should never be used as if it produced reliable measures based on a representative sample.(Geoffery Randall:2004)

In particular, in developing branding we need to start with soft data, with feelings. We need to use some means of exploring behavior in great depth, an of going beyond behavior. For this we need in depth interviews or grop discussion. Group discussions or focus groups can be used sensibly to produce important qualitative data, and indded are often essential starting point for brand development. We can not rely on the results of a small sample in qualitative studies, and need a properly designed survey on a large sample. Only this way we can be confident how our target market thinks and feels about our brand. (Geoffery Randall:2004)

2.9.1 Marketing Information and Research

If we are to focus on customers and customers-trying to provide what will delight them- and building a relationship between our brand and them, then we need information. Equally , it follows from our earlier insistence that branding involves the whole company that marketing information should not remain the property of the market research department or even the marketing function alone but should be widely available to all the people who contribute to the delivery of customer satisfaction. (Geoffery Randall:2004)

Closeness to the customer is a hallmark of successful companies, and each firm needs to work out for it self how to insure that everybody maintains a real understanding of customer needs. Some companies hire professional consultants to conduct market research on how successful a brand is. It can be done using a list of customers to ask if they are aware of their product or service and if they have tried it or would consider trying it. (Geoffery Randall:2004)

In some firms (Marks & Spencer) for example – all senior managers have to spend sometime regularly on the shop floor. At service master, managers continue to work at the operational end actually cleaning customer premises’- for a period every year. In some manufacturing, groups of shops floor workers visits their customers to see their products in use. This is the most basic form of marketing information fundamental to understanding customers and therefore central to branding. (Geoffery Randall:2004)

Brands are built up by persistent difference ever the long run. They cannot be reduced just to a symbol on a product or a more graphic and cosmetic exercised. A brand is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters’: creating a brand requires time and identity (Aaker :1996)

2.10 Brand Decisions

In developing a marketing strategy for individual products, the seller has to confront the branding decisions. Branding is a measure issue in product strategy. On the one hand, developing a branded product requires a great deal of long term investment spending, especially for advertising, promotion and packaging. Many brand oriented companies subcontract manufacturing to other companies. For example, Taiwanese manufacturers make a great amount of the world's clothing, consumer electronics and computers, but not under Taiwanese brand names. (Philip kotler: 1997)

On the other hand manufacturers eventually learned that market power lies with the brand name companies. Brand-name companies can replace their Taiwanese manufacturing sources with cheaper sources in Malaysia and elsewhere. Japanese and South Korean companies realized this and spent liberally to build up brand names such as Sony, Toyota, Goldstar, and Samsung. Even when these companies can no longer afford to manufacture their products in their homeland, the brand names continue to command customer loyalty. (Philip kotler: 1997)

A brand can convey up to six levels of meaning:

- **Attributes:** a brand first brings to mind certain attributes. Thus, Mercedes suggests expensive, well built, well engineered, durable, high prestige, high resale value, fast, and so on. The company may use one or more of these attributes to advertise the car in the world. (Philip kotler: 1997)
- **Benefits:** a brand is more than a set of attributes. Customers are not buying attributes; they are buying benefits. Attributes need to be translated in to functional benefit. The attribute "expensive" might translate in to the emotional benefit. (Philip kotler: 1997)
- **Values:** the brand also says something about the producer's values. Thus, Mercedes stands for high performance, safety, prestige and so on. The brand marketer must figure out the specific groups of car buyers who are seeking these values. (Philip kotler: 1997)
- **Culture:** the brand may represent a certain culture. The Mercedes represent German culture: organized, efficient, high quality. (Philip kotler: 1997)
- **Personality:** the brand can also project a certain personality. If the brand were a person, animal, or an object, what would come to mind? Mercedes may suggest a no-nonsense boss (person) a reigning lion (animal) or an austere palace (object). Sometimes it might take on the personality of an actual well-known person or spokesperson. . (Philip kotler: 1997)
- **User:** the brand suggests the kind of consumer who buys or uses the product. We would be surprised to see a 20 year old secretary driving a Mercedes. We would expect instead to see a 55 year old top executive behind the wheel. The users will be those who respect the products values, culture and personality. (Philip kotler: 1997)

2.11 Brand –Name Decision

Manufacturers who decide to brand their products must choose which brand names to use. Four strategies are available here. (Philip Kotler: 1997)

1. Individual brand names : this policy is followed by General Mills (Bisquick, Gold Medal, Betty Crocker, Nature Valley)
2. Blanket family names for all products
3. Separate family names
4. Company trade name combined with individual product names.

What are the advantages of an individual – brand names strategy? A major advantage is that the company does not tie its reputation to the product's acceptance. If the product fails or appears to have low quality, the company's name or image is not likely to be hurt. (Philip Kotler: 1997)

A manufacturer of good quality watches can introduce a lower quality line without diluting the name. The individual names brand name strategy permits the firm to search for the best name for each new product. A new name permits the building of new excitement and conviction. A blanket family name also has advantage. The development cost is less because there is no need for name research or heavy advertising expenditures to create brand name recognition. . (Philip Kotler: 1997). Furthermore sales of the new product are likely to be strong if the manufacturer's name is good. Thus Campbell's introduced new soups under its brand name with extreme simplicity and achieved instant recognition. . (Philip Kotler: 1997)

Where a company produces quite different products it is not desirable to use one blanket family name. Swift and company developed separate family names for its hams and fertilizers. When Mead Johnson developed a diet supplement for gaining weight, it cleared a new family name, Nutrilite, to avoid confusion with its weight reducing family products, Metrolite. Companies often invent different family names for different quality lines within the same product class of brands – Ann Page, Sultana and Iona respectively. (Philip Kotler: 1997)

Once a company decides on its brand name strategy it faces the tasks of choosing specific brand names. The company could choose the name of a person, quality, life style or artificial name. Among the desirable qualities for a brand name are the following (Philip Kotler: 1997)

- It should suggest something about the product's benefit.
- It should suggest product qualities such as actions or color.
- It should be easy to pronounce, recognize and remember. A short name helps.
- It should be distinctive.
- It should not carry poor meanings in other countries or languages.

names and a choice. Today many companies hire a marketing research firm to develop names and taste them. Name- research procedures include association tests, learning tests, memory tests and preference test. (Philip kotler: 1997)

It is necessary to develop and implement long term integrated normally, companies choose brand names by developing a list, debating the merits of different communication strategies demonstrating the brand's value to the target customers. The message should be consistent with the brand value, brand personality and other brand identity dimension.

Strong brand helps the company in positioning and extending its brand and have a greater influence on the customer purchase process Brand-name companies can replace their Taiwanese manufacturing sources with cheaper sources in Malaysia and elsewhere. Japanese and South Korean companies realized this and spent liberally to build up brand names

Many firms strive to build a unique brand name that eventually will become intimately identified with the product category. A number of brand names have succeeded in this way. Unfortunately success is at identifying a brand name with a product category, not a single product or the company that makes it. . (Philip kotler: 1997) ,

the branding focus should be on adding psychological value to products, services and companies in the form of intangible benefits – the emotional associations, beliefs, values and feelings that people relate to the brand. strategically positioning it in the minds of the target audience, the company can build a strong identity of personality for the brand. Ability to endow a product, service or corporation with an emotional significance over and above its functional value is substantial sources of value create. . (Geoffery Randall:2004)

This is the level of public awareness of a product or service. Increased brand awareness is reflected in a company's market share of a product in relation to competing brands, as people tend to buy product they trust and feel familiar with or that have been recommended by other people. Monitoring sales, Advertising and marketing campaigns should, ideally, result in increased sales, which bring increased brand success. Companies measure brand success by carefully monitoring the impact advertising campaigns have on sales revenue. This also helps businesses to identify the strengths and weaknesses of advertising and marketing strategies. (Geoffery Randall:2004)

2.12 The Concept and Measurement of Brand Equity

Brands vary in the amounts of power and value they have in the market place. At one extreme are brands that are known by most buyers in the market place. Then there are brands for which buyers have a fairly high degree of brand awareness or measured either by brand recall or recognition. There are brands for which buyers have a fairly high degree of brand acceptability- in other words that most customers would not resist buying. . (Philip kotler: 1997) ,

Then there are brands that enjoy a high degree of brand preference. These are brands that are selected over the others. Finally brands that command a high degree of brand loyalty. Few customers are as brand loyal as O'Reilly hopes Heinz customers will be. Aaker distinguished five levels of customer attitude toward their brand from lowest to highest. . (Philip kotler: 1997)

1. Customers will change brands especially for price reasons. No brand loyalty
2. Customer is satisfied. No reason to change the brand.
3. Customer is satisfied and would incur costs by changing brand.
4. Customers value the brand and see it as a friend.
5. Customer is devoted to the brand.

Brand equity is highly related to how many of a brands customers are in classes. It is also related according to Aaker to the degree of brand name recognition, perceived brand equity, strong mental and emotional associations and other assets such as patents, trademarks and channel relationships (Philip kotler: 1997)

Certain companies are basing their growth on acquiring and building rich brand portfolios. This company do not normally list brand equity on their balance sheet because of the somewhat arbitrariness of the estimate. (for example , one measure of brand equity value is the price premium the brand commands times the extra volume it moves over what an average brand would command) (Philip kotler: 1997)

The worlds 10 most valuable brands according to the 1994 Financial World survey of brand value are (in rank order): coca cola, Marlboro, Kodak, Microsoft, Budweiser, Kellogg's, Motorola, Gillette, and Bacardi. (Philip kotler: 1997)

High brand equity provides a number of competitive advantages:

- The company will enjoy reduced marketing costs because of high level of consumer brand awareness and loyalty.
- The company will have more trade leverage in bargaining with distributors and retailers since customers expect them to carry the brand.
- The company can charge a higher price than its competitors because the brand has higher perceived quality.

- The company can more easily launch brand extension since the brand name carries high credibility.
- The brand offers the company some defense against fierce price competition.

A brand name needs to be carefully managed so that its brand equity does not depreciate. This requires maintaining or improving over time brand awareness, brand perceived quality and functionality, positive brand associations, and so on. (Philip kotler: 1997) .These tasks require continuous R&D investment, skillful advertising, and excellent trade and customer service. Some companies, such as Canada Dry and Colgate- Palmolive, have appointed “ brand equity managers” to guard the brands image, associations, and quality- especially when the brand name is extended over other products- and to prevent short term tactical actions by overzealous brand managers from hurting the brand. (Philip kotler: 1997)

Some analysts see brands as the company’s major enduring asset. Yet every powerful brand really represents a set of loyal customers. Therefore, the fundamental asset underlying brand equity is customer equity. This suggested that that proper focus of marketing planning is that of extending loyal customer lifetime value, with brand management servings a major marketing tool. (Philip kotler: 1997)

Unfortunately, many companies have mismanaged their greatest asset- there brands-by not making an effort to managed brand equity. Swift and company develop separate family names for its hams and fertilizers. When Mead Johnson developed a diet supplement for gaining weight, it cleared a new family name, nutriment, to avoid confusion with its weight reducing family products, metrical. Companies of ten invent different family names for different quality lines within the same product class of brands –Ann page, sultana and Iona respectively. (Philip kotler: 1997)

. Successful brands are build through creative repetition of themes in various types of media. Use of emotions in advertising that appeals to the hearts and minds of the people results in an emotional relationship with customers. According to (Aaker ,1991) brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category, a link between product class and brand involved. A brand’s message is received through a series of filters that exist within each consumer’s life. As (Keller ,2000) stated that the most successful brands keep up with competitors by creating points of parity in those areas where competitors are trying to find an advantage while at the same time creating points of difference to achieve advantages over competitors in some other areas. It is necessary to develop and implement long term integrated communication strategies demonstrating the brand’s value to the target customers. The message should be consistent with the brand value, brand personality and other brand identity dimension. Strong brand helps the company in positioning and extending its brand and have a greater influence on the customer purchase process.

2.13 Brand Positioning Decision

However well a brand is positioned in a market, the company may have to reposition it later. A competition may launch a brand next to a company's brand and cut in to its market share. Or customer preferences may shift leaving the company's brand with less demand. (Philip kotler: 1997). A classic story of successful brand positioning is the seven up campaign. Seven up was one of several soft drinks bought primarily by older people wanted a bland, lemon-flavored drink. Research indicated that while a majority of soft-drink consumers were noncola, they did not prefer it all the time and many other customers were noncola drinkers. Seven up went for leadership in the noncola market by executing a brilliant campaign, calling it self the uncola. The campaign featured the uncola as a youthful and refreshing drink, the one to reach for instead of cola. Seven up created a new way for consumers to view the soft drink market, as consisting of colas and uncolas, with seven up leading the uncolas. It thus repositioned seven up as an alternative to the traditional soft drink, not just another soft drink. (Philip kotler: 1997).

2.14 Brand-Strategy Decision

A company has five choices when it comes to brand strategy. The company can introduce line extension (existing brand names extended to new sizes, flavors, and so on in the existing product category), brand extensions (brand names extended to new product categories), multibrands (new brand names introduced in the same product category), new brands (new brand name for new category product). (Philip kotler: 1997).

Line Extension

Line extension occur when a company introduces additional items in the same product category under the same brand name, usually with new features , such as new flavors , forms , colors, added ingredients, package sizes and so on. The vast majority of new product introductions consists of line extensions as much as 89% in the case of grocery products. The company might be trying to utilize excess manufacturing capacity, meet new customer needs , match a competitors new offering , or lock up more retail shelf space(Philip kotler: 1997).

Line extensions involve risk and have provoked heated debate among marketing professionals. On the down side, extension may lead to the brand name losing its specific meaning; Rise and trout call this the line –extension trap. Today the seller would have to ask new, classic or cherry coke? Regular or diet. Sometimes the original brand identity is so strong that is line extension only serve to confuse and don't sell enough to cover their development and promotion cost. (Philip kotler: 1997).

However can and often do have a positive side. They have a higher chance of survival than new products which have an 80%-90% failure rate. Some marketing executives defined line extension as the best way to build a business. In many markets the development of

product line extension is a competitive reality. A product categories evolve a company must continuously adapt its product lines. (Philip kotler: 1997).

Brand Extension

A company may decide to use an existing brand name to launch a product in a new category. Amour used its dial brand name to launch a variety of new products that would not easily have obtained distribution with out the strength of the dial name. Honda uses its company name to cover such different products as its automobiles, motorcycles, snowbladers, lawnmowers and snowmobiles. This allows Honda to advertise that it can fix six Hondas in a two car Garage. (Philip kotler: 1997).

Brand extension strategy offers a number of advantages. A well-regarded brand name gives the new product instant recognition and earlier acceptance. It enables the company to enter new product categories more easily. (Philip kotler: 1997).

Like line extension, brand extension also involves risks. The new product might disappoint buyers and damage their respect for the company's other products. The brand name may be in appropriate to the new product. Transferring an existing brand name to a new category requires great care. Companies that are tempted to transfer their brand name must research how well the brand's association fit the new product. The best result would occur when the brand name builds the sales of both the new product and the existing product. An acceptable result would be where the new product sells well without affecting the sales of existing product. The worst result would be where the new product fails and hurts the sales of the existing product. (Philip kotler: 1997).

Multibrands

A company will often introduce additional brands in the same product category. There are various motives for doing this . sometimes the company is trying to establish different features and/or appeal to different buying motives for doing this. Sometimes the company in herits different brand names each with a loyal following, in the processe of acquiring competitors. A major pitfall in introducing multibrand entries is that each might obtain only a small market share, and none maybe particularly profitable . the company will have dissipated its resources over several brands instead of building a few brands to a highly profitable level. These companies should weed out the weake brands and establish tighter screening procedures for choosing new brands. Ideally, a company's brands should cannibalize the compeitor's brands and not each other . (Philip kotler: 1997).

New Brands

When a company launches products in a new category, it may found that none of its current brand names appropriate. Thus if the timexs decides to make toothbrushes , it is not

likely to call them Timex toothbrushes. When the present brand image is not likely to help the new product, companies are better off creating new brand names. (Philip Kotler: 1997).

In deciding whether to introduce a new brand name, the manufacturer should consider several questions. Is the venture large enough? Will the product last long enough? Will the cost of imprinting a new brand name in the public's mind. Establishing a new product name in the US market place for a mass-consumer-packaged good can cost anywhere from \$50 million to \$100 million. (Philip Kotler: 1997).

Cobrands

A rising phenomenon is the appearance of cobranding (also called dual branding) in which two or more well-known brands are combined in an offer. Each brand sponsor expects that the other brand name will strengthen brand preference or purchase intention. In the case of co-packaged products, each brand hopes it might be reaching a new audience by associating with the other brand. Cobranding takes a variety of forms. One is component cobranding. Another form is same company co-branding and multiple sponsor cobranding. (Philip Kotler: 1997).

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter of the research paper deals with data presentation analysis and interpretation of the data gathered from analysis and interpretation of the respondents through questionnaires and interviews.

Questionnaires were distributed to customers and retailers of Jiva. The questionnaires were given to 200 respondents however, 174 respondents have filled out and returned out of 30 copies of questionnaires distributed to retailers 25 respondents have filled out and returned. Furthermore, interview was conducted with the company's marketing manager

The data which was gathered through close ended questions are analyzed and presented in tables and the data which was gathered through open ended questions and interviews are also narrated.

3.1 Analysis of customer Respondents General Characteristics

Table 1: General Characteristics of customer respondents

Items no.	Items	No. of respondents	Percentage (%)
1	Sex		
	Male	86	44.42
	Female	88	50.58
	Total	174	100
2	Age		
	16-25	74	43
	26-35	50	29.0
	36-45	30	17.0
	> 45	20	11.0
	Total	174	100

As it is attested in the above table 1 items 1, out of 174 respondents 86 (49.42%) found to be males and the rest 88 (50.58%) of them are found to be females.

As it is illustrated in the above table 1 items 2, out of 174 respondents 74 (42.5%) found to be in the age of between (16-25), 50(29%) found to be in the age between (26-35) 30 (17%) found to be in the age between (36-45) and the rest 20 (11.5%) found to be in the age above 46. This found to be in the age above 46. This shows that majority of customers are found in the age group of 16-25.

3.2 Analysis of Major Findings

Table 2: Awareness about Jiva

Items no.	Items	Scale	No. of Respondents	Percentage (%)
1	Have you ever heard about Jiva soft drink?	Yes	44	25.0
		No	130	75.0
		Total	174	100
2	If your answer is yes from where did you hear about it	TV adv.	18	41.0
		Radio adv.	-	-
		News paper	20	45.0
		Billboard	6	14.0
		Total	44	100

As it is illustrated in the above table 2 item 1, out of 174 respondents 44 (25%) responded Yes and 130 (75%) responded No. This implies that majority of customers doesn't have awareness about Jiva.

As to the means through which the respondents know about Jiva is illustrated in table 2 items 2, out of 44 respondents 18 (41%) responded TV advertisement 20 (45%) responded News paper and 6 (14%) responded Billboard. This implies majority of the customers are aware of the product through Newspaper

Table 3: Jiva's Uniqueness

Item no	Item	Scale	No. of respondents	Percentage (%)
1	Do you think Jiva is Unique among other soft drinks	Yes	78	45.0
		No	46	26.0
		I can't	50	29.0
		Total	174	100
2	It your answer is Yes what makes other it unique	Flavor	40	44.4
		Price	28	31.1
		Packaging	10	11.1
		I can't say	12	13.1
		Total	90	100

As it is illustrated in the above table 3 item 1, out of 174 respondents 78 (45%) responded Yes, 46 (26%) responded No and 50 (29%) responded I can't say. This indicate that majority of the customers thinks that Jiva is unique.

As it is attested in the table 3, item2, out of 90 respondents 40 (44.4%) responded flavor, 28 (31.1%) responded price 10 (11.1%) responded packaging and 12 (13.1%) responded I can't say.

Table 4: Influence of Packaging on Sale

Item no.	Item	Scale	No.of respondents	Percentage (%)
1	Do you think the packaging has influence on the scale of the sales of the product	Yes	58	33.0
		No	72	42.0
		I can't say	44	25.0
		Total	174	100

As it is illustrated in the above table 4 item 1, out of 174 respondents 50% (33%) responded Yes, 72 (42%) No and 44 (25%) responded I can't say.

Table 5: Jiva well Distributed

Item no.	Item	Scale	No. of Respondents	Percentage (%)
1	Do you think that Jiva is distributed enough	Yes	52	30.0
		NO	60	34.0
		I can't say	62	36.0
		Total	174	100

As to the means through which the respondents think about the distribution of Jiva is illustrated in table 5, item 1, out of 174 respondents 52 (30%) responded Yes, 60 (34%) responded no and 62 (36%) responded I can't say.

Table 6: Jiva well Promoted

Item no.	Item	Scale	No of respondents	Percentage (%)
1	I think Jiva is well promoted	Strongly Agree	7	4.0
		Agree	17	10.0
		Neutral	20	11.0
		Disagree	44	25.0
		Strong disagree	86	50.0
		Total	174	100
2	What type of promotional activities would you recommend the company	TV adv	58	33.0
		Billboard	48	28.0
		Discounts	58	33.0
		Print adv	10	6.0
		Total	174	100

As it is illustrated in the above table 6 item 1, out of 174 respondents 7 (4%) responded strongly agree, 17 (10%) responded Agree, 20 (11%) respond neutral 44 (25%) responded disagree and 86 (50%) responded strongly disagree.

Table 6, item 2 shows that out of 174 respondents 58 (33%) respond TV advertisement discounts and 10 (6%) responded print advertisement.

Table 7: Jiva produced by Ambo

Item no.	Item	Scale	No of respondents	Percentage (%)
1	Do you know Jiva is produced by Ambo	Yes	68	39.0
		No	106	61.0
		Total	174	100
		Very Strongly	74	43.0
2	How likely would you recommend other Ambo's products to others	Strongly	65	37.0
		Neutral	25	14.0
		Poorly	9	5.0
		Very Poorly	1	0.5
		Total	174	100

As it is illustrated in the above table 7 item1, out of 174 respondents 68 (39%) responded Yes and 106 (61%) responded No. this implies that more than half of costumers do not know that Jiva is produced by Ambo.

Table 7, items 2 illustrated that out of 174 respondents 74 (43%) responded very strongly neutral, 9 (5%) responded poorly and 1 (0.5%) responded very poorly.

Table 8: Like the name Jiva

Item no.	Item	Scale	No of respondents	Percentage (%)
1	How do you likely the name Jiva	Very Strongly	20	11.5
		Strongly	76	44.0
		Neutral	32	18.0
		Poorly	20	11.5
		Very Poorly	26	15.0
		Total	174	100

As to the means through which the respondents like the name Jiva is illustrated in table 8 items 1, out of 174 respondents 20 (11.5%) responded very strongly , 76 (44%) responded strongly 32 (18%) responded neutral, 20 (11.5%) responded poorly and 26 (15%) responded very poorly.

Table 9: Recommendation to other

Item no.	Item	Scale	No of respondents	Percentage (%)
1	How likely would you recommend Jiva to others	Very Strongly	19	11.0
		Strongly	20	12.0
		Neutral	38	22.0
		Poorly	51	29.0
		Very Poorly	46	26.0
		Total	174	100

Table 9, item 1 illustrated that out of 174 respondents 19 (11%) responded very strongly 20 (12%) responded 38 (22%) responded neutral, 51 (29%) responded poorly and 46 (26%) very poorly.

Table 10: Jiva should be re-launched

Item no.	Item	Scale	No of respondents	Percentage(%)
1	Jiva should be re-launched again	Strongly Agree	68	39.0
		Agree	84	48.0
		Neutral	17	10.0
		Disagree	5	3.0
		Strongly disagree	-	-
		Total	174	100

As illustrated in the above table 10 item 1 out 174 respondents 68 (39%) responded strongly Agree, 84 (48%) responded Agree, 17 (10%) responded Neutral and 5 (3%) responded disagree.

3.3 Customer respondent's response for the open ended question

Customer respondents were asked to recommend the company about what to do to make the brand strong and competing like other brands. And here are the responses

- To make aggressive promotion until awareness about the brand can be fully achieved.

- Quality of the product makes the brand popular so first make sure that it has high quality.
- Preparing attractive prizes so that customers will shift their attention to Jiva.
- Advertising on Tv by selecting a well known and accepted celebrity
- Participating and sponsoring charity events that can create a good image.
- Explaining what makes Jiva unique from other brands.

3.4 Analysis of Retailers Respondents General Characteristics

Table 11: Characteristics of Retailers Respondent

Items no.	Items	Scale	No of Respondents	Percentage (%)
1	How long has it been since you are in this business	1-5 yrs	3	12.0
		6-10 yrs	13	52.0
		11-15 yrs	4	16.0
		>15 yrs	5	20.0
		Total	25	100
2	How many shops do you have	1	14	56.0
		2	8	32.0
		3	3	12.0
		>3	-	-
		Total	25	100

As it is attested in table 11 item1, out of 25 respondents 3 (12%) responded 1-5 years, 13 (52%) responded 6-10 yrs and 5 (20%) respondents number of shop illustrated in table 11, item 2, out of 25 respondents 14 (56%) responded 1, 8 (32% responded 2, 3 (12%) responded

3.5 Analysis of Major Findings

Table 12: Target Market

Item no.	Item	Scale	No. of respondents	Percentage (%)
	Who are your biggest	Youngster	14	56.0

1	market segment in buying soft drink	Middle aged	10	40.0
		Adult	1	4.0
		Senior citizen	-	-
		Total	25	100
2	Were you made aware of the target market the company intended	Yes	3	12
		No	17	68
		I was not in this business	5	20
		Total	25	100

As it is attested in table 12, item 1, out of 25 respondents 14 (56%) responded youngster, 10 (40%) responded middle aged and 1 (4%) responded Adult.

Table 2 item 2 illustrated that out of 25 respondents 3 (12%) responded Yes, 17 (68%) responded no and 5 (20%) responded I was not in this business.

Table 13: Why Customers Buy Jiva

Item no	item	Scale	No .of respondent	Percentage(%)
1	Why do you think customers buy Jiva	Because they prefer it	3	12.0
		Because it is most available	4	16.0
		When other options are not available	17	68.0
		Because there are no better option.	1	4.0
		Total	25	100

As it is illustrated in the above table 13 item 1, out of 25 respondents 3 (12%) responded they prefer it, 4(16%) responded it is most available and 1 (4%) responded when other options are not available and 1 (4%) responded there are no better options

Table 14: Jiva Well Promoted

Item	Item	Scale	No. of	Percentage (%)
------	------	-------	--------	----------------

no.			respondents	
1	Jiv is well promoted	Strongly Agree	-	-
		Agree	7	28
		Neutral	3	12
		Disagree	8	32
		Strongly disagree	7	28
		Total	25	100

As it is attested in the above table 14 item 1 out of 25 respondents 7 (28%) responded Agree, 3 (12%) respondents Neutral, 8 (32%) responded disagree and 7 (28%) respondents strongly disagree.

Table 15: Jiva's Distribution

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	Jiva is well promoted	Strongly Agree	10	40
		Agree	9	36
		Neutral	3	12
		Disagree	2	8
		Strongly disagree	1	4
		Total	25	100

As it is attested in the above table 15 out of 25 respondents 10(40%) responded Strongly Agree, 9 (36%) responded Agree, 3 (12%) responded Neutral, 2 (8%) responded Disagree and 1 (4%) responded strongly disagree.

Table 16: Jiva Sales More than Others

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	Jiva has a better sales volume than	Strongly Agree	1	4.0
		Agree	7	28.0
		Neutral	3	12.0

	others substitutes	Disagree	13	52.0
		Strongly disagree	1	4.0
		Total	25	100

As it is illustrated in the above table 16 out of 25 respondents 1(4%) responded Strongly Agree, 9 (36%) responded Agree, 7(28%) responded Neutral, 3(12%) responded disagree and 1 (4%) responded strongly disagree.

Table 17: Demand of Jiva

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	Jiva has higher demand than substitutes.	Strongly Agree	-	-
		Agree	-	-
		Neutral	5	20.0
		Disagree	10	40.0
		Strongly disagree	10	40.0
		Total	25	100

As table 17 shows out of 25 respondents 5(20%) responded Neutral, 10 (40%) responded disagree and 10 (40%) responded strongly disagree.

Table 18: Ambo is the Manufacturer

Item no.	Item	Scale	No. of respondents	Percentage (%)
		Strongly Agree	2	8.0

1	Customers are aware of Jiva is a product of Ambo	Agree	4	16.0
		Neutral	6	24.0
		Disagree	9	36.0
		Strongly disagree	4	16.0
		Total	25	100

Table 18 item 1 illustrated that out of 25 respondents 2 (8%) responded strongly Agree, 4 (16%) responded Agree, 6 (24%) responded Neutral, 9 (36%) responded disagree and 4 (16%) responded Strongly disagree

Table19: I Prefer Other than Jiva

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	I prefer bringing other soft drink than Jiva	Strongly Agree	7	28.0
		Agree	6	24.0
		Neutral	4	16.0
		Disagree	6	24.0
		Strongly disagree	2	8.0
		Total	25	100

Table 19 item 1 illustrated that out of 25 respondents 7 (28%) responded strongly Agree, 6 (24%) responded Agree, 4 (16%) responded Neutral, 6 (24%) responded disagree and 1 (8%) responded strongly disagree.

Table 20: The Name Jiva is well known

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	Customers are aware of the name Jiva	Strongly Agree	2	8
		Agree	3	12
		Neutral	-	-
		Disagree	9	36

		Strongly disagree	11	44
		Total	25	100

As it is illustrated in the above table 20 out of 25 respondents 2 (8%) responded Strongly Agree, 3 (12%) responded Agree, 9(36%) responded strongly disagree 11 (44%) responded Strong disagree.

Table 21: Sales Volume of Jiva is higher than Ambo's Product

Item no.	Item	Scale	No. of respondents	Percentage (%)
1	Jiva sales more than the rest of Ambo's product	Strongly Agree	-	-
		Agree	3	12
		Neutral	5	20.0
		Disagree	11	44
		Strongly disagree	6	24
		Total	25	100

As it is attested in the above table 21 out of 25 respondents 3 (12%) responded Agree, 5(20%) responded Neutral, 11 (44%) responded Disagree and 6 (24%) responded Strong disagree.

3.5 The research findings from interview

1. Do you have a separate section with in the marketing department who is in charge of brand management?

No we don't. Marketing staffs are in charge of managing brands.

2. What is the position of Jiva as compared to competitors?

As the product is new we can not say that it has a big market share.

3. What kind of promotion are you using?

We are using advertisement as a promotional tool. Which are ATL and BTL. ATL(above the line) means by making physical contact with the customer and BTL(below the line) by promoting on TV, radio and posters.

4. Do you evaluate the out come of promotion?

It takes time to make customers so fast but we are trying to evaluate it.

5. Do you think Jiva is promoted well?

No and that's why we are planning to launch the product again.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.1 Summary of the major findings.

- Majority of retailers (52%) has been in this business for about 6-10 years.
- Concerning number of shops majority of retailers (56%) have 1 shop.
- Majority of customer respondents (75%) have no awareness about the name Jiva.
- Concerning promotion majority of customer respondents (75%) indicate that Jiva is not well promoted.
- Majority of customer respondents (66%) recommended the company to use discounts and TV advertisement.
- Majority of retailer respondents (68%) said that customers buy Jiva when other options are not available
- Concerning demand majority of retailer respondents (80%) it has lower demand than other substitutes.
- Concerning promotion majority of retailer respondents (32%) indicate that Jiva is not well promoted.
- Majority of retailer respondents (80%) implies that customer have no awareness about Jiva
- 88% of retailer respondent agreed that other products of Ambo have high demand and sales volume than Jiva.
- Majority of retailers respondents (53%) implies that customers have no awareness about Jiva is produced by Ambo.
- Majority of retailer respondents (52%) prefer bringing other soft drink than Jiva.
- As the marketing manager responded the company does not have a separate section in charge of brand management.
- Concerning brand survey the marketing manager responded that they only take once in a year.
- Concerning promotion the manager responded that they don't think that the promotion is enough and that's why they are planning to launch the product again

4.2 Conclusions

- As it is discovered in the research findings the level of customer awareness about Jiva is very low. All of the respondents agreed that Jiva is not well promoted. This shows that the promotion that has been used is not effective and enough.
- According to the research findings customers only buy Jiva when other options are not available. This indicates that Jiva has no market share due to poor management of brand.
- As the research findings indicate that majority of retailers prefer not to have Jiva in their stores because the demand is very low. This implies that Jiva is being a
- As the research findings indicate customers recommend the company to use discounts and TV advertisement so as to make awareness and attract prospective customers. This shows that through promotion the brand can be competitive and can gain a market share of its own.
- As it is discovered in the research findings Ambo is famous and have a positive image in almost all of respondents and they like other products produced by Ambo. This implies that if Jiva were endorsed by Ambo it would have been easy to promote, gain acceptance and build the brand stronger as competitors.
- As it is shown in the research findings the company does not have a section that is in control of brand management and do not make brand survey. This shows that poor management of brands will lead to a complete failure because a brand is an asset of a company which determines tomorrow's success. Conducting survey shows us where we are standing now and shows us where the gap lies.

4.3 Recommendations

- Successful brands are built through creative repetition of promotion in various types of media. It is necessary for the company to develop and implement long term integrated communication strategies demonstrating the brands value to the target customers. The message should be consistent with the brand value, personality and other brand identity dimension.

- Strategically positioning the brand in the minds of the target audience, the company can build a strong identity of personality of the brand.
- Businesses that continuously assess and monitor their brand's identity gain a good overall perspective on how successful a brand is. The company should assess where their brand stands.
- Strong brand helps the company in positioning and extending its brand and have a greater influence on the customer purchase process. The company should build the brand so as to gain long term success.

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Appendices

St. Mary's University

Faculty of Business

Department of Marketing Management

Interview questions of for Marketing Manager of Ambo Mineral Water

I am a prospective graduate student at St. Mary's University in the department of Marketing Management. I am working my senior research on the practice of branding in your company with reference to Jiva Soft drink. The information that you are going to provide will be treated as confidential and used only for the research purpose.

- 1) Do you have a separate section within the Marketing Department who is in charge of brand management?
- 2) What is the position of Jiva as compared to competitors?
- 3) What is its relative market share?
- 4) Do you undertake a brand survey for your products?
- 5) What kind of promotional tools do you use to make awareness about the brand?
- 6) Did you/Your department promote Jiva enough?
- 7) Did you evaluate the out come of the promotion?

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T'Ÿ?+"Ó T'@ÍS" f fUI' f jōM

KØ" f K}S[Ö< c< ¾T>VL

ÁI SÖÄp ¾}²ÖĚ- upÉef T'ÁU ž'y'c=+ ¾SÚ[h ›Sf ¾T'Ÿ?f"Ó T'@ÍS" f }T] c=] ›LT-U KSS[mÁ Ø" f S[Í KScwew ':-: ¾SÖÄI "›LT u›Ux -H É'ĭf -eØ ŸT>S[-f U'›,« -eØ ›"Æ eK}'- uí=z KeLd SÖØ ²<]Á ':-: Ø"~ S<K< uS<K< fUI' © ':-: ¾ 'f ULi uØ"~ LÄ Ÿö}— ÖkT@ eKT>*[- fjjK—-] SMe uSeÖf Ä}vu\": -É Ń>²?-" c-} - ÁI" SÖÄp KSS<Lf öñÄ— eK}'< upÉT>Á ŸMw ›ScÓ"KG<:

Tdcu=Á:-

- u²=I SÖÄp eU Síō ›eđLŃ> ›ÄÄKU
- KØÁo-›T'ß SMf, fjjM ¾T>K<f" SMe ›ÖŃu< vK- vĚ x ¾× "ÄU ✓ UMif ÁÉ'Ń<:

¾SLi G<'@

1. i

G. c?f

K. "É

2. ÉT@

G. 16 - 25

N. 36 - 45

K. 26 - 35

S. Ÿ 45 uLÄ

ŸØ"~ Ò' ¾}ÁÁ²< ØÁo<

3. eK KeLd SÖÜ: c=Áeu< uSĚS]Á "Á › Ua ¾T>SÖ<f" eV< upÉU }Ÿ}M ÁekUÖ<

G. _____

N. _____

K. _____

S. _____

4. eK í=z ¾KeLd SÖØ cu} - Á-nK<;

G. ›-nKG<

K. ›L-pU

5. KØÁo lØ' 4 SMe-›-nKG< Ÿj' Ÿ¾f ' - ¾cS<f;

G. Te "mÁ

N. Ÿu?}cw

K. ŸÖÄ™Š

S. ŸK?L _____

6. í=z ¾Ux -G U'f "Äj' Á-nK<;

G. ›-nKG<

K. ›L-pU

7. í=z uÄ"w }ª-sM wK- ÁevK<;

G. ›evKG<

N. U"U TKf ›M<MU

- K. :LewU
8. Í=z ÝK?KA< KeLd SÖÙ< Mj '¬ wK¬ ÁevK<;
 G. >evKG< N. U"U TKf >M<MU
 K. :LewU
9. KØÁo lØ' 8 >evKG< Ýj' SMe- uU'<;
 G. ux°U N. u>e}hgÓ
 K. uªÒ S. U"U TKf >M<MU
10. >4>e}hgÑ< G<'@ uiÁÚ LÃ }ê * >K¬ wK¬ ÁevK<;
 G. >evKG< N. U"U TKf >M<MU
 K. :LewU
11. É'Í- U" >Ã'f >4Te "mÁ e^<" "Ç=Öku ÁSj^K<;
 G. >4+y= Te "mÁ-<" N. p"i
 K. u=Mx'É S. K?L _____
12. É'Í- U'~" "Á >Ç=e SËS' >Kuf wK¬ ÁevK<;
 G. >evKG< N. U"U TKf >M<MU
 K. :LewU
13. É'Í- U'~" uum G<'@ >ÝóðLDM wK¬ ÁevK<;
 G. >evKG< N. U"U TKf >M<MU
 K. :LewU
14. É'Í- U'~" ÝSËS\ uòf eKÑuÁ }Ñu= Ø"f >É'ÖM wK¬ ÁevK<;
 G. >evKG< N. U"U TKf >M<MU
 K. :LewU
15. eK Í=z KK?KA< U" wK¬ Á"Ñ^K<;
 G. Ø\ N. 'p}—
 K. S"ÝK— S. U"U TKf >M<MU
16. U" ÁIM Í=z >4T>K¬" eU "Á¬ M;
 G. İÓ uxU N. S"ÝK—
 K. uxU S. 'p}—
17. KÉ'Í- U'~" }"ÇÇ}" Ö"m^ KTÉ[Ó >4T>cÖ<f >e}Á>4f

St. Mary's University

Faculty of Business

Department of Marketing Management

Questionnaire to be filled by those selected for the study.

This questionnaire is prepared by a student researcher, prospective graduate of 2014 in the field of Marketing Management. This questionnaire is prepared to measure the branding practice of Ambo Mineral Water S.C. The response provided by the respondents only used for academic purpose. You are invited respectfully to provide genuine answer for each question.

Thank you in advance for your cooperation

Note:

- No need to write your name
- Put \surd or \times on your answer

Personal profile

1) Sex

- A. Male
- B. Female

2) Age

- A. 16-25
- B. 26-35
- C. 36-45
- D. above 45

Questions related with the study.

3) When you think of soft drinks, which brands comes to your mind (list them interms of their priority)

- A. _____
- B. _____
- C. _____
- D. _____

4) Have you ever heard about Jiva Soft drink?

- A. Yes
- B. No

5) If your answer is yes for question number 5 from where did you hear about it(circle your answer/s)

- A. Advertisement
- C. From family

B. From friends

D. other (please specify)

6) Do you know that Jiva is produced by Ambo?

A. Yes

B. No

7) Do you think Jiva is unique among other soft drinks?

A. Yes

B. No

8) If your answer is “yes” for question number 7 please mention how unique the brand of Jiva from other competing brands.

9) If Jiva is not available what will you do? How likely would you recommend Jiva to others.

A. I will wait.

B. I will switch to another brand

10) How likely would you recommend Jiva to others?

A. Very strongly

D. Poorly

B. strongly

E. Very poorly

C. neutral

11) Do you think Jiva is promoted well?

A. Yes

B. No

12) What type of promotional activities would you recommend the company to use?

A. TV advertising

D. Print advertisement

B. Billboard

E. Other (Please specify)

C. Discounts

- 13) What did you suggest that ambo Mineral Water should do to make the brand Jiva strong?

DECLARATION

Candidate's declaration

I, the undersigned, declare that this senior essay is my original work, prepared under the guidance of Abebaw Eshetu. All source of materials is used for the manuscript have been acknowledged.

Name: Eyerusalem Assefa

Signature: _____

Place of submission: St.marys university department of marketing management

Date of submission: _____

Advisors declaration

This paper has been submitted for examination with my approval as the university advisor.

Name: Abebaw Eshetu

Signature: _____

Date: _____