

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

**AN ASSESSMENT OF BRANDING PRACTICE IN THE CASE
OF St. GEORGE BEER FACTORY**

By
NEBIL ABDURAHMAN

JUNE, 2014
SMU
ADDIS ABABA

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OF St. GEORGE BEER FACTORY**

**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**

BY

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DECLARATION

Advisee's Declaration

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

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Advisor's Declaration

This senior essay has been submitted for examination with my approval as a University advisor.

Name:

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Date: June 2014

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Abstract

The study was conducted in St. George Beer Factory, Mixico Addis Ababa, Ethiopia from February 19, 2014 to May 19 to assess the practice of branding in the company. Descriptive type of the study method was used, through collection of data by non- probability sampling from the customers of the company. A total of 188 customers and a marketing manager of the company were involved in the study as a respondent. From the total of 188 respondents, 114(61%) of them rated company's effort to create brand awareness of St. George beer to the public as it is low, 71(38%) of the respondents rated as moderate for the equation How good is the brand design of St. George compared to competitors. 101(54%) convinced that St. George's brand is unique among other beer brands as negative. Among the 188 customer respondents, 102(54%) of respondents believed that the name St. George have the power to capture customers preference. Finally, those 113(60%) respondents out of the total population did not conceder themselves as the company's loyal customers. As the result indicated that the practice of branding in St. George Beer factory is in a good condition even if there are some problems in the department of the marketing management on their branding strategy. Therefore, series decision is required to observe and identify those problems and appropriate measures should be taken to reduce the risk and uncertainty which can be occurred in these reasons.

Key words:- St. George Beer Factory, practice of branding, , Mixico Addis Ababa, Ethiopia

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Brand name, term, sign, symbol, or a combination of these intends to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Customers view brand as an important part of a product, and branding can add value to product (Armstrong; 2006: 549). Moreover, according to Kapferer, (2008; 13) since a brand is a name with the power to influence the market, its power increases as more people know it, are convinced by it and trust it. A brand is a shared desirable and exclusive idea embodied in products, services, places, and/or experiences. The more this idea is shared by a large number of people the more power the brand has.

Brands provide products with value beyond just their functional benefits. Brands provide a company with possibilities to differentiate from its competition and enhance positioning possibilities. With the right positioning, companies can establish certain brand associations and knowledge structures in the minds of consumers. The success in securing a large market therefore all lies on the consumer's perception of brands and how companies can build brand equity based on the customers' perception (Keller; 2004: 45).

St. George Brewery was first established in 1915 E.C. by a German Company according to some sources the company was owned by Mussie Dawit who was Belgian who later sold it to a German company and after six years later an Ethiopian company took over it. St. George Brewery continued to grow in the early 1970's the brewery was in good shape in terms of its machineries, physical buildings, vehicles, marketing network, etc. in 1974 the brewery was nationalized. Even though this created some obstacles the brewery pulled through with some improvements particularly with regard to manpower development and betterment in workers engagement. On the other hand the brewery was lacking the finance it needed to introduce new technologies that came in the 1970's.

1.2. Statement of the Problem

Brands are important assets of firms. They serve as markers for a company's offering and reflect the complete experience a user has with a product. This implies that brands provide products with value beyond their just their functional benefit. They provide a company with possibilities to differentiate from its competition and enhance positioning possibilities (Keller; 2006: 142).

According to Kotler, (2006; 549) there are six criteria's for choosing brand element this are: memorability: easily recognized and easily recall, meaningfulness: it has to be descriptive and persuasive, likability: fun and interesting, reach visual and verbal imagery, and aesthetically pleasing, the fourth criteria is transferability: within across product categories, across geographical boundaries, culture and religion. The fifth criteria is adaptability: it has to be flexible and updatable, and the last criteria is protectability: either legally or competitively a brand should have the power to stay in the market.

The student researcher is initiated to identify the problem associated with the branding practice of St. George Beer Factory; based on preliminary observation the company's branding strategy give due attention to other things than the most needy things in choosing brand element; such as meaningfulness, likability, and transferability. As I mentioned above transferability is the brand need to be across product categories, across geographical boundaries, culture, and religion. So when we come to the case company it uses the name St. George as a brand name it is not across religion, it is not meaningful related with the product and from my perspective though the company is facing no problem, its likeability from religious person's perspective is questionable.

1.3. Basic Research Questions

1. What does the branding strategies of the company looks like?
2. What are the problems that affect the branding strategy of St. George Beer Factory?
3. How does the company evaluate the effectiveness of its branding strategy?

1.4. Objective of the Study

This part of the study covers the general and specific objectives.

1.4.1. General Objective

The general objective of the study is to assess the branding strategy of St. George Beer Factory.

1.4.2. Specific Objectives

The student researcher will try to achieve the following specific objectives:

- To indicate the branding strategy of the company.
- To identify factors that affect branding strategy of the company.
- To point out methods of evaluation on the effectiveness of the branding strategy of the company.

1.5. Significance of the Study

Under taking this kind of study is very vital for different beneficiaries. The beneficiary of this study can be useful Company itself, to apply the outcome of the study to its effectiveness. Most of all this study is also useful to the student to practice the theoretical since in a practical manner. It can also serves as a reference for the one who are undertaking the same topic or related fields. This study is also significant to others who want to understand and know about social marketing.

1.6. Delimitation of the Study

The study is delimited to the branding strategy of St. George Beer Factory. Because the company has different branches across the country reaching most of them is difficult. Due to this reason the study is delimited on the head office found in Addis Ababa around Mexico. Similarly the student researcher review the past three years (September2010-May2014) branding strategy of the company in order to have a reliable data.

1.7. Research Design Methodology

1.7.1. Research Design

As mentioned earlier, the general objective of the study is to assess the branding strategy of St. George Beer Factory in order to achieve this objective the student researcher used descriptive research method because it helps to answer the research question and to assess, identify, and describe the branding strategy of St. George Beer Factory.

1.7.2. Population and Sampling Technique

The target population of the study is the Marketing Manager of St. George Beer Factory and customers of the company. In reference to Malhotra's (2007: 239) a sample size of 200 numbers of respondents were considered to represent the customers of the company. It is wide to cover the whole population. Therefore, the student researcher used non-probability sampling approach, specifically convenient (Accidental) sampling technique by using those customers available in a certain specific time and place.

1.7.3. Types of Data collected

The student researcher use both primary and secondary data. The primary data collected from customers and head of the company's Marketing Manager. The secondary data has been gathered from reference books, internet, and previous researches.

1.7.4 Methods of Data Collection

Questionnaires were distributed to customers containing both open and ended questions. The student researcher conducts an interview as one means of qualitative data collection to obtain more information in greater depth. Thus, structured interviews, unstructured and non- directive interviews were used as per requirement of the research question the study aims to answer.

The researcher used interview as one means of qualitative data collection to obtain more information in greater depth. Secondary data were collect from the company's advertisement website, company annual, reports, journals, books, literature reviews from much more experienced countries on the particular field and the others.

1.7.5 Data Analysis Method

The student researcher used both qualitative and quantitative data analysis techniques. The responses that are collected from questionnaires are analyzed by quantitative approach, tabulation of the results shows the number of responses to each question and percentage of respondents who gives each possible response to the questions, and responses that are obtained through interview are narrated qualitatively.

1.8. Limitation of the study

There were some actors that affected the study not be continued as expected. Among these factors the following are mentioned.

- Questionnaires were not fully returned
- Some of the customers were not willing to fill questionnaires
- some of the questioners were filled negligently and were not fully returned
- some open ended questioners were not sufficiently answered

1.9. Organization of the Study

This study is organized in four chapters; the first chapter gives introduction which includes background of the study, statement of the problem, basic research question, and objective of the study, significance of the study, delimitation of the study, research design, and methodology and organization of the study. The second chapter deals with review of related literature. The third chapter incorporates data presentation, analysis, and interpretation. Finally, the summary, conclusions and recommendations are presented on the fourth chapter.


CHAPTER TWO

RELATED LITERATURE REVIEW

2.1 Overview of Brand and Branding

Brand has been in use since the medieval times. 'To brand' means literally to burn a mark on something; the word comes from the Scandinavian word for burning which is 'brunna' (Woubishet; 2009: 45)

According to the American Marketing Association, a brand is a name, term, sign, or symbol or a combination of all of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Some brands are supported by logos, for example the NIKE () and the prancing horse of Ferrari. By developing an individual identity, branding permits customers to develop associations with the brand (e.g. Prestige, economy) and eases the purchase decision. Branding affects perceptions since it is well known that in blind product testing consumers often fail to distinguish between brands in each product category (David; 2001:229).

Branding enables products to differentiate themselves from other competitive products, even though there is no tangible difference between the products. That is why customers can't often distinguish between products from each other on blind testing as mentioned earlier (David; 2001:134).

Brands are important assets to firms as they serve as markers for what the company has to offer to its customers; it also signifies the experience that a customer will have when purchasing the product. Brand therefore, should be given a considerable amount of attention. If it is not carried out properly, it will have an immense effect on the reputation of the company and so much more.

Brands provide products with value beyond just their functional benefits. Brands provide a company with possibilities to differentiate from its competition and enhance positioning

possibilities. With the right positioning, companies can establish certain brand associations and knowledge structures in the minds of consumers the success in securing a large market therefore all lies on the consumer's perception of brands and how companies can build brand equity based on the customers' perception (Keller; 2004: 45).

2.1.1 Brand Equity

Brand equity is a concept that emerged in the 1980s. It is believed to be one of the most popular and potentially important marketing concepts. It serves as a tool to interpret the potential effects of various brand strategies. It stresses the importance of the role of the brand in marketing strategies.

Brand equity has been defined by various institutes and individuals in various ways. According to Aaker, (2003; 234) brand equity is 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 that firm's customers.

The underlying assumption behind the brand equity concept is that 'the power of a brand lies in what resides in the minds of customers'. Money spent on marketing activities should therefore be considered as investment; because it influences the perception of consumers. The perception of consumers is derived from past experiences they have had from the particular products and the knowledge they have acquired from those experiences. Therefore; the true value and future prospects of a brand rest with customers and their knowledge about the brand.

The sources of brand equity are discussed in the paragraphs below.

2.1.1.1 Brand Awareness

Brand awareness consists of brand recall performance and brand recognition. Brand recognition relates to consumers ability to confirm prior exposure to the brand when given the brand as a cue. Brand recall relates to consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category or usage situation as a cue brand awareness is of critical importance since customers will not consider your brand if they are not aware of it (Keller; 2004: 67).

2.1.1.2 Brand Salience

Achieving the right brand identity involves creating brand salience with customers. Brand salience relates to aspects of the awareness of the brand. For example; how often and easily the brand is evoked under various situations or circumstance; to what extent the brand is top of mind and easily recalled or reorganized; what kinds of cues or reminders are necessary? How pervasive is the brand awareness? Achieving the right brand identity involves creating brand salience with customers (Keller; 2004: 76).

A highly salient brand is one that has both depth of brand awareness- the likelihood that a brand element will come to mind and the ease with which it does, and the breadth of brand awareness- the range of purchase and usage in which the brand comes to mind. Brand salience is an important first step in building brand equity, but is usually not sufficient (Keller; 2004: 84).

2.1.1.3 Brand meaning/ image of the brand

There are also other factors that customers consider such as brand meaning. Brand meaning is of two types:

A. Brand Performance

A product that satisfies the customer's needs and wants is necessary for successful market. The product's performance helps in building brand equity.

Brand performance relates to the ways in which the product or service attempts to meet customers' more functional needs. The specific performance attributes and benefits making up functionality will vary widely. However, there are five important types of attributes that underlie brand performance (Keller; 2004: 82).

1. Primary ingredients and supplementary features
2. Product reliability, durability and service ability
3. Service effectiveness, efficiency and empathy
4. Style and design
5. Price

B. Brand Imagery

Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. It refers to intangible aspects of the brand. The following categories can be highlighted (Keller; 2004: 83);

1. User profiles
2. Purchase and user situations
3. Personality and values
4. History, heritage and experiences

2.1.1.4 Brand Judgments

Brand judgments focus on customers' personal opinions and evaluations with regard to the brand. Brand judgments involve how customers put together all the different performance and imagery associations of the brand to form different kinds of opinions. In terms of creating a strong brand four types summary brand judgments are particularly important: Quality, Credibility, Consideration and Superiority (Keller; 2004: 88).

2.1.1.5 Brand Feelings

Brand feelings are customers' emotional responses and reactions with respect to the brand. The feelings can be intense or mild or can be positive or negative. Warmth, fun, excitement, security, social approval, and self respect are six important types of brand building feelings the first three types are experiential and immediate, increasing in level of intensity. The latter three types of feelings are private and enduring increasing in the level of gravity. Brand judgments and feelings can only favorably affect consumer behavior if consumers internalize or think of positive responses in their encounters with the brand (Keller; 2004: 90).

2.1.1.6 Brand Resonance

The final source of brand equity the paper will be discussing is brand resonance. Brand resonance refers to the nature of the relationship that the customer has with a brand and the extent to which customers feel that they are in sync with the brand. It is characterized in terms of intensity or the depth of the psychological bond that the customers have with the brand as well as the level of activity engendered by this loyalty.

2.2 Factors Affecting Consumer Behavior

Consumers are individuals who buy products or services for personal consumption the behavior of consumers needs to be understood in order to fully grasp the reason behind the purchases of consumers: how and why they purchase the way they do (David; 2001: 60).

2.2.1 Consumers' Behavior

Often times, consumers buy individually but sometimes the decision making process can be made by a group. In such a situation, a number of individuals may interact to influence the purchase decision each individual that is part of the decision making group may assume different roles (David; 2001: 62). These roles are:

- a. **Initiator**- the person who begins the process of considering a purchase. Information may be gathered by this person.
- b. **Influencer**- the person who attempts to persuade others in the group concerning the outcome of the decision. Influencers typically gather information and attempt to impose their choice criteria on the decision.
- c. **Decider**- the individual with the power and/or financial authority to make the ultimate choice regarding which product to buy.
- d. **Buyer**- the person who conducts the transaction. The buyer calls the supplier, visits the store, makes the payment and effects delivery.
- e. **User** – the actual consumer/user of the product.

2.2.2 Influences on consumer behavior

Not all purchasing decisions go through the same decision making process. There are different factors that influence the decision making process, the buying centre and choice criteria in consumer behavior. These factors can be classified into three groups; the buying situation, personal influences and social influences (Jobber; 2001: 71).

A. The Buying Situation

According to David Jobber, three types of buying situations can be identified; extended problem solving, limited problem solving and habitual problem solving.

1. Extended problem solving- It involves a high degree of information search, and close examination of alternative solutions using many choice criteria. It is commonly seen in the purchase of cars, video and audio equipment, houses, and expensive clothing where it is important to make the right choice. Information search and evaluation may focus not only on which brand/model to buy but also where to make the purchase. (David; 2001: 72).

2. Limited problem solving- According to David Jobber, many consumers purchase fall into the limited problem-solving category. The consumer has some experience with the product in question so that information search may be mainly internal through memory. However, a certain amount of external search and evaluation may take place (e.g. checking price) before purchase is made.

3. Habitual problem solving – habitual problem solving occurs when a consumer repeatedly buys the same product with little or no evaluation of alternatives. The consumer may recall the satisfaction gained by purchasing a brand and automatically buy it again.

B. Personal Influences

According to Jobber, there are six personal influences on consumer behavior: information processing, motivation, beliefs and attitudes, personality, lifestyle and lifecycle. Each of them will be discussed in the following paragraphs.

1. Information processing- refers to the process by which a stimulus is received, interpreted, stored in memory and later retrieved. According to Jobber, (2001: 74) there are two key aspects of information processing which are, perception and learning. Jobber defines perception as a

complex process by which people select organize and interpret sensory stimulation into a meaningful picture of the world. And he defines learning as any change in the content or organization of long-term memory and is the result of information processing.

2. Motivation- a set of factors that derives consumers to act in a certain way can be considered as motivation.

The basic process involves needs (deprivations) that set drives in motion (deprivations with direction) to accomplish goals (anything which alleviates a need and reduces a drive (Jobber; 2001: 78).

According to Abraham Maslow, (2003; 43), motives can be grouped into five categories. These categories are:

Physiological- the fundamentals of survival e.g. hunger, thirst

Safety – protection from the unpredictable happenings in life. E.g. accidents, ill health

Belongingness and love – striving to be accepted by those to whom we feel close and to be an important person to them.

Esteem and status - striving to achieve a high standing relative to other people; a desire for prestige and high reputation.

Self actualization – the desire for self-fulfillment in achieving what one is capable of for one's own sake.

Beliefs and Attitudes- A belief is a thought that a person holds about something (Jobber; 2001: 78). In a marketing context, it is a thought about a product or service on one or more choice criteria.

According to Jobber, an attitude is an overall favorable or unfavorable evaluation of a product or service. The consequence of a set of beliefs may be a positive or negative attitude towards the product or service.

Personality- personality is the inner psychological characteristics of individuals that lead to consistent responses to their environment. A person may tend to be warm/cold, dominant/subservient, introvert/extrovert, sociable/loner, adaptable/ inflexible, competitive/cooperative etc (Jobber; 2001: 78).

According to David Jobber, the concept of personality is also relevant to brands. Brand personality is their characterization as perceived by consumers. Brands may be characterized as 'for young people', 'for winners' or 'intelligent'.

Life Style – life style refers to the pattern of living as expressed in a person's activities, interests and opinions (Jobber, 2001: 78).

Life Cycle- life cycle refers to the different stages that people go through in life. People at different stages in their life cycle behave differently. Consumer behavior is largely affected by life cycle because disposable income and purchase requirements may vary according to life cycle stage (Jobber, 2001: 78).

C. Social Influences

According to David Jobber, there are different social influences that affect the behavior of consumers. These are:

- a. **Culture** – culture refers to traditions, taboos, values and basic attitudes of the whole society within which an individual lives (Jobber; 2001: 79) If a certain consumer behavior is frowned upon or if it is not acceptable, the consumers will restrain themselves from behaving that way.
- b. **Social Class**- social class has been regarded as an important determinant of consumer behavior for many years (Jobber; 2001: 80). Nowadays social class is being criticized because it is believed that it fails to relate to differences in disposable income among the different social classes.

Social class as a predictive measure of consumption differences is not dead but can usefully be supplemented by other measures such as life stage and life cycle.

- c. **Geo-demographics**- according to David Jobber, (2004; 204), an alternative method of classifying consumers is based upon their geographic location and this analysis is called geo-demographics. Consumers are grouped into geo-demographic clusters based upon such information as type of accommodation, car ownership, age, occupation, number and age of children and ethnic background.
- d. **Reference Groups** – the term reference group is used to indicate a group of people that influence an individual's attitude or behavior (David; 2001: 80). This group may

consist family, a group of friends or work colleagues. Often times, consumers choose a brand or model based on what they perceive as acceptable to their reference groups.

2.2.3 Types of Goods

There are three types of goods. These are:

- a) Convenience Goods – these are the type of goods that are bought frequently with no effort of information search and with relatively low prices.
- b) Shopping Goods – these are the type of goods that are bought infrequently which require moderate effort in selecting what is best. They have relatively high prices as well.
- c) Specialty Goods –these types of goods are purchased a lot more infrequently and they need maximum effort of information search and they are also very expensive.

2.3 Brand Sensitivity

One aspect that has not been given attention to is brand sensitivity, which is an important factor to account for. If consumers are relatively insensitive to marketing efforts or brands for that matter, less brand equity will be generated and less true brand loyalty will be created. This would diminish the aforementioned advantages of brands and is therefore useful to research. Of course, consumers might still repeatedly buy a certain brand, but without a high level of brand sensitivity this would only be purchase inertia (Odin, 2001:254).

In the case of purchase inertia, the consumer is not able to distinguish between brands and does not perceive any important differences between brands. Repeat purchases would be caused by habitual buying or environmental constraints like product assortment. Only under the condition of strong brand sensitivity a consumer is said to be brand loyal.

This is supported by Amine, (1998: 231), who recognizes brand sensitivity as a direct antecedent of brand loyalty and defines it as a psychological variable describing the consumers' tendency to use brand information as a determining criterion in the choice process. Amine states that highly involved consumers with strong brand sensitivity are likely to be brand loyal. This shows the importance of brand sensitivity in the context of brand loyalty.

According to (Amine, 1998:187) building brand sensitivity can be seen as the extent to which a consumer takes the actual brand image into consideration in the purchase decision process. This is consistent with (Kapferer, 1992: 675) who define brand sensitivity as the importance of a brand when choosing a product.

Brand sensitivity is a crucial concept in the context of brand loyalty, which in turn is of great importance to companies due to the competitive advantages provided by a loyal customer base.

Brand sensitivity therefore is the central concept of this thesis. We will try to explain this psychological variable by researching the underlying explanatory variables; this should make clear why some persons are more sensitive to brands than others.

In line with Amine (1998: 219), Robitaille (2003: 142) also see brand sensitivity as a psychological construct that refers to the buyer's decision-making process. According to Lachance *et al.*, being brand sensitive means that brands play an important role in the psychological process that precedes the buying act. This means that through brand sensitivity one could identify the underlying intrinsic motivation of consumers to buy a certain brand - the underlying explanatory variables that together determine a person's brand sensitivity.

2.3.1 Involvement

According to Lachance, (2003; 1998) One of the factors most directly related to brand sensitivity is consumer involvement in a product category. Involvement refers to the extent to which the product category is motivating for the consumer. Being more involved means that consumers are motivated to willingly search for and actively process product related information (Warrington and Shim, 2000). This leads to more time and effort spent in search related activities, greater perceived differences in product attributes and the establishment of brand preferences. This is in line with Laurent and (Kapferer, 1985:54) who argue that the extensiveness of consumers' purchase decision processes will differ depending on their level of involvement.

Amine, (1998: 422) comments that perceived differences between brands depend on the consumers' familiarity with the product category. High involvement in a product category enables consumers to identify more subtle differences between brands in both functional and psychological attributes, leading to higher functional, experiential and symbolic benefits (Keller, 1993: 131).

According to (Shim, 2000:184), product involvement occurs when a product category is related to a person's centrally held values and self-concept. The authors distinguish between situational and enduring involvement, with the difference being that situational involvement refers to the use of a product in a specific situation, while enduring involvement is related to the consumers' centrally held values across all purchase occasions. Ultimately, Warrington and Shim follow Zaichkowsky, (1985; 259) in defining product involvement as the perceived relevance of a product class based on the consumers' inherent needs, interests and values.

The relevance of a product category is based on consumers' needs, interests, and values. This implies that a highly involved consumer will intrinsically engage in a more extensive purchase decision process, which in turn will increase the perceived difference between brands, making the consumer more brands sensitive. This is supported by (Zaichkowsky; 1985: 401) who argues that the perceived differences between brands, due to high involvement, cause consumers to prefer one brand over another.

2.3.2 Perceived risk

Buying a product brings a certain amount of risk. Prior to the purchase, one cannot know if the product will perform as expected. Perceived risk thus refers to the risks associated with making a poor brand choice (Walker, 2001:211) and can be related to performance, financials, or social aspects (Ailawadi, 2003:362).

Buying a well-known brand may decrease uncertainty and post-purchase dissonance. (Ailawadi, 2003:314) supports this and states that it is reassuring to buy a well-known alternative. (Gounaris, 2004:611) state that this is especially true for high valued and high involvement goods. This is logical given that perceived risk consists of the probability of making a wrong choice and the importance of the negative consequences of this wrong choice (Amine, 1998:224).

Naturally, these consequences are higher for high valued products or if a consumer is highly involved in the product category. The value assigned to products and brands is directly related to perceived risk. (Ailawadi, 2003:162) state that the perceived risk in a certain product category is linked to the value that consumers give to a branded versus an unbranded product.

In categories with high perceived risk, consumers assign higher values to well-known brands. Along with the argument that brands in categories with greater perceived risk should have higher brand equity, this implies that in categories with greater perceived risk, consumers tend to be more sensitive to brands (Ailawadi, 2003:245).

(Venkatesan, 1968:211) argue that consumers rely on brand image as a risk reduction process. Since brand sensitivity was defined earlier on as the extent to which a consumer takes the actual brand image into consideration in the purchase decision process, this shows a direct link between perceived risk and brand sensitivity.

2.3.3 Perceived risk and involvement

These topics seem to be related as (Sheth, 1968:124) argue that the greater the perceived risk, the more extensive the purchase decision process will be. Brands are a way of reducing perceived risk and perceived risk tends to be higher if a product category is relevant for a consumer's needs, interests, and values. This is logical since a wrong choice will have greater consequences if the product category is important to the consumer. This is also true for high value products; because the price is high, risks are high and this leads to state that consumers tend to be highly involved (Laurent, 1985:46).

This is also in line with (Gounaris, 2004:487) arguing that brands are used to reduce perceived risk, especially in high valued and high involvement product categories. This seems to imply that the greater the perceived risk, the greater the effect of involvement on brand sensitivity will be. Perceived risk thus tends to affect the relationship between involvement and brand sensitivity.

2.3.4 Perceived product quality

One of the brand equity assets that (Aaker, 1992:654) identifies as the source of the value of brands is perceived quality. Different consumers will demand different levels of quality. Since a reputable brand name conveys a strong indication of a product's quality (Gounaris, 2004:337), one could argue that consumers looking for a higher quality level are more sensitive to brands than those that demand less quality.

(Monroe, 1989:136) have proved this in their meta-analysis by finding a positive relationship between brand name and perceived quality. (Lehmann, 2006:342) support this in stating that

brands promise a particular quality level. Perceived quality provides value to the brand by providing the consumer a reason to buy (Aaker, 1992:85).

This is also supported by (Ailawadi, 2003:139), who argue that the perceived risk of making a wrong buying decision is greater if there is a larger gap in perceived quality between branded and unbranded products. This implies that the more important perceived product quality is to a consumer, the more brand sensitive he/she will be.

2.3.5 Consumer social influence

Social factors are an important aspect of the purchase decision process; Bearden, state that interpersonal influence is a major determinant of consumer behavior. The formation of consumers' attitudes, norms, values and purchase behavior is partly due to interpersonal influence (Netemeyer, 1989:122).

According to Bearden, (1982; 253) the reference group construct has been generally accepted as being one of the determinants of consumer decision making. They provide a more compact definition in stating that a reference group is a person or a group of people that significantly influences an individual's behavior. The definitions mentioned above are the result of previous research on social influence (Burnkra; 1975: 354).

In his extension of prior research, Burnkrant, (1975) find that people use other's product evaluations as a source of information about products. Based on this information people will develop or alter their attitudes towards products and brands.

The authors distinguish between informational and normative social influence in the consumer decision making process. This is supported by Bearden (1989) as they state that social influence is a multidimensional construct. The multidimensionality is also present in their definition of consumer susceptibility to social influence the first part of this definition is about the normative dimension of social influence whereas the second part of the definition deals with the informational dimension of social influence(Bearden; 1989: 474).

2.3.6 Normative Social influence

Normative social influence is defined as the tendency to conform to the expectations of others (Bearden *et al.*, 1989) and entails two different aspects. Burnkrant, (1975; 213) state that social influence is achieved either by the process of identification or compliance.

The process of identification is about an individual's need to enhance his self-concept and is reflected in the acceptance of positions expressed by others (Bearden and Etzel, 1982). The acceptance of positions expressed by others, being behavior or opinions, occurs when the behavior or opinions of these others are associated with the self-concept the individual wants to achieve (Bearden; 1989: 137).

The process of compliance entails the individual seeking rewards or avoiding punishment by conforming to the influence of others (Burnkrant; 1975: 345). They further state that this type of influence only occurs when the result is visible to others. Later works have renamed the processes of identification and compliance to value-expressive influence and utilitarian influence, respectively.

In developing a measure for consumer susceptibility to interpersonal influence, Bearden, (1989; 239) discuss both value-expressive and utilitarian influence. In their final measurement scale however, they do not explicitly distinguish between these two processes, but provide a general measurement scale for normative social influence, we will not make a distinction between the two processes, but use the term normative social influence instead.

2.3.7 Informational social influence

Using the second part of the previously mentioned definition of Bearden, (1989; 231), informational social influence can be seen as the tendency to learn about products and services by observing others and/or seeking information from others. Informational influence stems from the uncertainty associated with a purchase decision. Burnkrant, (1975; 148) provide evidence to indicate that people use other's product evaluations as a source of information about the product. They state that consumers draw conclusions about the product based on other's evaluations. It was found that positive peer evaluations lead to more positive evaluations from the consumer itself. This is reflected by the statement of Bearden, (1989; 148) that informational influence affects the consumer decision making process regarding product evaluations and brand

selections. Lessig, (1977; 231) recognize two different ways for consumers to be susceptible to informational influence. One way is an active search for information from those considered credible. The other way is more subtle and entails the individual being influenced by others through observing their behavior and drawing conclusions based on their behavior.

2.3.8 Social influence and brand sensitivity

In a context of brand sensitivity, it is likely that social influences will play a substantial role.

Building on Amine (1998; 342), I have defined brand sensitivity as the extent to which consumers

take the actual brand (image) into consideration in the purchase decision process. In the preceding theory on consumer social influence, it was found that consumers use others to learn about products and brands.

This information is then used to develop or alter their attitudes towards the brand. When faced with a purchase decision process, consumers will use this information in deciding whether or not to buy a (specific) well-known brand. Consumer susceptibility to informational social influence thus seems to have a positive effect on brand sensitivity. This also seems to be the case for normative social influences. In their research on adolescents' brand sensitivity in apparel, Lachance, (2003; 342) suggest that brand sensitivity is the result of interactions with the social environment. They find that the influence of peers is the most important predictor for adolescents' brand sensitivity. The need to identify with certain reference groups drives them to be very sensitive to brands in a context of apparel. In other words, following the definition of Lauren, (1992; 285), when choosing a product (apparel) they assign great importance to the brand. This is consistent with Bettman, (2005; 173), who state that consumer research on reference groups has shown congruency between group membership and brand usage (and thus brand sensitivity). The fact that the. Bearden, (1982; 320) state that the product or brand has to be observable by others. The process complying with others and adopting their values involve communication of observation. This can only be the case when the product is observable.

2.4 Brand Loyalty

In the preceding theory development, we have tried to identify the underlying explanatory variables that together determine a person's brand sensitivity. To enhance the practical relevancy of this thesis, we will make one more addition to the conceptual framework by adding brand loyalty. In the introduction of this thesis, it became clear why brands are so important and how brand loyalty can help firms in obtaining a sustainable competitive advantage. It is therefore interesting to add brand loyalty to the framework. In this thesis, brand sensitivity will be measured and explained (Odin; 2001: 342) define true brand loyalty as repeat purchasing behavior under the condition of strong brand sensitivity. In combination with the measure for brand sensitivity, adding a measure for repeat purchasing behavior will probably provide enough information to draw some inferences on brand loyalty.

From the preceding theory development and extent it in the direction of brand loyalty, one of the antecedents of brand sensitivity that the paper has identified is involvement. It has become clear that involvement in a product category is directly related to the perceived differences between brands.

As mentioned, Zaichkowsky (1985: 132) argues that the perceived differences between brands cause consumers to prefer one brand over another. It is plausible that this preference for one brand remains intact over time and causes the consumer to remain loyal to a certain brand. Another antecedent of brand sensitivity that influences brand loyalty is perceived risk (Odin; 2001: 231). Conclude that perceived risk is a major determinant of brand loyalty. Consumers who perceive strong risks in a certain product category tend to be more brand loyal as a means of risk avoidance.

2.5 Brand Parity

Brand parity is the perception of customers that some brands are equivalent. This means that shoppers will purchase within a group of accepted brands rather than choosing one specific brand. When brand parity is present, quality is often not a major concern because consumers believe that only minor quality differences exist (David, 2001: 231).

2.6 Brand Equity Measurement Systems

Customer based brand equity is defined as the differential effect that knowledge about the brand had on customer response to the marketing of that brand. There are two approaches in measuring brand equity. An indirect approach could assess potential sources of customer based brand equity by identifying and tracking consumers' brand knowledge structures. Direct approach on the other hand could measure customer based brand equity by assessing the actual impact of brand knowledge on consumer response to different elements of the marketing program.

A brand equity measurement system is a set of research procedures designed to produce provide timely, accurate and actionable information on brands for marketers so that they can make the best possible tactical decisions in the short run and strategic decisions in the long run.

Introducing a brand equity measurement system requires two critical steps; designing brand tracking studies and establishing a brand equity management system (Keller 2004: 389).

2.6.1 Quantitative measures

Quantitative measures of brand knowledge can be employed to better assess the depth and breadth of brand awareness; the strength, favorability and uniqueness of brand associations; the valence of brand responses and feelings; and the extent and nature of brand relationships (Keller; 2004: 453).

Brand awareness and brand image can be measured using different techniques. There are 'direct and indirect measures of brand recognition' and 'aided and unaided measures of brand recall' that will help in measuring brand awareness.

Brand image can be measured by:

1. Open-ended and scale measures of specific brand attributes and benefits
 - Strength
 - Favorability
 - Uniqueness
2. Overall judgments and feelings
3. Overall relationship measures

- Intensity
- Activity

2.6.2 Qualitative Measures

Qualitative research techniques are relatively unstructured measurement approaches whereby a range of possible consumer responses is permitted. It can be a useful first step in extorting consumer brand and product perceptions. One of the simplest and most powerful ways to profile brand associations involves free associated tasks whereby subjects are asked what comes to mind when they think of the brand (Keller; 2004: 433).

Projective techniques are used to uncover the true opinions and feelings of consumers when they are unwilling or otherwise unable to express their feelings freely there are also techniques that can be used to measure customer bases brand equity. The measures are useful to identify the range of possible associations to a brand and their characteristics in terms of strength, favorability and uniqueness (Keller; 2004: 440).

CHAPTER THREE

DATA ANALYSIS, INTERPRETATION, AND PRESENTATION

This chapter of the study deals with presentation, analysis, and interpretation of data's obtained from sample respondents of St. George customers by the means of questionnaire. A total of 200 questionnaires were distributed to customers, however, out of the 200 customers 188(94%) of theme cooperated in filling and returning the questionnaire; the rest 12(6%) were not able to return the questionnaire due to unknown reasons.

3.1. Analysis of Respondent's Characteristics

Table 1 Background Information of Respondents

Item	Question	No of respondents	Percentage
1	Sex		
	Male	123	65
	Female	65	35
	Total	188	100
2	Age		
	18-27	37	20
	28-37	49	26
	38-47	63	28
	48-57	34	23
	Above 58	5	3
	Total	188	100
3	Educational level		
	12 complete	68	36
	Certificate	36	19
	Diploma	25	13
	Degree	56	30
	Above degree	3	2
	Total	188	188

The data shown in item 1 of table 1 in the previous page which shows background of respondents, 123(65%) of respondents were male, 65(35%) of respondents were female. This shows that most of the respondents are male.

In terms of age indicated in item 2 of the same table the majority of the respondents, 63(28%) are in the range 38-47, 49(26%) of the respondents are in the range 28-37, 37(20%) are in the range 18-27, 34(23%) are above the range of 48-57, the rest 5(3%) are above the age of 58. This shows that most of the respondents are found adults.

Item 3 shows educational level of respondents. From the total respondents 56(30%) are degree holders, 25(30%) are diploma holders, 36(19%) are certificate holders, 68(36%) are 12th complete, the rest 3(2%) are above degree holders.

3.2. Analysis of Questions Directly Related With the Study

Table 2 creating brand awareness

Item	Question	No of respondents	Percentage
1	How do you rate the level of the company's effort to create brand awareness of St. George beer to the public?		
	Very high	34	18
	High	40	21
	Medium	52	28
	Low	43	23
	Very low	19	10
	Total	188	100
2	How do you rate the effort of the company in creating a favorable image in the mind of customers?		
	Very good	31	16
	Good	43	23
	Moderate	67	36
	Bad	47	25
	Very bad	-	-
	Total	188	100
3	How do you rate the company's effort in giving information about its brand?		
	Very good	28	15
	Good	32	17
	Moderate	76	40
	Bad	52	28
	Very bad	-	-
	Total	188	100

The table indicated in the previous table shows how customers evaluated the company's effort in creating brand awareness in three different items. Item 1 shows how respondents rate the level of the company's effort to create brand awareness of St. George beer to the public, 34(18%) of the total respondents rated the effort to be very high, 40(21%) high, 43(23%) low, 19(10%) very low, the rest respondents i.e. 52(28%) rated it to be medium. Most of the respondents rated the effort medium. When we compare the sum of the respondents that chose high and very high with the sum of respondents that chose low and very low the first sum exceeds the later but the majority of respondents rated the effort to be medium and in a highly competitive industry medium is not enough so when we add number of respondents that chose medium with respondents that chose low and very low it completely changes the above result indicating the company should try and create brand awareness of St. George beer to the public in a broader level.

With respect to item 2 of table 3 in the previous page, 31(16%) of respondents chose very good, 43(23%) chose good, 67(36%) chose moderate, 47 (25%) chose bad, regarding the effort of the company in creating and maintaining a favorable image in the mind of customers. Again the majority of respondents chose moderate, even though none of the respondents chose very bad and a total of 74(39%) chose above moderate the sum of moderate and below still exceeds this result indicating there is room for improvement.

According to item 3 of the same table the majority of respondents, 76 in number 40 in percent rated the company's effort in giving information about its brand as moderate, 52(28%) rated it as bad, and a total of 60(32%) rated it as above moderate. To put it a nut shell the overall effort of the company is not as it should have been since the case company is a pioneer in the brewery industry of Ethiopia.

Table 3. Customers' Perception of BGI's Brand

Item	Question	No of respondents	Percentage
1	How good is the brand design of St. George compared to competitors?		
	Very good	17	9
	Good	32	17
	Moderate	71	38
	Bad	45	24
	Very bad	23	12
	Total	188	100
2	Do you think St. George's brand is unique among other beer brands?		
	Yes	87	46
	No	101	54
	Total	188	100

As it is shown in item 1 of the above table 16(14%) of the respondents rated the bottle design of St. George as very good, 32(17%) as good, 45(24%) as bad, 23(12%) as very bad, the majority of respondents i.e. 71(38%) rated it as moderate. Not only the majority of respondents chose moderate but also a total of 68(36%) chose below moderate indicating the company lacks a competitive advantage over its competitors on its brand.

Item 2 of the same table shows that customers' response to the question "do you think St. George is unique among other beers?" out of the total respondents 87(46%) of respondents believe that St. George is indeed unique from other beers, but the rest 101(54%) of respondents disagrees with them.

Further respondents that chose 'no' were asked to give their answer as to why they chose 'no' some stated that it is because the bottle lacks creativity compared to other beer factory's but most of the respondents left the question blank.

Table 4 Power of the Brand Name

Item	Question	No of respondents	Percentage
1	Does the name St. George have the power to capture consumer preference?		
	Yes	102	54
	No	86	46
	Total	188	100

The above table shows customers response on whether or not the name St. George has the power to capture consumer preference. 86(46%) of the total respondents believe the name does not have the power, on the other hand 102(54%) of respondents believe the name does have the power to capture consumer preference. Based on the data indicated above we can deduce that the majority of the respondents believe that the name of St. George have the power to capture consumer preference.

Respondents that chose 'no' were further asked to give their reason shortly. Almost all of them gave the same reason i.e. the name is a saint name and it is not appropriate to name a beer after the great saint of the religion.

Table 5 corporate identity and corporate image

Item	Question	No of respondents	Percentage
1	St. George has a strong corporate identity (unique personality).		
	Strongly agree	22	12
	Agree	26	14
	Neutral	89	47
	Disagree	38	20
	Strongly disagree	13	7
	Total	188	100
2	What is the level of St. George's corporate image (accepted image)?		
	Very high	20	11
	High	39	21
	Medium	73	39
	Low	44	23
	very low	12	6
	Total	188	100

The above table shows the level of the company's corporate image and identity from customers' perspective. Item 1 shows customers' level of agreement to the statement "St. George has a strong corporate identity (unique personality)" from the total of respondents 22(12%) strongly agreed, 26(14%) agreed, 89(47%) chose to be neutral, 38(20%) disagreed, the rest 13(7%) disagreed strongly. This findings show the majority of respondents chose to be neutral, but when

we compare the sum of respondents that chose above neutral with the sum of respondents that chose below neutral the later is greater indicating the company's uniqueness is at a lower level.

On the other hand on item 2 of the same table, even though the difference is not much the sum of respondents that rated the company's corporate image above medium 59(32%) is greater than respondents that rated it to be below medium , the rest 73(39%) of respondents rated the level of St. George's accepted image as medium. This indicates the company has more or less has a good corporate image.

Table 6 brand identity

Item	Question	No of respondents	Percentage
1	How do you rate the brand identity or communication of the company with its potential customers?		
	Very high	28	15
	High	38	20
	Medium	69	37
	Low	43	23
	very low	10	5
	Total	188	100

Table 6 above shows how customers rated the brand identity or communication of the company with its potential customers, from the total respondents, 66(35%) of the respondents chose above medium, 69(37%) chose medium, while 53(28%) chose below medium. This finding shows the company's communication strategy with its potential customers is well implemented but the response of the 53(28%) respondents shows it could still be improved.

Table 7 loyalty of customer to the brand

Item	Question	No of respondents	Percentage
1	Do you consider yourself as a loyal customer of St. George?		
	Yes	75	40
	No	113	60
	Total	188	100
2	What will you do if St. George beer is not available while you are in a bar?		
	I will leave	73	39
	I will switch to another beer	115	61
	Total	188	100

As per item 1 of table 7 indicates the loyalty of customers of St. George, 113(60%) of the respondents chose yes while the remaining of them i.e., 75(40%), chose no. based on the data indicated above majority of the respondents doesn't consider themselves as a loyal customer. This implies that the respondents believe that did not earn their loyalty.

Item 2 of the above table shows the decision customers make if St. George beer is unavailable in the bar, 115(61%) of the respondents chose to switch to another beer whereas 73(39%) of the remaining chose to leave the bar. Based on the data gathered from respondents shows majority of the customers prefer less moderately St. George beer from other beers. This implies that the customers of the company mostly switch to other company's product when St. George's beer are not available which in turn indicates that most of its customers prefers to shift rather than to be loyal.

CHAPTER FOUR

SUMMARY, CONCLUSION, AND RECOMMENDATION

This chapter of the research covers summary of major the findings stated in the previous chapter, conclusion and possible recommendation suggested based on the findings attained from the research.

4.1. Summary of the Major Findings

In this portion of the chapter the major points raised and discussed are summarized and presented. The focus of this research paper is to analyze and evaluate the branding practice of St. George beer weary aiming on identifying the branding related problems and their causes.

Summary of major points and findings gathered from analysis of data gathered through questionnaires and interview.

- Based on the characteristics of sex 123(65%) of the respondents found to be male and the majority of them, i.e. 63(25%) are in the age range of 38-47 out sum of 188(94%) total respondents. as for educational background, Majority of the respondents are 12 complete that comprises 68(36%) of the total respondents.
- The company's effort in creating brand awareness about its products is at medium level in the minds of its customers. Similarly the effort of the company in creating and maintaining a favorable brand image in the mind of customers and giving information about its brand is also at medium level as rated by 36% and 40% of respondents respectively.
- In terms of perception respondents evaluate as it is moderate how good the bottle design of St. George is compared to competitors, with the majority percentage of 38. Also majority or the respondents say's that st George beer is not unique relatively with other beers.
- Respondents were asked does the name St. George have the power to capture their preference and 54 percent of the respondents argue that the brand name have detain their

preference.

- Respondents were also asked if they think St. George has a strong corporate identity (unique personality) and the level of St. George's corporate image (accepted image), the majority of the respondents found to be neutral and evaluate medium respectively.
- Respondents were asked to rate the brand identity and the communication level of the company with its potential customers. In this regard, the majority of respondents rated the company's brand identity and level of communication as moderate.
- The student researcher has tried to assess customers loyalty of the brand in terms of respondents consider themselves as a loyal customer of St. George and what will they do if St. George beer is not available while they are in a bar. Accordingly most of the respondents have shown similar views the majority of them don't concenter themselves as a loyal customer and they can switch to other beers if St George is not available while they are in the bar.

Conclusion

This section of the chapter is driven and presented based on the findings of the previous chapter.

- ❖ Generally depending on the majority of respondents, it can be concluded that medium effort is being exerted by St. George marketing management department to maintain the company's branding strategy already established. Unless the marketing effort is enhanced towards creating a better branding strategy and understanding to its brand in order to improve its strategy towards its brand, it is very likely that its brand lake competency to other competitors easily.
- ❖ Corporate identity (unique personality) and accepted brand images are also very important in order to have a strong brand which can seal the product. An accepted brand can make a product to survive in a market and a company competitor. This lades to a conclusion that the company needs to identify the problems that affect its branding strategy.
- ❖ Positive brand acceptance for a business entity is the result of a carefully nurtured relationship between the business itself and its customers, and also the business entity

over a long period of time. In the case of St. George, the company have come a long way in the beer weary business the acceptance of it brand at medium level leading to a conclusion that the marketing department is not working effectively on its branding strategy to reinforce the approval of its brand name, mark, and like which in turn affects the strength of the company's branding.

- ❖ On the basis of the findings of this research, the level of the company's effort to create brand awareness of St. George beer to the public, the effort of the company in creating and maintaining a favorable brand image in the mind of customers and the company's effort in giving information about its brand was judged by the majority of the respondents medium and low level. Depending on that the student researcher concludes that the needs to work on its creating maintaining a favorable brand image and on its information center in order to make its brand competitive in the market.

Recommendations

At last this section of the chapter incorporates possible recommendations given by the student researcher based on the major findings of the research. In order to create a better image and understanding on its brand in order to keep its customers loyal to the brand the company should have to design different brand awareness consists of brand recall performance and brand recognition programs in order to mentions good understanding with its customers.

Although the company is making effort to create a favorable brand image with its customers, it could not take the brand image up to the desired level in the minds of the majority of its customers. Hence, being responsible for ensuring sustainability of the company's brand image the marketing department should work aggressively with the brand strategy by making use of different concepts of the brand management especially brand launching, the challenge of growth in maturity market, sustaining the brand for a long time, growth through brand extension, brand architecture and like in order to enhance the company's current brand image, which has been judged as medium by the majority of respondents, to a higher level. To achieve this, the marketing management department must be reinforced in terms of budget, facilities, manpower, and the likes.

APPNDEX I

St. Mary's University College

Faculty of Business

Department of Marketing Management

Questioner to be field by St. George Brewery customers

This questionnaire is prepared by a student researcher, prospective graduate for the year 2014 G.C, in the field of marketing management for partial fulfillment of a senior essay. This is a questionnaire prepared on the advertising practice of St. George Brewery.

Please fill the questionnaire with due attention because the accuracy of the data collected and findings of this research paper is important for the company to adjust its performance in satisfying customers.

Remark

- Don't write your name
- Put (✓) on the space provided

Part I General characteristics of the respondents

1. Sex Male Female
2. Age 18-27 38-47 Above 58
 28-37 48-57
3. Educational level
- 12 complete Certificate
- Diploma Degree Above degree

II. Questions Directly Related to the Study

5. How do you rate the effort of the company in creating and maintaining a favorable image in the mind of customers?

A. very high B. high C. medium D. low E. very low

6. How do you rate the company's effort in giving information about its brand?

A. very high B. high C. medium D. low E. very low

7. When you think of beer which beer comes to your mind first second and so on?

1-----

2-----

3-----

4-----

5-----

8. What will you do if St. George is not available what will you do?

A. I will wait

B. I will switch to another brand

9. How good is the bottle design of St. George?

A. Very good B. Good C. Moderate D. low E. Very low

10. Do you think St. George beer is unique among other beers?

A. yes B. no

11. If 'yes' please point out the unique of the brand?

12. Do you consider yourself as a loyal customer of St. George?

A. yes B. no

13. How do you rate the level of the company's effort to create brand awareness of St. George beer to the public?

A. very high B. high C. medium D. low E. very low

14. How do you rate the brand identity or communication of the company with its potential customers?

A. very high B. high C. medium D. low E. very low

15. Does the name St. George have a power to capture consumer preference?

A. yes B. no

16. If your answer is 'no' please explain your reason shortly?

17. Do you think St. George has corporate identity (unique personality)?

A. yes B. no

18. If your answer is no please explain your reason?

19. How is the level of St. George corporate image (accepted image)?

A. very high B. high C. medium D. low E. very low

20. If there is anything you would like to add please do?

APPNDEX II

St. Mary University College

Faculty of Business

Department of Marketing Management

Interview Check List

This interview is prepared by a student researcher; Prospective graduate of year 2014 G.C in the filled of marketing management for the partial fulfillment of a senior essay. The main objective of this interview is to make an assessment on the brand sensitivity on St. George beer factory.

There for you are kindly requested to respond honestly and with due care because the truthfulness of the answer will have paramount important for the image of the corporation.

Thank you in advance for you sincerely cooperation

1. How many products do you currently produce?
2. Which specific product is mainly sold?
3. How frequently do you undertake a brand survey for your products?
4. Do you have a separate section with in the marketing department who is in charge of the brand management?
5. What is the position of St. George beer as compared to competitors?
6. What is your relative market share?
7. What are the problems encountered related with the brand of St. George beer?
8. What major activities do you undertake to promote the brand St. George in the mind of the society?

APPENDIX