

**THE EFFECT OF BRANDING ON PURCHASE PROCESS
STAGES: A CASE STUDY OF BOTTLED DRINKING WATER
IN DAR ES SALAAM CITY**

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**THE EFFECT OF BRANDING ON PURCHASE PROCESS
STAGES: A CASE STUDY OF BOTTLED DRINKING WATER
IN DAR ES SALAAM CITY**

By

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A Dissertation submitted in partial fulfillment of the requirements for the degree of
Master of Business Administration of the University of Dodoma

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the University of Dodoma a dissertation entitled *“The Effect of Branding on Purchase Process Stages: A Case Study of Bottled Drinking Water in Dar es Salaam City”* in partial fulfilment of the requirements for the degree of Master of Business Administration of the University of Dodoma.

.....
Dr. Amani Tegambwage

(SUPERVISOR)

Date

DECLARATION

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I Peter, Kabibi Charles, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other University, for a similar or any other degree award.

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DEDICATION

This dissertation is dedicated, foremost, to my brother-the late Benjamin Peter, to my dad Mr. Charles Kaswamila and to my sweet mom Sarah Peter.

ABSTRACT

This study aimed at investigating the effect of branding on purchase process stages of bottled drinking water in Dar es Salaam city. A descriptive cross-sectional design was used. The study comprised of one hundred and fifty respondents. Systematic random sampling was used to select 150 respondents from the study area. A combination of both secondary and primary source of data was collected in this study. The instrument used for collecting primary data was questionnaire and for collecting secondary data was collecting from internet, journals, and books. Statistical Package of Social Sciences (SPSS) version 21 and Excel software were used to analyze the data.

It was found that, branding affects all stages of consumer purchasing process: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior or feelings stage. Thus producers of bottled drinking water should focus on building and maintaining strong brands so as to increase their market shares.

TABLE OF CONTENTS

CERTIFICATION	i
DECLARATION AND COPYRIGHT.....	ii
ACKNOWLEDGEMENTS	iii
DEDICATION	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES.....	xi
LIST OF ABBREVIATIONS.....	xii

CHAPTER ONE: INTRODUCTION AND BACKGROUND OF THE STUDY 1

1.0 Chapter Overview	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	3
1.3 Research Objectives	4
1.3.1 General Objective	4
1.3.2 Specific Objectives	4
1.4 Research Questions	5
1.5 Significance of the Study	5

CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter Overview	6
2.1 Definition of Key Terms	6
2.1.1 Brand.....	6
2.1.2 Branding.....	6
2.1.3 Brand Name	7
2.1.4 Consumer Behaviour.....	7
2.1.5 Consumer Purchasing Process	8
2.1.5.1 Need Recognition.....	8
2.1.5.2 Information Search.....	9
2.1.5.3 Evaluation of Alternatives	9

2.1.5.4 Purchase Decision	9
2.1.6 Bottled Water	10
2.2 Theoretical Perspective	10
2.2.1 Utility Theory.....	10
2.2.2 Purchasing Process Model	10
2.3 Empirical Studies	13
2.3.1 Effect of Brand on Purchase Decision	13
2.3.2 Empirical Studies on Bottled Drinking Water	17
2.4 Research Gap	18
2.5 Conceptual Frame	20
CHAPTER THREE: RESEARCH METHODOLOGY	22
3.0 Chapter Overview	22
3.1 Research Approach and Design	22
3.1.1 Research Approach	22
3.1.2 Research Design.....	23
3.2 Area of Study	23
3.3 Target Population.....	24
3.4 Sample Size.....	24
3.5 Sampling Techniques	24
3.5.1 Systematic Sampling.....	25
3.6 Sources of Data	25
3.6.1 Primary Data	25
3.6.2 Secondary Data	26
3.7 Data Collection Methods	26
3.7.1 Questionnaires Survey	27
3.7.1.1 Administration of the Questionnaire.....	27
3.7.1.2 Pretesting of Questionnaires	27
3.7.2 Documentary Review.....	28
3.8 Data Analysis	28
3.9 Reliability and Validity of Study	29
3.9.1 Validity	29
3.9.2 Reliability.....	30

3.10 Ethical Issues	30
CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSION	32
4.0 Chapter Overview	32
4.1 Demographic Characteristics of the Respondents	32
4.1.1 Age	32
4.1.2 Gender	33
4.1.3 Level of Education	34
4.1.4 Occupation	35
4.1.5 Marital Status	36
4.1.6 Income	37
4.2 Main Findings	38
4.2.1 The Effect of Branding on Need Recognition	38
4.2.2 The Effect of Branding on Information Search	39
4.2.3 The Effect of Branding on Evaluation of Alternatives	40
4.2.4 The Effect of Branding on Purchase Decision	42
4.2.5 The Effect of Branding on Post Purchase Behaviour or Feelings	43
CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS	45
5.0 Chapter Overview	45
5.1 Summary of Findings	45
5.2 Conclusion	45
5.3 Recommendations	46
5.4 Areas for Further Research	46
REFERENCES	47
APPENDICES	53

LIST OF TABLES

Table 4. 1: The Respondents Income.....	38
Table 4. 2: The Effect of Branding on Need Recognition	39
Table 4. 3: The Effect of Branding on Information Search	40
Table 4. 4: The Effect Branding on Evaluation of Alternatives	42
Table 4. 5: The Effect of Branding on Purchase Behavior or Feelings	44

LIST OF FIGURES

Figure 2. 1: Conceptual Framework	20
Figure 4. 1: The Percentage Distribution of the Respondents by Age.....	33
Figure 4. 2: The Percentage Distribution of the Respondents by Gender.....	34
Figure 4. 3: The Percentage Distribution of Respondents by Level of Education ...	35
Figure 4. 4: Occupation of the Respondents	36
Figure 4. 5: Marital Status of the Respondents.....	37

LIST OF APPENDICES

Appendix I: Questionnaires for Consumers of Bottled Drinking Water	53
Appendix II: Comments from External Examiner's	57

LIST OF ABBREVIATIONS

AMA	American Marketing Association
GDP	Gross Domestic Product
MBA	Masters of Business Administration
PLB	Private Label Brand
SPSS	Statistical Package for the Social Sciences
UAE	United Arab Emirates
UDOM	University of Dodoma
USD	United State Dollar

CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.0 Chapter Overview

This chapter presents background information to the study, statement of the research problem, objectives, research questions and it winds up by showing significance of the study.

1.1 Background of the Study

Branding is a key to success in today's competitive market where customers are aware and demand the best product that could be delivered to them (Riaz & Tanveer, 2011). All over the world, companies are extensively focusing on branding their products and services because brands get more attention from customers (Riaz & Tanveer, 2011). Brands are commonly perceived better at satisfying customer's basic, social and psychological needs (Kotler & Armstrong, 2008). Brand can change the buyer's behavior and plays an important role to boost up the economy of any country (Malik et al., 2013; Krishnan, 2011). For example, in China the world invested USD 466 billion or about 0.7 % of the World GDP in producing branded goods leading to increases for middle- and low-income countries in brands in 2011 (Wipo, 2013).

Moreover, according to Solomon et al. (2008), to build a new brand requires a huge cost. For example companies introduce 17,000 new products or line extensions each year, 25% are new brands and marketers spend about USD 127.5bn to introduce new brands which is USD 7.5m per brand on average. Additionally, to establish a new brand company needs long time to understand the market (such as people's

willingness, needs or wants), analyze the competitors. For example Kellogg's needed over a year to establish its breakfast products (Rodrigo, 2012).

People often purchase branded products because they are aware of the brand performance (Coob et al., 2013; Khraim, 2011; Shamsuddoha et al., 2010). For instance people purchased cars because of awareness of the brand performance (Shamsuddoha et al., 2010; Hasan, 2008). On the other hand, consumer behavior is involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 2013; Blackwell et al., 2001). Consumers when making purchasing decisions, they recognize reputation of brand and the branded goods with upper prices rather than local goods (Khasawneh & Hausouneh, 2010).

In Africa, brand is acknowledged to be one of the most fascinating marketing strategies used for the purpose of winning or overcoming competition (Ogbuji et al., 2011). For example the study by Bansah et al. (2015) on the effect of branding on consumer buying behavior among Textile Ghana Fabric in Municipal of Ho in Ghana. The findings revealed that branding (brand equity) accompanied with other factors of price, status, self-concept and lifestyle are key components in influencing a customer's purchase decision in the fabric industry. Also the findings showed that focusing on brand features, the most important element in building a successful brand in the textile industry was design. In Tanzania, consumers have often been making purchase decision on cheap, poor-quality, unbranded product in many categories of brands like, car, mobile phone, clothing, bottled drinking water (Kakiza, 2015).

However, previous studies for instance Shamsuddoha et al. (2010) and Hasan (2008) researched the influence of brand name on consumer decision. Coob et al. (2013), Jalivand et al. (2011) and Moradi and Zarei (2011) investigated on the effect of brand equity on purchase intention and consumer preference. Khraim (2011) investigated the influence of brand loyalty on cosmetics buying behavior for female consumers. While Wu et al. (2011) investigated the direct effect of store image and service quality on brand image and purchase intention. These studies revealed that, branding affects purchase process. However, these studies did not show how branding affects each stage of purchase. Therefore this study intends to investigate the effect of branding on purchase process stages.

1.2 Statement of the Problem

Branding plays an essential role in the success of a business, especially in a competitive environment where survival of a business depends on customers' preferences (Kotler, 2000). In recent times, brand is not only used for differentiation but also used to justify the purchase decision (Duncan & Moriarty, 1997). Though many companies are able to have better products and yet are sometimes unable to compete in the market due to poor branding activities (Keller, 2009). Petrauskaite (2014) assert that, brand increase awareness in the public as it becomes more well-known among consumers. Again, Shamsuddoha et al. (2010) and Hasan (2008) point out that, people purchase well-known brand names because they might have heard before or having sufficient information about it. Thus well-known brands are potential to generate long term and loyal customers, which would eventually lead to an increase in sales in the future (Hess et al., 2011).

Many studies have been conducted on effect of branding on purchase process. For instance Shamsuddoha et al. (2010) and Hasan (2008) researched the influence of brand name on consumer decision; Coob et al. (2013), Jalivand et al. (2011) and Moradi and Zarei (2011) investigated on the effect of brand equity on purchase intention and consumer preference; Khraim (2011) investigated the influence of brand loyalty on cosmetics buying behavior of female consumers and Wu et al. (2011) investigated the direct effect of store image and service quality on brand image and purchase intention, still there is little known information on how branding affects each stage of purchase. The knowledge of each stage is important because it will enable the marketers to know how their customers purchase their products. Therefore, the current study was planned and performed to ascertain the effect of branding on purchase process stages in Dar es Salaam city.

1.3 Research Objectives

1.3.1 General Objective

The general objective of this study was to investigating the effect of branding on purchase process stages of bottled drinking water in Dar es Salaam city.

1.3.2 Specific Objectives

The study has been guided by the following specific objectives:

- i. To identify the effect of branding on Need Recognition.
- ii. To determine the effect of branding on Information Search.
- iii. To examine the effect of branding on Evaluation of Alternatives.
- iv. To find out the effect of branding on Purchase Decision.
- v. To investigate the effect of branding on Post Purchase Behavior or Feelings.

1.4 Research Questions

- i. What are the effects of branding on Need recognition?
- ii. What are the effects of branding on Information Search?
- iii. What are the effects of branding on Evaluation of Alternatives?
- iv. What are the effects of branding on Purchase Decision?
- v. What are the effects of branding on Post Purchase Behavior or Feeling?

1.5 Significance of the Study

The study has significance to knowledge, policy, managerial implications and academicians in the following ways;

On the side of knowledge contribution, the findings of the study will improve our understanding on how branding affects each stage of purchase process. With respect to policy implications, the findings can assist decision makers in formulating new strategies towards managing brand. Coming to managerial implications, the findings of the study will help them to better reposition their brands and marketing strategies so as to capture more customers and thus increase market share.

Furthermore, the research will also be used as an important reference material to other academicians who will use the research document for further reference. Moreover, the study will also serve as a stepping stone to future researchers on the same or similar topics by suggesting areas that need further studies to be conducted. Finally the study will fulfill researchers' academic need of acquiring Master Degree of Business Administration (MBA) offered by the University of Dodoma.

CHAPTER TWO

LITERATURE REVIEW

2.0 Chapter Overview

This chapter presents definition of key terms, theoretical and empirical literature review related to the problem under the study. It also presents the conceptual framework of the study and winds up with research gap.

2.1 Definition of Key Terms

2.1.1 Brand

The American Marketing Association (AMA, 2013) defines brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors. Furthermore Sawant (2012) defines brand as a short hand description of a package of value, on which consumers can rely to be consistently the same or better over a period of time.

2.1.2 Branding

According to Jobber (2007), branding is the process by which companies distinguish their product offerings from the competition. He further adds that, branding affects perception since it is well known that in blind product testing consumers often fail to distinguish between brands in each product category. The American Marketing Association (AMA, 2013) define that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. It further explains to succeed in branding you must understand the needs and wants of your customers

and prospects. Branding in this study will consider name, mark, equity, value, design, symbol, image, term, style, words.

2.1.3 Brand Name

A brand name is that part of a brand that can be spoken, including letters, words and numbers (Kotler, 2000). It is something more than a label, may be a major product attribute and a part of what a consumer buys (Davis, 1981). The core base of naming a brand is that it should be unique, can be easily discriminated from other names, easy to remember and are attractive to customers (Keller, 2008).

2.1.4 Consumer Behaviour

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service (Ahuja, 2015). Consumer behavior is the study of when, why, how, and where people do or do not buy a product (Swati, 2010). It blends the elements from sociology, psychology, socio psychology, anthropology and economics, and also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general (Sabine, 2012).

To give an example of how consumer behavior evolves while buying a bottled drinking water, he will start with recognizing his or her need for bottled drinking water. Then the consumer searches information on different brands of bottled drinking water. After making up his mind to buy one specific brand, for instance uhai, the consumer makes the purchase. In the post-purchase stage, the consumer evaluates the performance of the uhai drinking water against the expectations he or she had before buying. In this stage, the consumer is either satisfied or dissatisfied.

So, it is evident from this example that study of consumer behavior involves lot of things.

2.1.5 Consumer Purchasing Process

According to Kotler (1999), purchasing decision is a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must decide where to make a purchase, what brand to purchase, when to make a purchase, how much to spend and what method of payment will be used (Blackwell et al., 2001).

A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase comes post purchase behavior where the consumer evaluates the received satisfaction level (Kotler & Armstrong, 2010). Additionally, consumer can skip a few stages during a routine purchase. However, when a consumer faces a new and complex purchase situation, all of these five stages need to be used to complete the buying process (Kotler & Armstrong, 2010).

2.1.5.1 Need Recognition

According to Jobber (2007), the need recognition is essentially functional and recognition may take place over a period of time. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive (Kottler, 2011). Moreover a need can be triggered by external stimuli for example an advertisement, friends, and family (Ibid).

2.1.5.2 Information Search

The consumer seeks information about the product. The information search begins with the identification of alternative ways of gathering information about the product consumer intends to purchase (Jobber, 2007). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement (Armstrong & Kotler, 2011).

2.1.5.3 Evaluation of Alternatives

The consumer evaluates the different attributes of the brands. The process of evaluating alternatives involves comparing the information gained in the information search process for alternative products and brands to the product judging criteria or standards the consumer has developed (Paul et al., 2010).

2.1.5.4 Purchase Decision

In this stage the consumer actually buys the product he or she has chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand (Jobber, 2007).

2.1.5.5 Post Purchase Behaviour

Finally, after using the product, the consumer comes out with two things, either satisfied or unsatisfied (Kotler, 2009). Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the

things they buy as they integrate these products into their daily consumption activities (Jobber, 2007).

2.1.6 Bottled Water

Bottled water can be defined as any potable water that is manufactured, distributed or offered for sale, which is sealed in food-grade bottles or other containers and intended for human consumption (Caroline et al., 2015).

2.2 Theoretical Perspective

In theoretical perspective theories related to the main research, are presented which consist of Utility Theory and Purchasing Process Model.

2.2.1 Utility Theory

The theory proposes that consumers make decision based on expected outcomes of their decisions. In utility theory consumers are viewed as rational and who are able to estimate the probabilistic outcomes of uncertain decision and outcome which maximize their well-being (Richarme, 2011). The assumption of this theory is that individuals have stable and coherent preferences, they know what they want and their preference for a particular option does not depend on the context. Individuals who face choice will go through all available alternatives before selecting the one that they judge to be the best. In this context, consumers will buy a certain brand of drinking water in which they expect to maximize their utility (Hedesstrom, 2006).

2.2.2 Purchasing Process Model

The model was initially developed by Nicosia (1996) and modified by Kotler (2012). According to this theory of purchasing process model, traditional buying

process is divided into five stages, which are need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior (Armstrong & Kotler, 2011).

The buying process starts with need recognition in which the buyer recognizes a problem or need. According to Kakiza (2015), the need can be triggered by internal stimuli when one of the person's normal needs, for example, hunger or thirst was raised to a level high enough to become a drive. A need can also be triggered by external stimuli (Kotler, 2011) for example; an advertisement or a discussion with a friend might get you thinking about buying a bottled drinking water like Kilimanjaro. Hence the marketer should research consumers to find out what kinds of needs or problems arise, what brought them about, and how they led the consumer to this particular product.

At the second stage of the decision-making process, the consumer engages with information search. The consumer searches about the product which would satisfy the need. Different products are available in the market, but consumer must know which product or brand gives him maximum satisfaction and the person has to search out for relevant information of the product, brand or location (Kotler, 2011). Consumers can use many sources for example; neighbors, friends, family, advertisements, retailers, dealers, packaging and sales promotion, and window displaying, newspapers, radio, and television to get information (Kotler, 2011). This information helps consumer drop some brands when making the final selection of the brand (Kotler & Armstrong, 2010). Therefore marketers should provide latest, reliable and adequate information.

After information is collected, the consumer will be able to evaluate the different alternatives. The evaluation of alternatives will vary among customers and purchases (Wright, 2006). In some cases customers make little or no evaluation and make their buying decision based on impulse and intuition. On the other hand, the consumers who are engaged to an extended problem solving process may carefully evaluate among several brand (Solomon, 2004). For instance there is a need to buy bottled drinking water and after a careful evaluation of different brands of bottled drinking water, factors like price, quality, and safety could all come into play in the evaluation process.

At the fourth stage, after an evaluation has been made on the different kinds of brands available and shortlisted, the consumer then moves on to make the final purchased decision. According to Kotler (2009, 179), there are two factors that can arise in between the purchase intention and the purchase decision. The first is the attitude of others in that, if someone important to the consumer thinks that a low – priced brand should be bought, then it reduces the likelihood of buying an expensive one. The second is the unexpected situational factor where a consumer might have an intention to purchase a specific brand of car and there is an economic meltdown or a competitor drastically reduces its prices and the purchase decision here can change in seconds.

The last stage of the purchasing process is post purchase behavior or feelings. After the consumer has purchased the product, the consumer will evaluate the satisfaction level. If the consumer feels disappointment, expectations towards the product have not been met, the consumer will be unsatisfied (Khan, 2006). If the product meets

expectations, the consumer will be satisfied and willing to spend more on this specific brand in the future. Furthermore consumers' high level of satisfaction can be translated into brand loyalty (Kardes et al., 2011).

2.3 Empirical Studies

2.3.1 Effect of Brand on Purchase Decision

Bansah et al. (2015) researched on the effect of branding on consumer buying behavior among Textile Ghana Fabric in Municipal of Ho in Ghana. The findings revealed that branding (brand equity) accompanied with other factors of price, status, self-concept and lifestyle are key components in influencing a customer's purchase decision in the fabric industry. Also the findings showed that focusing on brand features, the most important element in building a successful brand in the textile industry was design

Coob et al. (2013) study explores some of the consequences of brand equity. In particular, the authors examine the effect of brand equity on consumer preferences and purchase intentions. For comparative purposes, two sets of brands were tested, one from a service category characterized by fairly high financial and functional risk (hotels), and one from a generally lower risk product category (household cleansers). Each set includes two brands that are objectively similar (based on Consumer reports ratings), but they have invested markedly different levels of advertising spending over the past decade. Across both categories, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.

Jalilvand et al. (2011) in the study of the effect of brand equity dimensions on purchase intention, based on Aaker's well-known conceptual framework in the automobile industry. Based on a sample of 242 consumers, structural equation modeling is used to test hypotheses. The research reveals that brand awareness, association, loyalty, and perceived quality have a significant impact on consumers' intention to purchase products. The paper suggests that marketers should carefully consider the brand equity components when designing their branding strategies. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers.

Khraim (2011) investigated the influence of brand loyalty on cosmetics buying behavior of female consumers in UAE. The findings showed that, there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, and service quality and store environment) with cosmetics brand loyalty. Additionally, the overall findings of this study also portrayed that amongst others UAE consumers prefer brand name, product quality, price, promotion, store environment and service quality as relevant factors attributable to brand loyalty. It was recommended that, marketers should find it useful to understand how loyalty factors can affect consumer-buying behavior in the market place, which can help in segmenting consumers and markets for their brands and marketing communication.

Laforet (2011) study to examines whether appearance of corporate, product and dual brand names (or a combination of brand names used together) on packaging do

influence consumer purchase preference. The face to-face survey consists of consumers rating their purchase preference on a 7-point scale sixteen random brand names, and combinations of brand names on packaging along with three different prices, each for two product categories: chocolate and cereals a total of 4032 observations are examined. The findings show corporate, product and dual brand names have little impact on purchase preference per se, instead brand category dominance influence consumer choice, and corporate names do not add value as previously thought. The study suggested trends and contexts in which, a corporate name and a product brand name may be extended to optimize consumer brand associations and influence purchase, as well as strategies for extending in remote product categories.

Moradi and Zarei (2011) researched to investigate the relationships among brand equity, purchase intention and brand preference. Data were collected from Iranian students who were the owners of selected brand of laptop and mobile phone. Results indicated that brand equity positively influences consumer's brand preference and purchase intention. But results unsupported moderating role of country of origin image. Consumer perceptions about the country almost transfer to the originality of a brand that a country produces that. These consumers feel the brands belong to countries with good image are more reliable rather than brands produced in countries with a less desirable image.

Wu et al. (2011) investigated the direct effects of store image and service quality on brand image and purchase intention for a private label brand (PLB). The sample in this study consisted of three hundred and sixty (360) customers of the Watsons and

Cosmed chain of drugstores. This study reveals that; store image has a direct and positive effect on the purchase intention of the PLB; service quality has a direct and positive effect on the PLB image; and the perceived risk of PLB products has a mediating effect on the relationship between the brand image and the consumers purchase intention of the PLB. The findings imply that, sellers can price the PLB product appropriately to reduce perceived financial risk, and provide PLB products with good quality and reliable performance safe for use to reduce perceived performance risk and physical risk, which in turn will increase consumers' purchase intention for PLB products.

Shamsuddoha et al. (2010) researched the influence of brand name on consumer decision making process. Survey has been conducted among 100 respondents and revealed that; brand name has strong influence on purchase decision. Furthermore the study shows that branded cars have a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well-known branded car. Customers do not want to try new or unknown branded cars because they have not much information about the lesser known brand. From the study it was clear that well known branded cars are very famous among the people because consumers' trust the brand name. This also indicates that people often purchase well-known brand cars since they are aware of the brand performance or perhaps they have a good past experience about the brands car.

Hasan (2008) in the study the influence of brand name on consumer decision in car choice, the findings show that there is a strong relationship between the two. He concluded that usually people purchase well-known brand names because they

might have heard before, or having sufficient information about it. This study used car (expensive goods) as a case study, since the buying decision in less expensive and popular goods is seem to be different from other types of products. Expensive goods need a lot of information search compared to less expensive goods.

2.3.2 Empirical Studies on Bottled Drinking Water

Collins and Wright (2014) investigated on the phenomenon of bottled water. The results of the study found that people purchase bottled water for three main reasons: a) they believe it tastes better than tap water; b) it is a convenient option; and c) it is a healthier alternative to other drinks on the market. This research also indicates that when consumers purchase bottled water they are often buying a brand name and not the product itself-water. This study has also found that Irish water brands such as Glenpatrick, Purely Irish, and Royal Mystic who are not as active in the marketing arena as Ballygown or Volvic have a much lower visibility in the market place. Marketing is vital for bottled water companies to gain market share in Ireland, and one of the findings from this study indicates that vigorous marketing was an important factor in influencing brand choice in the context of bottled water.

Richard (2011) in his article examined the sales increase of bottled water from 2007-2010, the study revealed that the bottled drinking water continued to perform well in all the three years. It was also observed that the sales increase may be due to change in the attitudes of customers towards maintaining their health. The research was able to address by means of analyzing both the customers and the retailers.

Ogbuj et al. (2011) their study investigated the impact of branding on consumer choice for bottled water, with special focus on the contributory roles of its various

elements in impacting consumer behavior. It was discovered among other things, that of all the elements of branding, company-of-make and packaging play a greater role than brand name and brand mark, in terms of influencing consumer choice for bottled water. It equally recommended among other things that firms should focus more attention on the company name and packaging but should also integrate brand name and brand mark as supportive elements in fashioning an effective branding strategy for beating competition.

Karthikeyan and Vardhan (2010) in their article entitled “Consumer’s attitude and perception towards packaged drinking water with special reference to Virudhunagar Town”, found that among 133 males respondents, 50 males were influenced by the attribute brand, 38 males were influenced by quality and 45 were influenced by price, package size and quantity respectively. Among 150 respondents 51 respondents prefer pet bottles and from the 51 respondents 43 were convenient in using pet bottles and other 8 were not convenient with containers and among 99 respondents prefer bubble top, 94 respondents were convenient and other 5 were not convenient.

Overall, most of the empirical studies looked on how branding affects purchase process but these studies did not show how branding affects each stage of purchase. Furthermore the studies were conducted in developed countries and few were conducted in Africa.

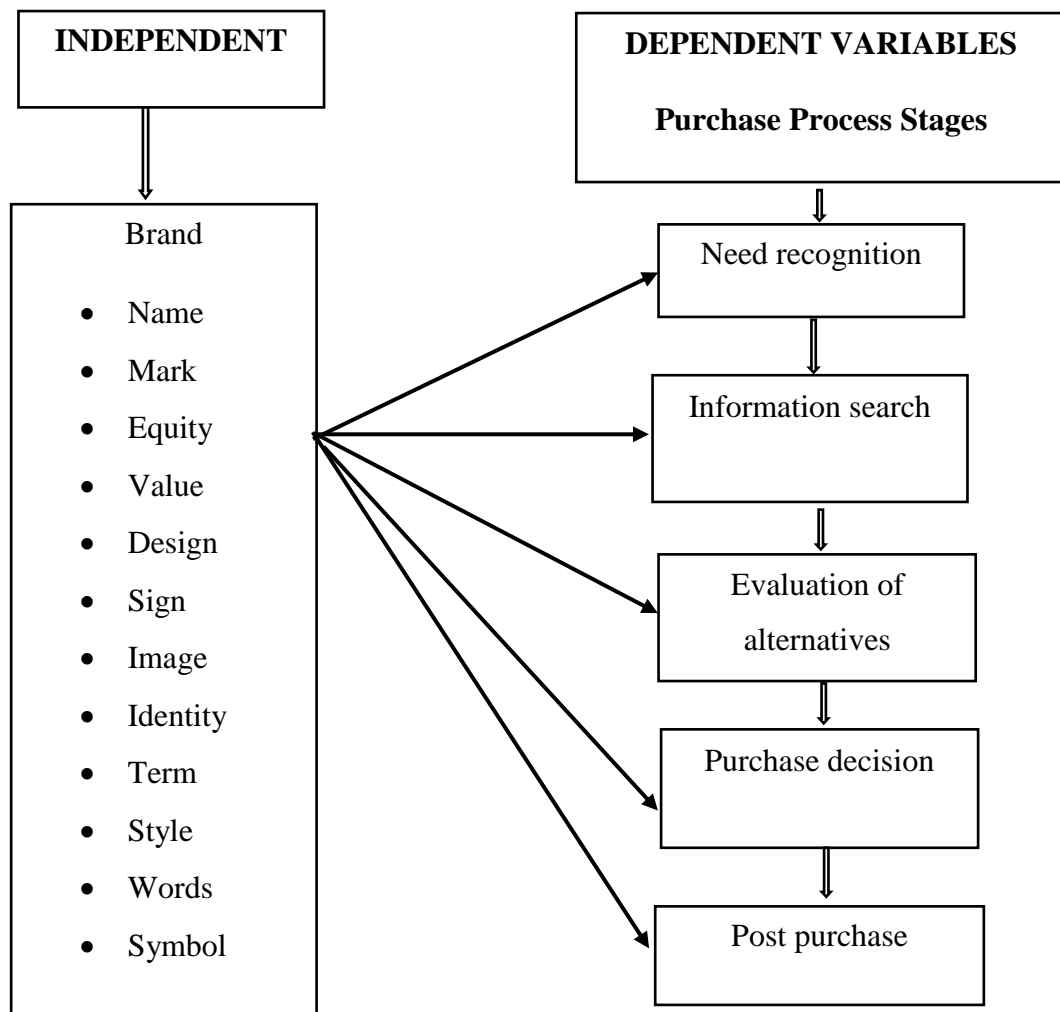
2.4 Research Gap

Based on the above empirical literature review, it is evident that extensive research has been done on the effect of branding on purchase process. The studies conducted

by Jalilv and et al. (2011); Khraim (2011); Laforet (2011); Moradi and Zarei (2011); and Shamsuddoha et al. (2010) for instance, shed light on the effect of brand on purchase decision but not on how branding affects each stage of purchase; this is a research gap. Again, Collins and Wright (2014); Ogbuj and Chinedu (2011); and Karthikey and Vardhan (2010) conducted a study to find out why people bought bottled water over tap water. These studies also did not show how brands of bottled drinking water have affected each stage of purchase process. Nevertheless, the reviewed studies show that less study has been done in Africa and particularly Dar es Salaam Tanzania. Therefore the current study obliged to investigate the effects of branding on purchase process stages in Dar es Salaam Tanzania as a capital business city.

2.5 Conceptual Frame

Figure 2. 1: Conceptual Framework



Source: Researchers construction based on literature review (Kotler, 2012).

Figure 1 above explains the purchasing decision process that consumers use. The process starts when the buyer recognizes a problem or need. Thereafter, the buyer will or will not search for more information related to the need. This information will be used to evaluate alternative brands in the choice set. After evaluation, the buyer actually buys the product. Based on the satisfaction or dissatisfaction of the buyer, he or she will take further actions after the purchase. If the consumer will be satisfied, he or

she will continue using the same brand but if the consumer is dissatisfied he or she will stop using the brand (Kardes et al., 2011). This situation holds also on purchasing brands of bottled drinking water in Dar es Salaam city.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

This chapter highlights on the research approach and design used in this study. It explains about the study setting, population, sample size, sampling techniques employed and data collection methods. The chapter also discusses on how data was analyzed, on how reliability and validity of data was ensured then it winds up by explaining on ethical considerations.

3.1 Research Approach and Design

3.1.1 Research Approach

According to Frankfort and Nachians (1996), a research approach is a blue print that enables an investigation to come up with solutions to the problem and guide the researcher in various stages of the research. Research approach is of three different methods that is qualitative research method, quantitative research method and mixed methods (Creswell, 2003). The current study used quantitative research approach whereby the data were collected through questionnaire survey. Naumann et al. (2009) contends that, one of the major quantitative techniques is its perfection when probability sampling is employed. If done correctly, probability sampling allows having a representative snapshot of the population under study. Again, the quantitative approach was used because it is clearly and precisely specifying both the independent and the dependent variables under investigation. It assists the researcher to arrive at more objective conclusions, testing hypothesis, determining the issues of causality and eliminating or minimizing subjectivity of judgment (Kealey & Protheroe, 1996).

3.1.2 Research Design

Research design are the procedures followed by the researcher, for studying a particular set of questions or hypotheses with the aim of obtaining relevant data, addressing the research problem, objectives and questions (Gall et al., 2003). This study has employed descriptive research design. Descriptive design is a method of collecting information by interviewing or administering a questionnaire to a sample of individual (Orodho, 2003). The nature of the problem under study necessitated application of descriptive research design. Moreover, descriptive design provides information about conditions, situations and events that occur in the present (Neville, 2005).

3.2 Area of Study

The selection of the study area influences the usefulness of the information produced (Kombo & Orodho, 2002). This study was conducted in Dar es Salaam city. The city consists of five administrative districts namely; Ilala, Temeke, Kinondoni, Ubungu and Kigamboni. Dar es Salaam city council is chosen as the area of the study because of presence of many users of bottled drinking water (Kassenga & Mbuligwe, 2009).

The researcher also decided to conduct this study in Dar es Salaam City Council because of the familiarity of the area and easy transport facilities where the researcher was able to get cheap means of transport such as commuting buses. According to the 2012 national census, the regional had a population of 4,364,541, which was much higher than the pre-census projection of 3,270,255. For 2002-

2012, the region's 5.6 per cent average annual population growth rate was the highest in the country.

3.3 Target Population

According to Diamantopoulos (2004), population means a group of items that samples were drawn from. The targeted population for this study was all customers in Dar es Salaam city who use bottled drinking water.

3.4 Sample Size

This refers to the number of items to be selected from the universe to constitute a sample (Kothari, 2011). The knowledge gained from the sample is of the total population under study (Cohen et al., 2000). Large sample increases variability and strength of the revealed information and reliability of test's results (Ame & Baradyana, 2009). In this study a sample size of one hundred and fifty (150) individuals who use bottled drinking water was selected. The researcher has adopted this sample size from the study of Ahmed et al. (2014) who investigated the impact of packaging on consumer's buying behaviour. A sample size of 150 respondents was selected from education institutions of Karachi.

3.5 Sampling Techniques

Sampling is the process of selecting a number of individuals or objects from a targeted population such that the selected group of people contains elements representative of the characteristics found in the entire group (Kombo & Orodho, 2002). A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). In this study, probability sampling techniques was used to select respondents. Further, probability

sampling is categorized into four categories – systematic; simple random; stratified; and cluster random sampling (Kombo & Orodho, 2002). Systematic random sampling was applied in getting the informants.

3.5.1 Systematic Sampling

According to David (2005), systematic sampling is a method of selecting a sample from a population by taking the k th units from an ordered population, from the first unit which is selected at random. The K is called the sampling interval. Systematic sampling technique was applied to obtain customer respondents. Systematic sampling relies on arranging the target population according to some ordering scheme and then selecting elements at regular intervals through that ordered list (Kothari, 2004). The researcher used a skip interval of five (5), after 4 consumers the 5th one was chosen to be in the sample. The researcher used a skip interval of 5 because it was easier to draw a sample and also it saves time. Systematic random sampling enabled the researcher to be free from biasness as every respondents has an equal chance for being involved in the study; also the large population can be surveyed easily (Kombo & Orodho, 2002).

3.6 Sources of Data

Both primary and secondary data were used in this study. The researcher used primary data so as to get current and accurate information of the study. On the other hand the researcher used secondary data so as to supplement primary data.

3.6.1 Primary Data

Primary data are the first hand information which is collected by a researcher directly from the respondents through interview, observation and survey methods

(Kothari 2004). Primary data were obtained by the use of questionnaires survey method.

3.6.2 Secondary Data

Secondary data are second hand information collected by researchers through reading various written documents which are relating with the problem under the study (Lincoln & Guba, 2002). These include different documents, both published and unpublished documents like books, journals, reports, newspapers, articles and online sources. The Secondary data were obtained through books, articles, journals and online sources.

3.7 Data Collection Methods

Data collection method refers to the technique used in collection of data (Enon, 1998). The methods for collecting primary data include interviews, observations, Focus Group Discussions and surveys (Kothari, 2004). The primary data were collected by using questionnaire survey. Moreover secondary data were collected by using documentary review method which includes different documents, both published and unpublished documents like books, journals, reports, newspapers, articles and online sources. The tools for data collection which were employed by the researcher are questionnaires and documentary review. However, the researcher has chosen to use questionnaire because the study is quantitative and used documentary review so as to get authentic information about purchasing process stages of bottled drinking water.

3.7.1 Questionnaires Survey

According to Kothari (2009) questionnaire is an instrument which consists of a number of questions printed in definite order. Questionnaires involve a set of questions to be used to collect information from the respondents on their attitudes, feelings or reactions to the problem under study (Kothari, 2004). The main research instrument for this research was questionnaires survey. The questionnaires were developed by the researcher basing on research objectives and checked by an expert. These Questionnaires were used to collect data for the research questions from objective number 1, 2, 3, 4 and 5. The choice of using questionnaires as a method of data collection was appropriate. Questionnaires save time, can yield the most satisfactory range of reliable data saving cost, easy administration and easy analysis (Anderson, 2009).

3.7.1.1 Administration of the Questionnaire

The questionnaires in this study were self-administered. The questionnaires included closed ended questions to collect data. The questionnaires were designed in a way that clear, brief and understandable to the respondents. Hence, the questionnaire composed of two parts. The first part of the questionnaire consisted of demographic information of respondents; the second part, consist of questions on effect of branding on purchase process stages of bottled drinking water.

3.7.1.2 Pretesting of Questionnaires

Before administering questionnaires, they were tested to 10 customers of bottled drinking water in Dodoma Municipality. According to Hill (1998) 10 to 30 participants were sufficient for pilots in survey research. Through pre testing the

researcher was able to note the ambiguously presented questions and modified them to increase their reliability. Pre-testing of questionnaires was done to determine the appropriateness of the tool. This was done before the actual study is undertaken. Pre-testing has an advantage that it provides an opportunity for the researcher to test on wording, flow and application of research ethics before an actual study (Cooper and Schindler, 2006). It also acquaints research assistants on the potential challenges for the study and therefore determine on the remedy (Kothari, 2004).

3.7.2 Documentary Review

Documentary review is the process of reading various extracts found in books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed (Kothari, 2004). The advantage of using this method as pointed out by Gall et al. (2000) is that the information contained is free or nearly free and thus, serve a considerable amount of researcher's budget in terms of finance and time. In this study the documentary review method was used to supplement questionnaires which were the main tools for data collection. The documentary review was done through by reading reports and journals, reading books and also internet surfing was done by the researcher.

3.8 Data Analysis

Data analysis refers to examining what has been collected in a survey or experiment and making deductions and inferences (Kombo & Tromp, 2006). Data analysis usually involves reducing accumulated data to a manageable size, developing summaries, looking for patterns and applying statistical techniques (Cooper & Schindler, 2006). Quantitative data were analyzed using descriptive statistics.

Tables, charts, graphs, pie charts were used whenever required to present data analyzed. Moreover data collected was checked for correctness before being analyzed. The Statistical Package for the Social Sciences (SPSS) was used where by this software reduces time and efforts in the process of drawing graphs based on the data (Crossman, 2014). Along with this, the SPSS software helps the researcher to make the research work more scientific and reliable.

3.9 Reliability and Validity of Study

Validity and reliability are the two important control objects in research design (Greener, 2008; Yin, 2003). The aspects of validity and reliability are also important in this study. Hence, it is the crucial need for the researcher's findings to be valid and reliable. Validity and reliability are two factors which any researcher who looks for a good quality research should consider while designing a study, analyzing and presenting the results.

3.9.1 Validity

Validity is the ability of an instrument to measure what is designed to measure (Kumar, 2011). In addition validity is the degree to which researcher has measured what he has set out to measure (Smith, 1991). Similarly, Babbie (1989) writes, validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration.

In this study, validity was achieved in various ways as suggested by Kothari (2004). Firstly, is through carefully formulation of questions and pre-testing of questionnaires to make sure that the questions are clear and possible problems are identified earlier so as to find solutions on how to overcome them easily. Secondly,

the collected data were edited so as to identify and eliminate errors and omission done during data recording. The reason is to attain the completeness, accuracy and uniformity.

3.9.2 Reliability

Reliability of the study is the extent to which other researchers arrive at similar results if undertake study with the same case using exactly the same procedures as the first researcher (Creswell, 2007; Saris, 2007; Kothari, 2004). It is in this context that the researcher must try to design research which is auditable, transparent and clear. Again, it enables other researcher who can either undertake the same method to come out with the same results. Further, it also leads the reader confidence that the results were not fudged in anyway. Reliability is consistency of measurement (Saunders, et al., 2009; Greener, 2008).

In this study, the researcher prepared and formulated adequate number of questions and a pilot study was done. After pre-testing the instruments in a pilot study, the SPSS programme was used to run the Cronbach's Alpha Co-efficient Of 0.81 and hence they were reliable.

3.10 Ethical Issues

Ethics is a system of moral values concerned with the degree to which research procedures adhere to professional, legal and social obligations (Bhattacharjee, 2012; Polit & Hungler, 1999). Creswell (2007) emphasizes that, ethical issues into informed consent procedures; deception or covert activities; confidentiality toward participants, sponsors and colleagues; benefits of researcher to participants over risks; and participant requests that go beyond social norms should be observed and

respected. Participants should grant permission prior to their participation in any study (Babbie & Mouton, 2001). Similarly, Bhattacharjee (2012) argues that to protect subjects' interests and future well-being of the respondents, their identity must be protected in the study. This is done using the dual principles of anonymity and confidentiality.

In this study, ethical issues were considered by obtaining permission from the relevant authorities. Each respondent was well informed about the purpose, significance and benefit of the study. In order to maintain confidentiality and anonymity, the names of respondents were not written on the questionnaires. In line with this, the researcher has respected the principle of self-determination which meant that each respondent had the right to decide voluntarily whether or not to participate in the research.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.0 Chapter Overview

This chapter presents a discussion on the findings of the study. It is divided into two main sections. Section one concentrates on the demographic and background characteristics of the respondents, while section two resides on main findings that are in line with specific objectives which were to identify the effect of branding on need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior or feelings stage.

4.1 Demographic Characteristics of the Respondents

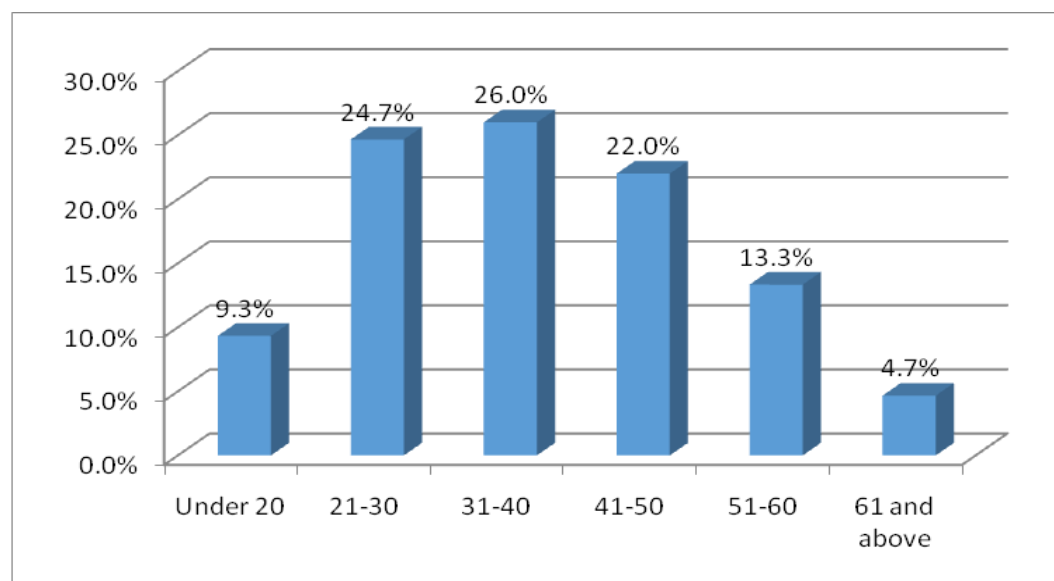
This part provides the summary of the studied sample characteristics. In any community, demographic and socioeconomic characteristics play an important role in analyzing the population livelihood and business development. Generally, this part provides information about the number of respondents in a study area, sex, age, education level, time in the business as well as their business turnover.

4.1.1 Age

Results in Figure 4.1 below indicate that 24.7 % of the respondent's lie between 18-30 years, 26% were between 31-40 years while 22% were between 41-50 years. Results also show that 13.3% of the respondents were aged between 51- 60 years, 4.7% were aged above 61 years and only 10.7% were under 20 years. The implication of the results is that majority of the respondents were between 21-50 years which was 72.7% of the respondents and 27.3% of the respondents were 61 years and above. Therefore this shows that bottled drinking water are mostly used

by young people and not aged people. This might be due to the fact that the age group of 21-50 might have high income because they are employed or studying in different colleges. The less users of bottled drinking water who are above 61 years might have low income, or have retired.

Figure 4. 1: The Percentage Distribution of the Respondents by Age

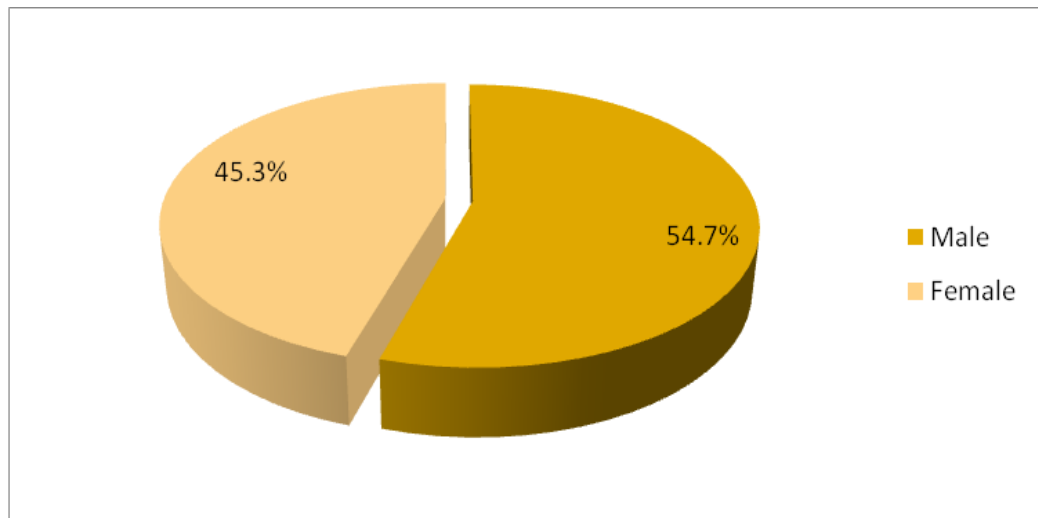


Source: Field survey, 2017

4.1.2 Gender

In order to make research findings reliable and valid, the data were collected from both males and females as indicated in Figure 4.2 below, the results show that, females were 45.3%, while male were 54.7% of the total respondents. This means that all genders participated as to give out their views about the corresponding topic. Male participants were more than female participants, this may be probably due to the African culture that males are the bread earners so they were easy to be found than female who always stay at their homes.

Figure 4. 2: The Percentage Distribution of the Respondents by Gender

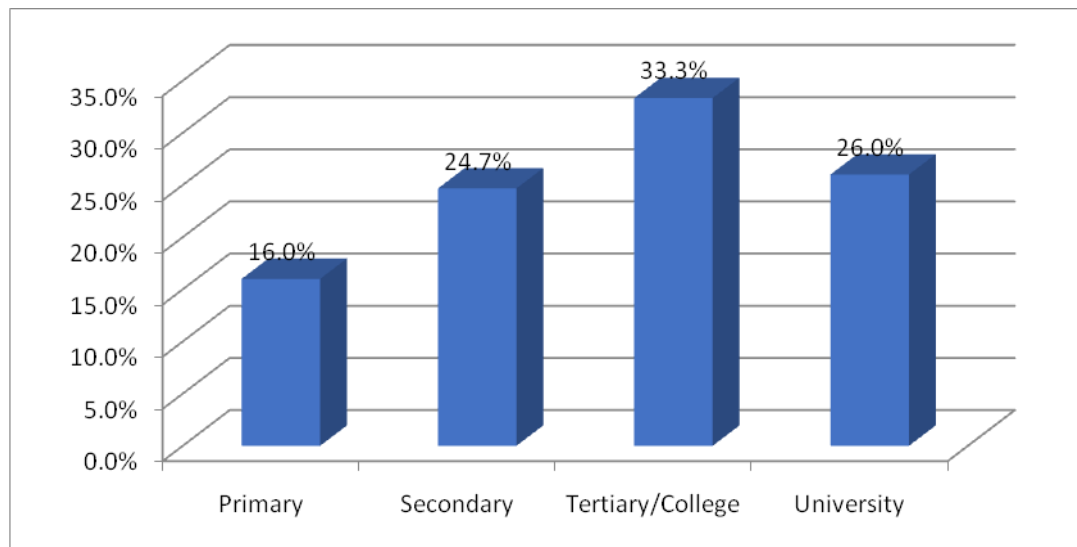


Source: Field survey, 2017

4.1.3 Level of Education

Figure 4.3 indicates that a large number of respondents represented by 33.3% have attained tertiary education, 26% attained university education while 24.7% attained secondary education, and only 16% of the respondents attained primary education. This implies that majority (59.3%) of the respondents having high education and minority (40.7%) were from primary and secondary level. Probably the reason might be that, the majority are educated people living in cities that are why using bottled drinking water.

Figure 4. 3: The Percentage Distribution of Respondents by Level of Education

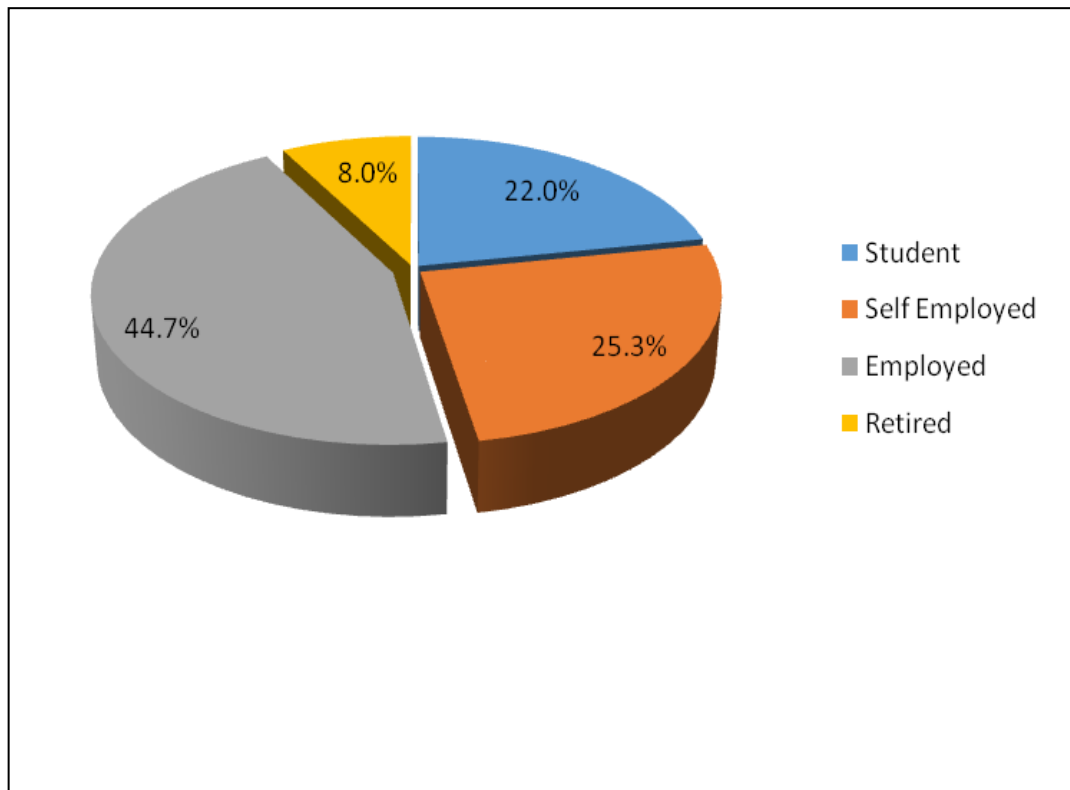


Source: Field survey, 2017

4.1.4 Occupation

The data from the field in Figure 4.4 show that 44.7% of the respondents were employed, 25.3% were self-employed and 22% were students while for the rest of the respondents, 8% were retired. Results imply that, majority of the respondents (70%) were employed and engaged in different economic activities and the fewer respondents (30%) were not employed, they include students and retired people. Therefore this shows that bottled drinking water is mostly used by people who are employed and the reason might be because they have high income compared to students and retired people.

Figure 4. 4: Occupation of the Respondents

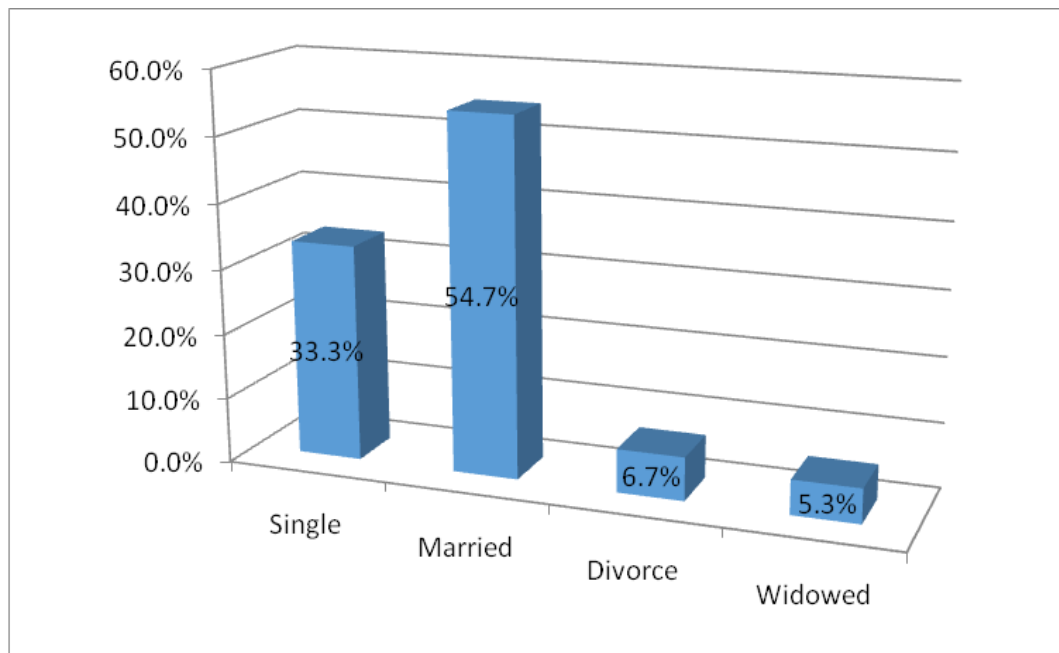


Source: Field survey, 2017

4.1.5 Marital Status

Figure 4.5 shows that, 54.7% of the respondents who participated in this study were married, 33.3% were single, 6.7% were divorced and only 5.3% were widowed. This implies that, majority (54.7%) of the users of bottled drinking water were married people. Probably the reason might be that, married respondents can afford to buy bottled drinking water due to the fact that they get financial support from their husband.

Figure 4. 5: Marital Status of the Respondents



Source: Field survey, 2017

4.1.6 Income

The data from the field in Table 4.1 show that, 50% of the respondents were having the income between 500,000-1,000,000 Tshs, 15.3 % were having the income between 100,000 – 500,000 Tshs, 1.4% were having the income between 0-100,000 Tshs and lastly, 33.3% were having the income more than 1,000,000 Tshs. The implication of this result is that, the majority (83.3%) of users of bottled drinking water have monthly income levels ranging from Tsh. 500, 000 to 1,000,000 and above. Probably this might be because they earn high income per month that is why they are able to afford buying bottled drinking water. And the minority (16.7%) earn low income per month that is why they are unable to afford using bottled drinking water.

Table 4. 1: The Respondents Income

Income (Tshs)	Frequency	Percent
0 - 100,000	2	1.4
100,001- 500,000	23	15.3
500,001 – 1,000,000	75	50
1,000,001 and above	50	33.3
Total	100	100

Source: Field survey, 2017

4.2 Main Findings

This part explains and discusses the main findings of this study based on the research objectives.

4.2.1 The Effect of Branding on Need Recognition

The first specific objective was to identify the effect of branding on need recognition. The consumers of bottled drinking water were asked about the effect of branding on need recognition. The findings in Table 4.2 shows the average views of the respondents; (72%) stated that there is an extremely important effect of branding on need recognition. 10% stated there is an important effect of branding on need recognition, 8% were neutral, 4.7% stated that there was an extremely unimportant effect of branding on need recognition and only 5.3% stated that there was an unimportant effect of branding on need recognition. These findings imply that, majority of the respondents (82%) consider about the brand during need recognition stage and few (18%) do not consider brands of bottled drinking water during need recognition stage. Therefore, branding has an effect on need recognition stage.

The results are supported by findings of Ogbuj et al. (2011) who documented that branding influences need recognition stage. In addition they found that of all elements of branding, company-of-make and packaging play a greater role than brand name and brand mark at need recognition stage in terms of influencing consumer choice for bottled water than any other stages.

Table 4. 2: The Effect of Branding on Need Recognition

Responses	Frequency	Percent
Extremely important	108	72
Important	15	10
Neutral	12	8
Extremely unimportant	7	5.3
Unimportant	8	4.7
Total	150	100.0

Source: Field survey, 2017

4.2.2 The Effect of Branding on Information Search

The second objective of the study was to determine the effect of branding on information search. The consumers who use bottled drinking water were asked about the effect of branding on information search and results presented in Table 4.3 show that, 78.7% of the respondents stated that there was an extremely important effect of branding on information search stage of the purchasing process. 8.6% stated that there was an important effect of branding on information search. 6.7% were neutral, 3.3% stated that there was an extremely unimportant effect of branding on information search and only 2.7% stated that there was unimportant effect of branding on information search. This finding revealed that, majority (87.3%) of the

consumers were always searching for information before starting the buying process and few (6%) were not searching for information on brands of bottled drinking water. Therefore branding of bottled drinking water has an effect on information search stage.

These findings agree with Kotler and Amstrong (2010) who argued that, branding of bottled drinking water has a great influences on information search as it identifies the products or services of one seller or group of sellers and differentiates them from those of competitors”. At those stages, customers are trying to find and criticize the information about the product they need.

Table 4. 3: The Effect of Branding on Information Search

Responses	Frequency	Percent
Extremely important	118	78.7
Important	13	8.6
Neutral	10	6.7
Extremely unimportant	5	3.3
Unimportant	4	2.7
Total	150	100.0

Source: Field survey, 2017

4.2.3 The Effect of Branding on Evaluation of Alternatives

The third objective of the study was to examine the effect of branding on evaluation of alternatives. The consumers who use bottled drinking water were asked about the effect of branding on evaluation of alternatives and the result presented in Table 4.4 show that, there was an extremely important effect of branding on the evaluation of alternatives (72.7%). Also, 16% stated that there was an important effect of branding

on the evaluation of alternatives, 3.3% were neutral, 2.7% stated that there was an extremely unimportant effect of evaluation of alternatives and 5.3% stated unimportant effect of evaluation of alternatives. The finding implies that, majority (88.7%) of the consumers' evaluate the brands of bottled drinking water before making a purchase and few (8%) do not evaluate the brands of bottled drinking water.

All in all, bottled drinking water consumers' buying process pass through the evaluation of alternative stage after having the information about the brand. The information search helps inform consumers about the criteria they might consider as they are evaluating options and making a final selection.

Earlier literature states that, after information is collected, the consumer will be able to evaluate the different alternatives; therefore the branding of bottled drinking water may have influence at this stage. The evaluation of alternatives will vary among customers and purchases (Wright, 2006). In some cases customers make little or no evaluation and make their buying decision based on impulse and branding. On the other hand, the consumers who are engaged in an extended problem solving process may carefully evaluate among several brands (Solomon, 2004).

Table 4. 4: The Effect Branding on Evaluation of Alternatives

Responses	Frequency	Percent
Extremely important	109	72.7
Important	24	16
Neutral	5	3.3
Extremely unimportant	4	2.7
Unimportant	8	5.3
Total	150	100

Source: Field survey, 2017

4.2.4 The Effect of Branding on Purchase Decision

The fourth objective of the study was to find out the effect of branding on purchase decision. The users of bottled drinking water were asked about the effect of branding on purchase decision and data presented in Table 4.5 show that, 85.3% stated that there was an extremely important effect of branding on purchase decision. The data also show that, 8% of the respondents stated that there was an important effect of branding on purchase decision, 3.3% were neutral, and 1.4% extremely unimportant and only 2% stated that there was an unimportant effect of branding on purchase decision. This finding indicates that, majority (93.3%) of the respondents purchase different brands of bottled drinking water after evaluating them and the few (3.4%) purchase different brands of bottled drinking water without making any evaluation.

Therefore, branding of bottled drinking water has an effect on consumers' purchase decision. At this fourth stage, the consumer has evaluated alternatives and is ready to proceed to actual purchase decision itself. Typically, the consumer's purchase decision is to buy the most preferred brand. This finding is supported by the research

done by Foret and Procházka (2006) who had found similar result that there is relationship between people purchasing decision and branding on bottled water. Furthermore, Deliya and Parmar’s research (2012) also found that the purchasing decisions of buyers of bottled drinking water are influenced by product innovation, especially in the packaging and branding of the product.

Table 4.5: The Effect of Branding on Purchase Decision

Responses	Frequency	Percent
Extremely important	128	85.3
Important	12	8
Neutral	5	3.3
Extremely unimportant	2	1.4
Unimportant	3	2
Total	150	100

Source: Field survey, 2017

4.2.5 The Effect of Branding on Post Purchase Behaviour or Feelings

The fifth objective of the study was to investigate the effect of branding on post purchase behavior or feelings. The consumers of bottled drinking water were asked about the effect of branding on post purchase behavior or feelings and Table 4.6 indicate results from the field. 62.7% of the respondents stated that there is an extremely important effect of branding on post purchase behaviour or feelings. 17.3% stated that there was an important effect of branding on post purchase behavior or feelings, 6.7% were neutral; 4.7% stated that there was extremely no importance of branding on post purchase behaviour or feelings, and 8.6% unimportant effect of branding on post purchase behavior or feelings. This implies that, majority (80%) of the respondents finally after using the brand of bottled

drinking water evaluate the product to see whether they are satisfied or unsatisfied and few (13.3%) do not evaluate the brand of bottled drinking water after using it.

Therefore, the branding of the bottled drinking water has an effect on the post purchase behavior or feelings stage. After getting consumers using a product, will make decision if he/she will use it again and if the product was not good branded the consumer will have a bad feeling about the particular product. This finding agrees with the study done by Khan (2006) who stated that after the consumer has purchased the product, the consumer will evaluate the satisfaction level of the brand. If the consumer feels disappointed with brand, expectations towards the product have not been met, the consumer will be unsatisfied. If the product meets expectations, the consumer will be satisfied and willing to spend more on this specific brand in the future. Therefore branding affects the post purchase behavior or feelings.

Table 4. 5: The Effect of Branding on Purchase Behavior or Feelings

Responses	Frequency	Percent
Extremely important	94	62.7
Important	26	17.3
Neutral	10	6.7
Extremely unimportant	7	4.7
Unimportant	13	8.6
Total	150	100

Source: Field survey, 2017

On the overall, these study findings have shown that branding has effect on all stages of consumer buying process: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior or feelings stage.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.0 Chapter Overview

This chapter presents the summary for the study, conclusions based on the findings presented and discussed in chapter four, recommendations and the areas for further research.

5.1 Summary of Findings

The aim of this study was to investigate the effect of branding on purchase process stages. In this study both secondary and primary data were utilized. Secondary data was obtained from relevant literatures, online journals, articles, blogs, and other electronic sources. The primary data was collected through quantitative approaches. Quantitative data were collected through questionnaire survey. Statistical Package of Social Sciences (SPSS) version 21 and excel software were used to analyze the data. The findings of the study found that, branding affects all stages of purchase process: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior or feelings stage.

5.2 Conclusion

Based on the findings of this study the following conclusions are made;

- Branding of bottled drinking water has an effect on need recognition stage.
- Branding of bottled drinking water has an effect on information search stage.
- Branding of bottled drinking water has an effect on evaluation of alternatives stage.
- Branding of bottled drinking water has an effect on purchase decision stage.

- Branding of bottled drinking water has an effect on post purchase behavior or feelings stage.

5.3 Recommendations

Based on the findings of this study, the following recommendations are made;

- Producers of bottled drinking water should put more effort in building strong brands so as to increase market shares.
- Producers of bottled drinking water should make follow up to collect the views from customers about their branding so as to make improvement.

5.4 Areas for Further Research

Based on the limitations of this study the following are recommended for further studies.

- Similar study on the effect of branding on purchase process stages should be conducted in other regions in Tanzania
- Similar study on the effect of branding on purchase process stages should be conducted but using different products.

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APPENDICES

Appendix I: Questionnaires for Consumers of Bottled Drinking Water

Dear Sir/ Madam,

I Kabibi Charles, a student from the University of Dodoma (UDOM) pursuing master's degree of Business Administration (MBA) under and currently conducting a research titled "Effect of branding on purchase process stages": a case study of Dar es Salaam City.

I kindly request you, to respond to the following questions honestly so as to accomplish my study successfully. It is my hope to receive maximum cooperation from you. I strongly assure that all information availed will strictly be confidential and dealt with for the purpose of this research and there is no intention of doing otherwise.

Instructions: Please put \surd where appropriate

A. Demographic characteristics of a respondent

Gender

	1=Male	2=Female
Sex		

Age Group

Age (Years)	1=Under 20	2=21-30	3=31-40	4=41-50	5=51-60	6=61 and above

Marital Status

1=Single	2=Married	3=Divorce	4=Widowed

Level of Education

Education Level	1=Primary	2=Secondary	3=Tertiary / non University college	4=University	5=Others

Occupation

1= Student	2=Self Employed	3=Employed	4=Retired	5=Others

6. What monthly income level do you hold?

- i. 0 - 100,000 []
- ii. 100,001- 500,000 []
- iii. 500,001 – 1,000,000 []
- iv. 1,000,001 and above []

B. Effect of branding on purchase process stages of bottled drinking water

7. What is the effect of branding on need recognition stage?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

8. What is the effect of branding on information search stage?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

9. What is the effect of branding on evaluation of alternatives stage?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

10. What is the effect of branding on purchase decision stage?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

11. What is the effect of branding on post purchase behavior stage?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

12. What is the effect of branding on the whole purchase process stages?

- i. Extremely unimportant []
- ii. Unimportant []
- iii. Neutral []
- iv. Important []
- v. Extremely important []

Appendix II: Comments from External Examiner's

S/N	ISSUE	ACTION	PAGE NUMBER
1.	Needed to correct spelling	Corrected	Preliminary page vi
2.	To sort the abbreviation alphabetically	cleared	Preliminary page xii
3.	Background of the study; the issue concerns internal citation using the word 'et al' in two writers instead of using the word 'and'.	Cleared	Page 1
4.	Using the word 'studied population' instead of studied sample.	Cleared	Page 32
5	Beginning with capital letter at the middle of the sentence.	Cleared	Page 27