



Research Paper

## Assessing the Impact of Branding on Brand Recognition among Pay TV companies in Eldoret Town: Focus on the Self-Concept Theory

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### ABSTRACT

The buying decision of customers in any industry is driven by recognition of a need, search for information, evaluation of available alternatives, choice and finally the actual purchase. Brand identity and recognition however stand out for the success of any brand. This paper based on the self concept theory sought to assess the impact of branding on brand recognition in the pay TV industry with particular interest in Eldoret town, Kenya. Employing a pragmatic world view, the study took a mixed approach in data collection. Interview and questionnaires were used as the main instruments of data collection. The target population consisted of individuals/homes who owned Pay TV decoders in Eldoret town and stakeholders of the respective companies. A sample of 400 participants that comprised 394 pay TV decoder users and 6 stakeholders was obtained. Data analysis was conducted descriptively and results presented in themes. From the findings, it was established that respondents were able to recognize the brand they owned and most of them learnt about the brand through advertisements; and, the brand was more visible because of the advertising campaigns. The study concludes that brand recognition is wholly influenced by communication of the brand values by companies.

**KEYWORDS:** Branding, Brand Recognition, Pay TV, Eldoret, Self-Concept Theory

Received 05 December, 2020; Accepted 20 December, 2020 © The author(s) 2020.

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### I. INTRODUCTION

In today's business world, branding is such a solid energy which barely nothing is bought unbranded. Salt is packed in distinguishing creators' vessels, oranges are embossed with gardeners' identities, nuts and screws are packed on cellophane with a supplier's marker, and vehicle mechanisms - spark plugs, tires, filters - bear separate brand names from the automakers. Renewed nourishment goods, for example chicken, turkey, and salmon, are progressively being vended based on powerfully publicized product terms. Such forms of branding enable the customers to identify with and recognize the various brands, an element that largely contributes to their choice of buying a specific product.

Branding provides the vendor numerous benefits including;

- a) The brand title makes it simpler for the vendor to deal with instructions and follow difficulties.
- b) The vendor's brand title and logo offer authorised defence of exceptional merchandise structures.
- c) Branding offers the vendor the chance to appeal a faithful and money-making group of clients. Brand faithfulness grants vendors a little defence from race.
- d) Branding assists the vendor sections. As an alternative of (P&G's) Procter & Gamble marketing an easy cleansing agent, it also offers cleansing agent kinds, individually expressed otherwise and targeted at exact advantage-making sections.
- e) Solid products help shape the commercial picture, making it simpler to promote fresh products and achieve acceptance by suppliers and customers.

Suppliers and vendors need brand titles as brands lead the merchandise to grasp manufacture to specific class levels, reinforce consumer favourites, and make it easier to recognize dealers (Belch & Belch, 2009). Customers need brand titles with an aim to determine class variances and buy extra resourcefully. This study therefore makes reference to the self concept theory to establish the impact that branding has on brand recognition.

## **II. UNDERPINNING LITERATURE**

In today's marketing world branding is an important concept that explains why some people like some brands more than others when there is no physical difference between them. The brand identity is outward expression of a brand – including its name, trademark, communications, and visual appearance. Because the identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand and by extension the branded company, organization, product or service. This is in contrast to the brand image, which is a customer's mental picture of a brand. The brand owner will seek to bridge the gap between the brand image and the brand identity.

Branding construct enjoys a certain consensus as an explanatory element for symbolic consumption and the affective bonds that consumers establish with brands (Aaker et al., 2004). Modern brand management and branding are often defined as integrating all functions of an organization to develop a way to effectively communicate the brand to the target audience and eventually closing a sale. Effective brand names build a connection between the brand personalities as it is perceived by the target audience and the actual product or service.

Brand management for modern companies is about integrating marketing and communications in a way that all aspects of the company are in line with the brand. Brands communicate with stakeholders and the target audience on many different levels. The communication may sometimes be intrinsic and non-verbal, which means that it may be formed by the imagery and visual elements associated with the brand (Kapferer 2004).

The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements. Colour is a particularly important element of visual brand identity and colour mapping provides an effective way of ensuring colour contributes to differentiation in a visually cluttered marketplace. Depending on how good the bridge between the brand identity and the brand image has been filled, the consumer gets to trust the brand.

There is competition in Pay TV's market in Kenya. According to Deloitte (2012), Multichoice has been the main player in the Pay TV market for a number of years. However, competition in the Kenyan Pay TV market is increasing as many Pay TV's have successfully entered the market, the new major entrants include *StarTimes TV*, *Zuku* and *Azam TV*. Competition is developing currently at the lower end and middle of the Pay TV market, making Pay TV more affordable for Kenyans, and suggesting that there is untapped demand at that end of the market. With the introduction of digital TV, more providers are set to enter the market. There appears to be a significant scope for the size of the Pay TV market to grow and accord new entrants room to expand their market share.

Breana (2011, pp. 9-10) avers that "branding is a marketing concept that involves creating an image that resonates with the attitudes, behaviours, and perception of the target market". This is because an effective brand creates a connection as well as an experience in the minds of the consumer by generating a sense of trust. As such, branding is all about communication. The efficacy of branding depends on the ability of an organization to utilize the various avenues provided by the field of communication to present their products to the consumer and Pay TV is no exception. With access to myriad of choices, the consumer has to be attracted to the product as and his interest in the same sustained.

A study by Sutton (2011) sought to scrutinize the effect of publicizing on the options made by dissimilar customers. In this research, it was revealed that publicizing plays a significant part when it arises to the several choices carried out by the customers in the marketplace. This is because customers are made to recall what they had seen on TV and perceived on the numerous radio networks and will hence be more eager than ever to select such products. Moreover, Doraszelski and Markovich (2007) conflicted that publicizing could be exhibited as influencing the choice set or also influencing the helpfulness that the customer derives from a product. They additionally conflicted that if indeed the part of publicizing is wrongly specified as touching values sensitivities rather than product awareness as it frequently is, then deprived of uncertainty the predictable structures may be unfair.

### **Theoretical Framework - The Self-Concept Theory**

This study was based on the Self-Concept Theory as espoused by Rene Descartes. The philosophy embraces many conventions on our personal decision to ourselves. For starters, self-idea is earned and develops with time. Consequently, our perceptions towards us can be formed, altered and impacted by our ecological issues. In this sense self-idea is a merchandise of socialization and growth. Second, self-idea is prepared; an individual may have several opinions of himself. No matter how several dissimilar insights you have on yourself, still there is one insight that enables all of these perceptions causing one prepared self-idea. When a person trusts somewhat that is consistent to his self-idea, it is highly probable that he would refuse altering that trust. Descartes inclines to stay to his current opinion of himself may be extensive, nevertheless changes are

inevitable. Third, self-idea is active; as an individual goes through various circumstances and fresh contests in his life, his vision to himself may continually change reliant on the method he responds to such life fluctuations. We see belongings dependent on our self-idea. We act conferring to how we understand ourselves in a state. Consequently, self-idea is incessant expansion where we incline to release of the belongings and concepts that are not corresponding to our self-idea and we cling to those that we reason are obliging.

In branding the image that the company creates about its product, is what the customer will believe in and buy the product. Just like the dynamic nature of a human being the brand ought to be dynamic. The most notable dynamic nature of pay TVs is technological change. Most countries, Kenya included are moving from the analogue TV sets to digital TV. Therefore, the pay TV industry should change with time, the innovations and creativity should be continuous. If a brand is not breaking even in term of sales, it should look into the branding strategies to give it reason to strike a customer's feelings, change his or her mind about the product then eventually close the sale. Challenges are bound to occur in the life span of a brand the greatest of all is competition. Pay TV companies should acknowledge that competition is there, it grows every day and they should stand out as the best providers. The competition should be taken as an opportunity to grow not as a chance to go under.

The impact of price promotions on brand recognition means that while a worth elevation diminishes, the worth for a given amount increases the amount available at the matching value, hence, enhancing worth and creating a financial incentive to buying (Kotler, 2000), if customers associate elevations with inferior product value, then, to the range that value is significant, a price elevation might not attain the range of sales surge the economic inducement otherwise may have produced. Therefore, it is significant to understand the impacts of promotions on ratings made by customers who do not have previous experience with the endorsed product. Such elevations include those for fresh product introductions, similarly those battered at nonusers of a recognised product. If elevations damage product assessments, they will weaken the positive financial and mental incentives elevations supply and decrease the likelihood of test (Evans & Barry, 2010).

According to a survey conducted by Deloitte in March 2012, Multi Choice Kenya Limited has been the chief factor in the Pay TV marketplace in Kenya but competition is currently on the increase from other recent entrants like *Wananchi*, *Star* television and *My* television. Struggle is emerging presently at the minor end and central market segments of the Pay television market creation Pay television more reasonably priced for Kenyans, and signifying that there is untouched mandate at that end market. The survey also holds that there looks to be an important space for the magnitude of the Pay television market to grow, and consequently for fresh contestants to enlarge their market portion.

### **III. METHODOLOGY**

The study was conducted in Eldoret Town, a cosmopolitan town in the Rift Valley Kenya and an administrative centre of Uasin Gishu County. A mixed method research design that engaged both qualitative and quantitative approaches was employed. As presented by Creswell (2009), the philosophical worldview is a basic set of beliefs that guide actions-also known as paradigms, epistemologies and ontologies. It is the general orientation about the world and the nature of research that the researcher holds which leads the researcher to embracing either qualitative, quantitative or mixed methods approaches (Scotland, 2012). However, Cohen and Swerdlik (2010) add that there are four different worldviews: post positivism, constructivism, advocacy/participatory and pragmatism. Post positivism holds that causes determine effects or outcomes and that knowledge develops through careful observation and measurement of objective reality that exists out there in world. It deals with testing laws and theories to verify or confirm so as to understand the world. Hence it advocates for quantitative approaches. Constructivism holds that meaning is constructed by human beings as they engage with the world whereby the researcher and respondents experience contexts and culture that contribute to meaning (Creswell, 2009). Hence social constructivism embraces qualitative research. Advocacy holds that research should be intertwined with a political aspect with an action agenda for reform addressing issues such as empowerment, oppression and inequity. Therefore, participants are engaged as active collaborators. Pragmatism is not committed to any one system of philosophy. Instead, it focuses on the research problem and uses all the approaches available to solve it (Cohen & Swerdlik, 2010).

This study therefore embraced the pragmatic world view which is a combination of constructivism and interpretivism. The Mixed method approach was useful to this study since quantitative approach generated numerical description rather than detailed narrative and provided fewer explanations on the customer perception. This shortcoming was addressed through the use of qualitative approach which focuses less on the metrics of the data being collected and more on the finesse of what can be found in that information.

An effective research method is an amalgamation of both quantitative and qualitative research. Bryman and Bell (2007) argue that qualitative research puts emphasis on words rather than qualification in the collection and analysis of data. The reality of a brand is constructed by the brand owner this is communicated to the consumer, inform of advertisements. The client tries to synthesis what the brand owner is trying to communicate

about the brand. This eventually leads to a client having the brand in mind and when it comes to purchasing, they already are aware of the brand. After the purchase it is the role of the brand promise which occurred both at the point of sell and through the advert to prove the promise.

The study targeted all those individuals/homes who owned Pay TV decoders in Eldoret town with the operators in the selected companies from which a sample size of 400 respondents was drawn. The total number of households was established as 8,497 households for Kapsoya Estate, 11,794 households for Huruma Estate and 4,252 households for Pioneer/Elgon View Estate (Chepkole, 2014) thus giving a total of 24, 723 households. The participants were selected through simple random sampling and snowballing methods respectively.

Therefore, the sample size for the study was calculated using the formula advanced by Fluid Survey (2015) as shown below:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Sample size

N = Population size

e = the error of Sampling

The study allowed for an error of sampling at 0.05. Thus, on substitution, the sample size was as follows:

$$n = \frac{24723}{1+24723 (0.05^2)} = 394 \text{ respondents}$$

Through purposively sampling the stakeholders, a snowball methods was conducted that helped establish 2 agents, and 4 stockists in the pay TV companies hence; 394 Pay TV consumers and 6 stakeholders/agents totalling 400 respondents. Data collection was done using questionnaires and interview schedule after which analysis was conducted by the help of Statistical Package for Social Sciences ver. 20.0 (SPSS v 20.0) and presented in tables and emerging themes.

#### **IV. RESULTS AND DISCUSSION**

Brand recognition is the ability of a brand to be recognized amongst its consumer for its certain brand characteristics (Hamid et. al, 2011). For this study, brand recognition was operationally defined to refer to the ability of the study respondents to recognize a brand by its association with a particular set of attributes, such as colour, a tagline, logo and(or) any other unique characteristic. Brand recognition was thus treated as relation of customers' capability to acknowledge previous experience of a brand after showing the brand as indication. Therefore, brand recognition needs customers to rightly differentiate the brand as what they have seen or heard before.

An analysis of the findings from the interviews revealed that brand equity, a resultant product of branding, was instrumental in enabling the respondents differentiate between brands. For instance, DSTV, Zuku, GoTv, Star Times and Azam are Pay TV providers who provide Pay TV services. What sets them apart is the amount of investment a company has placed on their product. The respondents intimated that they were more likely to make a choice among these providers since their branding instils confidence in them when they are making a purchasing decision.

Given the apparent importance of brand recognition in decision-making, it was deemed vital important to explore the effect of brand recognition on branding. The respondents were asked to indicate whether they had seen an advertisement of a specific product of the category given, and then asked to identify the brand. From the results, a brand recognition percentage was obtained for each Pay TV provider. The relationship between branding and brand recognition was investigated using Pearson's product-moment correlation coefficient. Preliminary analysis was performed to ensure that there was no violation of the assumptions of normality, linearity and homoscedasticity. The results showed a strong, positive correlation between branding and brand recognition ( $r = 0.705, p < 0.000$ ).

As established in the interviews, the author was keen on investigating whether the brand owners help in making the brand visible. All consumers agreed that the brand owners assist to make their brand visible in one way or another this included: Brand activations: through road shows, exhibitions, tradeshows, sponsorships and hosting events in the respective regions, providing branding materials e.g. point of sale displays, stickers, calendars and banners and through advertisements: print media, TV, digital platforms and outdoor marketing-billboards.

The above finding implies that the longer a brand is present in an advertisement, the better the brand will be recognised. This supports the findings of O'Guinn et al. (2012) who suggest that the longer a brand is present in an advertisement the stronger the link between the message and the brand. Higgs' (2004) research findings were also confirmed, suggesting that increased brand presence in an advertisement enhances storage of

information in the consumer's memory. An increased brand presence in an advertisement therefore supports the process of perceiving a brand as previously encountered (Hoyer & Brown, 2010) and assist consumers' ability to confirm prior exposure to the brand when given the brand as a cue (Keller, 2007).

## V. CONCLUSION

From the results, a brand recognition percentage was obtained for each Pay TV provider. The relationship between branding and brand recognition was investigated using Pearson's product-moment correlation coefficient. The results showed a strong, positive correlation between branding and brand recognition ( $r = 0.705, p < 0.000$ ). This study established that one of the factors that influence respondents' brand recognition is communication of the brand values by the creator of the brand. This therefore enables customers to identify, recognize the truth and value of the product or service. It is the brand that communicates what it is and what it is not, thus playing a role of influencing the purchase, loyalty and repurchase.

## VI. RECOMMENDATION

Brands should not only focus on consumer-oriented promotions but also trade oriented promotions. The study notes that most likely the stockists or agent is the first customer contact with the brand. The Pay TVs should ensure that they are facilitated to give clients accurate information and provided with effective technical knowhow to assist the customers. Brands should also assist by giving the stockists giveaways, do brand outdoor activities to assist with brand visibility and recognition.

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Joan Chepchumba. "Assessing the Impact of Branding on Brand Recognition among Pay TV companies in Eldoret Town: Focus on the Self-Concept Theory." *Quest Journals Journal of Research in Business and Management*, vol. 08, no. 12, 2020, pp 17-21