CONSUMER BELIEFS AND BRAND REVITALZATION

CASE STUDY OF OMO DETERGENT BRAND

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CHAPTER ONE

INTRODUCTION

1.1 BACK GROUND

In an ever changing world powerful brands have to adopt to the new trends and evolve to match the market demand. Brand revitalization involves the company adapting change in product attributes to challenge the new competition as an attempt to bring back the product to life, to perform better and new approaches are implemented which may include market expansion, modification of product and brand repositioning, (Gregory Hamel, 2016). Consumer belief is influenced by the brand attributes as a consumer seeks to find favorable price, function and perception towards the product.

Brand revitalization helps to timely adjust changing trends being able to meet the changing attributes needs and desires of consumers and deal with competitive threats. This gives a brand the advantage to stay ahead of the curve in recognition of current and future strategic and competitive challenges. Starting the revitalization process before the brand fades sets a track record to be followed by the organization on the performance of the brand, Chekitan and Kevin, (2014). The Park Hotel India used a seven step process Chekitan and Kevin, (2014), Light and Kidodon (2009) used the six step analysis of brand revitalization.

The Park Hotel India used a seven step process by Chekitan and Kevin, (2014), involved (1) conduct brand audit, (2) determine the brand position, (3) develop the brand platform, (4) establish the brand beliefs, (5) evoke the brand experience, (6) develop the brand voice and (7) launch the new brand. The Light and Kidodon (2009) six step analysis for brand revitalization by McDonald's involving (1) refocusing the organization, (2) restore brand relevance, (3) reinvent the brand experience, (4) reinforce a result culture, (5) rebuild brand trust and (6) realize global alignment.

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The different brand revitalization variables within the conceptual framework highlight how to help Omo regain its market share dominance. Rationale for branding goods and services is similar as the focus is on building brand equity in order to build a strong relationship between the brand and its customers. The customer experience with product encounter becomes an important tool in shaping opinions and determining future association between and the brand. Brand equity has both financial and marketing aspect, with the financial perspective giving a monetary value to the brand. The marketing perspective is viewed with customer perspective to help to understand the brand in the minds of customers and designs effective marketing program to build the brand, Kimpakorn and Tocquer, (2010). Brand equity is defined as set of assets and liabilities linked to a brand name and symbol that adds to subtracts from the value provided by a product or service to a firm and that firm's customers Aaker, (1993) and the assets are grouped into five dimensions namely: brand awareness, brand association, perceived quality, brand loyalty and brand relationship.

From the presented dimensions of brand equity Kimpakorn and Tocquer, (2010) and revitalization step processes Chekitan and Kevin, (2014), I adopted the variables further explained in the conceptual framework to create the basis of the revitalization of the Omo detergent brand.

Kimpakorn and Tocquer, (2010) visual aspects of brand packaging gives consumers the ability to recognize it. Nawaz, et al, (2012) highlighted labelling and portability of a product package helps in differentiating a product from other competing brands. Aaker and Joachmisthaler, (2000) discuss brand image as the perception in the mind of customers about the brand product. Jianhua, et al (2015), puts out brand association to be reflection on cognition, attitude and emotions of consumers to the brand and noting consumers to be having different associations to brand in which they compare differences between brands. Aaker (1991), Keller (2003), Netemeyer (2004), Brand function reflects the performance of the detergent and non-related attributes gives the consumers a perception of the brand's functionality.

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(Chan and Cui, 2002), Consumer beliefs indications exhibit behavioral attitudes towards marketing, but careful measures towards beliefs on multicultural market is needed. Positive effect on consumer beliefs is on product quality, retail service and pricing leading to satisfaction. Indications of consumer choice reflects decisions that consumer beliefs have two options to create influenced power of choice through guiding the consumer or to set out goods or services of quality which gives consumers power of choice over the available options. Both options have impact which is the lasting impression felt by the consumer over their influenced power of choice or individual power of choice which can return a consumer or lose one, consideration is upon the consumer's experience with use of goods or services (salience of anticipated regret). Key hypothesis states power to increase or decrease upon the consumer's to defer in choice. Situational factors influence deferral power (pull and push factors) and these include awareness of the products or services to satisfy and meet the need/want of the consumer, the financial capability and associated brand image.

Kimpakorn and Tocquer (2010) Brand function creates a lasting impression through brand product experience. Brand value is the financial worth of how much extra consumers are willing to pay Godin (2007) and Aaker (2016). Consumer beliefs have to be taken into consideration in revitalizing the Omo detergent brand and aspects of the variables guide the best means possible to ensure the process achieves the intended target.

Unilever a multinational company operating in Uganda for over 20 years, producing Omo detergent among other brands international brands designed to meet the specific needs of consumers. It offers nutritionally balanced food products, affordable body care products and everyday household care products among others.

1.2   STATEMENT OF THE PROBLEM

The revitalization of Unilever's Omo has become a priority in order to remain relevant. But Omo was overtaken by competing brands which adjusted to match the consumer beliefs. Omo, which has served as Uganda's household detergent enjoyed a lead and huge market share for years, dropped to second place due to competing rivalry brands were introduced in the market with better brand attributes (Summit Business, 2017). Emergence of new brands accompanied with the complacency by Omo's marketing which failed to appreciate how these new brands approached the consumer power, whilst internal strategies like price altering and advertisement have not yielded competitive results. Adopting a new product launch strategy of Sunlight detergent further stiffened competition against Omo as a result, it has lost its competitive advantage. This requires revitalization of Omo brand in order to be competitive and claim the top position.

This study will examine how best OMO can gain back Uganda's market through revitalization and be able to influence better consumer trends.

1.3   Purpose of the study

To investigate relationship between Consumer beliefs and brand attributes.

1.4   General objective

The objective is to have Omo's brand attributes influence the consumer beliefs for the intended market value.

1.5   Specific objectives

   i.   To examine the level of Omo's brand revitalization,

  ii.   Investigating the relationship between brand function and brand revitalization.

 iii.   Investigate the relationship between brand value and brand revitalization.

1.6   Research questions

i.   What level has Omo's brand revitalization?

ii.   What is the relationship between consumer belief and brand attributes?

iii.   What is the relationship between consumer belief and brand attributes?

1.7   Scope of the Study

1.7.1 The Content scope

The study will examine the role of consumer beliefs in influencing brand revitalization with a look at how consumer beliefs through competitive changing trends are met by the detergent companies as they produce products meant for a market which is aware of various competing detergent products.
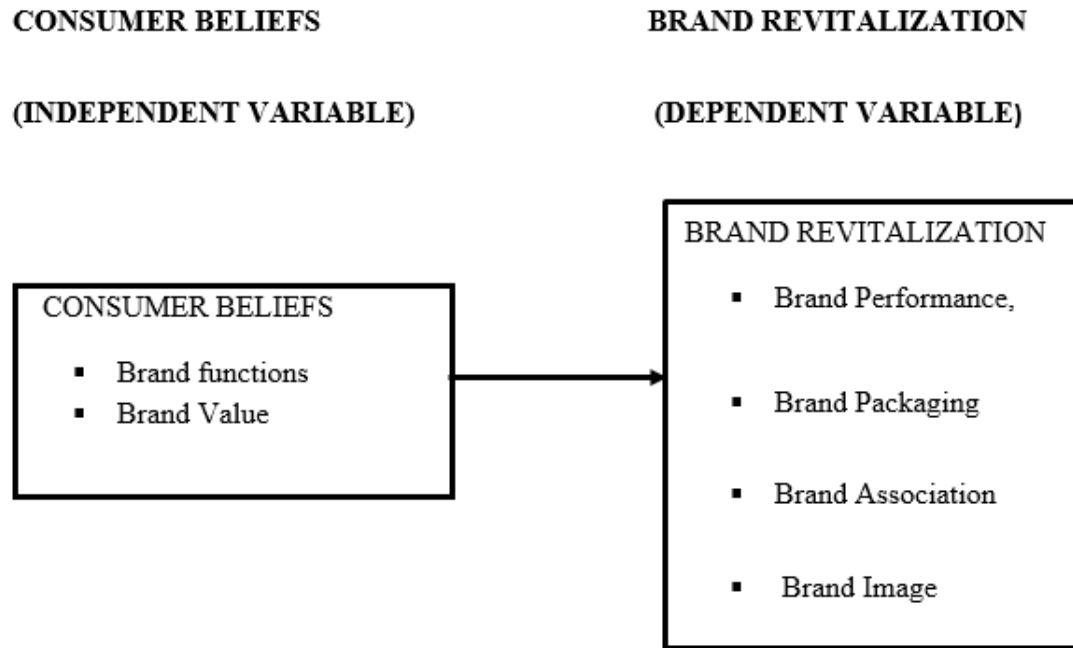
1.7.2 Geographical Scope

The geographical scope will be limited to Nakawa division within the Kampala urban district market focusing on accessible consumers of detergents.

1.7.3 Time Scope

The study will focus on the 5 year record indicator of market share from 2014 to 2018 as the market trends have kept on shifting with a major focus on the performance of Unilever's Omo

1.8. CONCEPTUAL FRAMEWORK

Figure 1: The conceptual framework for this study is indicated below.

CONSUMER BELIEFS

(INDEPENDENT VARIABLE)

BRAND REVITALIZATION

(DEPENDENT VARIABLE)

CONSUMER BELIEFS

- Brand functions
- Brand Value

BRAND REVITALIZATION

- Brand Performance,
- Brand Packaging
- Brand Association
- Brand Image

Adopted from Kimpakorn/and Tocquer (2010).

Independent Variable

Brand function serving as independent variable gives its functional purpose through experience to consumers based on cleaning, maintaining fabrics and leaving them scented Kimpakorn and Tocquer (2010). This variable is independent as it serves to give the consumer a cleaning function no matter the type of brand.

Brand value is the financial worth and significance of how much consumers are willing to pay extra for brand and the brand value impacts on the profit generation (Godin, 2007) and (Aaker, 2016). (Lassar, Mittal, Sharma, 1995), highlights value as the perceived brand utility by the consumers

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relative to its cost (price), assessed by consumers and willingness to pay extra. Value is included because consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities. As the brand is perceived in value by consumer to its intended use, it guides the consumer to purchase the detergent with utility value and it adds trustworthiness functions, because consumers place high value in the brands that they trust.

Dependent variables

Brand revitalization highlights the idea of bringing out the visual rebuilding and identity aspect of brand to influence the consumer's beliefs and attitude towards that brand. The intended belief majorly focuses on strategically giving consumers new experience, helping improve brand perception and behavior and brand experience draws the adaptation to changing trends that matches consumer expectations. With this in mind successful brands have to adapt to changing trends and revitalize their communication and concepts to meet the needs of existing and potential consumers whilst dealing with competition. The use of variables built around dimensions of brand equity, Kimpakorn and Tocquer (2010) are the dependent variables to create relationships with brand function and brand value. Failure to adapt to changing trends results in brands being unable match the competitive market.

Brand packaging

Kimpakorn and Tocquer, (2010) point out the visual aspects of a brand packaging are brought out through brand awareness through the ability for consumers to recognize a brand influencing the consumer choice. The brand quality gives the consumer a judgment on dimensions of brand values which gives the consumer choice of selecting one brand over the others as it delivers the intended function whilst maintaining quality. The Omo detergent stored well maintains the brand function

and value set out by what the does to clean and maintain fabric well-conditioned and packaging attracting the consumers and setting out product differentiation.

Brand performance

Aaker (1991), Keller (2003), Netemeyer (2004), expands that brand function is reflected by the performance of the detergent and non-related attributes gives the consumers a perception of the brand's functionality allows it to put a distinction between associations related to the core function and those related to facilitating and supporting functions. It shapes up the ability of customers to perceive a differentiation at a holistic level and by customers to identify Omo detergent by its benefits to its intended use giving the detergent the perceived value.

Brand image

Francisco (2004), identifies a brand to be having relevant differences, enduring and credible promises of value associated with the product or services as portrayed by the organization. This is highlighted one dimension to configure brand equity, is brand image with a consideration of customer's perspective where brand image is created through marketing strategy programs which link strong, favorable, and unique associations to the brand in the memory.

Brand associations

Brand association is created through consumers contact with the brand, in the long run impact a psychological effect to influence consumers to buy the product and services, this results to faithfulness and association to the brand impacting positively. The core associations are linked to the reason of being cleaning detergent, improving consumer experience with the brand and building brand perception and overall business performance.

CHAPTER TWO

LITERATURE REVIEW:

2.0   Introduction

Introduction of new products on the market by detergent making companies has increased the alternatives for consumers where they choose the best performing product amongst many. Launching of these detergents goes through immense research and development to match up market demand and reach the predicted targets.

Chopra and Meindal (2016), highlight embracing logistics of new product introductions as a component of the launch driven through sales marketing. Bridging communications gap where information about the product is different from user experience. Case of consumer feedback on Omo detergent users in Ugandan market were its only distributed. The key aspect is to collaborate between different functional departments, leading to well set out products covering aspects such as communication, the onset of research and development, production and until distribution to the final consumer.

In population density of a geographical area, a consumer is the situation (location) and target market for which certain marketing sales volumes will be delivered. Consumer identification needs to be defined through knowing who the consumer is. A consumer is revealed as a motivational construct-the enthusiasm, reflection of self-image, passion and interest a consumer has that drives future participation in a consumption activity, (Eathar, Kenneth, Marshall, 2019). Consumer Protection Act part 1 interpretation 2a (2005), explains a consumer is considered to be a person or legal entity to which a product or a service on the market is addressed. The person considered a consumer makes use of the product provided that it constitutes the end user of such product. The article further makes it clear whether a particular consumer is subject to protection under law

depends on the circumstances and factual case, a person is declared to be a consumer (or not otherwise a consumer) based on two way criteria:

a) The power of the supplier to negotiate with the person or entity

b) The possibility of abusive use of legal protection by the particular person or entity.

Malko & Duguid, (2012) presented the role of anticipated regret; break down power to social power and personal power. Personal power is pointed to the ability to do and get what you want without influence from others. Power imbues an individual with confidence in accepting results that can be either positive or negative outcome. Whereas social power under the production of intended effect (power over); it is an individual capacity to influence other people that is conferred by the individual's ability to provide or withhold valuable resources and administer punishment (Keltner et al,2003.,Thibant & Kelley,1959).

Power is a conceptualized as a social construct which gives an individual choice which is a dependent upon it. This explains the understanding of consumer power over choice, for goods or services which consumers want and this choice of goods or services decision is influenced by power. Interest of consumers trends continuously change, especially when they are exposed to new products which is the source of consumer power to influence brand attributes.

The Ugandan market is open to both multinational and local detergent products has seen Unilever's Omo enjoy the lead dominance until competing brands both local and foreign have exchanged the lead position in the past five years, (Summit Business, 2017). The purchasing power of consumers, overtime leads to increased or decreased sales of the detergent, through user experience from a product possessing attributes that pull or push consumers towards or further from the brand.

Brand

"The most important role a brand plays is distinction or differentiation of different products which features, name, logo and slogan, which help identity and differentiate one product from another are called brand elements, can be protected legally. (Keller, 1998). Kotler and Pfoertsch (2006) point out that a brand is not only an intangible concept but is also defined as, relevant and meaningful promise, which shows an obvious view to customers about what and how the product is. Sexton (2008) indicates that a brand is not only the name or logo but adds a brand to be an image of the product in the consumers' minds is and how strong the association is. He further defines a brand through the three components of identifiers, attributes and associations.

The identifier of the brand to be perceived by the consumers, such as name, logo, color, shape or taste. The distinctive matters, help to give impressive images to consumers and remind them of the branded products, can serve as the identifiers of a brand. Attributes of brands are whatever comes to consumers' minds when they are exposed to one of the brand identifiers, and usually the first issue is the products. In addition, it is in the company's interest that consumers remember the products with positive benefits or needs that will impact on their purchasing decisions. However, sometimes an identifier can be negative when a product fails. The associations are the connections between identifiers and attributes, and it is the wiring in customers' minds. An association of a brand is intangible, and works only on the basis of a tangible identifier and an attribute. Thus, these three components must work together for brands. (Sexton, 2008)

In addition, Keller, 1998 considers that brands can create value for companies by making perceived differences among products through branding and building brand loyalty which relates to value that can be translated to financial profits for companies. (Keller 1998, 9.) Therefore, brands should be considered carefully for the following reasons:

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a) A consumer's point of view, a brand serves to reduce the perceived risks of the product this is especially the brand with which consumers have had favorable past experiences.

b) Secondly, because of past experiences with the product, consumers learn about brands because they have found out the most satisfied products already. This results to brands can save cost for consumers in their purchasing decisions. On the other hand, brands indicate clearly the sources or the maker of a product and allow consumers to assign responsibility as to which particular manufacturer or distributor should be held accountable.

Companies in preference to build and develop brands, this would be the same reason as consumers choose good brands. A brand is also a means of legally protecting unique features attributes of the product, example include brand name which can be protected through registered trademarks, manufacturing processes can be protected through patents, and packaging can be protected through copyrights and designs, according to Keller, (1998).

Kotler & Armstrong, (2009), highlight that a brand and the product are not same, further explaining a product as, "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want". A product can be a physical good, service, retail store, person, organization, place, or idea. According to the old marketing saying, "products are what the company makes; a brand is what the customer buys".

2.1 Theories

Different product range are important in playing a role in marketing and encouraging or discouraging the consumer from buying a product, especially at the point of sale or at the time when a consumer is making a choice from amongst brands of similar products type. This is an important factor influencing a consumer's purchase decision. Griss (2000), Kotler and Armstrong (2004), gives an insight on product range to be products sharing common set of characteristics and

function. These products are sold to the same niche market, falling within a given price range and their product portfolio have variety in size, price, colour, taste and functionality which helps the company to attract and sell to different consumers in the market.

Three theories giving an understanding on brands aspects are the following:

i. Brand management

ii. Consumer perspective

iii. Critical perspective.

 Bertilsson and Tarnovskaya (2017) and Heding, Knudtzen and Bjerre, (2008) emphasize on how brand management is used to focus on 'sender end' of brand communication but point out "(Keller, 1993) published the article 'Conceptualizing, measuring, and managing customer- Customer-based brand equity is based on the premise that the brand resides in the minds of consumers as a cognitive construal." The authors named it, "consumer-based approach." which assumed brands as cognitive construal stuck in the consumers' mind giving control of the brand–consumer exchange.

Brand management paradigms brings out two paradigmatic developments of brand management. One with a positivistic point of departure and the other of a constructivist or interpretive nature. The positivistic stance implies a notion brand being 'owned' by the marketer, who controls the communication to a consumer. Brand equity is perceived to be created by the marketer and the brand is seen as: 'A artefact (product plus that is created by managers and positioned, segmented and used to create an image). Secondly interpretive paradigm reflects on the nature of the brand and the value of brand equity as something created in the interaction between marketer and an active consumer: '.A paradigm shift takes place in brand management over the course as incremental process changing the discipline.

"Marketing research, has identified the seven brand management approaches have: the economic approach, the identity approach, the consumer-based approach, the personality approach, the relational approach, the community approach and the cultural approach. These approaches have reflected development to which focus is shifted from sending end of brand communications in the first period of time; turning their attention to the receiving end in the second period; and have addressed contextual and cultural influence on the brand to the global understanding of brand consumption. Somewhere around the birth of the relational approach in 1998 a paradigm shift is instigated in brand management, with an implied shift from quantitative to qualitative methods, an acknowledgement of consumers' ownership of the brand, and an embrace of the more chaotic forces in consumer culture. The paradigm shift has resulted in relational approach, and how the three periods of time form the back-ground of the seven brand approaches." (Heding et al, 2008).

Keller (1993) introduces the Customer-Based Brand Equity (CBBE) model, which "approaches brand equity form the perspective of the consumer -whether it be an individual or an organization". The model is based on the premise "that the power of a brand lies in what consumers learn, feel, see and hear about the brand as a result of their experiences over time". Keller, defines CBBE to be the differential effect that brand knowledge has on consumer response to brand marketing, originating from two sources: brand awareness and brand image.

According to Keller (2003), brand awareness consists of brand recognition -the consumer's ability to confirm prior exposure to the brand and brand recall consumer's ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category purchase. On the other hand, brand image is created by marketing programs that create strong associations to the brand in the memory.

(Jin, 2013), states that, ''a brand awareness has no equity unless customers are at least aware of the brand". In building brand equity, customers have to be aware of the company and its products. There are two levels of the brand awareness: brand recognition and brand recall. The brand recognition "relates to customers' abilities to remember the brand when given any brand element as a cue", which shows the breadth of brand awareness. The brand recall "relates to customers' abilities to retrieve the brand form the memory when given the product category, the needs fulfilled by the category or a purchase". The brand recognition is fulfilled when customers are aware of the brand, which could be a name, whereas the brand recall represents awareness at a deeper level. The brand recall sets customers to have an understanding about the brand and may choose before, to generate the brand without any reminder. Both of them are based on the past experiences or information about the brand from customers' perspective.

As to the Omo detergent brand, the brand awareness relates to the information that customers have about the detergent instead basing on experience and core function of brand against any products on the market. The information is diversified, creating differentiation that speaks out to push the motive of the consumers being aware of the brand, which could be a name or slogan heard from ads or the past use experiences. This leads to brand recognition, resulting in a brand recall for the detergent. In creating brand awareness, resulting to positive brand awareness this provides a number of competitive advantages for the brand (Aaker & Mcloughlin 2010,). The positive brand awareness gives the Omo detergent brand a sense of familiarity to the consumers which in turn drives the purchasing decisions of customers. The deep brand awareness provides a shortcut to customers when they have a certain need. The first step for the customer who is about to buy a washing powder is to consider the brands of washing in shops. A brand with strong awareness will be remembered by customers quickly in this situation (Keller, 1998).

In establishing the brand awareness(Keller,1998) provides guidelines, which are firstly to strengthen the brand elements visually and verbally, through developing a slogan, logo, or packaging to pair the brand and provide impressive images to consumers. The second is implementation of different marketing communication strategies. Options can be to advertise, promotion and public relations, which lead to awareness to consumers building on the experience with the brand.

According to the CBBE model, building a strong brand, is by following four steps which represent a fundamental question that customers ask about brands:

i.   Ensuring the identification of the brand with a specific product category or need in the customer's mind -who are you?,

ii. Establishing the meaning of the brand in the customer's mind by strategically linking tangible and intangible brand associations with certain properties -what are you?

iii. Eliciting customer responses to the brand identification and meaning -what about you?

iv. Converting the response into an active, intense and loyal relationship between the customers and the brand -what about you and me?

Lassar, et al, 1995), suggest that measurement of brand equity is recommended allowing firms measure the equity associated with their brands on a regular basis. The advantage of doing this is the ability to measure the individual dimensions of brand equity this will enable firms to evaluate their marketing strategies. By this brand equity communication feedback is got even in situations to product performance problems, positioning problems and provides feedback to the firm on areas of focus and need to have adjusted improvements.

Brand equity dimensions which are consumer based; performance, value, social image, trustworthiness and commitment relate to implications of research by Lassar et al, (1995) that

companies have to manage all of the elements to enhance brand equity. In the study measuring customer-based brand equity, it showed that consumers demonstrate a halo across dimensions of brand equity, suggesting if consumers evaluate a brand to perform well, consumers expect the brand to have high value levels and be trusted. On the other hand, brand that fails on certain dimensions, consumers evaluate the other dimensions for example performance, poorly as perception of the brand is based on all effort contributed by the combination of all dimensions.

Measurement of brand equity aids to the evaluation of marketing mix elements of a brand. An example, is the relationship between price and the equity associated with the brand. Promotion adopted in building equity helps to develop performance expectations which include increase trustworthiness, social image, commitment and value based on the brand equity dimensions. Measurement of the brand equity, identifies the dimensions that need more promotional support.

2.2   Consumer beliefs and Brand Revitalization

Product variations are set to appeal towards different market segments and the variations specializes in a type of product offering addition and alterations suiting the different consumers. Griss (2000), indicates product range as products sharing the common set of requirements and significant variability in requirements. Product features are characteristics are viewed by consumers which distinguish the members of product line and these can include the functionality, usability and experience. Kotler, (2008) mentioned product range as a group of products closely related because they function in a similar way, are sold to same niche market and fall within given price range. This product range is the group of similar products seen in one or more ways and belonging to same class.

A consumer is revealed as a motivational construct-the enthusiasm, reflection of self-image, passion and interest a consumer has that drives future participation in a consumption activity,'' (Glani, Hyde, Marshall,2019).

Consumer belief is attributed to behavior as a social construct which gives an individual choice which is a dependent upon it. This explains the understanding of consumer belief over choice, for goods or services which consumers want and this choice of goods or services decision is influenced by belief and experience. Interest of consumers trends continuously change, especially when they are exposed to new products which is the source of consumer belief to influence brand attributes (Keller and Kevin, 2007).

Brand revitalization looked through the scope of (Zhang and Sun, 2009) and (Lehu, 2004) who point out brand rejuvenation which encompasses the ideology of refreshing visual aspects of the brand and which aims at creating a change in the consumer's understanding of the brand and leads to change in consumer- product relationship. Babu, (2006), links brand revitalization to rejuvenation, considering it as a revamping of a brand as process that involves regeneration of the brand identity. Kapferer, (2008) states brand revitalization a means of rebuilding brand sales consistently whilst maintaining a well-known product globally bringing out the brand name, personality and visual aspects. The authors highlight of brand revitalization being the idea of bringing out the visual rebuilding and identity aspect of brand to influence the consumer's beliefs and attitude towards that brand. The intended belief majorly focuses on a strategy to give consumers new experience which would help improve brand perception and behavior and brand experience draws the adaptation to changing trends that matches consumer expectations.

This often leads to brand revitalization review of Chekitan & Keller, (2014) and Light and Kiddon, (2009) point out the proposal of using a revitalization process picking out key variables. The seven

step earlier highlight of the revitalization framework gives a logical and progressive way to follow as each step depends on what has been accomplished in the preceding step. This would revitalize the brand until the desired objective is achieved and these include (1) brand audit, (2) brand position (3) brand platform (4) brand belief (5) brand experience (6) brand voice, (7) brand launch.

Brand audit focuses on comprehensively examining and understanding to uncover the brand to assess and look at where the brand has been, where it is now and how it got there and suggest ways to improve. Brand positioning and brand platform is to provide the differentiation to the brand products and services being offered bringing out the advantage of uniqueness of that brand. Brand belief focuses on a strategy to give consumers new experience which helps improve brand perception and behavior and brand experience draws the adaptation to changing trends, matching consumer expectation. Brand voice creates consistence with the new brand identity giving the consumer and understanding of the new brand and brand launch is the communication to consumers of the new changes adapting to the trends and being able to communicate ensuring a well revitalized brand set up.

(Jin, 2003), highlights brand audit as a comprehensive examination of the health of a brand in terms of its sources of brand equity, and this works when profiling consumer knowledge about the brand. Other types of audit used, are accounting audit and marketing audit. Accounting audit aims at assessing the financial aspect of companies, with marketing audit aiming at improving companies' marketing performances. Contrast of brand audit is more externally, as a customer-focused exercise involving procedures to assess the health of a brand, uncover the source of brand equity and suggest ways to improve and exploit its equity.

Two steps involved in the brand audit are brand inventory and brand exploratory, with brand inventory as an internal description from company's perspective, in order to understand how the

branded products are marketed. Then brand exploratory is implemented from consumer's point of view, investigating how target consumers remember a brand based on the brand knowledge structure.

There is need for companies to understand the current and desired brand knowledge structures in hand after the brand audit. On the basis of the (Keller, 2003) CBBE framework, the two approaches, to retain the same positioning through expanding the breadth and depth of brand awareness through improving customer recognition and customer recall of the brand during purchase, or creation of new sources of brand equity through improving the strength, favorability and uniqueness of brand associations making up the brand image. Which approach is selected, brand equity will serve as the dimensions of brand revitalization strategies. The first way is probably the easy means because the building of the new source of brand equity needs to provide new marketing strategies and to create the new source of brand equity for the brand revitalization, to ensure that the existing brand associations continue to co-exist with the new ones.

Brand Personality; A brand personality has aspects relating to bring the brand into existence, Narumon and Tocquer, (2010) brand differentiation of a brand features its packaging, effective use which is being a detergent that helps consumers keep their clothing well cleaned, scented and maintaining the fabric well. Brand value adds more clarity to create an image for a brand being unique. Psychological state within the consumer's mind gives confidence to be able to exchange for reliability and integrity of the brand, building brand trust as a brand is able to deliver upon its promises. Contribution to brand personality through trust is measured in terms of concentration on consumer's expectations that the product is dependable and reliable. The qualitative value-add personality gained by competing brands to Omo in addition to its functional benefits. Brands personality gives an entices an emotional response in a specific consumer market to incite positive

actions that benefit the company sales volumes, examples include sophistication, competent, sincerity, ruggedness and exciting.

Brand Name; Narumon and Tocquer ,(2010); highlight that creating a lasting impression through experience by use of the product, gives consumers the ability to be able to identify the brand no matter the circumstance(unaided awareness). Keller, (2003); reveals that brand identity reflects levels customers associate with the brand through creating a relationship that gives consumers the choice to select that very brand over others.

(Holden and Vanhuele, 1999) put out a view of brand familiarity versus memory exposure, indicates that exposure to fictitious brand names creates and impression to which one day later the brand may exist. The judgment of a brand's popularity is based on its familiarity coupled with failure to remember the exposure context. This creates an effect attained when attention to fictitious brand names was deliberate as opposed to incidental, which would suggest there are lower attentional limits to the influence of consumer's exposure to a brand name on creating familiarity without memory context.

Exposing both sides of the coin, it submits exposure of a brand name plays a crucial role in giving consumers a lasting impression and gives the lasting memory to be able to recall the brand through the communication as set out by the company. Communication channels that spread the familiarity of a brand gives it the popularity in the market to which consumers' experiences with the product makes the relationship stronger and lasting.

2.3   Consumer Belief

Consumer behavior is looked at as the study of when, why, how, and where people do or do not buy product. It sets out elements from psychology, sociology, social anthropology and economics. Consumer behavior attempts to understand the involvement, because materialism is also a way of

giving a notion to others the influence of preference and reference setting out the choice of brands, according to Hareen et al, (2011). The following are the variables under consumer belief as adopted from Kimpakorn and Tocquer (2010).

2.3.1 Brand Function

Creation of brand experience should be able to deliver the brands attributes capturing the consumer beliefs when consumers use the product are able to experience use in being the detergent that cleans, gives scent and maintains the fabric in its original state. Ariel and Persil detergents have been able to match the up to consumer perception. Highly priced products that have been able to deliver their product function ascertaining the market leader enjoyed by Ariel detergent. Kimpakorn and Tocquer (2010) state that, creating a lasting impression through experience by use of the product gives consumers the ability to be able to identify the brand no matter the circumstance (unaided awareness).

The brand functions generate value to the company to condition the consumer's response to the marketing of the brand. In support (Keller, 1998) defines brand equity as the differential effect that brand knowledge (awareness and associations) has on consumer response to the marketing of the brand (in terms of consumer perceptions, preferences and behavior. The understanding that brand equity is positive or negative if consumers react more or less favorably to a product and the way it is marketed when the brand is identified, as compared to an unnamed version of the product. Positive brand image result in competitive advantages which are categorized into three general components:

a) Advantages related to current performance and profitability (the brand's ability to command higher margins volume, more inelastic consumer response to price increases, increased marketing communication effectiveness

b) Advantages related to longevity of profits (brand loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises),

c) Advantages related to growth potential brand's ability to introduce new products as brand extensions). Brand associations result in a positive influence on consumer preferences and intention of purchase, willingness to pay premium price for the brand, accepting brand extensions and recommend the brand.

2.3.2 Brand Value

Godin (2007) and Aaker (2016), states a brand value is the financial worth of how much extra people pay, or choose the expectations of one brand over the other competing brands. This is to know how much one is willing to pay which is the financial significance in exchange for the product. In a short and long run the brand value sets its impact in flow of profits which it can generate. The drive to short run flow of profits is accumulated through brand loyalty, brand price.

The long run flows of the brand value is to determine the brand's role towards the business through intangible and tangible assets by taking into account business models information about brand in terms of packaging and performance. Observing the investment on brand attributes through return on investment as a measure return on assets through financial information and sales volumes on restock of the product.

2.4 Brand Revitalization

Brands risk the possibility of losing its vitality, even though at a point it has been on top of its game and very successful just like how Unilever's Omo detergent once dominated the Ugandan market. With this in mind successful brands have to adapt to changing trends and revitalize their communication and concepts to meet the needs of existing and potential consumers whilst dealing

with competition. Failure to adapt to changing trends usual lead to brands being unable to stay afloat in a competitive market.

(Lehu, 2004), states brand revitalization consists of recreating a flow of sales, helping to climb back to life on a growth slope again. When the brand serving as a product, consists two actions which are maintaining a well-known product globally in its original design, form and reinventing it for consumers.

In line elements of brand revitalization, it sets out the need for the rejuvenation of a brand's visual aspects, with the purpose of maintaining and re-establishing the competitiveness. The identification of revitalizing elements (Lehu, 2008) and a range of different strategies for brand revitalization. The brand's offer of products, the target group of consumers and the brand's ability to communicate with its consumers. The targeted groups criteria of consumers comprises of all acute and latent signs of brand aging, which are connected with consumers resulting in constant decline of customer loyalty. The last criteria, that of the brand's ability to communicate with its consumers, is composed of all signs of aging, that influence advertising (i.e. obsolete, unclear communication, corporate communication) and public relations of a brand. According to Zhang and Sun, (2009) and Lehu, (2008), the elements of brand revitalization influences the brands visual aspect are re-inventing the identity of the brand, brand repositioning. The different strategies of brand revitalization may consist of emotional branding, retro-branding and referral. Referral as a basic aspects of human attention brands and their products a personality and a deeper meaning. Emotional branding results in establishment of relationships between the consumer and the brand, which grows from the emotional levels to the end goal which is a long-lasting, deep and meaningful connection between the two. All of the elements of emotional branding are potentially present in the consumer's loyalty to a specific brand, which consequently influences the visibility of the brand and the success of its revitalization. Retro-branding indicates a resurrection of specific attributes from the past, attributes

which are adapted to a more modern market place and the current aspirations of the consumer which in short means the returning of a brand into the market place with the use of certain revitalized elements of the brands heritage. The following variables would help in the revitalization process of Omo detergent.

2.4.1 Brand Packaging

Visual aspects contribute a lot of information which during brand revitalization plays an important role to help creating the product which results to a new features being accepted by the existing market and bring back more revenue whilst maintaining the market leader position.

Kimpakorn and Tocquer, (2010) point-out that visual aspects of a brand packaging is brought out through brand awareness through the ability for consumers to recognize a brand influencing the consumer choice. The brand quality gives the consumer a judgment on dimensions of brand values which gives the consumer choice of selecting one brand over the others as it delivers the intended function whilst maintaining quality.

In a paper presented by Nawaz, Mohib, Billo and Lakhan, (2012) highlighted the necessity to have products that are easily accessible and easy to use starting from opening of the package and reusable packages which after using the contents within it can serve a purpose in a household, example buckets used to store water. Labelling and portability of a product package helps in differentiating a product from other brands creates reliability of the product, the color, design and pictures influence how a product brand is perceived these portray the visual aspects of a product.

Visual aspects built around the packaging and labelling of a brand influence the buying behavior of consumers who focus on getting an affordable, reliable and quality product. The aspect of size in Omo's , 3.5KGs, 1KGs, 500grams, 75grams packaging help consumer who cannot afford big packaged products to get small one for their money's worth. Packaging and sizes of the products

have influenced the pricing along with the distribution of the various brands and to Unilever Omo's channels have been limited mainly to well established markets whilst other brands are being distributed through both formal and informal markets. Most important review was the aspect of culture which multinational companies should put into consideration in designing products besting suiting cultural differences to match the changing trends.

2.4.2 Brand Performance

(Keller, 2003), shows that brand performance reflects levels customers associate with the brand through creating a relationship that gives consumers the choice to select that very brand over others. It shapes up the ability of customers to perceive a differentiation at a holistic level and by customers to identify Omo detergent by its benefits to its intended use. Aaker (1991), Keller (2003), Netemeyer (2004), highlight how brand function reflects the performance of the detergent and non-related attributes which gives the consumers a perception of the brand's functionality. This allows it to put a distinction between associations related to the core function and those related to facilitating and supporting functions. Gronroons (2007) states the core functions of Omo detergent are being a cleaning detergent and packaging for different consumers which adds relevance to the existence of product. Consumers use this to assess the product for its performance, relevance and to use it or opt for a different brand.

Vetrivel, et al (2015), bring out an understanding to brand performance measure of at micro level of performance contributing to the macro evaluation. As a brand is the first possession of the company it is important to evaluate how the brand is performing and with other brand equity dimensions the combined effort with set out given results. It is to understand the differences of products through branding which has given so much benefit to companies including consistence in volume and revenue and getting higher fair market share contributing to cash flow revenues and

earnings. Therefore the brand performance of Omo detergent can be taken in to account with the measure of brand success in the markets and helping the brand achieve its goals in the market place.

In depth look performance of the brand is pointed out in two parts; the brand market performance and brand profitability performance. The brand market performance considers the market demands, evaluating indices like sales volumes and market share declare that the brand profitability performance is an index of the financial share of a brand in related to retailing profits, therefore it is evaluated using the profit and the margin of profit according to, Vetrivel, et al (2015). Aaker (1996), evaluates the brand performance by proposing indices related to the evaluation of market behavior. He states, ''The market share, price and distribution coverage as the indices of brand performance measurement, pointing out that the brand performance measurement using the market share often provides a widespread and sensible reflection of the condition of a brand or its consumers.'' When the Omo detergent brand has a relative performance advantage in consumer's mind, its market share increases but if a brand has a main market and loses it, the sale will be largely affected.

A well performing brand stays within the consumer's mind, receiving favorable opinions and knowledge about a brand, this aids to the marketing strategy making it more effective for the same expenditure level. A further highlight on the profitability and the development of opportunities are other factors of performance measurement and this demonstrate the brand success.

2.4.3 Brand Image

Francisco (2004), indicate that brand image helps to identify a brand to be having relevant differences, enduring and credible promises of value associated with the product or services as portrayed by the organization. This helps organizations to create a distinctive brand that get a brand image with preference in the market place attracting price premium.

Aaker and Joachmisthaler, (2000) discuss a brand image as the perception in the mind of customers about the brand product and services which gives the identity which in case when perceived negative it would need to be changed. This is a transition done from the organizational to evolve the brand and create a belief through communication to create the right brand image. In building a differentiated brand image an emotional and rational bridge from customers to a company, a product, or a service the brand portrays, the feeling that the brand tries and emotional use in advertising appeals to the hearts and minds of the consumers. A brand image has to establish an emotional relationship with the target consumers.

Francisco (2004) highlights one dimension to configure brand equity, ''is brand image with a consideration of customer's perspective were brand image is created through marketing strategy programs which link strong, favorable, and unique associations to the brand in the memory.'' In building strong brand, according to the Consumer Based Brand Equity model (Keller (1993), there are four sequential steps which represent with customer in mind towards the brand by, ''1) Ensuring the identification of the brand with a specific product category or need in the customer's mind , 2) Establishing the meaning of the brand in the customer's mind by strategically linking tangible and intangible brand associations with certain properties 3) Eliciting customer responses to the brand identification and meaning 4) Converting the response into an active, intense and loyal relationship between the customers and the brand.'' satisfaction of customers' functional needs brings out brand image and judgments focus on customers' opinions based on performance and imagery. Brand feelings are emotional responses and reactions of the consumers to the brand. Brand resonance is the consumer has a relationship and level of identification with a brand.

2.4.4 Brand Association

Jianhua, et al (2015), describe brand association as the reflection on cognition, attitude and emotions of consumers to the brand and noting consumers to be having different associations to brand in which they compare differences between brands. Aaker (1996), brings out the brand association dimension as an organization perspective considering people, values and programs making up the brand. This perspective helps brands in building attributes when it's a more than product and services as well as a corporate brand. In the eye of the consumer, one looks at the impact a brand gives to help serve a purpose which can be associated to that brand. The quality perceived is the consumer's overall impact of the brand and this is subjective to judge the brand service or product association. With a positive impact on the brand quality creating an association and negative will destroy the association.

In line with this criterion, Keller (1993, 1998) states out a classification of brand associations into three major categories: attributes, benefits and attitudes. Attributes are those descriptive features that characterize a brand, example were a consumer thinks the brand is or has and what is involved with its purchase or consumption. Benefits are the values attached by consumers to the brand attributes, which consumers think the brand can do for them. Brand attitudes are resulting evaluations of a brand by consumers. The specific features of the functions which are positive in nature, is that, the higher the level the brand value is greater.

Brand association is created through consumers contact with the brand, in the long ran impact a psychological effect to influence consumers to buy the product and services, this results to faithfulness and association to the brand impacting positively. The empirical research, as discussed, the effect of IGA in SNS on brand equity of brand awareness, brand association, perceived quality and brand loyalty, and the moderating role of brand familiarity. The result showed significant positive influence on three dimensions of brand equity, like brand awareness, brand association,

perceived quality. Brand association using the dynamics of brand differentiation from its competitors gives the product its premium price creating a strong brand and having impact on the association to a differentiated brand.

CHAPTER THREE

METHODOLOGY

3.0   Introduction

The methodology focused on the research methodology to be applied in respect of the research design, target population, sampling design, sampling method and techniques, data collection methods, techniques and procedures.

3.1   Research Design

The study adopted cross sectional design, used to investigate population by selecting samples to analyze and discover occurrences at a point in time. The research design helped in providing numeric description of the represented part of the population as part of a wider market for Unilever's detergents in discovering the consumer beliefs and brand revitalization.

3.2   Study Population

The study population focused on accessible household consumers in selected Nakawa division markets in the area of Kampala district, this is to assess different households. The accessible markets will include, Nakawa market and Bugolobi market for representation of consumers based on characteristics of accessibility, gender, population and time. Nakawa Market Traders Development Association registration (2017) amounts to 782 operational stores and Bugolobi Market, URA (2018) amounts to 648 operational stores, amounting to 1430 operational stores.

3.3   Sample size

The researcher used a sample population of 201 Krejcie and Morgan, (1970) to give the usable information from the data collected.

Table 3.1: **Sample population of figures and location of the according to (Krejcie and Morgan, 1970)**.

Urban Market	Population; Stores representation	Sample Size
Bugolobi Market	782	110
Nakawa Market	648	91
Total	1430	201

Primary data

3.4   Sampling Procedure

The sampling techniques used involved random sampling to collect focused data by selecting population on studying representation members of different households.

3.5   Data Sources

The researcher generated the data sources from primary and secondary sources mainly through literature review and data collection technique of questionnaires.

3.5.1   Measurement of variables

This section was based on both the theoretical and literature reviews. Consumer belief as the independent variable had two components namely; brand value and brand function and the dependent variable brand revitalization had four components; brand performance, brand packaging, brand image and brand association. All the scale items for these dimensions were measured using the scales developed by Kimpakorn and Tocquer (2010); they were adopted in the Ugandan context. All variables were measured using a five-point Likert scale.

3.6   Data Collection Instrument

The data collection was conducted through questionnaires technique. Using this technique the researcher was able to collect data through questionnaires.

3.7   Reliability and Validity Analysis

Reliability and validity tests was carried out using the Cronbach Alpha coefficient and content Validity index. With reliability of scale ensures that measurement were obtained by using the scale is stable and dependable, (Neuman, 2000) and validity assesses the degree to which the instrument measures the constructs that it is intended to measure, (Peter, 1981).

3.7.1 Validity and reliability

Validity and reliability tests were undertaken to ensure that the research results are relevant and consistent. Validity was ensured basing on the Content Validity Index (CVI) which assessed whether each question within the data collection instruments measured the variables in question and captures the issues to be measured. In addition, the researcher adopted an expert judgment technique where instruments were presented to the experts for comments. Their views formed a basis for preparation of the final instrument to be taken to the field. The items rated relevant by the experts were divided by the total number of items to determine the content validity index (C.V.1=n/N) of the instrument.

Furthermore to ensure reliability, the study used internal consistency. This was administered to 15 people of the study population who were not included in the sample size in order to determine the internal consistency of the instrument. A high degree of stability indicates a high degree of reliability, which means the results are repeatable. The reliability of the questionnaire was established using Cronbach's Alpha Coefficient. Evidence exists that a result ranging from 0.5 to 0.85 makes possible group predictions that are accurate enough for most purposes.

Table 3.2:   **Reliability and Validity Statistics Table**

Variable	CVI	Cronbach's Alpha	N of Items
Brand Function	.791	.808	5
Brand Value	.710	.707	4
Consumer beliefs	**.821**	**.824**	**9**
Brand performance	.789	.806	5
Brand packaging	.701	.694	4
Brand image	.732	.745	4
Brand Association	.687	.690	3
Brand revitalization	**.858**	**.875**	**16**

3.8   Data processing and Analysis, interpretation

To make meaningful presentation of the data collected and to match it with the study objectives and, the data will be subjected to various steps including; Microsoft word, excel, tables, graphs and charts into producing meaning information. The researcher will use inferential analysis to draw meaningful conclusions to the relationships.

CHAPTER FOUR

FINDINDS, ANALYSIS AND INTERPRETATION

4.0   Introduction

This chapter presents the results on the demographic characteristics of respondents, Correlation,

regression analysis in line with the objectives of the study.

4.1   Response Rate

Response rate$=\frac{154}{201}*100=76.6\%$

The response rate indicated 76.6% with 154 respondents out of the total sample of 201, majority

of the respondents took part in the data collection.

4.2   Demographic Characteristics of respondents

Table 4:1   Gender of respondents

		Frequency	Percent
Valid	Male	74	48.1
	Female	80	51.9
Total		154	100.0

Table 4.1: Gender respondents show majority were females (52%) amounting to 80 individuals and

males (47%) amounting to 74 individuals. Meaning that both females and males participated in the

study and therefore there was no bias in gender.

Table 4.2:   Age category of respondents

		Frequency	Percent
Valid	16-25	37	24.0
	26-35	71	46.1
	36-45	35	22.7
	46-55	7	4.5
	56+	4	2.6
	Total	154	100.0

Table 4.2: Majority respondents were between the ages of 26-45 years (68.8%), next was 24% of the ages between 16-25 years and rest 7.1% were above 46 years and these represented both male and female respondents. The majority of the respondents were mature to provide the necessary information.

Table 4.3:   Education level attained by the respondent

		Frequency	Percent
Valid	Primary Certificate	8	5.2
	Secondary Certificate	28	18.2
	Vocational	32	20.8
	Tertiary	13	8.4
	University	73	47.4
	Total	154	100.0

Table 4.3: Shows university, tertiary and vocational level, respondents are the majority with 76.6% with a combined figure of 118 individuals, this indicated respondents were in position to make informed decisions being able to read and understand the questions. Secondary and primary 23.4% of a combined figure of 36 individuals of the total of 154, show remaining certificate holders.

4.3 Objective One: Examining the levels Omo's brand revitalization.

Table 4.4: Descriptive statistics of objective one:

Items	N	Min	Max	Mean	Std. Dev
Brand Performance	**154**	**1**	**5**	**4.117**	**0.758**
Omo's detergent leaves laundry with extra freshness of comfort fabric conditioner.	154	1	5	4.17	0.962
My cleaning experience with Omo is satisfactory.	154	2	5	4.163	0.96
Omo detergent works effectively even when used in small quantities.	154	1	5	4.105	1.092
Omo detergent helps to maintain the fabric in its original nstate.	154	1	5	4.02	1.051
Omo detergent helps to properly remove stains fast.	154	1	5	4.125	0.979
Brand Packaging	**154**	**1**	**5**	**3.101**	**0.894**
Omo's packaging helps to protect the detergent.	154	1	5	4.105	0.901
Omo detergent's packaging influences me to buy the detergent.	154	1	5	3.417	1.145
Omo's detergent packaging is eco-friendly.	154	1	5	2.44	1.393
Omo detergent package has any extra use within your household.	154	1	5	2.44	1.439
Brand Image	**154**	**1**	**5**	**3.984**	**0.728**
I find Omo detergent to be the leading washing detergent.	154	1	5	3.711	1.082
When you think of detergents, does Omo come to your mind?	154	1	5	3.98	0.911
Omo detergent has been consistent in its quality.	154	1	5	3.96	0.928
I find Omo detergent easily accessible.	154	1	5	4.285	0.938
Brand Association	**154**	**1**	**5**	**3.774**	**0.861**
Omo detergent performs better than other competing detergent brands.	154	1	5	3.778	1.062
I use Omo detergent because it is made by a company I trust.	154	1	5	3.4	1.114
I buy the Omo detergent based on my choice.	154	1	5	4.144	1.111
Brand Revitalization (Grand mean)	**154**	**1**	**5**	**3.744**	**0.65**

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Table 4.4:   Indicate the level of Omo detergent's brand revitalization.

Table 4.4 indicate that level of Omo detergent's brand revitalization is high a grand mean 3.74. These findings imply, that the revitalization of Omo detergent is showing positive results, for instance the average mean for brand performance is 4.11 indicating that the level of performance has improved. Findings also revealed that most of the respondents agree that Omo's detergent that leaves laundry with extra freshness of comfort fabric conditioner has a mean of 4.17, Omo is satisfactory according to respondents' cleaning experience mean of 4.16, Omo detergent helps to properly remove stains fast mean of 4.12, Omo detergent works effectively even when used in small quantities mean of 4.10.

The level of brand image is also improving with an overall mean of 3.98 and brand association with a mean of 3.77. In support of the results, Aaker and Joachmisthaler, (2000) state that improvement in brand image indicate that there is creation of identity perceived by consumers. It was also observed by Francisco, (2004) and Aaker, (1996) that with differentiation also giving value to the brand which attracts price premium and brand association dimensions which are subjective to judgment by the consumers, they are based on the purpose of the brand. These improvements are encouraging, however there are some areas with low levels of improvement, especially with brand packaging.

Omo's packaging overall mean is 3.10 with the packaging still not eco-friendly with a mean of 2.44. This means that consumers who are environmentally conscious will avoid Omo and pick those of competing brand packages that are eco-friendly. It is also indicated that there is little multi-purpose packaging for the Omo brand mean of 2.44. As observed by Gronroons, (2007) for detergent brand packaging that is eco-friendly it further influences consumers to purchase a

detergent that serves the core cleaning function and returns packaging which is multi-purpose within the household. Kimpakorn and Tocquer, (2010) and Nawaz, Mohib, Billo and Lakhan, (2012) further confirms that visual aspects created by the packaging creates differentiated awareness as consumers are able to recognize the well labelled brand in various sizes whilst maintaining value which influences the buying behavior of consumers as they are able to choose detergents suiting the budget. The results from objective one, denote that there is a level of Omo's brand revitalization.

4.4 Relationship between variables

Table 4.5   Range of correlation (r) values and corresponding Level of Association

Range of r value	Descriptive level of Association	Remark
0.00-0.19	Very low	Very weak
0.20-0.39	Low	Weak
0.40-0.59	Moderate	Moderate
0.60-0.79	High	Strong
0.80-1.0	Very high	Very strong

Source: Categorization set by Dun (2001)

Table 4.6:   Correlation Results

	Mean	Std. Dev	1	2	3	4	5	6	7	8
1 Consumer beliefs	3.9358	.68285	1							
2 Brand Function	4.2246	.69820	.851**	1						
3 Brand Value	3.6470	.85429	.903**	.543**	1					
4 Brand Revitalization	3.7437	.64951	.793**	.649**	.736**	1				
5 Brand Performance	4.1166	.75750	.762**	.788**	.574**	.728**	1			
6 Brand Packaging	3.1006	.89440	.357**	.124	.469**	.670**	.121	1		
7 Brand Image	3.9840	.72828	.731**	.622**	.661**	.909**	.663**	.467**	1	
8 Brand Association	3.7739	.86094	.732**	.611**	.671**	.912**	.630**	.480**	.828**	1
**. Correlation is significant at the 0.01 level (2-tailed).										

Source: Primary data

Table 4.6 shows the descriptive statistics on the components of the predictor variable: customer beliefs (brand function and brand value), and it also shows descriptive statistics on the criterion variable: brand revitalization (brand performance, brand packaging, brand image and brand association). The table reveals that consumer beliefs mean of (3.9358) and standard deviation of (.68285). Brand function had a mean of (4.2246) and a standard deviation of (.69820). Brand value had a mean of (3.6470) and standard deviation of (.85429). Brand Revitalization had a mean of (3.7437) and standard deviation of 9.64951). Brand performance had a mean of (4.1166) and standard deviation of (.75750). Brand packaging had a mean of (3.1006) and standard deviation of (.89440). Brand image had a mean of (3.9840) and standard deviation of (.72828). Brand association had a mean of (3.7739) and a standard deviation of (.86094). The mean values of all variables were greater than 3; this implies that the required average of a five-point Likert scale is 1+2+3+4+5=15 divided by 5 =3; consequently the study variables were upheld.

4.4.1 Object Two: Relationship between brand function and brand revitalization.

The Table 4.6 above establishes the correlation analysis between Brand function and Brand revitalization. The table reveals that the correlation co-efficient on the relationship between brand function and brand revitalization is .649**, based on the categorization in Table 4.5, the r-value indicate a strong positive relationship. The correlation co-efficient denotes that a strong positive relationship exists between the variables which invariably mean improving brand revitalization is associated with improved brand function. The significant value of 0.01 less than 0.05 level of significance is a confirmation of the strong positive relationship between the variables. These findings are in line with results of Jianhua, Meizhen, Zhiqin, (2015) who also found out that improvement of brand function, influences brand revitalization.

The Table 4.6 highlights that brand function has a positive and significant relation with brand performance (r=.788**, p≤0.01). These results suggests that if the brand function is improved it will also improve the brand performance. This is supported by the results of Keller (1993, 1998) stating the positive differential effect that an improved brand function had on revitalization of brand service.

Table 4.6 indicate brand function has a positive and significant in relation with brand image (r=.622**, p≤0.01). The indication is brand function improvement impacts positive improvement on the brand image, as consumers perceived brand functions complement the brand image. These findings confirm the literature on brand image as discussed by Aaker and Joachmisthaler, (2000), highlighting brand image as a perception in consumer's mind is about the product serving a purpose to its use. The brand image creates an identity which is perceived to its product function and if perception is negative it would need to be changed.

Furthermore brand function and brand association (r=.611**, p≤0.01) indicates a positive and significant relation. The results suggest that when brand function is positively improved, it influences the brand association. Tser-Yieth, Tsai-Lien and Wun-Sin, 2013), in their study results confirm that brand credibility has a positive and significant relationship with brand association where the perception is influenced and aiding to product core function use.

Table 4.6 indicates the relationship of brand function and brand packaging (r=.124, p≥0.01). This indicates the relation is positive but not significant. This implies that brand packaging does not have significant impact from brand function, that is to say improvement in the brand function of the Omo detergent does not necessarily need to involve packaging. These findings are in line with

the findings by the Kimpakorn and Tocquer, (2010), that perceived quality does not have any impact on brand packaging.

4.4.2 Objective Three: Relationship between brand value and brand revitalization

The Table 4.6 above establishes the correlation analysis between Brand value and Brand revitalization. The table reveals that the correlation co-efficient on the relationship between brand value and brand revitalization is .736**, based on the categorization in Table 4.5, the r-value indicate a strong positive relationship. The correlation co-efficient denotes that a strong positive relationship exists between the variables which invariably mean improving brand revitalization is associated with improved brand value. The significant value of 0.01 less than 0.05 level of significance is a confirmation of the strong positive relationship between the variables. Furthermore, the findings, indicate that when brand value is perceived to be good, it influences brand revitalization as the consumers are willing to pay the premium value as for the Omo detergent. These findings are in line with the literature of Lassar, Mittal, Sharma, (1995), highlighting brand value as the brand utility by consumers relative to its cost and willingness to pay extra. The brand value on consumers' choice of brand depends on the perceived balance between the price of the product and its utilities.

Brand value has a positive and significant relation to brand performance (r=.574**, p≤0.01). This implying that an increase in brand value, improves it positively impact on the brand performance hence increase in brand revitalization. This is confirmed by Ardestani, Amirzadeh and Amrollahi, (2012) in Tehran that there is a positive relationship between perceived quality and performance, which provides efficiency and helps improve performance.

The Table 4.6 also indicates brand value relation to brand packaging (r=.469**, p≤0.01) being significant and positive. This relation implies that r-value according to Table 4.5 is moderate. Improving of the Omo brand is moderately complemented by brand packaging which is being positive in protecting contents of product. Azeem, (2014), confirms the significant relationship between buying behavior and quality of packing, the results indicate that consumers evaluate the products on behalf of its packaging quality.

The relation between brand value and brand image (r=.661**, p≤0.01) are positive and significant indication. The implied relation of these results is that brand value improvement builds the brand image with a positive perception drawn from the two relating variables. According to Lacho and Inha (2012), a well build brand image creates brand value of the product which convinces consumers to purchase the product, which supports the finding of this study.

Furthermore brand value and brand association (r=.671**, p≤0.01) also confirms a positive and significant relation between the variable. This also implies that improved brand value contributes to improved brand association as consumers will perceive value. In line with these results, Belen Del Rio, Vazquez, Iglesias, (2001), have also found positive influence on consumer preferences, perception and willingness to pay a price premium for the brand, accept brand extensions and recommend to others is created with brand associations, confirming the brand value relation to brand association.

4.5   Predictive power of brand functions and brand value on brand revitalization

Table 4.7:   Multiple regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.844	.201		4.209	.000
	Brand Function	.329	.055	.354	6.006	.000
	Brand Value	.414	.045	.544	9.238	.000
a. Dependent Variable: Brand Revitalization						

R Square	.630
Adjusted R Square	.626
Std. Error of the Estimate	.39743
R Square Change	.630
F Change	128.823
Sig. F Change	.000

According to the findings in table 4.7, brand function and brand value explain brand revitalization by 62.6% (adjusted square=.626). The remaining 37.4% are explained by other factors. Furthermore findings show that brand value contributes 54.4% (Beta= .544) while brand function contributes 35.4% (Beta= .354). This therefore implies that brand value a big role in brand revitalization compared to brand function so managers should consider brand value as their first priority as far as brand revitalization is concerned.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS.

5.1   Introduction

This chapter provides the summary of the findings from chapter four, and also it gives the conclusions and recommendations of the study based on the objectives of the study. The study objectives were to examine the level of Omo's brand revitalization, to investigate the relationship between brand function and brand revitalization and the relationship between brand value and brand revitalization of the Omo detergent brand.

5.2   Discussions

Objective one

This study was interested in examining the level of Omo's brand revitalization. From the results there is a high level of brand revitalization findings of variables show positive brand performance, brand image and brand association. The general level of brand revitalization is high and shows there was a positive and significant level in Omo's detergent revitalizing. The high level of Omo detergent's brand revitalization indicate a grand mean of 3.74 and the opinions of the respondents did not deviate much from each other (SD=0.65). Findings furthermore revealed that among all the constructs of brand revitalization, the overal brand performance mean of 4.11, brand image mean of 3.98 and Brand Association mean of 3.77 contribute highly to Omo detergent's brand revitalization. The findings also revealed that majority of the respondents agreed that Omo's packaging mean of 3.10 helps to protect the detergent contents.

Omo detergent's brand performance being satisfactory, it reflects levels customers associate with the brand through creating a relationship that gives consumers the choice to select Omo brand over others. The brand performance has helped shape up the ability of customers to perceive a

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differentiation at a holistic level and by customers to identify Omo detergent by its benefits to its intended use (Keller, 1993). The brand image and brand association have impacted positively and significantly satisfying customers' functional needs as perceived by consumers. The created a brand association builds of the product's core function which consumers relate to by differentiation, helping to positively impact on brand value. In the eye of the consumer, one looks at the impact a brand gives to help serve a purpose which can be associated to that brand (Jianhua, Meizhen, Zhiqin, 2015) and (Aaker,1996)

However the packaging which is not eco-friendly and cannot be used for any other purpose after empting it of its contents, meant consumers found it a challenge when improper waste disposal of the emptied Omo package is done, causing environmental hazards. This indicates general revitalization of Omo package is needed to improve on those aspects.

Objective two

The relationship between brand function and brand revitalization (r=.649**, p≤0.01) showed positive and significant which indicates that consumer beliefs influences the brand revitalization. These findings are in line with the literature by Aaker (1991), Keller (2003), Netemeyer (2004), the relation between brand function and brand revitalization helps build attributes of the product, giving the consumers a perception of the brand's functionality which allows it to put a distinction between associations related to the core function and those related to facilitating and supporting functions.

Positive and significant relationship between brand function and brand revitalization (r=.649**, p≤0.01). The brand revitalization variables of brand association (r=.611**, p≤0.01), brand performance (r=.788**, p≤0.01) and brand image (r=.622, p≤0.01) are attributed to increased improvement on brand function. Brand packaging (r=.124, p≥0.01) indicates positive relation with brand function whilst serving the purpose of protecting the contents of the brand. More focus to

improve the brand packaging attributing to the function of the Omo detergent product will bring more significance.

Objective three

The overall results indicate the relationship between brand value and brand revitalization (r=.736**, p≤0.01) show positive and significant better than the relationship of brand function and brand revitalization (r=.649**, p≤0.01) and it is perceived to better influence brand revitalization.

The findings show that there is a positive and significant relationship between brand value and brand revitalization (r=.736**, p⪋0.01). Brand performance (r=.574**, p≤0.01), brand packaging (r=.469**, p≤0.01), brand image (r=661**, p≤0.01) and brand association (r=.671**, p≤0.01) these findings show that consumer beliefs influences brand revitalization positively and significantly.

This therefore, implies that improved brand value is perceived to be good influence, improving brand revitalization as the consumers are willing to pay the premium value as for the Omo detergent. The findings are in line with the literature of Lassar, Mittal, Sharma, (1995), which detail that brand value as the brand utility by consumers relative to its cost and willingness to pay extra. The brand value on consumers' choice of brand depends on the perceived balance between the price of the product and its utilities

Predictive power of brand functions and brand value on brand revitalization

With brand value having a predictive power of 54.4% it explains more brand revitalization than brand function 35.4%. Both Brand Value and Brand Function have predictive powers with brand value contributing 54.4% and brand function 35.5%. The regression results present that brand value is the more powerful variable to predict brand revitalization, followed by brand function. This therefore implies that brand value a big role in brand revitalization compared to brand function,

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indicating that managers should consider brand value as their first priority as far as brand revitalization is concerned. This is in line with the literature of Glani, Hyde, Marshal, (2019), were it brings out that revealing of consumer interest in a product helps drive the future participation in a consumption activity, therefore relying on consumer influence to have the best product.

5.3 Conclusion

The study concludes there is high level of brand revitalization with the Omo detergent as the brand performance created a differentiated brand that creates a relationship with the consumers to have it in preference for its intended use and benefits. The revitalization process of the Omo brand has helped to set out brand association which is perceived positive creating a brand imagery that meets the functionality of the product towards the consumers. With the three variables set out in revitalizing the Omo brand, consumers have continued to purchase the product and this has allowed it to keep its premium price value.

Conclusively the mixed variables have indicated brand revitalization but a further look into the brand package which identifies the product. Packaging is a major challenge to the revitalization of Omo. For objective one; the level of packaging is low, for objective two; packaging relation to brand function is low (r=.124, p≥0.01) which is only positive Objective three; all the relation are positive and significant, however packaging has the lowest relation (r=.469**, p≤0.01). In an Uganda open competitive market, were the Omo brand serves through being distributed the packaging can add psychological impact to the consumers to perceive it eco-friendly by creating additional house use.

Furthermore I found out that brand function and brand value result in a well-balanced relationship to brand revitalization efforts influencing consumer beliefs. The highlight of revitalization variables depending on the consumer aspect on belief, association, value and image gives the

psychological impact to attract consumers to purchase the Omo brand. Brand value's overall predictive power put brand revitalization aspects in the positive impact of the Omo brand.

5.4   Recommendations

The results indicate that brand packaging needed improvement. The same challenge came out in objective two and three. The results indicating that the major challenge is brand packaging therefore I recommended improvements:

    i.   Packaging of the detergent be in buckets with household use

    ii.   Size be increased

    iii.   Eco-friendly packaging reusable packaging.

Improving the brand package of the Omo brand which would create and product identity in line with eco-friendly and additional household use of the packaging would help the brand to be perceived positively and usefulness of brand contents and its package.

Findings suggest the brand value variable of consumer beliefs delivers the value in expectations and consumer satisfaction. Adjusting to revitalize and control variables, consumer demographics show impact on satisfaction as consumers in emerging markets have been exposed therefore being aware of the competing brands and alternatives. Indications of the consumers from an informed and educated level should help Unliver to revitalize their Omo brand on the consumer influence basis within distribution market of Uganda.

5.5   Further studies

More study will be to look into the 10.2 % of independent variables of consumer beliefs besides brand function and brand value.

Further study on improved packaging that can be reused or multi-purpose within the household and considerations of eco-friendly by products with positive impact on the environment.

5.6 Limitations

1. Time limitations into collection of data and gathering secondary, which I went through in gathering the information from different individuals. I ensured appropriate time allocation was done to produce well researched information in the available allocated time.

2. Financial constrains in processing the paper work printing and photocopying questionnaires during the data collection and acquiring more financial resources to make this research a success.

3. Respondents resisting to provide data making the process more challenging ensuring but counted it through ethical considerations are made known to the respondents

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