

BRANDING AND THE PERFORMANCE OF TELECOMMUNICATIONS COMPANIES

CASE STUDY: MTN UGANDA

BY

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DEDICATION

I dedicate this work to Dad, lovely mum and sisters, friends and classmates for their encouragement, attention, patience and support through this program.

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LIST OF ABBREVIATIONS

1. MTN Mobile Telecom Network.
2. UCC Uganda Communication s Commission
3. UTL Uganda Telecom Limited
4. ROI Return on Investment
5. SPSS Statistical Package for Social Sciences
6. Std Deviation Standard Deviation
7. Min Minimum
8. Max Maximum

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ABSTRACT

Branding is a major factor in the performance of telecommunication companies therefore companies should aim at creating strategies that can connect its customer with the company. This report presents a study topic of Branding and Performance of Telecommunication companies, branding being the independent variable, performance (dependent variable) and Uganda Communications Commission the Moderating variable. The failure of a company to build effective brand equity will actually lead to its failure in achieving the desired goals. Therefore the purpose of the study is to find out the effect of branding on performance in telecommunication companies MTN Uganda being the case study. The specific objectives of the study; are the effects of brand logos, brand slogans/taglines and brand name/trade mark on the performance of telecommunication companies respectively. Performance is measured by profits, market share and the new products/services. The target population was 110 employees of MTN Uganda. The study used a case study research design and simple random sampling techniques were applied. Data collected was mainly quantitative and qualitative in nature and was appropriately analyzed using descriptive statistics and explanatory. The descriptive statistical tools in SPSS enabled the researcher to analyze the data. The results were presented in form of tables and pie chart formats. The results of the study were in support with the topic and respondents were of a view that branding truly has a positive and significant impact on the sales, product position in the market and also customer loyalty. The study concluded that effective branding strategies were essential in the successful performance of telecommunication companies and further recommended that brand managers should aim at creating effective branding strategies and more research should be carried out on how branding affects customer loyalty.

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Introduction

Branding is important to all companies in order to distinguish their products from those of their competitors. The use of brands has changed over the years and has developed from representing the product's name to now giving the product a deeper meaning. It is no longer enough to brand a product just using its name, it is important that all the elements of the marketing mix are used in a consistent way in the marketing of the product. When customers purchase a product, they usually pay for a solution to a specific problem.

The branded product does not only satisfy the customer's rational need, but also provides certain benefits that will satisfy emotional needs (de Chernatony L. 2008). Therefore, this study intended to find out the effect of branding on performance of telecommunication companies in Uganda with MTN as the case study. This chapter presents the background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, scope of the study , significance of the study, justification ,conceptual frame work and the conclusion.

1.2 Background of the Study

The American Marketing Association (2011) defines a brand as a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. Consumers are overwhelmed with a vast array of choices in today's retail marketing environment. This is especially because they are exposed to so many items in the market and

they have to make quick decisions based on the items they ought to buy and which can be catered for by their disposable income. The decision the consumers make determines the item they select and eventually buy. The telecommunication companies, on their part, have to be innovative and creative to ensure that customers get to pick their items if their firms have to remain competitive in the market. Branding of items is one of the strategies that companies such as MTN, AIRTEL, may adopt to attract consumers to their goods and services and to ensure these goods get picked and re-picked (Keller, 2003).

In today's competitive telecommunications sector, consumers are not able to attend to all of the different service providers available, let alone weigh up all of the available options; they must decide what to buy from what is presented to them during purchasing (American Marketing Association, 2013). Similarly, Ogbuji, Anyanwu, and Onah, (2011) assert that for consumers to make fast decisions, they need to use mental shortcuts which will guide them in their choices. The signals which are present in the environment define the shopper's attention and aid their decision making while in the store. The distinction between services provided and products that are in competition in the market are the starting point for brand marketing which is crucial to the success of the organization.

In recent years the issue of brand and branding has attracted the attention of researchers in the field of marketing and institutions that are evaluating branding (Argenti and Drucken miller, 2004). Perhaps the most powerful mental shortcut available to the consumer is branding, which accordingly, enables consumers to simplify customer decisions, reduce risk and define their expectations. Branding builds an image on a product which allows consumers to quickly select efficiently from an array of products.

The purpose of branding is to draw a consumer's attention to certain products which allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products (Leighton, 2012). Most brands include intangible assets that are allocated a significant share of this value to self (Aaker & Joachimsthaler, 2000). This has been observed differently in different industries and different years, for it is difficult to compare telecommunications services with industrial goods; as such, their characteristics differ greatly. In this regard the creation or development of new products as well as the high refractive index of new products has led marketers to brand strategy development. Brands are important intangible assets that can significantly contribute to firm performance (Ailawadi, Lehmann, and Neslin 2001).

However, in practice, most large firms operating in consumer markets own and market a set of different brands and make firm- level strategic decisions about this intangible brand portfolio asset. Yet little is known about how a firm's brand portfolio strategy affects its business performance (Anand and Shachar, 2004). Consumers are generally constrained by both time and money, and for the business organizations to succeed in influencing consumers' choice, they have to instill in the consumers' confidence in the product the latter wish to purchase. Branding may significantly influence a consumer's decision and hence influence firm performance. As Kapferer (2005) explains, "brands represent enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing the security of sustained future revenues to their owner.

The value directly or indirectly accrued by these various benefits is often called brand equity.” Kapferer (2005) adds that branding provides an important strategic tool which aids in making marketing decisions, and that is why it is very important for marketers to fully understand the sources of branding, for instance, how they affect outcomes of interest and how these sources and outcomes change, if at all, over time. The understanding of the sources and outcomes of branding provides a common denominator for interpreting marketing strategies and assessing the value of a brand. The managers of telecommunication companies need to understand and focus on what drives their brand equity, in which the outcomes of brand equity will help these managers to understand exactly how and where branding adds value (Keller, 2003).

In the African business article published (December 2014), telecommunication companies hold their own on the list of most admired brands in Africa due to the well-established branding strategies .While it is not impossible to build a market -dominant brand from within Africa, it’s just more challenging. Among the range of difficulties that a home -grown brand faces is the ever increasing crowd of global brands most of them giants in their industries which are looking for alternative growth markets. While the list of most admired brands in Africa contains a respectable 22 African brands, it does highlight the continued dominance of global brands on the continent or rather the growth opportunity for African brands. One industry where brands have managed to hold their own and in some cases lead the way is the telecommunications. Almost 50% of Africans (more than 500m) own a mobile phone. The likes of MTN, GLO, and TIGO are examples of brands that have grown to giant status on the continent. It’s also worth noting that 28 of other brands in the most-admired brands table come from either telecommunications or electronics/computer sector highlighting the importance of these categories in Africa.

MTN is a telecommunication company in Uganda. It offers a wide range of communication solutions like calling services, SMS and internet services. It also offers services like mobile banking and money transfer services through mobile money. As of 2004, Uganda Telecom Limited (UTL), Celtel and MTN Uganda Limited were the three telecommunications Operators licensed by the Uganda Communications Commission (Kyeyune, 2004). In 2008, there were 168,500 main telephone lines in use in Uganda, making Uganda one-hundred and twenty eighth in terms of countries having the most main telephone lines (Kulabako, 2012). In 2008, there were 8.555 million mobile telephones in use, making Uganda sixty eighth in terms of countries having the most mobile telephones in use. This was an increase from 2006 when there were 108,600 main telephone lines in use in Uganda, and from 2007 when there were 4.195 million mobile telephones in use (Kulabako, 2012).

1.3 Statement of the Problem

We tend to think of branding as a modern day phenomenon. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only for companies and their products, but also for municipalities, universities, other non-profit organizations and even individuals. What is more interesting are the underlying needs from which branding originated: to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, and differentiate, as a form of identification and to create emotional bonding. Interestingly, people value brands for many of the same reasons today and clearly; history provides some insight and perspective on modern day branding.

In a highly competitive and visual-led market, the “look”, styling and tone of your brand identity is essential. It should reflect the personality, ethos and spirit of the organization while visually appealing to a wide audience. The power of a brand is derived from a curious mixture of how it performs and what it stands for. When a brand gets the mix right it makes,

the people who buy it, feel that it adds something to their idea of themselves.

In a world that is bewildering in terms of competition in which rational choice has become almost impossible, brands represent: clarity, reassurance, consistency, status and membership. Therefore for a company like MTN, in its struggle of effective brand maintenance in order to sustain itself in the marketplace has to put the above factors into consideration. The eventual failure of a company to build effective brand equity will actually lead to its failure in achieving the desired goals. Therefore this study is intended to stress the importance of branding on telecommunication companies' performance.

1.4 General objective

- I. To establish the effect of branding on performance of telecommunication companies in Uganda.

1.5 Specific objectives

- I. To examine the effect of brand logos on performance of telecommunication companies
- II. To establish the effect of company slogan/ taglines on performance of telecommunication companies
- III. To determine the effect of brand name/ trade mark on performance of telecommunication companies.

1.6 Research questions

- I. What is the effect of brand logos on performance of telecommunication companies?
- II. What is the effect of company slogan/ taglines on performance of telecommunication companies?
- III. What is the effect of brand name/ trademark on performance of telecommunication companies?

1.7 Scope of the study

1.7.1 Geographical scope

The study was carried out at MTN Uganda, MTN-Towers office in Kampala. MTN was specifically selected because the company is engaged in aggressive branding and has managed to stand the test of time in the market.

1.7.2 Content scope

The research was limited to branding and performance in telecommunication companies specifically looking at the effect of brand logos on performance, the effect of company slogan on performance and, the effect of brand name on performance, the case study being MTN Uganda.

1.7.3 Time scope

The study was considering company information relating to the period of four years that is 2011-2015. In light of the limited resources, that time scope enabled the researcher to collect the relevant data on the research variables.

1.8 Justification of the study

Telecommunication companies hold their own in the branding business and while it is not impossible to build a market-dominant brand from within Africa, it's just more challenging. One of the difficulties that a home -grown brand faces is the ever increasing crowd of global brands most of them giants of their industries. That is why the function of branding is key in the telecommunication industry therefore it is urgent to investigate how branding affects the performance of companies in the telecommunication industry.

1.9 Significance of the study

Since branding is important elements in the successful performance of any organization, Managers of these organizations therefore need to know how to brand, how their branding strategies affect organizational performance and also derive ways of how to lessen the challenges encountered in developing a strong brand in the market, which affect the performance of the company. It is therefore, hoped that the following parties my benefit from the findings and recommendations of this study.

The board of directors of MTN, to plan within the limits of their resources and to focus their resources only on activities related to their priorities, which are realistic to the act as a means to improve the performance of the company. The information from this study is to help the managers of MTN to identify areas of weaknesses whereby they could concentrate and strengthen the functioning of the company especially in the branding department.

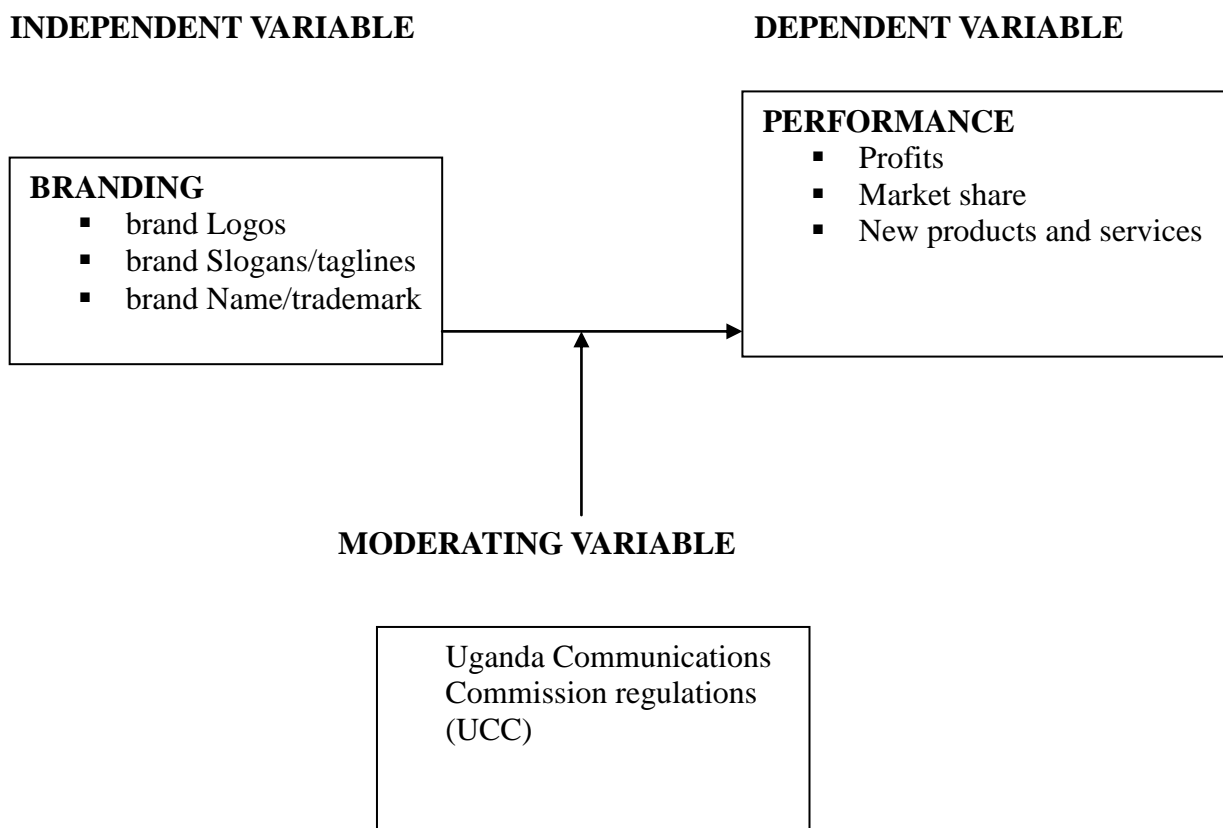
To the researcher, the study will provide detailed information on the effect of branding on performance of telecommunication companies, a wider knowledge and ability in research work which will be applied elsewhere in the future. It is further hoped that this study report will help to enhance other reader's understanding of effects of branding on performance in telecommunication companies and provide literature and basis for further research.

The information generated from this research is going to contribute significantly to improvement of branding strategies in order to suit the competitive market for better results. The study also provides some exposure to the rapidly evolving Ugandan telecommunication sector which in turn provides unique insights into the wants and desires of the various sectors of the population. This type of information is likely to be of tremendous value to marketing

managers and retailers seeking to gain a competitive edge within a rapidly evolving Ugandan market place.

1.10 Conceptual Framework

Figure 1: conceptual frame work



Source: Berry (2000) and modified by the researcher

The figure above attempts to illustrate the relationship between the independent variables, dependent variables and the moderating variables. The variables shown above in the conceptual frame work are further divided into their indicators which are brand logo, slogan or tagline, and brand name/ trademark for the independent variable which is branding. Then, profits, market share, new products and services for the dependent variable which is performance. All these variables are influenced by the moderating variable which is Uganda

communications commission regulations (UCC). Telecommunication companies develop brand names, slogans and logos which act as identifiers of the company and its products to help customers identify and also making buying decisions easy. But in all the daily running of telecommunications companies, Uganda communications commission regulations (UCC) set the guidelines which they base on to carry out any business operation.

Figure 1 above can be further explained by Berry (2000) who has developed a model for creating brand equity for services and it has helped the researcher develop the model above. In his model, he identifies brand equity as “the differential effect of brand awareness and brand meaning combined on customer response to the marketing of the brand” (p. 130), which is his interpretation of Keller’s (1993) definition of brand equity. In Berry’s (2000) model, brand equity is based on brand awareness through logos, slogans and brand name (meaning), where brand meaning has a greater influence on brand equity than brand awareness. Brand awareness is primarily composed of the presented brand, but is also affected by external brand communication. Brand meaning is foremost affected by the customer's experience with the company, but also indirectly affected by external brand communication and the presented brand. Branding can influence the performance of business organizations in terms of profits, market share, and new product development. The performance of telecommunication companies is further influenced by the regulations of Uganda Communications Commission

1.11 Definition of key terms

Brand: Is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. It can also be looked at as a trademark.

Branding: Is the process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.

Brand Equity: Is the commercial value that is derived from consumer perception of the brand name or trademark of a particular product or service, rather than from the product or service itself.

Brand Loyalty: The tendency of some consumers to continue buying the same brand of products rather than competing product brands.

Organizational Performance: This comprises of the actual output or results of an organization as measured against its intended outputs or goals and objective.

1.12 Conclusion

The chapter has given an insight into the purpose of this study and stated clearly the problem that led to this study. The first section is the background to the study which helps create a better understanding of the variables involved in this study. The second part identifies the gaps which exist in literature that has led to this study and clearly discuss these gaps. The third section discusses clearly the objective and scope of this study and the key terms that are be used in this study will be defined. Lastly, the conceptual framework depicts how the study variables relate to each other.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section of literature review focuses on the concept of branding in relation to the performance of business organizations. The literature is presented in the order of the stipulated objectives of the study.

2.2 Overview of branding and performance

2.2.1 Branding

Branding is a major issue in product strategy, perhaps the most distinctive skill of professional marketers in their ability to create, maintain, produce and enhance brand. Branding is the art and corner stone of marketing. The American Marketing Association (2011) defines a brand as a name, term, sign, symbol or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Thus a brand identifies the seller or maker.

The term identity is the basis for a great number of interrelated concepts, such as brand identity, corporate identity or organizational identity, among others (Currás, 2010). The present research focuses on the concept of brand identity, and more specifically, of the corporate brand, which is very common in the services sector. Branding has nothing to do with the design of a product which includes both the intrinsic and extrinsic qualities of a product, which is packaging, textile, colors, names tastes and so on. Branding is in fact the composite of activities in establishing brand names, brand mark, copyright and the like. In the

absence of branding, there cannot be any better described marketing situation than confetti marketing. Brand identity has been studied from a wide range of disciplines.

This multidisciplinary nature has led to a variety of definitions and conceptual frameworks that reflect the complex and multidimensional character of this relevant construct. Overall, brand identity includes a set of features and dimensions that determine the brand's way of being, thinking and behaving. It is, therefore, a key concept in brand management, as brand identity defines not only the purpose and meaning of the brand, but also the directions to follow. Several aspects can be highlighted from these definitions. On one hand, scholars in brand management define brand identity as a unique set of aspects of the brand, as well as the idea or essential meaning associated to it. Similarly, all of them emphasize the internal nature of this construct, which emanates from the organization. This internal vision is, however, questioned by numerous scholars. In this sense, although emanating from brand managers, brand identity is further developed by other actors, such as employees and consumers (da Silveira et al., 2013).

2.2.2 Performance

Goodwin (2003) goes ahead to state that performance comprises of the actual output or results of an organization as measured against its intended outputs or objectives. (Shapiro, 2007) states that, financial performance is the measurement of the results of a firm's policies and operations in monetary terms. These results are reflected in the firm's returns and value-added. This is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. This term is also used as a general measure of a firm's overall financial health over a given period of time.

It is important to consider how an organization's performance is measured and how it can be communicated to the wider market that is, how it can be understood and interpreted by the potential investors, employees and customers.

For many years frameworks have been used by organizations to define the measures that they should use to assess their performance. As evident, those performance indicators have traditionally concentrated on finances for example, return on investment, sales per employee, profit per unit production. DuPont (2010) used a pyramid of financial ratios, which linked a wide range of financial ratios to return on investment. Business performance can be seen from the level of sales, profitability, rate of return of capital, the rate of turnover and gained market share (Jauch and Glueck, 2008).

Li et al. (2005) uses 3 indicators for performance measurement of efficiency, growth, and profit. The business performance is the phenomenon of multiple aspects that are difficult to quantify (Sanchez and Marin, 2005). A variety of the literature shows that both quantitative and qualitative indicators have limitations and are recommended to be used interchangeably. Measuring quantitatively such as Return on Investment (ROI), profit, sales, and so on while the qualitative measurements are often called as performance indicators, performance measurement is by using the approach a certain scale of performance variables such as knowledge and business experience, the ability to offer quality products and services, the capacity to develop new products and processes, the ability to manage and work in groups, labor productivity, and corporate responsibility to the environment (Sanchez and Marin, 2005).

Carnison in Sanchez and Marin (2005) measured the performance of small and medium enterprises with reference to the three aspects namely profitability, productivity, and market. While Lee and Tsang (2001) using performance effort represented by the growth venture consisting of sales growth, the growth of the company's assets, and profit growth. Studies in small and medium enterprises, business performance measurement approach typically uses a mixture of (financial and non-financial), but difficulties arose three managers or owners of small and medium enterprises are not willing or object to provide information a robust performance data (Beal, 2000). Dixon (2006), adds that appropriate performance measures are those which enable organizations to direct their actions towards achieving their strategic objectives. This is because according to him a firm's performance is central to the future well-being and prosperity of any enterprise.

2.3 Brand logos and Performance

A brand's logo has typically served as a means for resolving the problem of in distinguish ability. As one of the most salient visual elements of a brand (Wallace, 2001), logos facilitate the identification of the brand and its differentiation from competing alternatives (Janiszewski&Meyvis, 2001). Throughout history, logos have enabled the efficient identification of individuals for example, in ancient China, emperors used the dragon as a symbol of imperial power and groups or movements for example, and the cross is used on top of church buildings and the swastika on some Buddhist temples. However, logos can be more than simple tools for identification and differentiation. The Christian cross symbolizes sacrifice and life's victory over death, while in Buddhism the swastika embodies auspiciousness and good luck hence suggesting that logos can, among others, convey key information about the brand they stand for.

In fact logos act as the primary visual representation of a brand's general image , meaning and may show the brand name alone (e.g., Intel, Ford, Samsung, IBM), or in combination with a unique visual symbol (e.g., McDonald's golden arches, Mercedes-Benz's three-pointed star). In this latter case the symbols serve as the actual brand logos, such that the brand names appear as complements alongside the symbols, or may even be dropped altogether in favor of the visual sign (e.g., Apple, Target). Given that brands frequently use extensions to other product categories to leverage their current customer base and parent brand image, researchers (Broniarczyk & Alba, 2004), addressed the question of how the frequency of such extensions influences the positive effects of brand logos. As a result, logos can shape the brand's reputation (Van den Bosch, de Jong, & Elving, 2005) along with consumers' attitudes, their purchase intentions (Woo, Chang-Hoan, Hyuck, 2008) and their brand loyalty (Müller, Kocher, & Crettaz, 2011).

Brand logos also have an impact on the financial value of a company (Van Riel & Van den Ban, 2001). However, no available research investigates the specific nature of these relationships. This research builds on extant research by examining the impact of brand logos on firm performance in telecommunication companies. This study shows that from the customers' viewpoint, brand logos reflect the meaning of a brand and therefore serve as summary information about a brand's marketing efforts (Van Riel & Van den Ban, 2001). How this summary information affects customers' relationship with a brand and subsequent firm performance. Brand imagery bombards today's customer and a barrage of different and sometimes contradictory marketing messages surrounds customers (Luo & Bhattacharya, 2006). In such an environment, logos often create value to customers by making brand identification easier and enabling faster decision making.

Brands have the ability to help express or define individuals' actual or desired selves (Chaplin & Roedder John, 2005) and to differentiate customers' selves from those of others (Escalas & Bettman, 2005). For instance, a brand may reflect various parts of customers' identities, such as core beliefs/values (e.g., Rolex for uncompromising precision and attention to detail) or lifestyles (e.g., Quicksilver for a young-minded, individual, casual style) they adhere to (Escalas & Bettman, 2005). Brands also become relevant to customers by connecting the individual to others who share similar values and beliefs (Schau et al., 2009). Since logos visually represent what the brand is and what it stands for, they have the potential to serve as a focal point of connection for customers by communicating and reinforcing a brand's core values.

In other words, a brand's logo can be a critical tool for conveying associations between the brand and the self, which in turn helps people see the brand as part of themselves (Walsh, Winterich, & Mittal, 2010). Moreover, since logos provide brands with a face and may thus enhance a brand's authenticity and intimate appeal to customers (Henderson & Cote, 1998), logos have the potential to not only express such brand-self associations, but also to reinforce and strengthen them, thus enhancing customers' willingness to exert effort and invest resources towards sustaining their relationship with the brand (Park et al., 2010; Thomson et al., 2005). The importance of establishing a symbolic association with a brand can be particularly critical in an environment in which customers resent or even attack corporations that are perceived as faceless or distant from customers' selves, but develop a considerably stronger affinity towards brands that foster self-relevant relations with their customers (Escalas & Bettman, 2005).

2.4 Brand Slogans and Performance

This part of study talks about brand slogans or taglines and its relationship with firm performance. A slogan or tagline is a short expression which is used to help, to establish an image, identity, or position for an organization to increase memorability (O'Quinn, et al, and Semenik, in 2003, p. 428). A slogan of an advertising is an appearance which is written for its memory and potential of memory to evoke, often repeated to boost its memory (Wells, Burnett and Moriarty, on 1989) and support the consumer in fact to remember the particular mark of the patron when they meet with all alternatives (recalled game) (Katz and Went up, on 1969).Slogans have been used as a component in advertising campaigns extensively. In the United States, the researchers thought that the consumers will have seen about 350,000 advertising by the age of 18 (Dahlen and Rosengren, 2005).

Advertisers ordinarily use repetition and aim at continuity and maximum suspension; thus, advertisers are one of the most to a great extent divided experiences in life of most people (Mitchell, Macklin, and Paxman, 2007). Taglines can have positive effects on brands and can act as a carrier of the brand equity (Rosengren and Dahlen, 2006). They normally consider that Taglines are of value in fact to construct leading equity since they help in the establishment and in the preservation of a strong leading identity and always appear everywhere in the campaigns of advertising (Reece, Bewrgh and Li, on 1994). In general, investors react positively to the announcement of advertising Tagline changes, resulting in higher market values for enterprises. Mathur and Mathur (1995) indicated that announcements of advertising Tagline changes affected an enterprise's annual profits increase by an average amount of US\$ 6-8 million.

In the branding literature, a Tagline is normally identified by the core of its general goal: "Taglines are short expressions which convey vivid or convincing message of a brand" (Supphellen and Nygaardsvik, in 2002, P 386). It can transform a negative image into a positive one, and can serve the function of producing and maintaining of clear images, the connection of the product with immaterial values, and concentrating upon aspects except the product achievement (Forbes, 1987). In general, it is believed that review is rather rich to give a broad vision of what has been examined in the research of Taglines and that the applied methods of sampling, the methods of applied research and research conclusions are. A lot of studies concerning the tagline examined correlated effects in leading notability. Memory and recognition are two main elements of memorability commonly used to assess leading notability. A research stream on the advertising of research concentrated on consumers' capacity to reminisce Taglines, or was concerned how to make Taglines unforgettable.

For instance (Dotson and Hyatt, 2000) declared that by the age of ten, the children have so much conscience of Taglines of advertising as their parents. (Yalch, 1991) noted that It was easier for individuals to remember taglines when incorporated with clink, a tune, or a melody. Likewise, Reece, Bergh and Li (1994) discovered the expression of linguistic devices (quantity and type of banter) employed in Tagline followed in better rates of identification, has been well thought out to be brand recall, and that the usage of television was in a significant manner attached to remember. On top of that, the age was in a significant manner attached to remember the capacity with the younger adults, with the best memory capacity that the older adults. Besides, the men have the best memory capacity than the women. Besides, the correlation between complicacy Tagline and memory was examined. For example, (Bradley and Medes, 2002) showed that versions of simple syntax were favorable in detection. The Advertising of Taglines with transitional syntactic problem had an influence in

a significant positive manner on the memory of free morphemic and attitudes towards advertising.

Another research stream of Tagline examined the effects 'of the ignition'. According to Fiske and Taylor (1984) ignition exists if regular and present ideas with the bigger comfort occur than ideas which are not activated at the moment or regularly. In the research of the advertisement ignition has been used to raise the effectiveness of the data processing and recall (Biehal and Chakravarti, 1986; Homer and bald, 1986; cellar, 1991; Maclnnis, Moorman and Jaworski, 1991; smith, 1992; smith and park, 1992). Taglines were applied to different main attributes of a phony brand of soup. (Boush, 1993) His results revealed that the lengthening of the brand was valued more enough than, as one perceived, they fitted with the Primed attributes.

Later, Pryor and Brodie (1998) repeated late Bouch (1993) studies and reached logical results. These contributed complementary proofs of the power of Taglines in the regulation of perception of the brand. Other authors, Dahlen and Rosengren (2005) showed the results about brands equity, which is a important determining factor, that affects the learning and appraisal concerns of the Taglines. Without taking into consideration the ability of the persons to compare them properly to a brand Taglines with a strong brand are better preferred and more familiar than the Taglines with a weak brand. Their results showed the connection has a bigger influence between the Tagline and the brand if persons confuse competing Taglines with each other. In competing surroundings Taglines confusion can increase between brands and bring disadvantage to the strong brand and advantage to the weak brand if compared inexactly with brands. Thus the main function of a Tagline with a strong brand should remind consumer of her preference for the brand.

2.5 Brand Name and Performance

“A brand is both, tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company” (Kapferer, 1986). Brands are built up by persistent difference over the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters’: creating a brand requires time and identity. Significant parameters in brand building literature have experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, have been subject to constant review and redefinition. A brand as a name, associates with one or more items in the product line, which is used to identify a company product and the source of character of their item(s) (Kotler, 2000).

The American Marketing Association’s (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”. Within this view, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand, (Keller, 2003). He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers. Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products.

For a long time, the brand has been treated in an off-hand fashion as a part of the product, (Urde, 1999). Branding is a major issue in product strategy (Kotler, 2000). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating a brand image. Within the traditional branding model, the goal was to build a brand image, (Aaker and Joachimsthaler, 2000); a tactical element that drives short-term results. It is mentioned that the brand is a sign—therefore external-whose function is to disclose the hidden qualities of a product which are inaccessible to contact (Kapferer, 1997). The brand served to identify a product and to distinguish it from competition.

For MTN, a brand name differentiates a product in several forms and it can be broadly divided into two categories- The tangibles (rational), and the intangibles (emotional and symbolic). Either way, while the product performs its basic functions, the brand contributes to the differentiation of a product (Keller, 2003). These dimensions “distinguish a brand from its unbranded commodity counterpart and gives it equity which is the sum total of consumers’ perceptions and feelings about the product’s attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand” (Achenau, 1993). A strong brand provides consumers multiple access points towards the brand by attracting them through both functional and emotional attributes (Keller, 2003). The tangible dimensions that a brand creates are product innovations, high qualities, and/or attractive prices etc. Those are often observable from the product’s marketing mix and product performance (Keller, 2003).The intangible values of a brand will include those that cannot be quantified. These intangibles go beyond the product level to become a synaptic process in the brain. In other words, consumers will be able to respond to this particular brand without the presence of the product (Bedbury, 2002).

More importantly, an intimate rapport may be developed between the consumers and their brands (Roberts, 2004; Fournier, 1998; Muniz and Sichuan, 2005). The attributes of a branded product add value for consumers, the intermediaries, and the manufacturers. The most significant contribution of a strong brand to consumers would be the reduced searching time and cost when they are confronted with a set of identical products. Brand name helps consumers to identify and locate a product with less information processing and decision time because of the expected quality from accumulated brand knowledge (Pelsmacker et al., 2004). Consumers will be able to develop associations and assumptions through brand name, package, label etc.

A strong brand also offers high brand credibility: it becomes a signal of the product quality and performance. This reduces the risks involved in the purchase including the functional, physical, financial, social, psychological, and time risks (Swait and Erdem, 2004; Keller, 2003). Consumers do not only benefit from the functional values of a brand, they also benefit from the emotional aspects. A strong brand mixes and blends the product performance and imagery to create a rich, deep, and complementary set of consumer responses towards the brand (Zamardino and Goodfellow, 2007). Hence consumers are attracted to more dimensions of a brand and will be more likely to effectively bond with the brand. Consumers also use the brand as a means of self-image reflection, symbolic status, and an anchor in this forever changing world. Finally a brand eases consumer's communication process to others and enriches their everyday lives (Holt, 2004; Keller 2003).

Above all, building a leading brand comes from the company genuinely caring for its customers, not just because they are a source of business, but in recognition that a company cannot survive and thrive without the customers it serves and the business partners it works with. In today's world, no company is an island and the ecosystem around the company is both a source of what makes that company different as well as a statement of its vision and beliefs. A brand may be an emotional and intangible asset for many but it is one of the biggest assets a company has.

2.6 Conclusion

In summary, it could be claimed that the conception of branding includes the uniqueness, meaning, aim, values, and personality of a brand and provides a possibility to position the brand better, and, thus, achieve significant competitive advantage.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the procedures and methods which were employed in the study in order to satisfy the objectives and answer the research question. These include: the research design, data collection and data analysis as discussed below.

3.2 Research Design

Research design refers to the way the study is designed, that is the method used to carry out the research (Mugenda and Mugenda, 2003). A case study was chosen as the most appropriate research design. Saunders et al (2003) define a case study as “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence”. The research used both the qualitative and quantitative research approaches. The research was carried out using simple random sampling. Semi-structured questionnaires were the tools used and statements were developed from the literature review (chapter two) which was put in the questionnaires for the respondents to answer in order to collect data.

3.3 Study Area

The study was carried out at MTN Uganda, (MTN Towers) in Kampala. MTN is specifically selected because the company is engaged in an aggressive branding campaign. It is one of the most respected, leading and most recognized brands in East Africa and Africa at large.

3.4 Study Population

The population of interest in the study was the employees of MTN Uganda (MTN Towers).

The study involved 110 employees at MTN - Towers in Kampala (MTN Statistics 2015).

3.5 Sample Size and Selection

The sample size shall be got from the population. The sample size will be selected in accordance with Taro Yamane (1970) formula for calculating the sample size.

$$n = \frac{N}{1+N(e)^2}$$

Where n = total sample size

N = Target population

e = desired marginal error (0.05)²

$$n = \frac{110}{1+109(0.05)^2}$$

$$n = \frac{110}{1+0.2725}$$

$$n = \frac{110}{1.2725}$$

$$n = 85.65$$

therefore

$$n = 86 \text{ respondents}$$

3.6 Sampling technique

The study used simple random sampling method where all respondents had an equal chance to participate in the data collection activity.

3.7 Data collection

The study relied on primary data, which was collected using semi-structured questionnaires. The respondents included the heads of departments, customer support staff, sales and marketing staff at MTN. The questionnaires were sectioned in two main parts. The first part was used to gather general information for each respondent. The second part focused on the branding practices and performance on the firm. The questionnaire consisted both open-ended and closed-ended questions and was dropped at the company premises and picked later. The researcher also used secondary data which was got from literature and other work done by authors who researched in the same or related field and it was used giving acknowledgment to their original writers.

3.8 Data Reliability

The reliability is understood as the extent to which results are consistent over time and an accurate representation of the total population under study and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable (Joppa, 2000). All questionnaires were given serial numbers for easy tracking and avoid double inclusion. There was pre-testing of questionnaires to control ambiguity and varied elucidation of questions. The questionnaires were edited and filled and the use of checklists was done to ensure wholeness. Empathy was first built to guard against respondent bias. Interviews and observation were used concurrently to supplement each other and improve the implication of information.

3.9 Data Validity

Joppa (2000) also agreed that validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are.

A pilot study was conducted by the researcher taking some questionnaires to MTN's sales and marketing officers. From this pilot study the researcher was able to detect questions that needed editing and those that are ambiguous. The final questionnaire was then printed out and used to collect data to be used for analysis.

3.10 Data management and Analysis

The filled questionnaires were checked for completeness, coded and the data was analyzed using both qualitative and quantitative methods. Quantitative data collected was summarized using descriptive statistics such as percentages and presented in figures. Qualitative data was edited upon the receipt of questionnaires to ensure precision and dependability of the information given by respondents. Data was then entered in the computer and analyzed using the SPSS, Microsoft excels software and summarized into meaningful patterns for analysis and interpretation. Frequency tables and pie charts were then used to present the data into meaningful information for easy interpretation and decision making.

3.11 Ethical Considerations

Before commencing the research, introductory letters from the University were sought and the purpose of the study explained to the authorities to avoid inconveniences and misunderstandings about the purpose. The information collected was kept highly confidential to avoid any information misuse and the acknowledgment of all the literature used to avoid plagiarism was done through reference and citations respectively.

It was made clear that information obtained would be treated with utmost prudence and as evidence of this; names of the respondents were not indicated to give respondents the peace of mind that whatever discussed stayed confidential.

3.12 Limitations

The researcher had limited resources like money to travel during field work and respondents were not so willing to answer all the questions especially the structured questions.

3.13 Conclusion

In summary, this study used a case study and was based on both the qualitative and quantitative research designs. The study sample size was 86 respondents drawn from a population of only 110 MTN employees (those that are relevant to the study). Both primary and secondary data were the main sources of data to be used in the study and data was collected using self-administered questionnaire and the interview guide. The collected data was edited as this involved sorting of the collected information in order to get information that was relevant to the study variables

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents research findings; analysis and interpretation of data collected on study objectives which were; to examine the effect of brand logos on performance of telecommunication companies, to establish the effect of company slogan on performance of telecommunication companies and to determine the effect of brand name on performance of telecommunication companies. The study used MTN Uganda as the case study. The raw data from the field was collected by use of a questionnaire and analyzed by Statistical Package for Social Sciences (SPSS). The information was presented inform of tables and pie-charts.

4.2 Background information of respondents

The study considered a population of 110 employees (those relevant to this study) of the Marketing Department of MTN Uganda and the researcher considered a sample size of 86 respondents. The respondents were randomly chosen from within their various positions. Out of the 86 respondents to whom the questionnaire was administered, 61 responded representing a response of 70.9%.

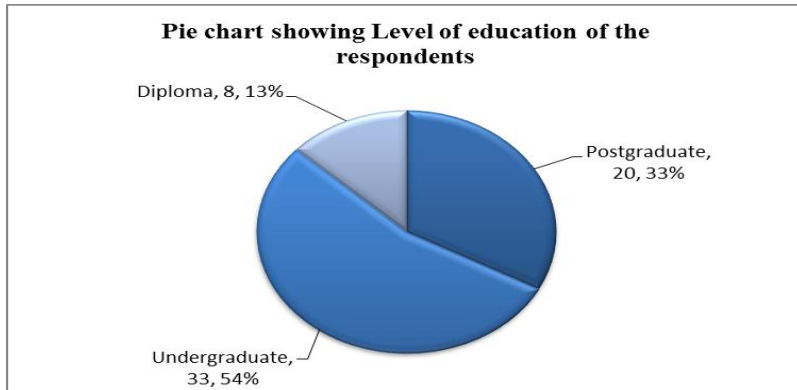
Table 1: Gender of respondents

Gender	Frequency(N)	Percent %
Male	26	42.6
Female	35	57.4
Total	61	100

Source: primary research data (2016)

The respondents comprised of 26 (43%) male and 35 (57%) female indicating that there were more women than men. This suggests that females are better at the marketing and branding of products.

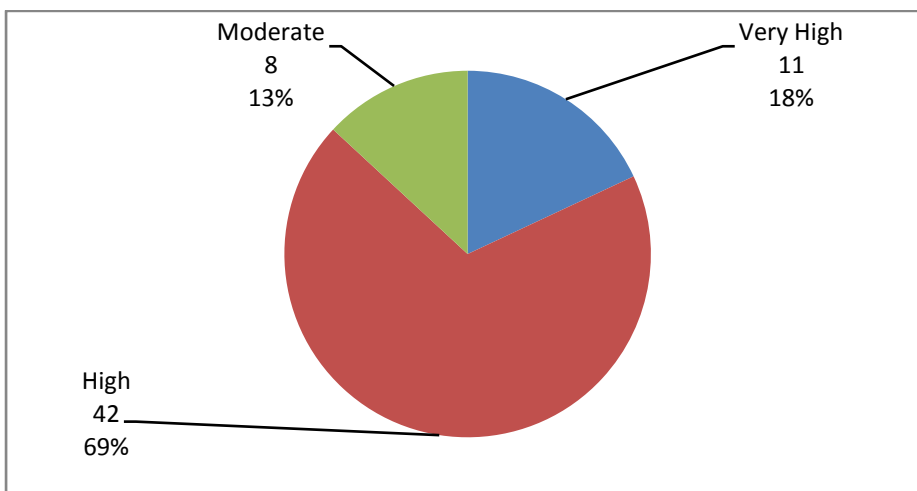
Figure 2: Shows Level of education of respondents



Source: primary research data (2016)

About 32.8 % of the respondents had post graduate qualifications, 54.1% were graduates while only 13.1% had diploma qualifications. The findings in Table 2 indicated that the respondents were highly educated and therefore in position to understand the concept of branding, its importance and effect on company performance.

Figure 3: how respondents rate branding strategy



Source: primary research data (2016)

When the respondents were asked to rate the branding strategy, was rated to be high by 42 (68.9%) respondents, very high by 11(18%) respondents and also moderate by 8(13.1%) respondents. This shows that for a telecommunication company to succeed, it should take branding of products as an important factor.

4.3 Brand logos and performance

Brand logos are very essential in the performance of telecommunication companies and below are the findings that were revealed after carrying out research using the questionnaire.

Table 2: Brand’s logo distinguishes the company’s products from those of competitors.

Response		Frequency(N)	Percent%
Valid	Strongly Disagree	2	3.3
	Agree	25	41.0
	Strongly Agree	34	55.7
	Total	61	100.0

Source: primary research data (2016)

From the table 2 above, the information revealed that respondents strongly agreed to the statement that brand’s logo distinguishes the company’s products from those of competitors with a frequency of 34 (55.7%) and only 2 (3.3%) respondents strongly disagreed with the statement because they were not well versed with the branding concept and how it affects performance. This was evidenced by a mean of 4.46 and a standard deviation of 0.808 (refer to table 8). This is in accordance with Janiszewski and Meyvis, (2001) who stated that logos facilitate the identification of the brand and its differentiation from competing alternatives.

Table 3: whether Logos facilitate the easy identification of a brand.

Response		Frequency(N)	Percent%
valid	Disagree	4	6.6
	Not Sure	10	16.4
	Agree	39	63.9
	Strongly Agree	8	13.1
	Total	61	100.0

Source: primary research data (2016)

In the table 3 above, the information revealed that, respondents agreed to the statement that logos have the potential to not only express such brand-self associations but also re-enforce and strengthen them with 39(63.9%) though 4(6.6%) disagreed. This was evidenced by a mean of 4.46 and a standard deviation of 0.808 (refer to table 8). The information implies that a brand's logo identifies the company's products and this makes consumer to make decision on products offered in the market. This is in line with Janiszewski and Meyvis, (2001) who stated that logos facilitate the identification of the brand and its differentiation from competing alternatives.

Table 4: whether Logos act as visual representation of a brand's general meaning and image.

Response		Frequency(N)	Percent%
valid	Strongly Disagree	2	3.3
	Disagree	2	3.3
	Not Sure	2	3.3
	Agree	37	60.7
	Strongly Agree	18	29.5
	Total	61	100.0

Source: primary research data (2016)

From the table 4, it was noted that respondents had different views about Logos act as visual representation of a brand’s general meaning, image and shaping the brand’s reputation and consumer attitude towards it with agreement frequency of 37(60.7%) agreed and 18(29.5%) strongly agreed. Those that strongly disagreed and disagreed had a frequency of 4(6.6%).All the above was evidenced by a mean of 4.30 and a standard deviation of 0.691 this was minimal deviation. This was supported by Nalukenge, (2016) through an interview who stressed that logos represent the brand meaning, shape, reputation and image of a product. This implies that a brand’s reputation and consumer’s attitude towards a brand can be influenced by its logo but also by the company and its social responsibility to society.

Table 5: Whether logos have the potential to express such brand-self associations and also re-enforce and strengthen them.

Responses		Frequency(N)	Percent%
Valid	Not Sure	23	37.7
	Agree	28	45.9
	Strongly Agree	10	16.4
	Total	61	100.0

Source: primary research data (2016)

The data showed that the respondents agreed to the statement that logos have the potential to express such brand-self associations and also re-enforce and strengthen them with a frequency of 28 (45.7%) and 10 (16.4%). A frequency of 23(37.7%) had a differed opinion. The above information can be backed up by a mean of 4.10 and a standard deviation of 0.871 though the deviation was minimal. This is in line with (Park et al, 2010; Thomason et al, 2005) who affirmed that logos can express such brand-self associations, but also reinforce and strengthen them, thus enhancing customers’ willingness to exert effort and invest resources towards sustaining their relationship with brand.

Table 6: Appealing brand’s logo creates a good reputation for the product which in turn increases sales

Response		Frequency(N)	Percent%
	Disagree	35	57.4
	Agree	26	42.7
	Total	61	100.0

Source: primary research data (2016)

From the table above, respondents disagreed to the statement that appealing brand’s logo creates a good reputation for the product which in turn increases sales with a frequency 35 (57.4%) with a mean of 4.06. A total of 26(42.7%) with a deviation of 0.813 respondents agreed with the statement because they thought that in as much as there other factors that lead to an increase in sales, logos are also one of them since it’s a visual representation of the product in the market. This concurs with Musoke (2016) through an interview who noted that a logo alone couldn’t influence the reputation of a product and more so increase sales because it’s just a sign or diagram with no much meaning without the brand name. They added that sales can be increased by more valid factors like quality, low prices but not just a brand logo

Table 7: Brand logo can be so relevant to customers that they connect them to others who share similar values thus brand loyalty.

Response		Frequency(N)	Percent%
Valid	Strongly Disagree	2	3.3
	Not Sure	6	9.8
	Agree	37	60.7
	Strongly Agree	16	26.2
	Total	61	100.0

Source: primary research data (2016)

The information above showed that the respondents agreed with a frequency of 37 (60.7%) and 16 (26.2%) to the statement that brand logo can be so relevant to customers that they connect them to others who share similar values thus brand loyalty. There was a deviation of 2 (3.3%) and 6 (9.8%) The above information can be backed up by a mean of 4.07 and a standard deviation of 0.814. This is in line with John (2016) through an interview who asserted that logo are relevant to customers since they connect them to others who share similar values about a company brand thus brand loyalty.

Table 8: descriptive statistics for effect of brand logos and performance

Particulars	N	Min	Max	Mean	Std. Deviation
Logo distinguishes the company's products from those of competitors	61	1	5	4.46	.808
Logos facilitate the easy identification of a brand and this makes consumer decision in the market easy.	61	2	5	4.30	.691
Logos have the potential to not only express such brand-self associations but also re-enforce and strengthen them.	61	1	5	4.10	.870
Logos act as visual representation of a brand's general meaning, image shaping the brand's reputation and consumer attitude towards it.	61	3	5	3.79	.710
Appealing brand logos create a good reputation for the brand which in turn increases sales.	61	1	5	4.06	.813
Brand logos can be so relevant to customers that they connect them to others who share similar values thus brand loyalty.	61	1	5	4.07	.814

Source: primary research data (2016)

4.4: Brand slogans and performance.

Brand slogans are very essential in the performance of telecommunication companies and below are the findings that were revealed after carrying out research using the questionnaire

Table 9: A slogan is a short expression which is used to help establish an image, identity or position for an organization to increase memorability.

Responses		Frequency(N)	Percent%
Valid	Disagree	2	3.3
	Not Sure	4	6.6
	Agree	39	63.9
	Strongly Agree	16	26.2
	Total	61	100.0

Source: primary research data (2016)

The information above showed that the respondents agreed with a frequency of 39 (63.9%) and 16 (26.2%) to the statement that a slogan as an expression is used to help establish an image, identity or position for an organization to increase memorability. brand logo can be so relevant to customers that they connect them to others who share similar values thus brand loyalty. There was a deviation of 2 (3.3%) and 6 (6.6%) The above information can be backed up by a mean of 4.13 and a standard deviation of 0.670. This is in line with (O'Quinn, et al, and Semenik, in 2003, p. 428) who stated that a slogan or tagline is a short expression which is used to help, to establish an image, identity, or position for an organization to increase memorability.

Table 10: Slogans have been used as an important component in advertising campaigns extensively and they have somehow managed to positively influence sales.

Responses		Frequency(N)	Percent%
Valid	Not Sure	6	9.8
	Agree	32	52.5
	Strongly Agree	23	37.7
	Total	61	100.0

Source: primary research data (2016)

The information above showed that the respondents agreed to that statement that slogans have been used as an important component in advertising campaigns extensively and they have somehow managed to positively influence sales with a frequency of 32 (52.5%) and 23 (37.7%) A frequency of 6(9.8%) were not sure because they were not well verse with the different branding procedures. The above information can be backed up by a mean of 4.28 and a standard deviation of 0.636. This is in line with (Reece, Bergh and Li, 1994) who are of a view that, slogans are of value in fact to construct leading equity since they help in the establishment and in the preservation of a strong leading identity and always appear everywhere in the campaigns of advertising which leads to increase in sales volume.

Table 11: Taglines can have a positive effect on the brand and can lead to brand equity.

Responses		Frequency(N)	Percent%
Valid	Strongly Disagree	2	3.3
	Disagree	2	3.3
	Not Sure	20	32.8
	Agree	25	41.0
	Strongly Agree	12	19.7
	Total	61	100.0

Source: primary research data (2016)

In the table 11 above, respondents agreed to the statement that Taglines can have a positive effect on the brand and can lead to brand equity with a frequency of 25 (41.0%) and 12 (19.7%). This can also be proved by a mean 3.70 and standard deviation of 0.937. This is in line with (Reece, Bergh and Li, 1994) who affirmed that taglines are of value in fact to construct leading equity since they help in the establishment and in the preservation of a strong leading identity and always appear everywhere in the campaigns of advertising.

Table 12: Slogans helps in establishment and in the preservation of a strong leading identity of a brand.

Responses		Frequency(N)	Percent%
Valid	Disagree	4	6.6
	Not Sure	10	16.4
	Agree	39	63.9
	Strongly Agree	8	13.1
	Total	61	100.0

Source: primary research data (2016)

The information above showed that the respondents agreed to that statement that Slogans helps in establishment and in the preservation of a strong leading identity of a brand with a frequency of 39 (63.9%) and 8 (13.1%). Though there was a deviation of 4 (6.6%). The information gave a mean of 3.84 and a standard deviation of 0.734. This is in line with Musoke (2016) through an interview who stressed that slogans helps to establish and to preserve a strong identity of a brand.

Table 13: Taglines convey a vivid message of a brand and it can transform a negative image into a positive one thus increases in sales.

Responses		Frequency(N)	Percent%
Valid	Strongly Disagree	2	3.3
	Disagree	6	9.8
	Not Sure	16	26.2
	Agree	29	47.5
	Strongly Agree	8	13.1
	Total	61	100.0

Source: primary research data (2016)

In the table above, the findings revealed that, respondents agreed with a frequency of 29 (47.5%) 8 (13.1%) to the statement that taglines convey a vivid message of a brand and it can transform a negative image into a positive one thus increases in sales. A number of 6(9.8%) disagreed and 2(3.3%) strongly disagreed because they were of a view of that a negative image of brand cannot simply be transformed into a positive one just by a slogan. This can be further evidenced by a mean of 3.57 and a standard deviation of 0.957. This is in line with (Supphellen and Nygaardsvik, in 2002, P 386) who noted that a Tagline is normally identified by the core of its general goal: Tagline is short expressions which convey vivid or convincing message of a brand.

Table 14: Slogans change the negative attitudes of potential customers and also influence their buying decision in the market.

Responses		Frequency(N)	Percent%
Valid	Strongly Disagree	6	9.8
	Not Sure	6	9.8
	Agree	27	44.3
	Strongly Agree	22	36.1
	Total	61	100.0

Source: primary research data (2016)

Referring to the table above, the number that strongly agreed to statement that Slogans change the negative attitudes of potential customers and also influence their buying decision in the market with 27 (44.3%) and 22 (36.1%). Though there was a deviation of 12 (19.6%). The statistics gave a mean 3.97 and a standard deviation 1.169. This is in line with Forbes, (1987) who noted that slogan can transform a negative image into a positive one, and can serve the function of producing and maintaining of clear images, the connection of the product with immaterial values, and concentrating upon aspects except the product achievement.

Table 15: Descriptive statistics for brand slogans and performance

Particulars	N	Min	Max	Mean	Std. Deviation
A slogan is a short expression which is used to help establish an image, identity, or position for an organization to increase memorability.	61	2	5	4.13	.670
Slogans have been used as an important component in advertising campaigns extensively and they have somehow managed to positively influence sales. For example " EVERY WHERE YOU GO" this alone builds customer confidence in the brand.	61	3	5	4.28	.636
Taglines can have a positive effect on the brand and can lead to brand equity.	61	1	5	3.70	.937
Slogans help in establishment and in the preservation of a strong leading identity of a brand.	61	2	5	3.84	.734
Taglines convey a vivid message of a brand and it can transform a negative image into a positive one thus increases in sales.	61	1	5	3.57	.957
Slogans change the negative attitudes of potential customers and also influence their buying decision in the market	61	1	5	3.97	1.169

Source: primary research data (2016)

4.5 Brand names or trademarks on performance

Brand names are very essential in the performance of telecommunication companies and below are the findings that were revealed after carrying out research using the questionnaire.

Table 16: A trade mark serves as tools distinguishing the company's products from those of competitors.

Responses		Frequency(N)	Percent%
Valid	Strongly disagree	2	3.3
	Agree	29	47.5
	Strongly Agree	30	49.2
	Total	61	100.0

Source: primary research data (2016)

From the table above the information revealed that, respondents strongly agreed with a frequency 30 (49.2%) and 29 (47.5%) to the statement that a trade mark serves as tools distinguishing the company's products from those of competitors. however 2 (3.3%) respondents strongly disagreed with the statement because they were not well versed with the branding concept and how it affects performance. This can be further evidenced by a mean of 4.39 and a standard deviation of 0.802. This is in line with Mbidde (2016) through an interview who asserted that trademarks help customers to distinguish the company's products from those of competitors which their buying decision.

Table 17: Brands like (MTN) serve as identifiers of the company's products in a market full of various products thus aid in consumer decision making.

Responses		Frequency(N)	Percent%
Valid	Disagree	2	3.3
	Agree	33	54.1
	Strongly Agree	26	42.6
	Total	61	100.0

Source: primary research data (2016)

In the table above, the information revealed that, respondents agreed with a frequency of 33(54.1%) and 26 (42.6%) to the statement that brands serve as identifiers of the company's products in a market full of various products thus aid in consumer decision making. Though 2(3.3%) disagreed because they thought that the decision to buy a product couldn't solely rely on its brand but more on their disposable income. This can be further evidenced by a mean of 4.36 and a standard deviation of 0.659. This is in line with (Kotler, 2000) who noted that A brand as a name, associates with one or more items in the product line, which is used to identify a company product and the source of character of their item(s).

Table 18: Brand creates a rich and complementary set of consumer responses towards the product

Responses		Frequency(N)	Percent %
Valid	Strongly Disagree	2	3.3
	Not Sure	10	16.4
	Agree	41	67.2
	Strongly Agree	8	13.1
	Total	61	100.0

Source: primary research data (2016)

From the table above, it was noted that respondents agreed to the statement that brand creates a rich and complementary set of consumer responses towards the product with a frequency of 41(67.2%) agreed and 8(13.1%). Those that disagreed were 2(3.3%) each and were of a view

that consumer's attitude towards the product are more influenced by the company and its responsibility towards society regardless of its brand name or trade mark. All the above was evidenced by a mean of 3.70 and a standard deviation of 0.937. This is in line with Keller, (2003) who affirmed that a strong brand provides consumers multiple access points towards the brand by attracting them through both functional and emotional attributes.

Table 19: Brand names of leading companies are used by consumers as a means of self-image reflection and symbolic status.

Response		Frequency(N)	Percent%
Valid	Disagree	6	9.8
	Not Sure	10	16.4
	Agree	31	50.8
	Strongly Agree	14	23.0
	Total	61	100.0

Source: primary research data (2016)

The findings above showed that the respondents agreed with a frequency of 28 (45.7%) and 14 (23.0%) to the statement that brand names of leading companies are used by consumers as a means of self-image reflection and symbolic status. A frequency of 10(16.4%) and 6 (9.85) were not sure because they were not well versed with how the brand name can affect performance. The above information can be backed up by a mean of 3.84 and a standard deviation of 0.734. This is in line with Mbidde (2016) through an interview who assured that brand names of companies are used as a means of self-image reflection and symbolic status by consumers who purchase products of a company.

Table 20: For MTN a brand name differentiates a product in several forms that is the rational, emotional and symbolic way which has helped it be one of the leading brands in Africa.

Response		Frequency(N)	Percent%
Valid	Not Sure	6	9.8
	Agree	36	59.0
	Strongly Agree	19	31.1
	Total	61	100.0

Source: primary research data (2016)

From the table above the findings revealed that, respondents agreed with a frequency 36 (59.0%) and 19 (31.1%) to the statement that a brand name differentiates a product in several forms that is the rational, emotional and symbolic way which has helped it be one of the leading brands in Africa. Respondents who were not sure gave a frequency of 6(9.8%), the mean was 4.21 and a standard deviation 0.671. This is in line with Achenau, (1993) who affirmed that a brand distinguish unbranded commodity of counterpart and gives it equity which is the sum total of consumers' perceptions and feelings about the product's attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand.

Table 21: A good brand name that is easy to understand and identify with promotes consumer confidence and loyalty which also has a great positive impact on the sales.

Responses		Frequency(N)	Percent%
	Disagree	2	3.3
Valid	Not Sure	4	6.6
	Agree	28	45.9
	Strongly Agree	27	44.3
	Total	61	100.0

Source: primary research data (2016)

The findings above showed that the respondents agreed with a frequency of 28 (59.0%) and 27 (44.3%) to the statement that a good brand name that is easy to understand and identify with promotes consumer confidence and loyalty which also has a great positive impact on the sales. Though there was a disagreement of 6 (9.9%). The above information can be backed up by a mean of 4.44 and a standard deviation of 0.671. This is in line with (Pelsmacker et al., 2004) who noted that brand name helps consumers to identify and locate a product with less information processing and decision time because of the expected quality from accumulated brand knowledge.

Table 22: Descriptive statistics for Brand names or trademarks and performance

Particulars	N	Min	Maxi	Mean	Std. Deviation
A trade mark serves as tools distinguishing the company's products from those of competitors	61	1	5	4.39	.802
Brand name like (MTN) serves as an identifier of the company's products in a market full of various product thus aid in consumer decision making	61	2	5	4.36	.659
Brand names create a rich and complementary set of consumer responses towards the product.	61	1	5	3.87	.763
Brand names of leading companies are used by consumers as a means of self-image reflection and symbolic status.	61	2	5	3.87	.885
For MTN a brand name differentiates a product in several forms that is the rational, emotional and symbolic way which has helped it be one of the leading brands in Africa.	61	3	5	4.21	.609
A good brand name that is easy to understand and identify with promotes consumer confidence and loyalty which also has a great positive impact on the sales.	61	3	6	4.44	.671

Source: primary research data (2016)

4.6 Conclusion

Relating to the findings revealed statistically in this chapter, telecommunication companies have to take branding as a key activity because it's through branding that the companies communicate and connect psychologically and emotionally with their customers. When a company has the right brand mix, it can create a good relationship with the customers. They should aim at creating logos which are appealing to their customer segment and slogans which are easy and fun to remember to increase memorability, brand identity and also create brand equity.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings, conclusions and recommendations. The summary is done in view of the overall objective of carrying out the study which was to examine the effect of branding on the performance of telecommunication companies. The conclusions are drawn taking into account of the specific research objectives in view of the analysis and discussions that have been made in the study. From the research results, the researcher was able to draw appropriate recommendations for the telecommunication companies

5.2 Summary of key Findings

5.2.1 Bio Data

The field findings revealed that majority of the respondents in MTN were females with a percentage of 57.4%. The researcher discovered that majority of the employees' were graduates with 54.1%.The study assessed study objectives and research data was collected using questionnaires and analysed using descriptive analysis

5.2.2 Brand logos on performance of telecommunication companies.

The findings revealed that brand logos strongly affect the performance of telecommunications companies in a positive way. The findings revealed that, respondents agreed with a mean average of 4.13 and a deviation average of 0.784 and this was because they were not well versed with the branding concept and how it affects performance. Over the years MTN has had one logo and this has been key in ensuring that they maintain a strong brand identity and brand equity in the telecommunications industry. Brand logos have been

vital in the success of telecommunications companies because they create a visual image of the company that has been responsible for capturing the eye of their customers, determine the customers' perception of the company and distinguish the company's products from those of competitors.

5.2.3 Slogan and performance of telecommunication companies.

The findings revealed that there is positive significant relationship between slogan and performance. There was great variation in the responses because those that disagreed had a deviation average of 0.851 and a mean average of 3.915 for those who agreed. Slogan is an important factor which can establish an image, identity, or position for an organization to increase memorability in customers. Information ascertained from the employees revealed that slogans are very important components in advertising campaigns that can increase sales because they increase customer memorability, brand identity and brand equity. Most respondents agreed to the findings and it implied that slogans can really promote a strong brand identity in the market and also create a good perception for the product in the eyes of customers.

5.2.3 Brand name on performance of telecommunication companies.

The findings revealed that there is positive significant relationship between brand name and performance. Respondents strongly agreed with a mean average of 4.175 because in as much as there other factors that can help differentiate a product, a brand name is the most important one of them since it's the unique identifier of the product in the market. Therefore the performance of telecommunication companies is greatly affected by its brand name. On the contrary, a deviation average of 0.732 was for disagreement because the decision to buy a product couldn't solely rely on brand name but more on the disposable income of the

customer. A brand as a name, associates with one or more items in the product line, which is used to identify a company product and the source of character of their item(s) (Kotler, 2000).

5.3 Conclusions

The study concluded that brand logos have a positive influence on the performance of telecommunication companies in regards to customer perception, consumer buying decision and customer loyalty. Logos helps customers with the identification of the brand and its differentiation from competing alternatives in the market. Logos shape the brand's reputation along with consumers' attitudes, their purchase intentions and their brand loyalty. Therefore the research concluded that logos have a great influence on product image of a company.

The study concluded that slogans are a very essential element of a brand. Slogans help to establish an image, identity, or position for an organization. This influences customer's perception about product and service offered by companies. The number of those in agreement was greater than those in disagreement therefore the research concluded that a slogan has a great influence on the customers buying decision. Slogans transform a negative image into a positive one, and serve the function of producing and maintaining of clear images, the connection of the product with immaterial values, and concentrating upon aspects except the product achievement

The study concluded that brand names are the most essential elements of company's product because it's the unique identifier of a product. It's from the brand name that a company develops its slogan and logo. All that implies that branding is an important factor in telecommunication companies even in other organizations. A strong brand name also offers high brand credibility: it becomes a signal of the product quality and performance. This

reduces the risks involved in the purchase including the functional, physical, financial, social, psychological, and time risks

5.4 Recommendations

The study recommends that MTN should improve on the logo they use since Logos shape the brand's reputation along with consumers' attitudes, their purchase intentions and helps customers with identification of the brand and differentiation of brands from competing alternatives in the market

The study recommends that MTN should use branding to reduce risks and define their expectations accordingly, which will enable consumers to simplify their buying decisions. Consumers are generally constrained by both time and money, and for the business organizations to succeed in influencing consumers' choice, they have to instill in the consumers' confidence in the product the latter wish to purchase. While it is not impossible to build a market -dominant brand from within Africa, it's just more challenging. Therefore the study recommends that MTN should continue with innovation of new product to compete in the market.

5.5 Areas for Future Research Studies

There is need to conduct research on the impact of branding on firms profitability.

The research further should be carried out on how to gain brand equity, customer loyalty and corporate branding.

APPENDICES

Appendix 1; Questionnaire

Dear Respondent,

The purpose of this questionnaire is to collect data on branding and the performance of telecommunications companies in Uganda. Data is collected for purely academic purposes.

Please read the instructions given and answer the questions as appropriately as possible.

SECTION A- INTRODUCTION

Q1. What is your Gender?

Male [] Female []

Q2.What is your position in the company?.....

Q3.What is your level of Education?

a) Postgraduate Degree []

b) Undergraduate Degree []

c) Diploma Level. []

Q7. When was the last time the company rebranded?

.....

Q8. Is there a branding department in MTN?

a) Yes []

b) No

Q9. How can you rate branding strategy?

a) Very high []

b) High []

c) Moderate []

d) Low []

e) Very low []

Section A: Brand Logos and performance0

Kindly indicate your level of agreement with the following statements about brand logos and performance of MTN Uganda. use the scale of:5=Strongly Agree(SA), 4=Agree(A), 3=Not sure(NS), 2=Disagree(D) and 1= Strongly disagree(SA).

	Particulars	1	2	3	4	5
1	A brand's logo distinguishes the company's products from those of competitors					
2	Logos facilitate the easy identification of a brand and this makes consumer decision in the market easy.					
3	Logos act as visual representation of a brand's general meaning, image shaping the brand's reputation and consumer attitude towards it.					
4	Logos have the potential to not only express such brand-self associations but also re-enforce and strengthen them.					
5	Appealing brand logos create a good reputation for the brand which in turn increases sales.					
6	Brand logos can be so relevant to customers that they connect them to others who share similar values thus brand loyalty.					

7. What else can you say about the effect of brand logos on performance of MTN Uganda?

.....

.....

Section B: Brand slogans and performance

Kindly indicate the extent to which you agree with the following statements concerning performance of MTN Uganda and brand slogans. Use the scale of: 5= strongly agree, 4= Agree, 3= Not sure, 2= Disagree 1= strongly disagree.

	PARTICULARS	1	2	3	4	5
1	A slogan is a short expression which is used to help establish an image, identity, or position for an organization to increase memorability.					
2	Slogans have been used as an important component in advertising campaigns extensively and they have somehow managed to positively influence sales. For example " EVERY WHERE YOU GO” this alone builds customer confidence in the brand.					
3	Taglines can have a positive effect on the brand and can lead to brand equity.					
4	Slogans help in establishment and in the preservation of a strong leading identity of a brand.					
5	Taglines convey a vivid message of a brand and it can transform a negative image into a positive one thus increases in sales.					
6	Slogans change the negative attitudes of potential customers and also influence their buying decision in the market.					

Slogan on performance of telecommunication companies

What else can you say about the effect of brand slogans on performance of MTN?.....

Section c: Brand name and performance

Kindly indicate your level of agreement with the following statements concerning brand names or trademarks and performance of MTN Uganda. use the scale of:5=Strongly Agree(SA), 4=Agree(A), 3=Not sure, 2=Disagree and 1= Strongly disagree.

	Particulars	1	2	3	4	5
1	A trade mark serves as tools distinguishing the company's products from those of competitors					
2	Brand name like (MTN) serves as an identifier of the company's products in a market full of various product thus aid in consumer decision making					
3	Brand names create a rich and complementary set of consumer responses towards the product.					
4	Brand names of leading companies are used by consumers as a means of self-image reflection and symbolic status.					
5	For MTN a brand name differentiates a product in several forms that is the rational, emotional and symbolic way which has helped it be one of the leading brands in Africa.					
6	A good brand name that is easy to understand and identify with promotes consumer confidence and loyalty which also has a great positive impact on the sales.					

7. What else can you say about the effect of brand names on the performance of MTN Uganda?

.....

.....

THE END

THANK YOU FOR YOUR PARTICIPATION

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