THE EFFECT OF BRANDING ON PRODUCT MARKETING A CASE STUDY OF CENTURY BOTTLING COMPANY COCA-COLA-NAMANVE PLANT.

BY

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A RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF MANAGEMENT AND ECONOMICS IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THEAWARD OF A BACHELORS DEGREE IN BUSINESS ADMINISTRATION (BBA) OF BUSITEMA UNIVERSITY

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DECLARATION

I **Ntono Fatuma** without doubt do declare that that this research report has never been presented at any Institute, College and University for a similar award. It is from my knowledge and experience that I did it.

SIGN …………………………………   DATE...

APPROVAL

Without doubt, I satisfy that I have fully supervised this research report and it now qualifies for submission to Busitema University as a requirement for the award of a Bachelors of Business Administration (BBA).

SIGN ………………………………… DATE..

Ms. NAKYEYUNE SWAFIYYAH

(SUPERVISOR)

DEDICATION

I dedicate this report to my beloved parents Mr.Isala Abdul Karim and Mrs.Nabirye Salima, My Siblings ,Kantono Bashiirah ,Nakirima Nuzuhat,Kirenzi Sowali,Plus All Friends Kawala Ashanat, Namatovu Madah Everine, Wanyama Priscillar, Madangu Renny , Muhaire Keren Happuch ,Nabaasa Anthony Blair and all those that have been there for me   Throughout My Entire Educational Struggle.

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Glory to the almighty God for his unending love, wisdom and strength throughout my education and entire life.

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ABSTRACT

This study examined the effect of branding on product marketing performance at Century Bottling Company Coca-Cola-Namanve Plant. The specific objectives of the study was set; to identify the importance of branding in the marketing of Coca-Cola products; To determine the branding strategies adopted by Century Bottling Company Coca-Cola-Namanve Plant and To establish the relationship between branding and product marketing. Secondary data on the study was reviewed and primary data was collected through structured. Questionnaire from a section of employees at Century Bottling Company Coca-Cola-Namanve Plant. In total, fifty (50) respondents were conveniently sampled from the population to participate in the survey. Descriptive research design was adapted by the researcher. The research findings, analysis and interpretation were done with credence to the study objectives. The researcher formulated three research questions from which the questionnaire was developed and administered by the researcher. The data was analyzed using SPSS. The findings indicated that customer testimonials and sales people's word of mouth were the major ways through which the company enhanced its brand image. The overall performance of branding on the company's marketing performance was very effective through the use of logo and jingle. This success could not have been achieved without the company's total brand equity. Therefore, it was concluded that product marketing was of great importance in determining the position of company in target market and attracting customers. Furthermore, the findings indicated that the company used mostly TV campaigns to promote its brand. The researcher attributed this to the fact that the media had a wider coverage. This choice of media could also have been influenced by the branding elements the company focused mostly which constitute the very aspect of the brand through which the company differentiates its product which are the company's Logo and Jingles. Logos and jingles could best be demonstrated to customers through TV campaigns. The researcher recommended frequent training and education is required to effectively manage and maintain the company's brand to gain the maximum impact on marketing performance among other recommendations and Lastly, the researcher suggested that more research should to be undertaken on the underlying topics; The Effect of Branding Strategies on organizational performance and The Relationship between Product Marketing and Customer Satisfaction.

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CHAPTER ONE

INTRODUCTION

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1.0 Introduction

This chapter covered the background to the study, statement of the problem, purpose of the study, objectives of the study, research questions, and scope of the study, significance of the study and definition of key terms.

1.1 Back ground to the study

1.1.1 Historical Background

Swaminathan, et al., (2019) argue that despite its early roots, long history, and power, the concept of branding did not emerge as a central part of thinking in marketing until well into the twentieth century. Precisely, Stern (2016) suggests that the term "brand" entered marketing in 1922, as a compound expression (i.e. brand name) meaning a trade or proprietary name.

Butler (2014) is among the early studies. He was especially sensitive to branding as a source of conflict among manufacturers, wholesalers, and retailers, who competed to position themselves as the dominant brand of consumer choice. He further commented that: the use of private brands by retailers is a very real obstacle to the manufacturer of nationally advertised good who wishes to obtain the widest possible distribution.

In another early work, Cherington (2020) saw branding as a rising phenomenon effectuated by both salesmanship and advertising, and referred to its uses as "aggressive sales methods". He recognized the importance of advertising and the use of trademarks and labels, and saw quality as an essential accompaniment to branding. He also noted that "the appeal to the public to buy a brand has become so general as to be in many lines of merchandise the characteristic rather than the exceptional method of sale" (Cherington, 2020).

Glanfield (2018) notes that Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management communications. According to Srinivasan (2019), the objective of branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace. When high brand equity is achieved through brand differentiation, the price elasticity of demand becomes low, allowing the company to increase price and improve

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