

# EFFECT OF PARENT BRAND CONSUMERS' EXPERIENCE ON SALES PERFORMANCE IN MANUFACTURING COMPANIES IN KENYA

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**Abstract:** The study sought to determine the effects of parent brand consumers' experience on sales performance in manufacturing companies in Nakuru Kenya. Categorization theory was used in the study. The study employed a descriptive survey research design. The population of the study included 33 general managers in manufacturing firms in Nakuru town making a total of 33 respondents. The study adopted a census since the population of the study was not huge. Structured questionnaires were used to collect data which were tested for validity and reliability. Data collected was analyzed using Statistical Package for Social Sciences. Data analyzed was discussed in form of descriptive and inferential statistics and presented in tables. Findings indicated that consumers experience had a positive significant relationship with sales performance in manufacturing firms in Nakuru Kenya. Based on the findings of the study, it was concluded that customer experience had a significant influence on sales performance of manufacturing firms in Kenya. The study recommended that the sales departments in the manufacturing firms should ensure they create positive consumer experience for their company's brands. This will ensure that in future when the company has devised new brands, they will have an easy time in marketing them.

**Keywords:** Consumers' Experience, Kenya, Manufacturing Companies, Parent Brand, Sales Performance.

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## I. INTRODUCTION

Due to globalization, every company is facing heavy competition from the competitors of global market in order to sustain long run and take more advantages and opportunities. One way to differentiate themselves from competitors is the creation of strong brands. This increases the profitability and reduces their marketing costs. The importance of brands is not only measured in terms of competitive advantage, it is a future opportunities that is available in markets. In this way, companies can access new markets through an existing brand, known to reduce both the cost of the introduction of new products and the risk of product failure. Therefore companies follow the brand extension strategy (Martinez, 2011).

Consumers play an important strategic role towards brand extension because the failure and success of the brand is based on the consumer's judgment. Most of companies makes extension with esteemed brand that is popular in existed market and in the mind of consumers and also have positive image. Therefore, manufacturers are likely to benefit by gaining a higher profile in the consumer's mind and hold more shelf space for their brands after a successful brand extension. Companies' use brand extension to decreases the risk of product failure after launching. A good brand extension is one where the brand supports the expansion and also strengthens the brand (Lavuri, 2018).

The newly introduced brand extension capitalizes on the equity of the already established (core) brand name or even the company or corporate name (panadol extra of GSK). Consumer familiarity with the existing core brand name aids new product entry into the market place and helps the brand extension to capture new market segments quickly. This strategy

is often seen as beneficial because of the reduced new product introduction marketing research and advertising costs and the increased chance of success due to higher preference derived from the core brand equity. Many companies adopt brand extension with the aim of benefiting from the brand knowledge achieved in the current markets. When a company launch a new product and market under the umbrella of well-known brand name, failure rates and marketing costs are reduced (Betty, 2013).

Brand extension benefits a firm by transferring brand equity that has already been well established to the extended brand. In this way, the firm can save the money, time, and effort involved in building a new brand image and, at the same time, increase consumers' awareness level of the new brand. Sales of the parent brand product and the extended brand product can usually be expected to increase. Also, by extending the brand, a firm can take advantage of the distribution channels and advertising efficiency utilized by the parent brand and activates consumers' purchase intention with little effort (Mohammadian, et al., 2010).

Sales ability of a new item is a huge indication as to the probability of the extension of a brand. Brand expansion is thereby effective when deriving the benefits of the financial budget and enabling the traders to make a reduction in the budget and in return making a just profit. the extension of the brand makes a reduction in the promotion of awareness and taking advantage of the popularity of the main brand, thereby resulting in one item promoting the other one. It is believed that using a single brand on a lot of item, the investment per sales quantity on communication will decrease. Extended brands bear high media spending so that the awareness created will provide a reaction since the customers are acquainted with the product. In addition, an extended brand that has been under proper management will create high returns through sales and it is a huge stimulator for firms to expand the net profit (Asiegbu, 2011).

Successful brand extensions depend on consumers' perceptions of fit or similarity between the new extension and the parent brand. Many companies adopt brand extension as strategy with the aim of benefiting from the brand knowledge achieved in the current markets. When a company launch a new product and market under the umbrella of well - known brand name, failure rates and marketing costs are reduced. More than 80 per cent of firms resort to brand extensions as a way of marketing goods and services. Competition forces firms to adopt strategies that create a competitive advantage for the firm. Creating a brand name with well-established association is one way of achieving this aim. Firms invest heavily in developing a brand. It is a very costly process but has many returns once success is achieved (Muiga, 2016).

Introducing a new brand is quite difficult and risky in a highly competitive market. Not only does it require considerable amount of resources both in terms of money and time, but also high creative and innovative skills (Florek, 2012). Managers therefore, prefer to use well known and established brand names with specific associations. In an attempt to leverage the asset, that is brand equity; many firms extend their well established brands into new product categories. Moreover, brand extension programmer provide the benefits of a double edged award by saving the cost and time involved in establishing a new brand name and also increases the probability of success (Bargal & Sharma, 2010).

Using an established brand name for the forthcoming new products may substantially reduce the risk of initial trial due to consumers' familiarity and knowledge about the core brand. Moreover, brand extensions may decrease the cost of gaining distribution and increase the efficiency of promotional expenditures. Brand extensions are assumed to increase the efficiency of firm's investment in marketing communications by generating a greater level of sales from a given investment or achieving a greater level of sales with less investment that would be necessary if the same product was introduced using a new brand (Anwar et al., 2011).

However a strong brand name can work like a magic wand for marketing managers provided they have clear idea of when and how to use it for exploiting business opportunities and how to product it. Some firms strongly believe that brand extension tend to be more efficient and capture greater market share than individual brand. Brand extensions can be used to give a new lease of life, when the core brand approaches the maturity stage in the product life cycle. But sometimes, the strategy of brand extension quality may pose a serious damage to the parent brand and wrong extension could dilute the core brand's brand equity (Belderbos et al., 2010).

### **Global perspective on Brand Extension**

The success of a brand extension largely depends on its strong association with the product attributes, and attributes assigned to the brand by the customers. These may reflect physical product features emotional attitudes, values and behavior of the people who use the brand. It is a known secret that it is quite expensive to create brand awareness and

associating it with the product category. For example Hindustan Lever Ltd. took a considerable time to create awareness for Pears soap and to associate it tenderness (But it did not stretch this brand name in the market). But Nestle Indian Ltd, one of the fast growing multinational companies extended it 'Easy to cook and good to eat Maggi brand of ready to use noodles to other product categories like soups and sauces. High recognition on the consumers' part and product specific association of 'quickness' may be one of the reasons for the success (Roedder & Loken, 2013)

In U.S.A out of 58 new brands introduced in the Philadelphia area, the most important predictor of trial purchase levels was the extent to which a known family brand name was involved. An established brand name greatly enhances initial reaction, interest and willingness to consider or try the product. Sometime back NEPC group launched Maida, Atta and Sooji under name of Trupthi, in a highly unorganized market. After creating a favorable impact in the market, the firm extended the brand name to sell mineral water. The high initial response was mainly due to its strong brand association. Adopting the same strategy, Usha, known for its quality sewing machine, used the brand name to sell fans and other home appliances. They are well received by the housewives due to the earlier impact and strong association of Usha brand to sewing machines (Bargal & Sharma, 2010).

For Westin Chosun Hotel in Korea, brand extensions for hotels' food and beverage, brand brings both advantages and disadvantages to the hotel industry in running food and beverage business. People may choose hotels extended food and beverage facilities because of the expected qualities associated with the hotel brand. This notion can raise expectations and positively appeal to a larger clientele. The extended food and beverage facilities may also fail the hotel if the customers' expectations are not exceeded. With fluctuations in economy, the hotel industry cannot afford to miss any chance to generate revenues. Among many strategies that can be applied to hotels' food and beverage management, expanding the business to the outside of property with hotels' extended brands may be worth noting as seen in the South Korean market. Multinational hotels are exposed to a dynamic global business environment. Thus, the strategy used by most of the upscale hotels in one country can be a good reference for the business development plans of the global hotels (Jung, 2010).

### **Regional Perspectives on Brand Extension**

Companies all over the world whether the service or manufacturing firms, recognize the essential role branding plays in the course of business. In the present day marketing practice, branding has become an active weapon marketers use to strengthen their competitive advantage and thus improve the accomplishment of their prearranged objectives (Lamprey, 2016). In Ghana, branding by pharmaceutical industry in Ghana was seen that branding played a significant role in the performance of organizations. Pharmaceutical industries invest in developing their brand and also putting the customer first in their activities experienced improvement in their performance (Lamprey, 2016).

One of these firms constantly seeking to brand its products is Unilever (Ghana) Limited. According to (Unilever.com, 2015) Unilever's product includes; personal foods, beverages, and detergents. The company is credited with over 400 brands, grouped into four main categories – Personal Care products, Food products, Refreshment products and Home Care products. The company's current largest-selling brands include: Axe/Lynx; Ben & Jerry's; Dove; Heartbrand; Flora/Becel; Knorr; Lipton; Hellmann's/Best Foods; Lux/Radox; Rexona/Sure; Omo/Surf; Sunsilk; Magnum; VO5Toni and GuyTRESemmé. Branding (trademarks and brand awareness) impact on sales in Unilever (Ghana) Limited. Unilever (Ghana) Limited continue to improve its product brand to ensure sustainable increasing sales revenue. Unilever (Ghana) Limited adopt trademarks or packaging best packaging strategies such as green packaging, tiered branding, feel-good factor, adding personality, speed to shelf and multisensory packaging (Ghidossi et al, 2012).

Soft drinks market in Tanzania is currently growing and the financial declarations of the major companies in the country are showing that sales and revenue are continuing to increase annually. Also the soft drink industry is adjusting to new type of medium and endorsement, utilizing the internet and social media in particular to communicate with their customers. Almost all brands have devoted websites that have been advanced with a target audience in mind. The websites are used to present interactive options, added information and publicity to customers. Additionally, many brand names like Coca-cola and Pepsi have successfully employed variety forms of social media, such as twitter, Facebook and You-tube, for communicating, promoting and also establishing a direct relationship with the consumers and gain a deeper knowledge of their consumers' behaviors TICS report (2012).

### Local Perspectives on brand extension

As Kenya's retail sector continually increase and become more competitive, firms do require strategies that provide them with competitive advantage over their rivals. The intensifying of competition means that companies have to constantly develop ways to differentiate itself so as to remain profitable. Since consumers are aware different producers' brand, extension of a brand creates a greater impact compared to new brand name creation. Also, the use of an already existing brand name is good for a new product since less is spend in advertising, channels of distribution and purchase promotion points (Kimotho, 2016). According to Muriithi (2014) the transferability of brand equity to private labels, brand equity can be transferred to private brands as long as they have more value and fair pricing compared to national brands.

A survey of shoppers' behaviour carried out in 2012 by research firm Consumer Insight found out that the market share of repackaged sugar more than doubled from seven per cent to 18 per cent as buyers became more 'price-sensitive.' The findings of the study showed that retailer-owned brands are set to upset brand names in future, riding on in store advertising which is deemed highly effective and Kenya's consumer price preferences. The entry into private label products is the latest innovation in the Kenyan retail scene which now feature eateries, bakeries, butcheries, groceries, laundry shops and pharmacies within their stores to offer one-stop shopping for consumers (Consumer Insight, 2012).

In Kenya, Nakumatt supermarket launched Nakumatt Blue Label in line with in-store packaged goods, which are cheaper than producer-branded goods as it sought to control a bigger market share in the retail sector. The regional retailer had a Ksh200 million investment meant for repackaging of products such as sugar into smaller quantities under its Nakumatt Blue Label brand. Rival brands like Tuskys, Ukwals, Naivas and Uchumi have also turned into repackaging of products under their brands and in units that are smaller, a strategy often known as "kadogo brand", offering consumers bargains on the essential consumer goods. Nakumatt considers this to be a win-win opportunity for manufacturers to raise production while extending quality and value for money products to customers (Kimotho, 2016).

In Kenya, the impact of strategic business re-branding on the consumer satisfaction among the mobile service suppliers was found that the rebranding strategy was very essential in relation to the consumers' level of satisfaction with the service provider and that the service brand name is a very significant element of the brand as well as a main information source to the consumers, since the service aspects are hard to communicate through the other means (Gikonyo, 2013).

## II. STATEMENT OF THE PROBLEM

Companies all over the world whether the service or manufacturing firms, recognize the essential role branding plays in the course of business. In the present day marketing practice, branding has become an active weapon marketers use to strengthen their competitive advantage and thus improve the accomplishment of their prearranged objectives (Anabila & Awunyo, 2014). A firm may launch their own product for the sustaining of their stand, a strategy that although attractive, its disadvantages outweigh its benefits (Muiga, 2016). Moreover, Mwangi (2013) reported an almost 35% probability of failure of products, newly launched. Reasons for failure is associated with factors such as high advertising cost involved and competition constant increase making it difficult for the new product to be sustained and succeed in the market. Over the last few decades failure rates of new product have increased tremendously; therefore, firms have reverted back to brand extension to launch new brand, because of in built advantages including its high acceptability, low promotion cost and comparatively less chances of failures (Muiga, 2016). However, manufacturers continue to raise pertinent issues regarding the future of consumer brands in the face of growing private label products. A number of studies have been conducted in the line of brand extension such as Mwangi (2013) who carried out a study on the influence of brand extension strategies on product brand image of pharmaceutical companies, Shihachi (2012) conducted a study on the usage of social marketing strategies in changing public behavior, a case for rural enterprise and agribusiness promotion project, Rugut (2012) did a study on brand marketing strategies applied by the major motorcycle marketing firms in Kenya while Isabwa (2008) studied the application of marketing strategies by political parties in Kenya. However, most of these researches have been focused on exploring the essential factors in success of brand extension and some of them in exploiting the reciprocal effects of extension on product brand image while a dearth of them have focused on finding a connection between brand extension and sales performance of manufacturing firms. As such, this study sought to address the gap by providing literature in that line of research by studying the effect of brand extension on sales performance in manufacturing companies in Nakuru Kenya.

### III. OBJECTIVE OF THE STUDY

The study sought to examine the effect of parent brand consumers' experience on sales performance in manufacturing companies in Nakuru Kenya.

### IV. HYPOTHESIS OF THE STUDY

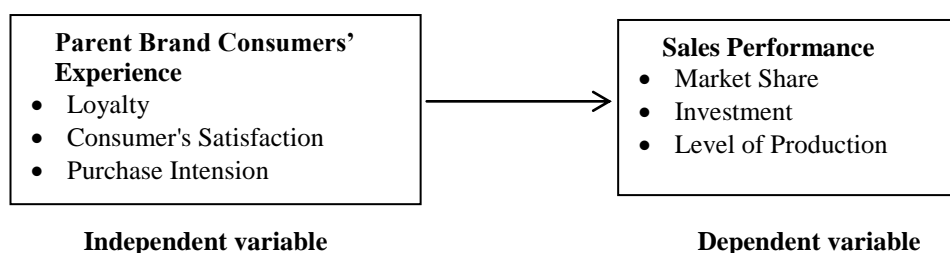
**H<sub>01</sub>:** Parent brand consumers' experience has no statistically significant effect on sales performance in manufacturing companies in Nakuru Kenya.

### V. THEORETICAL FRAMEWORK

#### Categorization theory

According to categorization theory, individuals generally use schemas to assist in the organization of information about entities (Sujan & Bettman, 1989). In psychology, a schema means a cognitive structure that represents knowledge about a concept or an object (Musante, 2007). Many brand researchers have adopted categorization theory to investigate the process by which consumers evaluate brand extensions (Boush & Loken, 1991; Broniarczyk & Alba, 1994; Chowdhury, 2007). For example, Boush and Loken (1991) suggest that consumers evaluate a brand extension product on the basis of their beliefs about the parent brand as long as the characteristics of the brand extension product are consistent with their brand schema. Extending the findings from previous studies to vertical brand extensions, categorization theory would suggest that positive parent brand equity and consumer beliefs about the parent brand will be transferred to consumer brand extension evaluations if a vertical brand extension is offered in a rightful domain with respect to price range and class level (Musante, 2007). Chowdhury (2007) also supported the idea of consumer brand trust based on categorization theory. Drawing primarily on categorization theory, Chowdhury suggested that the degree to which brand associations related to consumer perceptions of a parent brand (or brand trust) are transferred to an extension depends on the level of perceived fit between the extension category and the parent brand. Many other researchers have supported the notion that the perceived fit between the brand schema and brand extension product determines the extent to which brand associations of consumer beliefs are transferred (Aaker & Keller, 1990; Boush & Loken, 1991; Morrin, 1999), agreeing that categorization theory would significantly explain the phenomenon with regard to vertical brand extension. However, in the case of horizontal brand extension, researchers argued that consumer beliefs about a parent brand might not be transferred effectively. As horizontal brand extension entails a change of product category from the parent brand, it creates conflict within consumer brand schemas (Boush & Loken, 1991). In horizontal brand extension, consumers need to adjust their existing brand schema to a new product category; therefore, according to the categorization theory, consumer beliefs about a parent brand would have a less significant impact (Boush & Loken, 1991).

### VI. CONCEPTUAL FRAMEWORK



### VII. EMPIRICAL REVIEW

#### Parent Brand Consumers' Experience on Sales Performance

For a company it is essential to understand the essence of its brand and the experiences consumers have with it. Brand experience positively affects consumer satisfaction and loyalty Brakus et al. (2009). Personal experience with parent brand may generate relevance with parent brand and increase liking for the brand. Parent brand knowledge may also increase through direct experience with the parent brand (Hussain & Rashid, 2016). In conceptualizing brand experience, Brakus et al. (2009) concluded that brand experience is shaped by brand-related stimuli that constitute "subjective, internal consumer responses", such as sensations, feelings and cognitions, as well as behavioral responses.

Brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty. A greater brand experience not only is associated with familiarity, but also critically affects understanding, enjoying, enhancing, and fostering the brand (Hulten, 2011). Brand experience can be positively but indirectly associated with relational benefits and that brand familiarity, brand image, and brand personality can serve as mediators in the brand experience (Xu et al., 2011). In making purchase decisions, consumers are concerned with achieving pleasurable experiences. Over time, the favorable brand experiences develop bonds with consumers that help distinguish the brand from competitors and affect consumer satisfaction and loyalty (Brakus et al. 2009). In fact, various studies have shown that brand experiences affect brand attitude and purchase intention (Zarantonello & Schmitt, 2010), commitment and brand loyalty (Iglesias et al. 2011, Lee & Kang 2012).

Product experience explain how the consumers perceive the product (Keller & Campbell, 2008) since different interactions with brands that are similar: They do this for own or family use, advertising, contact or friends. Experience influences buying decisions low involvement goods' purchase. Knowledge of customers about the brand show the familiarity of the brand (Keler 2008) defined product related experiences that consumers accumulate (through advertising and usage). Familiarity is increased by any experience type with brand exposure. Research has proven customers tendency to purchase brands known to them and when customers are shown meaningless words and motivated later to choose names they like of which most choose nonsensical words previously shown. Brand-specific associations' knowledge is required by consumers for brand appropriateness appreciation in the category of extension (Alba & Broniarczyk, 2012).

### **Sales Performance**

Sales ability of a new item is a huge indication as to the probability of the extension of a brand. Brand expansion is thereby effective when deriving the benefits of the financial budget and enabling the traders to make a reduction in the budget and in return making a just profit. The extension of the brand makes a reduction in the promotion of awareness and taking advantage of the popularity of the main brand, thereby resulting in one item promoting the other one. The major appeal in extending a brand lies in the saving in cost through increased level of production. The rationale behind this is that the usage of a brand across more products lowers the communication investments per sales unit (Huang & Sarigollu, 2012).

Brand extension occurrence can be attributed to saving in cost through increased level of production. It is believed that using a single brand on a lot of item, the investment per sales quantity on communication will decrease. Extended brands bear high media spending so that the awareness created will provide a reaction since the customers are acquainted with the product. In addition, an extended brand that has been under proper management will create high returns through sales and it is a huge stimulator for firms to expand the net profit (Erenkol & Duygun, 2010).

Brand extension nowadays depicts growth in sales, extension of room for action and flexibility in the market, and has become vital to branding in general. Extension of a brand can be described as a way in which an organization or a person can bring a new item into the market housed by a brand name that is already in existence mainly for satisfying a new demand, at the same time not losing the previous purchasers. Kapferer (2011) purports that when all other methods of growing the initial product have been examined, brand extension would then be of benefit. According to Srivastava and Gregory (2010), extension of a brand helps to in the achievement of growth, in a world regulated by cost.

Through analyzing the customer's wants and wishes, and in turn attempting to satisfy them by way of product extension, it is believed that this will help to maintain the satisfaction of the customer and keep them faithful to the brand. Brand extension will be cheaper since less investment is needed, and it has a higher chance of succeeding as compared to launching a new brand. Very small costs will be required when extending a brand because there won't be a need for name research and advertising for the purpose of creating awareness. Since extended products enter the market with an upper hand of having an already recognized name, the risk of it failing reduces significantly (Asiegbu, et al., 2011).

The logic behind brand extension is so as to attain a large experimental degree to lessen the costs. This is because the extended product bears a brand name that is familiar and this restores confidence in the customer more than the value of the extended product. It is believed that extension of a brand is capable of offering beneficial equity that is customer based to the parent brand. The worth and image of a brand higher, thus creating a strong end product (Pitta & Katsanis, 2015). The position of the brand strengthens with a hike in the worth, and it also expands the power of bargaining with suppliers and creates an arousal of curiosity from the investors. Brand extension is logical, according to Kapferer (2011), in order to

sustain the brand in an ever-changing environment, in and out of the firm. Old and aging brands need to be reinvigorated through extension so as to catch up. This extension aims to reposes relevance in the market, consumer interest and the latest image. Changes in high ranking supervisors in a firm, may aid in brand extension since a new management may be the source of new ideas, in opposition of the old.

Though product branding has many benefits to a firm, the ultimate expected outcome of product branding is increased profit. Product branding creates product image, makes purchasing easier and develops customer franchise so that the “search costs” on customers may decrease so that firms could charge exorbitant price and still enjoy high profits margins. Product branding encourages firms to make huge investment in product quality which leads to higher returns. This has been confirmed by Llonch-Casanovas (2012) that product branding allows firms to differentiate their products to make their products unique in the eyes of consumers.

## VIII. RESEARCH METHODOLOGY

The study employed a descriptive survey research design. According to Burns & Grove (2003), the purpose of research design is to achieve greater control of the study and to improve the validity of the study by examining the research problem. The target population comprised of the general managers in manufacturing firms in Nakuru town Kenya. Nakuru town has a total of thirty three manufacturing firms. Therefore the study targeted 33 general managers in manufacturing firms in Nakuru town making a total of 33 respondents. The study adopted a census since the population of the study was not so huge. The study used structured questionnaires that were distributed to all general managers and financial managers in manufacturing firms in Nakuru town. Reliability and validity was established for standardization of the structured questionnaires that was used in the study. Piloting of the instruments was done to assist the researcher in testing both the validity and reliability of the instruments. Data collected was processed and analyzed using Statistical Package for Social Sciences (SPSS). This was done using both descriptive and inferential statistics. Descriptive statistics (percentages, frequencies, standard deviation and means) was presented in tables which were used to organize and summarize data and to describe the characteristics of the sample while Pearson correlation coefficient was used to test hypotheses.

## IX. FINDINGS AND DISCUSSIONS

### DESCRIPTIVE STATISTICS

#### Parent Brand Consumers' Experience Descriptive Statistics

Respondents' views in regard to consumers' parent brand experience were derived and presented as shown in Table 1.

**Table 1: Descriptive Statistics on Parent Brand Consumers' Experience**

	N	Min	Max	Mean	Std. Dev
The more our consumers get in touch with our products the more their needs are satisfied	29	3	5	4.28	.591
Our customers are loyal to our firm's brand	29	2	5	3.76	.872
Our customer's report having a good experience with our brands as the reason they still want to purchase products from our company	29	3	5	4.48	.574
Our customers personal experience with the parent brand increases their liking of our new brands	29	2	5	4.28	.751
Experience with our firm's brand helps our company to make judgments on where to improve the brand	29	3	5	4.38	.728
In making purchase decisions, our consumers are concerned with achievement of pleasurable experience	29	2	5	3.93	.651
Brand experience has created a strong bond between our customers and the company	29	2	5	4.38	.775
Experiential benefits increases our customers cognitive process in context of our products	29	3	5	3.97	.680
Valid N (listwise)	29				

Findings from the table indicated that respondents agreed that the more their consumers get in touch with their products the more their needs are satisfied. This had a mean of 4.28 and a standard deviation of 0.591. Respondents agreed that their customers are loyal to their firm's brand registering a mean of 3.76 and a standard deviation of 0.872. Further, with a mean of 4.48 and a standard deviation of 0.574 respondents agreed that their customer's report having a good experience with their brands as the reason they still want to purchase products from their company. Results established that majority of the respondents agreed that their customers personal experience with the parent brand increases their liking of their new brands. This statement recorded a mean of 4.28 and a standard deviation of 0.751. Respondents agreed that experience with their firm's brand helps their company to make judgments on where to improve the brand where they recorded a mean of 4.38 and a standard deviation of 0.728. It was in agreement that in making purchase decisions, their consumers are concerned with achievement of pleasurable experience. The statement had a mean of 3.93 and a standard deviation of 0.651. Further, they agreed that brand experience has created a strong bond between their customers and the company where a mean of 4.38 and a standard deviation of 0.775 were registered. Additionally, majority of them agreed that experiential benefits increases their customers cognitive process in context of their products. This statement recorded a mean of 3.97 and a standard deviation of 0.680.

### Sales Performance

The study further sought to examine the views of the respondents regarding sales performance in manufacturing firms in Nakuru town Kenya. The findings from the analysis were as presented in Table 2

**Table 2: Descriptive Statistics on Sales Performance**

	N	Min	Max	Mean	Std. Dev
Sales growth has increased in our firm due to brand extension	29	2	5	4.34	.670
I feel that our firm has the largest sales volume since it enhanced brand extensions	29	2	5	4.10	.860
Brand extensions has increased our customers enthusiasm to purchase more of our products	29	3	5	4.14	.581
Through brand extension less investment is needed and this results to increased level of production	29	1	5	3.97	.981
Branding has helped our firm to use less capita; in development which has increased company's profits	29	2	5	3.93	.799
Products branding has encouraged our firm to make huge investment in product quality which has led to higher returns	29	3	5	4.38	.561
Extension of our brands has helped our firm in achievement of enhanced growth	29	2	5	4.28	.649
Valid N (listwise)	29				

Results from the descriptive established that respondents agreed that sales growth has increased in their firm due to brand extension. The statement recorded a mean of 4.34 and a standard deviation of 0.670. They also agreed that they feel that their firm has the largest sales volume since it enhanced brand extensions recording a mean of 4.10 and a standard deviation of 0.581. With a mean of 4.14 and a standard deviation of 0.581, respondents agreed that brand extensions has increased their customers' enthusiasm to purchase more of their products. Results indicated that respondents were in agreement that through brand extension less investment is needed and this results to increased level of production registering a mean of 3.97 and a standard deviation of 0.981. The researcher observed that respondents agreed that branding has helped their firm to use less capital in development which has increased company's profits. This aspect had a mean of 3.93 and a standard deviation of 0.779. Results recorded a mean of 4.38 and a standard deviation of 0.561 where respondents agreed that product branding has encouraged their firm to make huge investment in product quality which has led to higher returns. Majority of the respondents agreed that extension of their brands has helped their firm in achievement of enhanced growth. This had a mean of 4.28 and a standard deviation of 0.649.

### CORRELATION ANALYSIS

The composite scores for the independent variable was correlated with the composite scores for the dependent variable. Pearson product moment correlation coefficient was used for the analysis. The findings from the analysis were presented as shown in table 3.



**Table 3: Correlations between Brand Consumer Experience and Sales Performance**

		Brand Consumer Experience
Sales Performance	Pearson Correlation	.674**
	Sig. (2-tailed)	.000
	N	29

\*\* . Correlation is significant at the 0.01 level (2-tailed).

findings indicated that brand consumer experience has a very strong positive relationship ( $r=.674$ ,  $p=.000$ ) with sales performance in manufacturing companies in Nakuru. As such, the relationship was found to be significant at  $p<.05$  level of significance. Therefore the study concluded that brand consumer experience has a statistically significant relationship with the sales performance of manufacturing companies in Nakuru.

### HYPOTHESIS TESTING

The hypothesis for the study  $H_{01}$  observed that brand consumer experience has no significant influence on sales performance of manufacturing companies in Nakuru town, Kenya. To examine this, simple linear regression analysis was done at  $p<.05$  level of significance. The findings were as shown in table 4.

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 <sup>a</sup>	.454	.434	.24494

a. Predictors: (Constant), Brand Consumer Experience

The R-squared value obtained from the model summary was .454. This showed that brand consumer experience could only account for only 45.4% of the total variance in sales performance of manufacturing companies. This means that brand consumer experience a significant role in determining sales performance of manufacturing companies. Analysis of variance gave the following results shown in Table 5.

**Table 5: ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.348	1	1.348	22.475	.000 <sup>a</sup>
	Residual	1.620	27	.060		
	Total	2.968	28			

a. Predictors: (Constant), Brand Consumer Experience

b. Dependent Variable: Sales Performance

The table gave an F-value of 22.475 for brand consumer experience which was significance at  $p<.05$  level of significance. This indicated that brand consumer experience has a significant influence on sales performance of manufacturing companies in Nakuru. As such, the null hypothesis  $H_{01}$  that brand consumer experience has no significant influence on sales performance of manufacturing companies in Nakuru, Kenya was consequently rejected. The researcher therefore concluded that brand consumer experience has a significant influence on sales performance of manufacturing companies in Nakuru, Kenya.

## X. CONCLUSIONS AND RECOMMENDATIONS

The study concluded that parent brand customer experience have a significant influence on sales performance of manufacturing firms. From the findings, the brand customer experience was shown to be positively related with sales performance. Further, regression analysis demonstrated that parent brand customer experience significantly accounts for variation in sales performance of manufacturing firms. The study recommended that the sales departments in the manufacturing firms should ensure they create positive consumer experience for their company's brands. This will ensure

that in future when the company has devised new brands, they will have an easy time in marketing them. This is so because findings have shown that customer experience of the parent brand influences the sales performance of the new brands in the market.

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