DETERMINANTS OF BRAND PERFORMANCE: EMPIRICAL EVIDENCE FROM TANZANIAN BREWING COMPANIES

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ABSTRACT

The importance of brand performance is growing in both academia and practice. However, little attention has been directed toward identifying the determinants of brand performance in brewing companies. Consequently, the current study examines the effects of brand attitude, brand awareness and brand reputation on brand performance as discussed in the literature. Descriptive research design was used in this study. Convenience sampling was used to select 122 customers of Serengeti Breweries Limited (SBL) and Tanzania Breweries Limited (TBL). Data was collected by using structured questionnaire. Multiple regression analysis was performed with the aid of IBM SPSS version. The empirical results showed that brand awareness, brand attitude, and brand reputation are directly associated with brand performance. However, the findings reveals that brand reputation is the strongest predictor of brand performance. The study concludes that brand attitude, brand awareness and brand reputation are the main determinants of brand performance. The study recommends that brewing companies should invest more on brand attitude, brand awareness and brand reputation in order to see their brands are performing well in the market. The findings provide insight to management of the brewing companies with regard to establishing strategy to increase brand performance. Also, this study contributes to the literature by offering a novel conceptualization and empirical validation of the constructs of brand attitude, brand awareness, brand reputation and brand performance.

Keywords: Brand Attitude, Brand Awareness, Brand Reputation, Brand Performance, Brewing Companies.

INTRODUCTION

Background to the Problem

Brand performance is considered to be important intangible asset which play significant role to attract customers to purchase products or services from the company (Horsfall & Mac-Kingsley, 2018; Agaba & Kalu, 2019). Globally, brand performance help to increase sales volume and overall marketing performance (Casidy *et al.,* 2019; Baghi & Gabrielli, 2021). According to Olannye & Dibie (2019) brand performance is one of the valuable intangible asset which play significant contribution to foster marketing productivity. Iyer *et al.,* (2019) assert that brand performances depend on brand attitude, brand awareness and brand reputation. Brand performance is affected by brand attitude, brand awareness and brand reputation (Ramos & Casado-Molina, 2021).

Brand attitude is one of the major prerequisite of brand performance (Ryan & Casidy, 2018; Ryan & Casidy, 2018). Tan *et al.,* (2021) affirm that most of the companies use brand attitude to increase brand performance. According to Medina-Molina *et al.,* (2021) brand attitude involves customers' opinion regarding a certain brand. Positive attitude towards a certain brand helps to increase brand performance and overall market performance (Shabbir *et al.,* 2017). Another essential determinant of brand performance is brand awareness. According to Odoom & Mensah (2019), brand awareness helps to increase brand performance because it creates brand familiarity, recognition and brand information. Tan *et al.* (2021) revealed that brand awareness relates to the extent to which the brand become familiar to the customers through brand's presence. Brand awareness facilitates the increase of consumers' knowledge concerning the brand which helps to increase brand performance (Olannye & Dibie, 2019; Mabirizi *et al.,* 2017; Agaba & Kalu, 2019).

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

1

On the other hand, brand reputation is another key factor affecting brand performance (Olannye and Dibie, 2019; Foroudi, 2019; Agaba & Kalu, 2019). Brand reputation indicates how the brand is perceived by the customers (Agaba & Kalu, 2019; Torres *et al.,* 2017). A well reputed brand, normally has higher brand performance. Brand reputation facilitate the increase of customers' trust and confidence towards a certain brand (Ramos & Casado-Molina, 2021).

In the context of brewing sector, brand attitude, brand awareness and brand reputation play significant contribution to intensify the performance of the brand (Mabirizi *et al.,* 2017; Abugu *et al.,* 2018). Most of the brewing companies manage brand attitude, brand awareness and brand reputation in order to increase brand performance (Horsfall and Mac-Kingsley, 2018; Breslow *et al.,* 2017; Hede & Watne, 2013). In Tanzania, this is evidenced by the stiff competition existing between brewing companies (Shayo, 2015). This contributed to effective management of brand attitude, brand awareness and brand reputation in the largest brewing companies (Makindara *et al.,* 2013). However, little is known about the determinants of brand performance in brewing companies (Shayo, 2015).

Despite brand attitude, brand awareness and brand reputation play significant contribution to foster brand performance, previous studies on brewing industry (Olannye & Dibie, 2020; Horsfall & Mac-Kingsley, 2018; Agaba & Kalu, 2019; Abugu *et al.,* 2018) lacks measurement precisions. It seems that there has been little effort to the determinants of brand performance in brewing companies by using multidimensional approach. Therefore, this study aimed to examine the effects of brand attitude, brand awareness and brand reputation on brand performance of brewing companies in Tanzania, using consumers' perception-based attributes.

LITERATURE REVIEW
Brand Performance
Casidy *et al.,* (2019) defined brand performance as the outcomes of specific brands regarding its marketing objectives. Another study by Choi & Burnham (2020) describes brand performance as the process of evaluating the marketing outcomes of a particular brand in the market. According to Odoom & Mensah (2019), the major determinants of brand performance are; brand attitude, brand awareness and brand reputation. Iyer *et al.,* (2019) assert that brand performance depends on an attitude, brand awareness and brand reputation. Therefore, the current study defines brand performance as the outcome of brand in the markets in the aspects of brand attitude, brand awareness and brand reputation.

Brand Attitude
Brand attitude is explained as the customer assessment toward a certain brand with respect to its anticipated ability (Medina-Molina *et al.,* 2021; Olannye & Dibie, 2019; and Esmaeilpour *et al.,* 2017). Another study by Foroudi (2019) considers brand attitude as the tendency of the customers in the market to react positively or negatively concerning a certain brand grounded on beliefs of the customers. Moreover, Tan *et al.,* (2021), defined brand attitude as customers rating of a certain brand either positive or negative rating based on the customers' experiences considering a particular brand in the market. Brand attitude plays a significant contribution to increase brand performance (Medina-Molina *et al.,* 2021). According to Foroudi (2019), the dimensions of brand attitude involves brand association, brand belief and brand enjoyment. Therefore, the current study defines brand attitude as the judgment and feelings of the customers that can be either positive or negative concerning a particular brand in the market. Based on the aforementioned argument, the following hypothesis statement was formulated:

H^1: *Brand attitude has positive effect on brand performance of brewing companies.*

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

2

Brand Awareness
The study by Bilgin (2018) describes brand awareness as the degree of consumer recognition of a product by its name. An increase in brand awareness helps to increase the chance for customer to buy a certain product (Shabbir *et al.,* 2017). Also, brand awareness increases competitive advantage (Chinomona & Maziriri, 2017; Choi & Burnham, 2020; and Ryan & Casidy, 2018). Another study by Shabbir *et al.,* (2017) describe brand awareness as the situation in which a brand become known to the market. Normally, the customers' decision making depends on brand awareness (Bilgin, 2018; Shabbir *et al.,* 2017). According to Foroudi (2019), the dimension of brand awareness involves, brand awareness, brand familiarity, brand recognisability and brand information. Thus the current study defined brand awareness as the level of customer knowledge towards a certain brand. Therefore, we hypothesized that:

H²: Brand awareness has positive effect on brand performance of brewing companies.

Brand Reputation
Rust *et al.,* (2021) described brand reputation as the perception and view of the customer toward a certain brand in the market. According to Ramos & Casado-Molina (2021) brand reputation refers to overall images created by customers and other stakeholders toward a specific brand in the market. Choi & Burnham (2020) explained brand reputation as customers' image about the products in the market created through product reliability, benevolence and satisfy customers. Brand reputation is one of the major factors determining brand performance in terms of sales volume (Olannye & Dibie, 2019; Foroudi, 2019). According to Ryan & Casidy (2018), brand reputation is explained by its reliability, benevolence and customer satisfaction. Foroudi (2019) believed that brand reliability involves the ability of a particular product to provide consistency satisfaction to the customer. This can be achieved through brand strengthening and investment in innovations (Esmaeilpour *et al.,* 2017). Brand benevolence is considered as the situation in which the brand ensures customers' requirement are met (Foroudi, 2019). Therefore, the key determinants of band reputation are brand reliability, brand benevolence and customers satisfaction. From the synthesis of the above definitions, the current study defines brand reputation as the views and perceptions of the customers towards a particular brand. Based on the aforementioned argument, we hypothesized that:

H³: Brand reputation has positive effect on brand performance of brewing companies.

Brand Equity Model
This study used brand equity model to establish the determinants of brand performance. This model was firstly developed by Aaker in 1992 (Ryan & Casidy, 2018). Brand equity model explains intangible assets of the company which are the main factors for marketing performance. According to this model, the intangible assets are brand awareness, customer perception of brand attitude and brand reputation (Agaba and Kalu, 2019; Choi & Burnham, 2020; Ramos & Casado-Molina, 2021). Brand equity model reveals that brand reputation increases brand performance because it creates customers who are loyal to the brand (Ryan & Casidy, 2018). Therefore, these customers may recommend the brand to other customers which may results to increase in brand performance (Ryan & Casidy, 2018). This suggests that brand reputation is one of the factors affecting brand performance.

Moreover, brand equity model proposed that another essential component of brand equity is brand awareness, which plays a significant contribution to increase brand performance (Horsfall & Mac-Kingsley, 2018; Nagash *et al.,* 2017). Brand awareness refers to the ability of a potential buyer to recognize or recall a certain brand (Mukiira *et al.*, 2017; Agaba & Kalu, 2019). According to this model, brand awareness increases brand repurchase and overall brand performance (Horsfall & Mac-Kingsley, 2018; Chinomona & Maziriri, 2017). Thus, brand awareness contributes to increase brand performance. Another important components of brand equity model as suggested by Aaker (1992) is brand attitude. Brand attitude increases brand purchasing which results to higher brand performance (Ryan & Casidy, 2018; Ramos & Casado-Molina, 2021).

Empirical Evidences
Various studies have been conducted on the effects of brand attitude, brand awareness and brand reputation on brand performance. For example, the study by Foroudi (2019) from United Kingdom, aimed to investigate the relationship between brand attitude, brand signature, brand awareness and brand reputation to the performance of brand in the hotel industry. Using convenience sampling, a total of 520 questionnaires were administered to customers in London. The result from Structural Equation Modeling (SEM) shows that brand attitude, brand signature, brand awareness and reputation are positively and significant related with brand performance of the hotel industry.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

3

Another study by Horsfall & Mac-Kingsley (2018) from Nigeria, aimed to show the relationship between brand equity on market performance of the selected food and beverage companies. Using a sample of 54 food and beverage companies. The result from multiple regression shows that brand awareness, perceived brand quality, brand association and brand loyalty are positively related to the market performance

In the context of brewing industry, the study by Olannye & Dibie (2020) from Nigeria intended to establish the influence of brand awareness, quality and price on customers' loyalty in the beer brands in Nigeria. Using cross sectional survey with a sample of 411 consumers and 229 marketers, the results show that there is positive and significant relationship between brand awareness and customers' loyalty in the beer brands in Nigeria. Also, the results indicates that quality and price of the beer brands have positive and insignificant relationship with customers' loyalty in the beer brands in Nigeria.

Horsfall & Mac-Kingsley (2018) from Nigeria, examined the relationship between brand equity and market performance. A total of 290 questionnaires were distributed to customers and management of the breweries company. The findings from multiple regression reveals that there is positive relationship between determinants of brand equity and marketing performance.
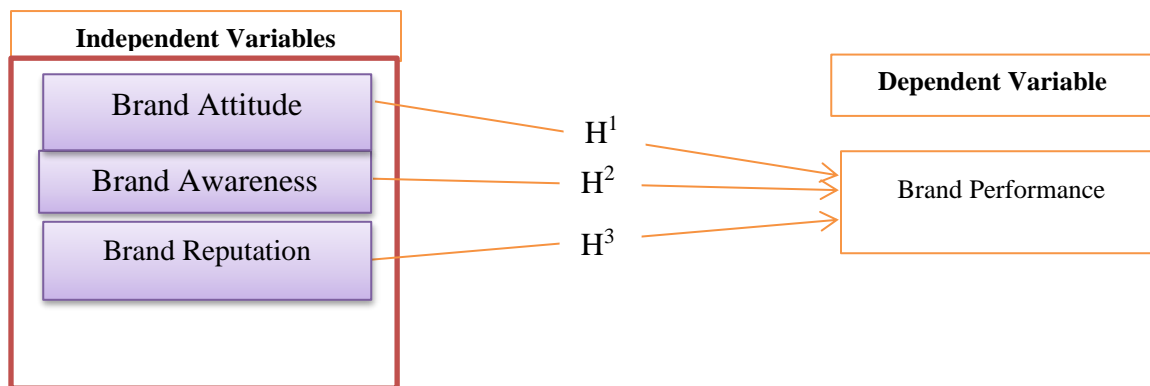
On similar veil, the study by Agaba & Kalu (2019) from Uganda, aimed to establish the effects of brand equity on competitive advantage in alcoholic beverage products. The study employed descriptive and multiple regression analyses. The estimates from the multiple regression model indicated that brand equity has positive and significant effect on competitive advantage among alcoholic beverages products and producers.

Similarly, the study by Abugu *et al.,* (2018) from Nigeria, assessed the determinants of beer brand loyalty building. Questionnaires was used to elicit relevant data from 411 consumers. The findings reveals that quality and price of beer, availability and awareness creation about existing brands of beer are the major determinants of beer brand loyalty building in Nigeria.

Conceptual Framework
The dependent variable is the brand performance of the brewing companies. According to Foroudi (2019), brand performance depends on three independent variables namely brand attitude, brand awareness and brand reputation. This study assumes that brand attitude, brand awareness and brand reputation contributes to increase the brand performance of the brewing companies. Figure 1 illustrates these assumptions.

Figure 1: Conceptual framework for the determinants of brand performance

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

4

Research Design and Study Area
To test the hypothesized relationships, descriptive research design was used as recommended by Casula *et al.,* (2021). Consistent with the previous brand management studies, this study used the quantitative approach (Chinomona & Maziriri, 2017; Choi & Burnham, 2020; Verma, 2021).

The current study was conducted in two brewing companies located in Dar es Salaam. The selected brewing companies are Serengeti Breweries Limited and Tanzania Breweries Limited (TBL). The two companies were selected because are the largest brewing companies in Tanzania. According to Shayo (2015), the largest brewing companies in Tanzania are Serengeti Breweries Limited and TBL, in terms of its market share.

Sample Size and Sampling Techniques
Sample Size
In estimating sample size, previous studies such as Agaba & Kalu (2019); Olannye and Dibie (2019) assert that data analysis technique determines the sample size of the study. Therefore, we used Stevens (1996) formula to estimate sample size because multiple regression was used in this study. According to Stevens (1996), the sample size for multiple regression analysis can be estimated as follows:

$$N=50+8m\ldots\ldots\ldots\ldots\ldots (i)$$

From the equation (i) above:
N = required sample size
m = total number of independent variables in the study.
The sum of independent variables in this study is 9 variables.

$$N=50+8(9)\ldots\ldots\ldots\ldots\ldots (ii)$$
$$N=122$$

Therefore, the sample size involved 122 customers of Tanzania Breweries and Serengeti Breweries products.

Sampling Techniques
We used convenience sampling technique to select 122 customers of TBL and SBL. Convenience sampling relies on data collection from population members who are conveniently available to participate in the study (Mulyono & Pasaribu, 2021). During this time of COVID 19 pandemic crisis, convenience sampling is suitable for this study (He *et al.,* 2021). Therefore, we have chosen respondents who are willing to be part of the study.

Data Collection Method and Measurement of the Variables
The questionnaire was distributed to 122 respondents. We prepared five point Likert scaled questionnaire on the aspects of brand attitude, brand awareness, brand reputation and brand performance. The use of Likert scale questionnaire makes easy for the researcher to quantify data, therefore, structured questionnaire formed the basis for data analysis (Gong *et al.,* 2020). According to Horsfall & Mac-Kingsley, (2018) the use Likert scale questionnaire facilitates inferential analysis.

Ryan and Casidy (2018) affirms that incase the variables to be studied are latent variables, it is necessary to adopt the construct from the previous studies. Therefore, the dimensions of brand attitude, brand awareness, brand reputation and brand reputation were adopted from the previous studies as recommended by Olannye & Dibie, (2019); Mabirizi *et al.,* (2017). Table 1 shows variables and its dimensions.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

5

Table 1: Measurement of the Variables

Variables	Dimensions	Measurement	References
Brand Attitude	▪ Brand Association ▪ Brand Belief ▪ Brand Enjoyment	Likert scale	Adapted from Abugu *et al.,* 2018; Foroudi, 2019; Olannye & Dibie, 2019; Agaba & Kalu, 2019.
Brand Awareness	▪ Brand Familiarity ▪ Brand Recognisability ▪ Brand Information	Likert scale	Adapted from Olannye & Dibie, 2019; Foroudi, 2019; Mabirizi *et al.,* 2017.
Brand Reputation	▪ Brand Reliability ▪ Brand Benevolence ▪ Brand Satisfaction	Likert scale	Adapted from Olannye & Dibie, 2019; Foroudi, 2019; Agaba & Kalu, 2019;
Brand Performance	▪ Brand Loyalty ▪ Brand Re-Purchase ▪ Brand Recommendation	Likert scale	Adapted from Olannye & Dibie, 2019; Foroudi, 2019; Abugu *et al.,* 2018.

Common Method Bias Test

Data were collected from different brewing companies at a given point of time. Therefore, common method variance may affect the findings as suggested by (Horsfall & Mac-Kingsley, 2018). In order to assess this problem, we adopted the suggestions from Podsakoff *et al.,* (2003), thus we conducted Harman's one-factor test. Explorative factor analysis was conducted and two distinct factors were extracted, this contributing to 69.138% of the total variance. The largest factor explained was 39.321% of the total variance. In this case, the problem of common method variance was not a significant problem in this study.

Data Analysis Techniques

The current study employed descriptive and multiple regression analysis as suggested by Agaba & Kalu (2019). The analysis of data was aided by Statistical Package for Social Science (SPSS). Descriptive analysis involved the use of frequency, minimum value, maximum value, mean and standard deviation. Also, multiple regression was used to test hypotheses as proposed by Horsfall & Mac-Kingsley (2018); Chen & Luo (2019). Therefore, the study used the following multiple regression equation.

$$BP = f(Bat, Baw, Br) \dots \dots \dots \dots \dots \dots \dots \dots \dots \dots \dots (iii)$$

Where:

BP = Brand performance, Bat = Brand attitude, Baw = Brand awareness, and Br = Brand reputation.

Thus, the regression equation (iii) can be presented in the following empirical equation

$$BP = \beta_0 + \beta_1 Bat + \beta_2 Baw + \beta_3 Br + \varepsilon_i \dots \dots \dots \dots \dots \dots \dots \dots \dots \dots. (iv)$$

Since, all independents variables are composites. Thus, following equation was presented:

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

6

$$BP = \beta_0 + \beta_1 Bass + \beta_2 Brb + \beta_3 Ben + \beta_4 Brf + \beta_5 Brec + \beta_6 Binf + \beta_7 Brel + \beta_8 Bbe + \beta_9 Bsat + \varepsilon_i \ldots\ldots (v)$$

Where:

Bass   - Brand Association

Brb   - Brand Belief

Ben   - Brand Enjoyment

Brf   - Brand Familiarity

Brec   - Brand Recognisability

Binf   - Brand Information

Brel   - Brand Reliability

Bbe   - Brand Benevolence

Bsat   - Brand Satisfaction

FINDINGS AND DISCUSSION
Response Rate
A total of 122 questionnaires were administered to customers of the brewing companies. However, a total of 2 questionnaires (1.6%) were missing, 3 questionnaires and (2.5%) of the questionnaires were not usable. We acquired a total of 117 (95.9%) usable questionnaires. Consequently, the response rate of the study was 95.9%. According to study by Hair *et al.,* (2016), the threshold value for response rate should be higher than 50%. This suggests that the response rate of the study was good for analysis. See Table 2.

Table 2: Response Rate

	Frequency	Percent
Missing Questionnaire	2	1.6
Unusable Questionnaire	3	2.5
Usable Questionnaire	117	95.9
Total	122	100.0

Diagnostic Tests
The determinants of brand performance were established through the use of multiple regression. Therefore, it is necessary to test assumptions of multiple regression before adopting the techniques (Chen & Luo, 2019). Antonakis *et al.,* (2021) believes that important assumptions for multiple regression analysis involves; autocorrelation, multivariate normality, multicollinearity and linear relationships.

Autocorrelation: The study employed Durbin-Watson Statistic to test for autocorrelation assumption as suggested by previous studies such as Ida & Hidayati (2020); and Kim (2019). The findings in Table 3 indicates that Durbin-Watson (DW) value is 1.991. According to Turner (2020), if the DW value is approximated or equal to 2, imply that there is no statistically significant autocorrelation. Therefore, this study is free from autocorrelation problem because DW value is 1.991.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

7

Table 3: Model Summary for Durbin-Watson

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.931[a]	.867	.864	23.44271	1.991

a. Predictors: (Constant), Brand Reputation, Brand Awareness , Brand Attitude

b. Dependent Variable: Brand Performance

Multivariate Normality Test: Kolmogorov Smirnov and Shapiro–Wilk statistics were employed in this study to test for normality of data as proposed by earlier studies such as Shahbazi *et al.,* (2020); and Zahari *et al.,* (2020). The study by Kuranga *et al.,* (2020) asserts that a variable is not normally distributed in case significant value is less than 0.05. The result in Table 4 indicates that all significant values for dependent and independent variables are greater than 0.05. This implies that normality assumption was not distorted.

Table 4: Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Brand Attitude	.478	117	.072	.149	117	.057
Brand Awareness	.453	117	.061	.159	117	.058
Brand Reputation	.441	117	.067	.134	117	.057
Brand Performance	.407	117	.062	.280	117	.056

a. Lilliefors Significance Correction

Multicollinearity: The study used Variance Inflation Factor (VIF) to test for multicollinearity problem, this was adopted from the previous studies by Zarwin & Hartono (2020); Mazengo & Mwaifyusi (2021); Gong *et al.,* (2020). The study by Perez & Kibria (2020) affirms that multicollinearity problem exists when VIF value exceeds 4.0. The results in Table 4 show that VIF values for all variables do not exceed the threshold value. Hence, there is no multicollinearity problem in this study.

Table 5: Tests of Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
	Brand Attitude	.631	1.584
	Brand Awareness	.722	1.385
	Brand Reputation	.688	1.453

a. Dependent Variable: Brand Performance

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

8

Test for Linearity Assumption: This study used Pearson Correlation to test linearity assumption as proposed by previous studies such as Joshi & Garg (2021); Jung *et al.,* (2021); Grassmann (2021) & Verma (2021). According to Antonakis *et al.,* (2021), correlation value of above 0.5 indicates linearity assumption was met. The result in Table 6 shows that the correlation between brand performance and brand attitude (r= 0.893, p <0.000), and brand awareness (r = 0.889, p < 0.000), and brand reputation (r = 0. 853, p <0.000). The result suggests that linearity assumption was not violated in this study since all correlation values are above 0.5.

Table 6: Correlations Coefficients

		Brand Attitude	Brand Awareness	Brand Reputation	Brand Performance
Brand Attitude	Pearson Correlation	1	.997**	.765**	.893**
	Sig. (2-tailed)		.000	.000	.000
	N	117	117	117	117
Brand Awareness	Pearson Correlation	.997**	1	.756**	.889**
	Sig. (2-tailed)	.000		.000	.000
	N	117	117	117	117
Brand Reputation	Pearson Correlation	.765**	.756**	1	.853**
	Sig. (2-tailed)	.000	.000		.000
	N	117	117	117	117
Brand Performance	Pearson Correlation	.893**	.889**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	117	117	117	117

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

Validity and Reliability Test
Content Validity: This involves the extent to which the designed questionnaire is appropriate and representative of all aspects of the construct. This study adheres to content validity by using expert opinion as recommended by Baghi & Gabrielli (2021); and Torres *et al.,* (2017). Experts in the field of marketing were consulted to give their opinion on whether an instrument measures the intended concepts. Also, study adheres to content validity through comprehensive literature review regarding brand attitude, brand awareness, brand reputation and brand performance as suggested by earlier studies such as Foroudi (2019); Olannye & Dibie (2019); and Olannye & Dibie (2019).

Construct Validity: Construct validity was ensured through the use of correlation analysis as suggested by previous studies such as Tran *et al.,* (2020); and Nazelina *et al.,* (2020). The construct has two main elements namely, convergent and discriminant validity.

Convergent Validity: The current study employed Confirmatory Factor Analysis (CFA) to measure convergent validity. The study by Tran *et al.,* (2020); and Raut *et al.,* (2020) suggested that CFA can be used to measure convergent validity through assessment of the factor loadings. The result in Table 8 indicates that factor loadings for brand attitude, brand awareness, brand reputation and brand performance are greater than 0.5. This implies that convergent validity was met, as it is suggested by Lechien *et al.,* (2020). In order to comply with convergent validity factor, loadings should be greater than 0.5 (Lechien *et al.,* 2020). Also, the findings in Table 6 shows that the correlation between brand performance and brand attitude (r= 0.893), and brand awareness (r = 0.889), and brand reputation (r = 0. 853). The presence of strong correlation in all variables, also implies that convergent validity was not violated

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

9

Discriminant Validity: This was examined by comparing AVE value with the square of the correlation. Hair *et al.,* (2016) suggested that to ensure discriminant validity, the AVE value of all constructs were compared with the square of the correlations between the constructs. Table 8 shows that AVE values for brand attitude, brand awareness, brand reputation and brand performance are greater than the squared correlation coefficient. The findings imply that discriminant validity was met.

Results from Factor Analysis: According to Raut *et al.,* (2020) it is necessary to conduct Kaiser-Meyer-Olkin (KMO) test before factor analysis. Lechien, *et al.,* (2020) suggested that Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of sphericity must be tested for purpose of identifying the fitness of the data for factor analysis. The findings in Table 7 indicate that KMO value is 0.767. Also, Bartlett's test for sphericity was significant ($p \leq 0.000$). The results imply that the data was fit for CFA.

Table 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	898.993
	Df	10
	Sig.	.000

Table 8 shows the results from factor analysis. All factor loading, Cronbach's alpha and AVE values are above the threshold value. Therefore, discriminant validity and convergent validity were met.

Table 8: Results from Factor Analysis

Variable	Loading	Cronbach's α	AVE
Brand Attitude		.891	.899
Brand Association	.625		
Brand Belief	.766		
Enjoy the Brand	.783		
Brand Awareness		.893	.892
Brand Familiarity	.614		
Brand Recognisability	.634		
Brand Information	.664		
Brand Reputation		.951	.897
Brand Reliability	.613		
Brand Benevolence	.648		
Satisfy Customers	.649		
Brand Performance		.933	.894
Brand Loyalty	.515		
Brand Re-Purchase	.645		
Brand Recommendation	.569		

Extraction Method: Principal Component Analysis.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

10

Reliability Test: The Cronbach's coefficient Alpha was used to test for internal consistency as proposed by Hair *et al.,* (2016). The findings in Table 8 shows that Cronbach alpha values for brand attitude, brand awareness, brand reputation and brand performance were above 0.7 as recommended by Hair *et al.,* (2016). The results imply that reliability of the instruments was attained because the alpha values are higher than the threshold value.

Descriptive Statistics

The findings in Table 9 present the descriptive results for brand attitude, brand reputation, brand awareness and brand performance in terms of number of observations, minimum value, maximum, value, mean and standard deviation.

Table 9: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Attitude	117	3.00	338.00	12.4359	43.11000
Brand Reputation	117	3.00	312.00	9.6068	28.54940
Brand Awareness	117	3.00	337.00	12.7436	42.65967
Brand Performance	117	2.00	582.00	21.6667	63.55923
Valid N (listwise)	117				

The result shows that all variables have a total of 117 observations. Also, the finding shows that the minimum value for brand attitude 3.0, maximum value is 338.00, mean is 12.4359 and standard deviation is 43.11000. Moreover, the findings indicates that brand reputation has minimum value of 3, maximum value is 312.00, mean value is 9.6068 and standard deviation is 28.54940. Furthermore, brand awareness has minimum value of 3, maximum value is 337.00, mean value is 12.7436 and standard deviation is 42.65967. In addition, the maximum and minimum values for brand performance are 2.0 and 582.00 respectively, mean value is 21.6667 and standard deviation is 63.55923.

Findings from Multiple Regression

Findings in Table 10 shows a coefficient of determination (R^2) of 0.867. This implies that 86.7% of brand performance of the brewing companies is explained by three independent variables namely; brand attitude, brand awareness, brand reputation of the brewing companies.

Table 10: Regression Analysis

Variable	B	*SE (b)*	*Beta*	*t*	*ρ*
Constant	12.086	2.316		.901	.001
Brand Attitude	.514	.627	.348	.819	.000
Brand Awareness	.542	.624	.230	.548	.002
Brand Reputation	.919	.119	.413	7.714	.000

a. Dependent Variable: Brand Performance

R^2 = .867

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

11

DISCUSSION OF THE FINDINGS

Brand Attitude and Brand Performance

The result indicates that brand attitude has positive and significant effect on brand performance of brewing companies ($\beta=0.514$, $t=0.819$, $p=0.000$). This suggests that a unit increases in brand attitude will lead to 0.514 increases in the scores of brand performance.

This is consistent with Hypothesis 1 and demonstrates the critical importance of a well-developed brand attitude for brand success. Thus, brand attitude is one of the major determinants of brand performance of brewing companies in Tanzania. This relates to brand equity model which asserts that brand attitude boost brand purchasing and increase brand performance (Agaba & Kalu, 2019). This is consistent to previous studies by Medina-Molina *et al.,* (2021); Foroudi (2019); and Olannye & Dibie (2019), these study affirms that brand attitude has positive effect on brand performance. When customers have positive feelings concerning a particular brand in the market, brand performance keeps on increasing. Also, the study by Tan *et al.,* (2021) believes that brand attitude play significant contribution to increase brand performance. Positive rating of a certain brand with respect to its anticipated ability contributes to increase brand performance (Abugu *et al.,* 2018; Foroudi, 2019; Olannye & Dibie, 2019; Agaba & Kalu, 2019). The results imply that brand attitude of the brewing companies is important factor for increasing brand performance. Moreover, the findings show that brand attitude is the least factor affecting brand performance of the brewing companies in Tanzania among brand awareness and brand reputation.

Brand Awareness and Brand Performance

The result shows that brand awareness has positive and significant effect on brand performance of brewing companies ($\beta=0.542$, $t=0.548$, $p=0.002$). The findings suggests that a unit increases in brand awareness will lead to 0.548 increases in the scores of brand performance of the brewing companies. The strong relationship between brand awareness and brand performance indicates that brand awareness is another major determinant of brand performance of the brewing companies in Tanzania.

Consistent to Hypothesis 2, brand awareness contributes to increase of brand performance of brewing companies. This result suggests that brand awareness is important factor for boosting brand performance. This relates to brand equity model which affirms that brand awareness increases brand repurchase and overall brand performance (Horsfall & Mac-Kingsley, 2018). Also, these in line with the study by Ramos & Casado-Molina (2021), brand awareness is one of the important factor affecting brand performance. According to Foroudi (2019), increases in brand awareness contributes to increase brand performance. Therefore, the higher degree of brand awareness is associated with higher brand performance because it affect customer decision making. Normally, the decision making made by the customers depends on brand awareness (Bilgin, 2018; Shabbir *et al.,* 2017; and Ramos & Casado-Molina, 2021). Abugu *et al.,* (2018) affirms that brand awareness plays vital contribution increases the brand performance.

Brand Reputation and Brand Performance

The result shows that there is positive and significant relationship between brand reputation and brand performance of the brewing companies ($\beta=0.919$, $t=7.714$, $p=0.000$). The result advocates that a unit increases in brand reputation will lead to 0.919 increases in the scores of brand performance of the brewing companies. Brand reputation is the major determinant of brand performance of the brewing companies in Tanzania.

Consistent to Hypothesis 3, brand reputation has a positive effect on brand performance of brewing companies. This result imply that brand reputation of the brewing companies is essential factor for increasing brand performance. This is similar to brand equity model which asserts that brand reputation increases brand performance because it creates customers who are loyal to the brand, therefore, these customers may recommend the brand to other customers due to good brand reputation (Ryan and Casidy, 2018). This relates to the study by Foroudi (2019), the study affirms that brand reputation and brand performance are positively related. Also the study by Ramos and Casado-Molina (2021) assert that brand reputation is one of the major factors affecting the performance of a brand (Rust *et al.,* 2021; Esmaeilpour *et al.,* 2017; Tan *et al.,* 2021). Moreover, another study by Ramos & Casado-Molina (2021) affirms that brand reputation created image to customers and other stakeholders toward a specific brand in the market. Therefore, when customers and other stakeholders have positive image toward a brand, there is great chance for increasing brand performance. Brand reputation is one of the major factors determining brand performance in terms of sales volume (Olannye and Dibie, 2019; Foroudi, 2019). Furthermore, the result shows that band reputation is the most important factor for brewing companies to increase brand performance.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

12

CONCLUSION AND RECOMMENDATIONS

Conclusions

The study concludes that brand attitude, brand awareness and brand reputation are important determinants of brand performance of the brewing companies in Tanzania. Brand attitude plays significant contribution to increase brand performance. This is the tendency of the customers in the market to react positively or negatively concerning a certain brand grounded on beliefs of the customers. Also, increase in brand awareness plays a significant contribution to increase chance for customer to buy a product of the brewing companies. Moreover, brand reputation has significant contribution to increase brand performance. Band reputation is the most important factor for brewing companies to increase brand performance. Thus, band reputation is the major determinant of brand performance of the brewing companies in Tanzania.

Recommendations

Based on the findings, the study proposed the following recommendations:

- Management of the brewing companies should be more responsive to brand attitude because it facilitates the increase of the brand performance of the companies. This can be achieved through improving brand association, brand belief and ensure customers enjoy to use the brand.

- Brewing companies should place more emphasis on the brand awareness. This can be created through brand familiarity, ensure brand recognizability and proving brand information.

- Management of the brewing companies should make efforts to increase the reputations of their brands. This is the most important factor for increasing brand performance of the brewing companies. This can be achieved by ensuring brand reliability, brand benevolence and customers' satisfaction.

- The government should make serious measure such as provision of incentives order to provide suitable environments for brewing companies to improve their brand attitude, brand awareness and brand reputation in order to increase their competitiveness positions through increasing brand performance of the companies.

Implication of the Study

The study provides brewing companies with the knowledge required for effective management of brand attitude, brand awareness and brand reputation. Due to increasing competition in brewing industry, companies require effective management of brand attitude, brand awareness and brand reputation in order to increase brand performance. This research has several practical implications for managers of brewing companies in Tanzania. First, as brand attitude, brand awareness and brand reputation play great influence to increase brand performance of the brewing companies, the management of brewing companies must maintain a consistently high level of brand attitude, brand awareness and brand reputation to maximize the brand performance. Therefore, it is critical for brewing companies to train their marketing employees to ensure that they are able to increase brand attitude, brand awareness and brand reputation. This study confirms that increase in brand attitude, brand awareness and brand reputation helps to increase brand performance of the brewing companies. Second, strong attention to brand reputation is required in brewing companies, since the comparison of effect on brand performance shows the stronger effect of brand reputation than other independent variables. In this regards, management of brewing companies must put more efforts to create brand reputation in order to generate high brand performance.

Moreover, another major contribution of this study is widening the theoretical understanding of the effect of brand attitude, brand awareness and brand reputation on brand performance of brewing companies in Tanzania. The study provides the relationship between the constructs of brand (brand attitude, brand awareness and brand reputation) and brand performance. Therefore, theoretically the findings may increase the understanding of the effect of brand attitude, brand awareness and brand reputation on brand performance of the brewing companies, this is essential especially for future studies.

Augustine Mmasi & Hussein Athumani Mwaifyusi (2021), Paper Title: Determinants of Brand Performance: Empirical Evidence from Tanzanian Brewing Companies. Business Education Journal (BEJ), Volume 10, Issue III, 16 Pages. www.cbe.ac.tz/bej

13

Limitations and Areas for Further Studies

This study is limited to only two brewing companies in Tanzania, further research should expand the pull of companies to include all brewing companies in Tanzania. Another limitation was the size of the sample used (122), further studies should consider a larger sample size order to increase the reliability of the research findings.

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14

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15

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16