



EFFECT OF BRAND AWARENESS ON PERFORMANCE OF MEDIUM-SIZED RESTAURANTS IN KISUMU CITY, KENYA

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ABSTRACT

Regular brand awareness helps to increase brand familiarity and recognition. From fundamental brand recognition to domination, which describes the situation where the brand in question is the only one to consider for purchase. Since customers are more likely to purchase well-known products, brand awareness leads to higher levels of purchase, boosting a business' profitability and sales. The majority of the reviewed studies did not look at non-financial performance aspects like customer satisfaction, acquisition, retention, sales growth, and effective and efficient marketing programs. Moreover, even the studies that looked at brand awareness do not consider it in restaurant industry. However, most of the reviewed studies demonstrated that brand awareness has a considerable effect on organizational performance. The current study was anchored on Aaker brand equity theory. The correlation study design and the quantitative paradigm research philosophy helped the researcher in testing hypothesis. The study obtained a sample of 52 respondents, which comprises owners/managers of selected restaurants from a population of 60 registered restaurants using a saturated sampling technique. Results revealed that brand awareness ($\beta=0.535$, $p=0.000$) had statistically and significant positive effect on non-financial performance of restaurant enterprises in Kisumu city. The study concluded that brand awareness has significant predictors of non-financial performance of restaurants; $R^2=0.428$; $F(1,50)=37.405$, $p<0.000$. The study recommended that firms should consistently improve brand awareness has explanatory power on non-financial performance of 65.4%

Key words: Brand Awareness, Non-Financial Performance, Restaurants

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INTRODUCTION

Brand awareness, according to Kotler & Keller (2016), is the capacity of a potential client to recognize or recall that a brand belongs to a specific product category. In addition to brand familiarity at the level of recognition, brand awareness can provide customers a sense of substance, dedication, and awareness. According to Aaker (1991) and Keller (1993), brand awareness assesses how strongly a product or service is present in consumers' minds. Establishing strong ties with the relevant purchase or consumption of the applicable product category or other relevant items signals is the initial stage of developing brand equity. Regular brand exposure also helps to increase brand familiarity and recognition. From fundamental brand recognition to domination, which describes the situation where the brand in question is the only one. Since customers are more likely to purchase well-known products, brand recognition leads to higher levels of purchase, boosting a business' profitability and sales (Baldauf et al., 2003). According to Aaker (1991), brand awareness has the qualities outlined below: Indicator of substance or commitment, familiarity and fondness, anchor for additional associations, and brand consideration.

Statement of the Problem

Although emerging economies account for up to 40% of global GDP, restaurants encounter a wide range of difficulties, including an absence of markets (18%), a lack of clients (15%), an abundance of competitors (4.5%), and an 85% lack of marketing knowledge among managers. The current satisfaction level of restaurant customers stands at 29.6%, customer acquisition rate 17.9%, customer retention rate 14.3%, and sales growth at 12.6%, compared to the 38% average performance of the worldwide restaurant business. Demonstrates that each of the aforementioned non-financial performance measures is below the suggested industry level. Majority of the reviewed studies did not look at non-financial performance aspects like customer

satisfactions, customer acquisition, customer retention, sales growth and effective and efficient marketing programs. Moreover, even the studies that looked at brand awareness did not consider it in the restaurant industry. However most of the studies considered demonstrated that the effect of brand awareness on organizational performance has a considerable effect. However, the bulk of the studies reviewed found that brand awareness had a positive and significant impact on organizational performance. Even while a sizable amount of study has been done in industrialized nations whose circumstances does not relate to Kenya's hospitality industry, very little of it has been done in Africa, and none specifically in Kisumu, Kenya. Although inevitable, it is unknown whether brand awareness affect the non-financial performance of medium-sized restaurants in Kisumu City, Kenya. The current study's goal is to examine how brand awareness affect the non-financial performance of medium-sized restaurants in Kisumu City, Kenya.

LITERATURE REVIEW

Lesmana (2020) conducted a study in South Tangerang, Indonesia, to look into the effect of brand awareness on Xiaomi Smartphone non-financial performance. Factor analysis, SEM, and SPSS Amos 23 were all used to analyze the data for this quantitative investigation. A Xiaomi smartphone user in the South Tangerang region serves as the study's analytical unit. 150 respondents make up the study's single cross-sectional sample. With a regression coefficient value of -.730 and a critical ratio value of -1.183, the findings demonstrate that brand awareness has no bearing on organizational performance. According to the survey, if brand equity is to be improved, there should be a rise in brand recognition for Xiaomi products. The medium-sized restaurant industry, however, was not the study's main emphasis.

Sastika (2016) carried out an analysis to learn more about how brand awareness impacts the non-financial performance of online stores in Bandung. For this descriptive and verifiable study, a sample

size of 405 respondents from Bandung, Indonesia, was used. A literature review, surveys, and observation are a few of the methods utilized to collect data. The sample method for this investigation was nonprobability sampling. Partial Least Squares (PLS), a type of structural equation modeling (SEM), was applied in the study as a data analysis technique using the program SmartPLS 3.0. The study's findings demonstrate that brand awareness and website quality both have a 50.6% (Y) positive influence on consumer trust. The remaining 49.4% are affected by additional factors that the study is unable to consider. The study concluded that brand recognition and website quality had a favorable and significant influence on an online store's non-financial performance. However, non-probability methods were employed to calculate the sample size for this study, which is inappropriate because it does not guarantee that all of the study's items have a similar probability of getting chosen for the sample.

According to Chi (2009), a study was carried out to determine the relationship between Brand Awareness and non-financial performance of the Taiwanese cell phone industry. Regression analysis was used in the study, which used samples obtained from cell phone users in Chiayi, Taiwan. The connection between brand recognition and non-financial performance was investigated using simple regression analysis. Brand recognition and non-financial performance are discovered to have a significant and positive correlation ($\beta=0.384$, $p < 0.001$). The study suggests that in order to increase consumer knowledge of their products, mobile phone manufacturers should develop their own brands and use sales promotion, advertising, and other marketing strategies. Furthermore, as the study was conducted in Chiayi, Taiwan rather than Kisumu, Kenya, generalizing the results would not be appropriate.

The effect of brand awareness on the non-financial performance of Samsung cellphones in Indonesia was investigated in a study by Pratama (2017). 260 surveys were delivered to Samsung smartphone

owners as part of this study. The impact of brand awareness on non-financial performance was assessed using multiple regression analysis. The investigation's findings utilizing multiple linear regression demonstrate that brand awareness significantly and favorably influences Samsung cellphones' non-financial performance ($\beta=0.27$, $\alpha=0.000$). It is interesting that the survey was conducted in sectors other than SMEs.

Alkhaldeh (2017) conducted a study to ascertain the connection between brand awareness and non-financial performance. A sample of 90 respondents was chosen at random from among the customers of the Islamic bank brand in the Mafrq Governorate of Jordan. We used structured questionnaires to get the initial information. The results show that brand recognition considerably and favorably influences Islamic banks in Jordan's non-financial performance. According to the study's findings, building brand recognition should be a top goal for bank management because it improves nonfinancial performance. The relatively tiny sample size, however, renders the study's conclusions invalid.

In yet another related study, Aktas (2016) reports on the development of brand awareness in early children and its effect on branded and packed products. How can young children recognize brands? Investigating when young infants become brand aware by applying some cues and its effect on branded product was the goal of the study. In all, 66 kids between the ages of 3-5 who attended a preschool run by Cukurova University in Turkey were included in the study. To learn more about children's brand awareness, individual interviews were conducted. The brand logo, brand persona, and 41 flashcards with images from the brand's product packaging were shown to the kids in accordance with this goal. After looking at the pictures on the cards, the kids were told to state the name of the company and the item it was associated with. The research results of the ANOVA analysis showed a significant correlation between age and recalling the product from the brand

identity. ($F(2, 63) = 15,299, p = 0.000, d = 50.32$). The study however solely used minors in its sample frame which may not give a dependable response for data analysis hence impairing the study findings and final generalization as well.

Novansa (2017) conducted a descriptive research which used a sample of 93 customers who buy items from SMEs in SMESCO Indonesia. Slovin's formula used for this study which consisted of 1,340 respondents. The outcome of the descriptive statistical analysis demonstrates that brand awareness impact positively to SMEs' nonfinancial performance to a degree of adjusted R Square of 94.5%, with the influence of other variables accounting for the remaining 5.5%. The study recommends that elements such as brand image, brand awareness, and price might have a favorable influence on nonfinancial performance of SME products from SMESCO Indonesia, thereby assisting the firm in achieving its goals. Cause and effect relationship may not have been achieved because of the use of descriptive statistics. Moreover, the study's sample size was limited and may not depict a proper generalization of the findings.

Malik (2013) evaluated the connection between brand recognition and non-financial performance of imported cosmetics in Sri Lanka. 350 closed-ended surveys were distributed to customers of ready-made clothing and fabric in different Pakistani cities. To get the 350-person target sample size, convenience sampling was used in the study. The study's findings revealed a strong and positive correlation between brand awareness and non-financial performance. The study advises managers to raise brand awareness because it improves the nonfinancial performance of the businesses. The study of Malik (2013) used convenience sampling technique which only cater for the available subject of accessible population to the researcher and is not accurate method for sample size formulation.

To determine how brand recognition affects the non-financial success of international cosmetics. Perera (2013) conducted a quantitative study. The study used a deductive research approach to gather

primary data before delivering a standardized questionnaire. The study included both descriptive and inferential statistics and used a sample size of 200 young female clients from Sri Lanka. According to the study, brand recognition and the non-financial success of imported cosmetics in Sri Lanka are significantly positively correlated. In order to further knowledge through this empirical study, the management implications have been addressed with particular reference to the branding and marketing promotion contexts. The study only included Sri Lankan women who use cosmetics.

In his study of aqua consumers in the 2013 Brawijaya University administrative science graduating class, Ambolau (2015) used a cross-sectional survey approach to examine the relationship between brand awareness and non-financial performance. Using a purposive selection technique, 94 users of the Aqua 600ml bottle were selected out of the faculty of administrative science's 1460 students. The data was gathered using a questionnaire, and multiple regression was utilized to evaluate it. According to the findings of the t test, brand awareness significantly influences non-financial performance, with a significant value of $p = 0.000$. In order to maintain and enhance Brand Awareness, which has a significant impact on non-financial performance, the company made plans. The study used an explanatory research approach, which frequently produces results that are speculative and may be the result of coincidence rather than a true causal relationship. Furthermore, the study only included 94 people, which limits the study's ability to generalize its findings.

To determine how brand awareness, affect organizational performance, Asif (2015) conducted a cross-sectional survey consisted of primary information that was collected through a questionnaire from 200 respondents. Simple random sampling methodology was employed. The findings of correlation analysis suggest that brand awareness have a favorable impact on nonfinancial performance. According to the study's findings, managers should concentrate on increasing brand

awareness (brand recognition, brand recall, and top of mind awareness) in order to increase the firm's nonfinancial performance. However, the study used a simple random approach, which does not accurately reflect the sample size.

Khrisnanda (2021) commented on the findings of his study regarding the impact of brand awareness on non-financial performance of the Oppo mobile phone brand product. A target sample of 100 Indonesians was employed to collect data using an online self-completed questionnaire. According to study results, brand awareness considerably and favorably influences consumer intent to purchase an OPPO mobile phone in Indonesia. The survey also revealed that companies need to concentrate on building brand awareness for their products and services in order to increase customers' chance to make a purchase. The study employed an online self-completed questionnaire, which might only be suitable for responders with literacy. However, the survey only included Oppo mobile phone brands from Indonesia and excluded all other mobile phone brands.

The aforementioned literature analysis tried to provide thorough coverage of the connection between brand recognition and nonfinancial performance of various business entities. A study conducted by Lesmana (2020) to determine the impact of brand awareness on Xiaomi Smartphone non-financial performance in South Tangerang Indonesia found a significant negative association. There are conflicting results reported by other studies that link brand awareness and nonfinancial performance. However, after examining the whole impact of brand awareness on non-financial performance of an online business in Bandung, Sastika (2016) found that there is a positive and significant relationship between brand awareness and non-financial performance. Similar to this, Chi (2009) describes a Taiwanese study that looked at the connection between brand recognition and non-financial success in the cell phone industry. The results of the study showed that brand awareness and non-financial performance had a positive and

substantial link. In a different study, Pratama (2017) looked into how brand awareness affected the non-financial performance of the Samsung smartphone in Indonesia and discovered results that agreed with those of (Sastika, 2016 & Chi, 2009). Similar findings were made by Alkhawaldeh (2017), who investigated the connection between brand awareness and the non-financial performance of Islamic bank brands in Jordan. She discovered that brand awareness significantly and favorably influences non-financial performance of Islamic bank brands in Jordan.

As a result, some research has discovered a statistically significant link between brand awareness and non-financial success of different commercial firms (Aktas, 2016; Novansa, 2017; Malik, 2013; Ambolau, 2015; Asif, 2015; Khrisnanda, 2021). In contrast, the studies previously mentioned had different viewpoints and were carried out in diverse locations and sectors. While Aktas (2016) examined young children in Turkey between the ages of 3 and 5, Novansa (2017) concentrated his research on SMEs in Indonesia. Malik's (2013) research, Perera's (2013) research, Ambolau's (2015) research, Khrisnanda (2021) research in Sri Lanka, and Khrisnanda's (2013) research on aqua customers all focused on Pakistani clothing and textiles.

Be that as it may, the above literatures are constraint in a variety of ways, like, the research surveys of (Lesmana, 2020; Alkhawaldeh, 2017; Aktas, 2016; Novansa, 2017) made use of a small sample size, rendering the findings unsuitable for generalization. As opposed to that, Malik (2013) used convenience sampling technique which only cater for the available subject of accessible population to the researcher and does not offer a comprehensive representation of the entire population therefore unfit for generalization. Moreover, (Ambolau, 2015; & Asif, 2015) used a cross-sectional survey design which does not reveal a long-standing behavior of a subject of the study. Finally, (Khrisnanda., 2021; Ambolau, 2015; Perera, 2013) Nevertheless concentrated on Oppo mobile

in Indonesia, aqua consumers in Indonesia, cosmetic in Sri Lanka, constraining their findings in one sector, hence inappropriate for generalization. Inevitably, effect of brand equity on non-financial performance of medium-sized restaurants enterprises in Kisumu, Kenya is scanty.

METHODOLOGY

Research Design: The current study adopted correlational research design together with descriptive research design. The link between two or more variables is investigated in a correlational study design (Orodho, 2012). According to Mugenda and Mugenda (1999), a correlational research design enables the researcher to look at the correlation between the study variables and apply inferential statistics. As a result, it offers quantitative support for the presence and significance of a relationship between two variables. It was significant for the current study because looked at how brand awareness, perceived brand quality, and brand association affect the non-financial performance of medium-sized restaurant enterprises in Kisumu, Kenya.

Study Population and sampling techniques: A population, according to Mugenda & Mugenda (1999), is the entire set of individuals, objects, or events that exhibit specific observable traits. Medium-sized restaurants have been picked for the current study because they have a define management structure as compared to the small-sized restaurants making it easier for data collection and analysis. This study employed saturated sampling techniques. In research, saturated sampling is a technique used to make sure that all pertinent data are included in the study. It is frequently employed when researcher think the amount of data they already have is complete or when they do not think more data collection would reveal any materially new insights. The main goal of saturated sampling is to accumulate enough data. When further knowledge about the research issue is no longer offered by new data, data saturation occurs. Researchers can now say that they have

thoroughly examined and comprehended the phenomenon under study Ellis (2015). For an interview, one of the owners or managers or the supervisors was chosen at random. Saturated sampling was used to choose a sample size of 52 respondents from a target population of 60 restaurants. The remaining 8 respondents which is equivalent to 13% of the total population from 8 restaurants was used for pilot study.

Regression Model: The direct effect of brand equity on medium-sized restaurants' nonfinancial performance was modeled using multiple regression analysis. The present study employed the regression model listed below to address its three specific objectives.

$$Y = \beta_0 + \beta_1 X_{1i} + \epsilon_i \dots \dots \dots \text{Equation 1}$$

Where:

X_1 = Independent Variable: Brand Awareness

Y_3 = Dependent Variable: Non-financial performance

β_0 = Constant or the y-axis's intersection with the regression line's intercept point

$\beta_i (i=1, 2, 3)$ = Are each X_i 's changes to Y 's regression coefficients or vice versa.

ϵ = Error term/residual factor not explained by the X variables analyzed.

i = Number of respondents under consideration

Source: *Draper (1998)*

RESULTS AND DISCUSSION

Regression model summary results from table 1 shows a moderate positive correlation between brand awareness and non-financial performance of restaurants ($R=.428$). It also shows that 42.8% of the variance in the non-financial performance of restaurants is explained by the brand awareness ($R^2=.428, p<.000$). While the remaining variation on non-financial performance of 57.2% was explained by other external factors outside the current model of the study. The different between $R^2=.428$ and adjusted $R^2=.417$ is $.011$ indicating that the model generalize quite well since adjusted R^2 is closer to R^2 . The shrinkage of less than 0.5 show that the validity of the model Field (2005).

Table 1: Regression model summary

| Model | R | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | Durbin-Watson | | |
|-------|-------------------|-------------------|----------------------------|-------------------|----------|--------|-----|---------------|---------------|-------|
| | | | | R Square Change | F Change | df1 | df2 | | Sig. F Change | |
| 1 | .654 ^a | .428 | .417 | .54217 | .428 | 37.405 | 1 | 50 | .000 | 1.748 |

a. Predictors: (Constant), Brand_Awareness

b. Dependent Variable: Restaurants_Performance

Source: Survey data 2024

Table 2 displays the results of the computed model using an ANOVA. $F(1,50) = 37.405, p < 0.000$, which was the outcome of the data test, the results confirms that the overall regression model is

significant or fits the study data well. The researcher can therefore draw the conclusion that the performance of medium-sized restaurants in Kisumu city is accounted Brand awareness.

Table 2: ANOVA result on brand awareness and Non-financial performance

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 10.995 | 1 | 10.995 | 37.405 | .000 ^b |
| | Residual | 14.697 | 50 | .294 | | |
| | Total | 25.692 | 51 | | | |

a. Dependent Variable: Restaurants_Performance

b. Predictors: (Constant), Brand Awareness

Source: Survey data 2024

The regression equation was in the form of $Y = \beta_0 + \beta_1 X_1 + \epsilon_i$, therefore by adding regression coefficients as shown in table 3 below it later culminates into:

$$Y = 1.812 + 0.535X_1 \dots \dots \dots \text{Equation 2}$$

$$R^2 = 0.428 (42.8\%)$$

Table 3: Estimated Regression Coefficients of brand awareness on restaurants performance

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|-------------------------|-----------|
| | | B | Std. Error | | | | Beta | Lower Bound | Upper Bound | Tolerance |
| 1 | (Constant) | 1.812 | .353 | | 5.129 | .000 | 1.102 | 2.522 | | |
| | Brand_Awareness | .535 | .088 | .654 | 6.116 | .000 | .359 | .711 | 1.000 | 1.000 |

a. Dependent Variable: Restaurants_Performance

Source: Survey data 2024

Table 3 above shows that awareness positively and significantly affects non-financial performance of medium-sized restaurants in Kisumu, City. Brand awareness ($\beta = .535, p = 0.000$). The β statistics is interpreted by ranking measures of these independent variables, whereby the higher the magnitude of the β values, the more influence the variables have on the non-financial performance.

The unstandardized β coefficient of brand awareness shows that units change in the level of brand awareness causes .535 standard deviation in non-financial performance and the change is significant as shown by the $p = .0000$. Collinearity statistics also conform with the recommended range where tolerance statistics were all well above 0.10 and the variance Inflation factor (VIF) values

were all below 10. Tolerance statistics and VIF values are all 1 these are within the range recommended by Pan and Jackson (2008), and Rogerson (2001). Therefore, the regression results indicated that there was a statistically significant positive relationship between brand awareness and non-financial performance of restaurant enterprises in Kisumu city, Kenya.

The objective of the study was to analysed effect of brand awareness on non-financial performance of medium restaurant enterprises in Kisumu city, Kenya. In this regard, from the estimated regression coefficients of study variables captured in table 3 brand awareness was found to have statistically significant and positive effect on non-financial performance of restaurants in Kisumu city ($\beta=.535$, $p=0.000$) thereby rejecting the null hypothesis $H_0: \beta_i=0$ which state that Brand awareness has no significant effect on non-financial performance of medium restaurant enterprises in Kisumu city. And failing to reject the $H_A: \beta_i \neq 0$ Brand awareness has significant effect on non-financial performance of medium-sized restaurant enterprises in Kisumu city, Kenya. This means that a unit change in brand awareness causes .535-unit change in non-financial performance and the change is statistically significant. This implies that brand awareness is a significant determinant of non-financial performance restaurants in Kisumu city.

The findings show that brand awareness has exerted significant positive influence on organizational performance has received some support from theoretical literature as well as past empirical studies. For instance, Sastika (2016) analyzed the overall impact of brand awareness on non-financial performance of online Shop in Bandung and found out that brand awareness has positive and significant relationship with nonfinancial performance. Similarly, Chi (2009) reports a study aimed at determining the relationship between Brand Awareness and non-financial performance of cell phones industry in Taiwan, the results of the study showed a positive and significant relationship between non-financial

performance and brand awareness. Elsewhere, Pratama (2017) completed a study that sought to determine how brand awareness affect non-financial performance of Samsung smartphone in Indonesia and reported a similar result as that of (Sastika, 2016 & Chi, 2009). Likewise, Alkhawaldeh (2017) studied the relationship between brand awareness and non-financial performance of Islamic bank brands in Jordan and found out that brand awareness significantly and positively affects non-financial performance of Islamic bank brands in Jordan. Correspondingly, (Aktas, 2016; Novansa, 2017; Malik, 2013; Ambolau, 2015; Asif, 2015; Khrisnanda, 2021) reported a statistical and significant positive relationship between brand awareness and non-financial performance of different business entities. On the contrary, Lesmana (2020) conducted a study that sought to investigate the effect of brand Awareness on nonfinancial performance of Xiaomi Smartphone in South Tangerang Indonesia and found out a strong negative correlation.

Be that as it may, the above literatures are constraint in a number of ways for instance, the research surveys of (Lesmana, 2020; Alkhawaldeh, 2017; Aktas, 2016; Novansa, 2017) used small sample size making its results unfit for generalization. On the other hand, Malik (2013) used convenience sampling technique which only cater for the available subject of accessible population to the researcher and does not offer a comprehensive representation of the entire population therefore unfit for generalization. Moreover, (Ambolau, 2015; & Asif, 2015) used a cross-sectional survey design which does not reveal a long-standing behavior of a subject of the study. Finally, (Khrisnanda., 2021; Ambolau, 2015; Perera, 2013) Nevertheless concentrated on Oppo mobile in Indonesia, aqua consumers in Indonesia, cosmetic in Sri Lanka, constraining their findings in one sector, hence inappropriate for generalization. Inevitably, effect of brand equity on non-financial performance of medium restaurants enterprises in Kisumu, Kenya is scanty.

The current study however was a great milestone in terms of hypothesizing, empirically testing and establishing the link between brand awareness as a facet of brand equity and non-financial performance of restaurants in Kisumu city, that hitherto remained unexplored especially in the context of SMEs in Kisumu city.

CONCLUSIONS AND RECOMMENDATION

The study finding further revealed that brand awareness exerts the great significant positive effect on performance of medium restaurant enterprises in Kisumu city, Therefore, it is a critical determinant of performance among the restaurants' performance.

Based on the foregoing findings and conclusions the study therefore recommends the following.

Since a significant positive relationship exists between brand awareness and performance, the management or owners of restaurants should lay more emphasis on the implementation of brand awareness strategies to a greater extent as it was found to positively affect non-financial performance of restaurants. So that customers can continuously attach their personal values with restaurants products, Customers to considers a given restaurants products among competing brand, to make customers more familiar and likes the products and lastly to commit customers to the products. Currently, brand awareness programs are being implemented only in a moderate extent.

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