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Influence of Parent Brand Quality on Sales Performance in Manufacturing Companies in Nakuru Kenya

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Abstract: The study sought to determine the effects of parent brand quality 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

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 [1].

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 [2].

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 [3].

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 [4].

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 [5].

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 [6].

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 [7]. 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 [8].

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 [9]

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 [10].

1.1. 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 [11].

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 [8].

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 [12].

1.2. 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 [13]. 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 [13].

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; VO5 Toni and Guy TRE Semmé. 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 [14].

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 [10].

1.3. 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 [15]. 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 [16].

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 [11].

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 [15].

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 [17].

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 [18]. A firm may launch their own product for the sustaining of their stand, a strategy that although attractive, its disadvantages outweigh its benefits [19]. Moreover, [20] 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 [19]. 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 [20] who carried out a study on the influence of brand extension strategies on product brand image of pharmaceutical companies, [21] conducted a study on the usage of social marketing strategies in changing public behavior, a case for rural enterprise and agribusiness promotion project, [22] did a study on brand marketing strategies applied by the major motorcycle marketing firms in Kenya while [23] 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 quality on sales performance in manufacturing companies in Nakuru Kenya.

IV. HYPOTHESIS OF THE STUDY

H_{01}: Parent brand quality has no statistically significant effect on sales performance in manufacturing companies in Nakuru Kenya.

V. THEORETICAL FRAMEWORK

5.1. Categorization theory

According to categorization theory, individuals generally use schemas to assist in the organization of information about entities [24]. In psychology, a schema means a cognitive structure that represents knowledge about a concept or an object [25]. Many brand researchers have adopted categorization theory to investigate the process by which consumers evaluate brand extensions [26; 27 & 28]. For example, [26] 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 [25]. [28] also supported the idea of consumer brand trust based on categorization theory. Drawing primarily on categorization theory, [28] 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 [29; 26; 30], 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 [26]. 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 [26].

VI. CONCEPTUAL FRAMEWORK

VII. EMPIRICAL REVIEW

7.1 Parent Brand Quality

A brand quality is a component of the brand equity assets that determines the factor of the brand image. Perceived product quality affects directly consumer buying decisions; i.e. when a customer is capacitated or motivated to a detailed purchase analysis. It can also sustain a standard price, leading to brand's profitability increase and brand equity in general. Perceived quality is what the customers think or make out of the superiority of a product over its intended purpose as compared to other alternatives [5].

Brand quality is the consumer's subjective evaluation of the product. In a brand extension, brand quality is highly essential as it provides value to consumers and also provides an opportunity and reason for the consumers to engage in purchase behavior. Brand quality offers a firm competitive advantage by differentiating the brand from competing brands. Based on the consumers' direct experience with the brand, quality judgments are made. These quality judgments obtained from direct experience tend to be strong and are easily accessed from memory. Such formation of quality judgments derived from brand and image of the product tend to enhance consumers' positive evaluations about newly launched brands [31].

Perceptions of quality on parent brand is affected negatively when the extension was in a product category that is similar with the parent brand and not affected when it was not in similar category of the product parent brand. i.e. in the case that the extension is resembling the parent brand, its impact on the parent brand would be more than in comparison with extension that is not in the same category or that is far from the parent brand [32]. Perceived quality directly influences buying decisions; especially when a customer is motivated or capacitated to make a detailed analysis of the purchase. It may also sustain a premium price, increasing the brand's profitability and its brand equity [33].

The quality of the brand extension has a direct positive effect on the corporate image after the extension. An individual interactions with an organization may affect their quality perception which in turn modify the corporate image. For customers the quality of the brand/product is an important aspect when forming a perception about the brand. Customers who have strong attitudes about the quality of a brand tend to transfer these positive attitudes to the brand extension [34]. In other words, consumers' acceptance of the extension increases if the parent brand is perceived to be of high quality and therefore, perceived quality of the brand highly impacts the image of the extension. Hence, the perceived quality of the brand will positively affect the product brand image following extension.

Perceived quality is classified into two groups of factors. They are extrinsic attributes and intrinsic attributes. The extrinsic attributes are those related to the product, not the physical aspect (for example, brand name, stamp of quality, store, price, packaging and product information [35] whiles on the other hand, the intrinsic attributes are related to the physical aspects of the product (for example, flavor, color, appearance, form). It is very difficult in generalizing attributes since they are specific to product or service categories [36]. Acceptability of the extended brand is therefore easier since the consumers are acquainted with the current brand. It may also minimize the risks associated with failure or slow acceptance of new products by buyers in the market since consumers can associate the quality of the product with the already established good will for the original brand [37].

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Perceived brand quality defines customer's perception and the product's quality or superiority. The perceived brand quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest in the brand. Perceived quality will enable a strong brand to extend further and will get a greater success possibility than a weak brand. Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets [4].

Perceived quality plays an important role in the success of a brand. Once the company has created brand awareness to consumers who purchase a product and that one continuous purchase of a product the customer perception of quality should be positive. A new product can be a good idea but if the product does not meet expectations then it is harmful for product image. When consumers have received high overall quality of the brand extension will be evaluated more positively. Perceived quality of the parent brand transferred to new products [38]. The perceived quality is the key factor for the success of brand extensions [39].

7.2 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 [40].

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 [41].

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. When all other methods of growing the initial product have been examined, brand extension would then be of benefit [42]. According to [43], 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 [5].

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 [44]. 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 [42], 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.

As business grow more optimistic about opportunities for growth, the pressure is on for sales organizations to meet ever-higher revenue targets. For these reasons, optimizing sales performance in economy calls for a more rigorous and date driven approach to foundational sales processes, including strategic planning, territory allocation, resource planning and compensation programming. The key to sales success is creating value the buyer is not currently considering in their decision making [45].

Sales performance can be evaluated using a sales volume analysis, marketing cost analysis and profitability analysis whereby a sales volume investigation is conducted by a careful study of an organization's records of its profits and loss statement on the product lines, territories and key accounts of the customers. Marketing cost investigation is the survey of marketing expenses to determine the effectiveness of various marketing segments while the profitability analysis is the summation of the sales volume analysis and marketing cost analysis [46].

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 [47] 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 [48], 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

9.1 Response Rate

The researcher distributed 33 questionnaires to be filled by the respondents. 29 of the questionnaires were properly filled and returned. This represented a response rate of 87.88% which was characterized as very good [49].

9.2 Descriptive Statistics

9.2.1 Parent Brand Quality

Regarding the perceptions of respondents in line with Parent brand quality, the findings from the analysis were as depicted in Table 1.

TABLE 1: Descriptive Statistics on Parent Brand Quality

	SA (%)	A (%)	N (%)	D (%)	SD (%)	Mean	Std. Dev
I would recommended our product to a friend	79.3	20.7	0	0	0	4.79	.412
The products looks and feel like quality products	51.7	44.8	0	3.4	0	4.45	.686
The newly introduced brands are of quality like the parent brand	34.5	48.3	6.9	10.3	0	4.07	.923
The quality of our product influences the buying decision of our consumers	17.2	65.5	10.3	6.9	0	3.93	.753
The quality of our products offers our firm a competitive advantage through brands differentiations	58.6	41.4	0	0	0	4.59	.501
Quality of our products builds a positive corporate image of our firm to our customers	51.7	44.8	3.4	0	0	4.48	.574
The parent brand quality in our firm is the main reason of our consumers to purchase our products	31.0	55.2	10.3	3.4	0	4.14	.743
Valid N (listwise)	29						

From the findings, respondents agreed that they would recommend their products to a friend. 79.3% of the respondents strongly agreed while 20.7% of them agreed registering a mean of 4.79 and a standard deviation of 0.412. Majority of them were in agreement that the products looks and feel like quality products. 51.7% and 44.8% of the respondents strongly agreed and agreed respectively with a mean of 4.45 and a standard deviation of 0.686. Further, 48.3% of the respondents agreed while 34.5% of them strongly agreed that the newly introduced brands are of quality like the parent brand registering a mean of 4.07 and a standard deviation of 0.923. Respondents agreed that the quality of their product influences the buying decision of their consumers. 65.5% of the respondents agreed while 17.2% of them strongly agreed. This statement recorded a mean of 3.93 and a standard deviation of 0.753. In addition majority of the respondents agreed that the quality of their products offers their firm a competitive advantage through brands differentiations. Having a means of 4.59 and a standard deviation of 0.501, 58.6% and 41.4% of the respondents strongly and/or agreed. Having a mean of 4.48 and a standard deviation of 0.574, 51.7% of the respondents strongly agreed while 44.8% of them agreed that quality of their products builds a positive corporate image of their firm to their customers. Finally, majority of them agreed that the parent brand quality in their firm is the main reason of their consumers to purchase our products. 55.2% of the respondents agreed while 31.0% of them strongly agreed registering a mean of 4.14 and a standard deviation of 0.743.

9.2.2 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.

9.3 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 Quality and Sales Performance

		Brand Consumer Experience
Sales Performance	Pearson Correlation	.459**
	Sig. (2-tailed)	.012
	N	29

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

Findings indicated that brand quality has an average but positive significant relationship (r=.459, p=.012) with the sales performance. The p-value for the relationship was at p<.05 level of significance. Therefore, the study concluded that brand quality has a statistically significant relationship with the sales performance of manufacturing companies in Nakuru. The above findings were in agreement with findings of [38] who supposed that perceived quality plays an important role in the success of a brand. Once the company has created brand awareness to consumers who purchase a product and that one continuous purchase of a product the customer perception of quality should be positive. A new product can be a good idea but if the product does not meet expectations then it is harmful for product image. When consumers have received high overall quality of the brand extension will be evaluated more positively.

9.4 Hypothesis Testing

The hypothesis for the study $\mathbf{H_{01}}$ observed that brand quality 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 on Brand Quaity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459[a]	.211	.182	.29449

a. Predictors: (Constant), Brand Quality

From the model summary, an R-squared value of .211 was established showing that brand quality could only account for only 21.1% of the total variance in sales performance in manufacturing companies in Nakuru, Kenya was also rejected. This shows that a variation in brand quality would impact on sales performance in manufacturing companies. The coefficients gave the following results.

TABLE 5: ANOVA[b] on Brand Quality

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.627	1	.627	7.226	.012[a]
	Residual	2.342	27	.087		
	Total	2.968	28			

a. Predictors: (Constant), Brand Quality

b. Dependent Variable: Sales Performance

From the analysis, an F-statistic value of 7.226 was established with a p-value of .012. As such, the value was significant at p<.05. Therefore the study observed that brand quality has a significant influence on sales performance in Nakuru, Kenya. Therefore the null hypothesis $\mathbf{H_{02}}$ that, brand quality has no significant influence on sales performance of manufacturing companies in Nakuru, Kenya was also rejected.

X. CONCLUSION OF THE STUDY

The study concluded that parent brand quality has a significant influence on sales performance of manufacturing firms in Nakuru town Kenya. The research noted that the firm's clients derive positive corporate image based on the brand image hence enhancing the sales performance. As such, parent brand quality plays a significant role in as far as sales performance in manufacturing firms is concerned. The study recommended that the companies production team should ensure they maintain the quality standards of their products to ensure that the reputation of their brand qualities among the clients is not altered. This will ensure sustained sales performance across all the companies brand products.

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