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FACULTY OF COMMERCE

AN ASSESMENT OF BRAND AWARENESS STRATEGIES USED BY PEACE SECURITY COMPANY TO ENHANCE BRAND VISIBILITY

BY

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DEDICATION

This dissertation is dedicated to my parents. I appreciate the support and sacrifices you made as I was pursuing the studies.

ACKNOWLEDGEMENTS

Now all Above all, utmost appreciation to the Almighty for the divine intervention in this academic endeavor, sincere gratitude is hereby extended to the following that never ceased in helping until this study was structured. To begin with my supervisor Mrs Kandufa, for the unwavering step by step guidance, support and patience, it was really nice having you through the study. I'm grateful for your constancy and dedication. I also extend my sincere gratitude to participants for sharing their precious time and positive insights that helped complete this study. My gratitude also goes to all my fellow Business Management colleagues and friends in particular Russel Chitongo, Nyasha Nyamutsaka, Karen Manyasha and Mthokozisi Moyo for not letting me down. They were always there as my source of motivation and inspiration. Thanks for being such good friends. Last but not least, I would like to thank my family for their constant support and love.

ABSTRACT

This research sought to assess the effectiveness of brand awareness strategies that were implemented by Peace Security to enhance brand visibility. The study was motivated by intense competition in the security industry, stagnant market share growth and dominance of a few brands in an industry with over a 1500 registered security companies. Peace security has been in the security industry for more than a decade but remained little known compared to late entrants despite various brand awareness strategies in place. The major aims therefore were to ascertain the reasons for enhancing brand visibility at Peace security, the challenges faced in enhancing their brand visibility and determine other reasons besides brand awareness that influence choice of a security brand. The models that underpinned the study included the brand awareness dimension model showing different levels of brand visibility, brand identity prism for creating brand image, touchpoint model, spiral model and brand community theory which shows how customers develop awareness of a brand, understand it, associate with a brand and develop brand loyalty. A descriptive research approach was adopted in which questionnaires and interviews were used to collect both qualitative and quantifiable data. A target population of 96 was used which comprised of Peace security management, employees and clients in which a sample of 35% was used to ensure timely conclusion of the study and easier handling of information. The findings were presented using tables and analysed using descriptive statistics and content analysis. The findings revealed that the major reasons for enhancing brand visibility at Peace security were to increase market share, influence brand choice and increase marketing communication. They were facing several challenges, the major ones being costs, competition, absence of a branding department and brand loyalty. The major factors found to influence brand choice in the security industry included; price, service quality, legal compliance and track record or experience. The researcher concluded that the brand awareness strategies were not effective given challenges associated with the implementation and that some of their clients complemented the company services with those of its competitors. The researcher recommended that Peace Security Company should continue to enhance brand visibility, invest in their brand by establishing and operationalizing a branding department and strive to provide comprehensive security services through innovation and new security products development.

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ACRONYMS AND ABBREVIATIONS

AMA-	American Marketing Association
C.I.T-	Cash In Transit
CRM-	Cause Related Marketing
E-WOM-	Electronic Word of Mouth

DEFINITION OF TERMS

Brand: identity that is used to identify, distinguish or differentiate a product or service from others, that encompasses a name, sign, typography, design, specific colors or a combination of these.

Brand Awareness: is the extent to which a brand is recognized by potential customers and correctly associated with a particular product or service.

Brand identity: the associations and values that enable to explain and identify a brand.

Brand image: what a name or brand is perceived to represent or communicate or as what it reflect in the consumer's mind that can be positive or negative.

Brand loyalty: the emotional attachment and long term commitment to a certain brand leading or resulting in an inclination to make repetitive purchase of a certain brand.

Brand visibility: familiarity or prominence and ability of a brand to be outstanding from its environment, which is extent to which a brand can differentiated or recognized by customers. Therefore brand visibility and brand awareness were used interchangeably in this study.

Security guard: is a uniformed person in an undertaking to protect property, assets and people.

Chapter 1

GENERAL INTRODUCTION

1.0 Introduction

The security service industry's product (offering) package is homogenous and quite standardized. This signifies intensified competition towards survival, profiteering and success. The players differentiate their services and try to establish powerful brands that can be recognized, accepted and remembered by customers. Establishing the brands is a process and there are many areas which the organization need to pay attention to, when having a brand. Of paramount importance is the brand's visibility. This enables customers among other things to be aware of the brand for them to buy it, be able to recall, recommend the brand to others and outshining competitive forces. Without visibility consumers will find it impossible to buy into a brand simply because they are not aware of its existence. Therefore companies make outrageous financial resources investments to support various strategies which seek to expose their brands to eyes and minds of targeted audience (customers). For those who prosper the dividends are boundless and the incentives are invaluable. Hence every organization strives to make the best to get their brand visible in the industries in which they operate. Brand visibility in the Zimbabwean security services sector has remained low thereby motivating this dissertation on assessment of brand awareness strategies being used to enhance brand visibility a case study of Peace Security Company.

This chapter set the foundation of this research stating background of the study which includes a brief history of the company, background of the problem and statement of the problem. Also encompassed are the research objectives, research questions, significance of the study, limitations and delimitations as well as assumptions to the study.

1.1 Background of the study.

Peace Security is a private security company incorporated under the Zimbabwean Private Investigators and Security guards Control Act, chapter 27.10. The company was incorporated in 2001 and began operations in 2002 as Comburry Investments now trading as Peace Security

Company. The company is a member of the Security Association of Zimbabwe (S.A.Z) and several professional bodies. The company has grown over the years to the present position where it has over 2500 guards and over 20 branches across the country. Peace security is an I.S.O 9001:2008 certified entity. The product portfolio for the organization includes both the traditional and electronic security services that are: general security services, installations/maintenance of electronic security systems, specialist services and reaction services for residential, industrial or business and individual customers as well catering for different economic sectors.

The Zimbabwean private security sector has numerous players. A visit to the ministry of Home Affairs, the licensing authority reviewed that up to April 2016, 1500 security licenses have been issued to operators. The multiplicity of players also means increased rivalry amongst the players in the industry and heightened need to differentiate as well as communicating the distinguishing edge. In such an industry failure to get the brand name to the target audience will obviously defeat the purpose of attracting customers and very survival. Due to low brand visibility in this sector only a few players have been known with early birds into the industry such as Fawcett and Safeguard security companies being more visible.

With experience of close to two decades the brand Peace Security has not managed to command its rightful position in terms of visibility. This is so, as the brand is little known compared to other players of almost similar size like Securico, Volsec, GuardAlert and others that came into the industry after it had already established like VS Security Company. This can also be proved by the following the brand commands on Facebook in terms of likes which is illustrated as follows; Peace Security 66 likes, Home Security 371 likes, TopGuard 262 likes, VS Security 104 likes, National Eye Security 277 likes, Hightide security 157 likes, Securico Security 656 likes, Fawcett Security 7043 likes, Intersec Security 436 likes, RealStar Security 64 likes, among other security companies on Facebook.

Despite low visibility prevailing, various brand awareness strategies have been in place to enhance the brand's visibility. Amongst them is the outdoor advertising which includes quarterly flyer distribution programs, vehicle branding (moving billboards) and premise branding through warning signs. These continuously remind customers of the brand, maximize brand exposure thereby appealing to new customers or potential customers. However, these have not been visible

in high traffic zones (areas which have high pedestrian flows like in CBD) like what GuardAlert, Safeguard and Volsec Security companies do in these regions and along major avenues. The same applies to the company's branded fleet which is not frequently seen or exposed in high traffic zones as compared to what its rivals VS security, Securico and GuardAlert security company do. The competitors' fleets have tended to be very prominent in and around CBD.

Peace security also adopted online presence, since it has become a reliable, convenient and powerful tool in business community according to Barry (2010). The organization has achieved this through website development; establishing social media handles (Facebook) and use of emails. Online presence maximizes exposure of a brand as it is always available online. However, the brand Peace Security has a poor Google search ranking. The brand only comes first or on top if you command search it specifically but on other security related searches it is poorly ranked. This is unlike how its rivals use online presence in which if you just command a simple Google search like, "Best or top security companies in Zimbabwe". Such brands like Volsec, TopGuard, Securico and Catiss security companies will have their sites presented on search results.

Peace security also engages in social responsibility through clean up campaigns, donations and sponsorships. This enhances the brand position in the industry as news is generated about how caring the company is thus building positive publicity and the brand becomes better known. However, despite such news worth activities the brand has not been featuring in the local media with its success stories, press releases or statements, interviews as well as regular adverts. The active participation in media through aforementioned ways stimulates the word of mouth advertising and general awareness as the brand is brought on spotlight.

Peace Security Company has also been participating in the industry awards, exhibiting and attending major shows. Some of the shows are the Z.I.T.F, MineEntra, Harare Agricultural Show, business forums and conferences. Such opportunities enhance brand exposure through banner displays and networking with the target audience as these events pull crowds. Interm of awards the brand has been leading having scooped the Service of the year for security industry in 2015 from NAQA, Megafest business award for 2014 and 2015, Investor of the year 2014 and 2015 from ZIA among others. Such awards enable and enhance visibility of the brand as they serve as part of industry recognition by various stakeholders. However despite having such

awards the brand has failed to win the most prestigious award which has been consistently scooped by Securico and Safeguard since 2014, the security Superbrand. The award is accorded by the Marketers Association of Zimbabwe which is greatly honored and has a big audience.

More so, the organization has adopted service standardization through I.S.O 9001:2008 certification. The accreditation is internationally recognized as a standard for quality management systems. Such a standard offers a differential edge against rivals as only a handful players are accredited to this quality standard. However despite having such an accreditation the client base of the company has been gradually shrinking as some of the customers have been terminating engagement and the company has not been able to get new clients.

The company also uses direct marketing and networking. The business development officers prospect to reach out the target market and engage in direct selling. They engage the target audience with tangible materials (company profiles and branded materials like brochures and other novelties) which aid recalling of the brand. However, given the stiffness of competition in industry the marketers are hired on results based contracts in which failure to bring business result in contract terminations. Therefore turnover in the marketing department has been high and the marketers have focused much on business development disregarding the brand management. The high turnover has also been associated with poor management of the brand through various phases of its lifecycle as people vary in their perspectives translating to stifled growth and poor visibility.

Despite all these strategies and interventions the brand has not been able to establish a leading and very visible security name. This has therefore motivated the researcher to assess these brand awareness strategies being used by Peace Security Company.

1.2 Statement of the problem

Businesses strive to become a mainstay in their industry thereby struggle to establish bold and visible brands which can withstand the times. They then capitalize on them in order to expose their brands from obscurity so as to become customers' first choice, easily recognized and recalled. In so doing Peace security has been employing several brand awareness strategies (such as; online presence, outdoor advertising, direct marketing, exhibitions, service standardisation

and social responsibility) and deploying resources in order to leverage its corporate brand to a visible level in the security industry. Despite such commitments, the brand has remained little known as shown by even number of likes on social media and no increase in clients. Therefore, an assessment of the effectiveness of brand awareness strategies being used to enhance brand visibility at Peace Security was imperative.

1.3 Research Objectives

- To ascertain the reasons for enhancing brand visibility at Peace security.
- To determine the challenges faced by Peace Security in enhancing brand visibility.
- To determine the factors besides brand awareness that affects the choice of a brand.

1.4 Research questions

- What are the reasons for enhancing brand visibility?
- What are the challenges faced by Peace security to enhance brand visibility?
- What other factors besides brand awareness that affect the choice of a brand?

1.5 Significance of the study

The research has benefited the organization, the researcher and contributes to the existing body of knowledge.

1.5.1 To the current body of knowledge

Several researches have been carried out in the branding field however; many opportunities still exist according to Keller and Lehman (2005). The concept of brand visibility remains a new area to be covered in the brand management arena. Bormark et.al (2005) highlighted need for more research work on this concept by putting forward that not much research has been done on brand awareness. Therefore, this paper will contribute some new insights to the current body of knowledge through uniquely identifying, bringing together pieces of research and explaining the various concepts that have been established by other scholars. The main aim of this paper being to localise the concept of brand visibility and bring out local perspectives of the issue since it is based on a local case study, which are not there in the current body of knowledge.

1.5.2 To the researcher

The researcher will gain further understanding of brand management and brand visibility concept. The research will also serve as an opportunity for the researcher to develop research skills. Those skills incorporate enhanced interpersonal communication skills from interactions during the course of the research.

1.5.3 To the company

The research highlighted the importance of brand visibility to the company's performance and competitiveness. The research results will avail information to company about brand management. The findings and recommendations of this study will enlighten Peace security on the most effective strategies and on how they can modify other current strategies in order to increase brand visibility in order to enjoy associated benefits.

1.6 Assumptions

- Effective brand awareness strategies lead to popularity and visibility of a brand.
- Brand awareness influence choice of a brand.
- The information from sources was correct and can be generalised to other service providers in the similar sector.
- Respondents gave true and accurate information to the best of their knowledge.

1.7 Delimitations

The research is limited to Peace Security Company Harare branch which is the company's head office. That's also where marketing and administrative functions are centralized despite having operations all over the country. All the necessary and relevant information about Peace Security will be sourced from Harare for the very same reasons above.

The research used the company information from 2010 to 2016. Lastly, the research focused on brand management with specific emphasis on brand awareness and visibility.

1.8 Limitations of the study

- The aspect of confidentiality. Companies in the sector regard their documents and records highly confidential. Access to information is more likely to be limited due to intensity of competition in the sector. So the researcher will overcome this by highlighting benefits of the findings to the organisation, declaring interests on the confidentiality and gathered information will be used only for academic purposes.
- The researcher has to carry out the research in a limited time frame to ensure that the findings are up to date. Hence some issues which were outside the timeframe were not be addressed.
- Inaccessibility of some secondary data as it may be written in other languages not English. The researcher will therefore try in as much as he can to use and exhaust available data.

1.9 Chapter Summary

This chapter outlined the framework and guidelines for this research paper. The section introduced the case study company, the problem to be investigated, research objectives and research questions which the paper seeks to address. Among the objectives is the need to establish other factors besides brand awareness that affect choice of a brand and ascertaining the reasons for enhancing brand visibility. Various brand awareness strategies that have been put in place to enhance the brand visibility have been outlined. The researcher contends that if the brand awareness strategies were effective the brand should have been very visible. The low visibility therefore necessitated the need to assess these brand awareness strategies used by Peace Security Company.

Chapter 2

Literature Review

2.0 Introduction

This chapter reviewed the theoretical and empirical works that have been previously covered in the brand management field particularly on the brand awareness concept. Publications and findings by other authors in the area were covered to enable the author to avoid reinventing the wheel by duplicating what has been already done at the same time addressing objectives and questions of the current study. The chapter will cover the brand, brand awareness its dimensions and theories among other aspects.

2.1 Brand

What is a brand?

Several scholars have defined the term in different ways and some of the definitions are as follows: a more up to date definition by Pallister and Law (2009) defined brand as, a trade name used to identify a specific product, manufacturer or distributor.

The American Marketers Association (AMA) defines brand as encompassing the name, term, symbol, design or a combination of them, which serves to distinguish market offering (product or service) of one seller from those of competition. Kotler and Keller (2006) also defined brand as such.

Chaudhary (2014) put forward that a brand should embrace the identity of a company it represent. He added that identity encompass the name, logo, tangibles or visuals like images, signs, typography or specific colours that seek to convey or represent, identify and differentiate a product or service from others. For the purpose of this research the brand is defined using Chaudhary (2014) definition which tends to be comprehensive by encompassing all aspects that gives an identity of a company.

2.1.1 Branding principles

These are prerequisites in coming up with an effective brand. Kotler and Pfoertsch (2006) outlined consistency, clarity, continuity, visibility and authenticity as the branding principles. The five principles are explained below;

2.1.1.1 Consistency

This is the most important principle in the corporate branding. It affects contact points between the organisation and her stakeholders encompassing corporate colours, symbols, or slogans. Consistency also depend on stakeholders engagement or communication according to Bron et.al (2006). These should blend well with the company values and market position at the same time being the same every time. For consistency to prevail mechanisms like brand manuals should be adopted if the organisation is to achieve the same.

2.1.1.2 Clarity

This tangibilize the brand make it easy to comprehend. The brand should define what it stands for to its target audience by influencing relevance and positioning of the brand in the market. It should appear in the vision, mission, core values and core competencies of the organization. Therefore, clarity brings about brand knowledge having encompassed the above as noted by Laiho and Inha (2012) in their study.

2.1.1.3 Continuity

Brands should be created with a long run mentality to assure continuity according to Kotler and Pfoertsch (2006). This will allow stakeholders to build trust in the brand at the same time developing brand equity.

2.1.1.4 Visibility

Brand visibility is all about increasing brand exposure. Brand exposure is targeted at raising awareness as it is a process to expose the brand to its target audience as noted by Gole (2009). The prominence of a brand enables consumers to affirm confidence in the brand whilst

leveraging the customer perception of product advantages beyond the objective tangible and visible advantages.

2.1.1.5 Authenticity

It has to do with credibility and trustworthiness of a brand. Consumers will follow a brand that is authentic which can be relied on according to Kotler and Pfoerstch (2006). Therefore perception and loyalty are built as well on this basis.

2.1.2 The Importance of Brands

Keller and Armstrong (2004) agreed that a brand does not serve identifying function alone. They added that brands stands for consumer sensitivity as well as emotions to the product. A lot has been covered by different scholars on the importance of brands. Kotler and Keller (2006) in their brand definition it can be noted that a brand serves the differentiation function. This is enhanced by the different features and components that make up a brand such as the logo, name, colours, symbols and associations. These separate a brand from others in the same category.

Kotler and Pfoertsch (2006) are of the view that a brand is there to create an image. This is so through the awareness, associations, colours and images of a brand that enables customers to create an image and affection or relationship with a brand. Such relationships enabled by brands are sustainable and profitable over those unbranded products as put by De Chernatony, L. et.al (2010). The relationship is profitable in the sense that a brand allows a product or service to command a premium. This is that extra value that customers are willing to pay as a result of superior perceived quality that a branded product have over an unbranded one in the same category, appearance and dependability according to Kotler and Armstrong (2010).

Brands establish a sustainable relationship through brand loyalty. The relationship becomes a stable and a long-term one as loyal customers tend to choose the same product again and again and make referrals as well as recommendations to others to try certain brands they use according to Hakala et.al (2010). This loyalty will also culminate into increased sales as noted by Kotler and Pfoertsch (2006). There is also an emotional attachment to the brand as a result of loyalty thus giving the brand a competitive advantage against rivals in the same category who might have weaker brands or unbranded products.

Kotler and Armstrong (2004) contends that a brand facilitates securing of future business. This is through brand extension and the fact that branded products wield more influence on distribution channels. Intermediaries are more than willing to handle branded products as they are easily identifiable making them less expensive as no extra promotion investment will be required as by Kotler and Pfoertsch (2006).

2.2 Brand awareness or visibility concept

Brand awareness is a term which has been defined by several researchers since 1960s. As the rule of research, definitions will shift or differ in some way with time, therefore the following are other definitions proposed by different scholars in the field of branding.

According to Oxford Dictionary of English awareness means having knowledge or perception of a situation or fact. Hence awareness as a relative concept comprises perception and cognitive reactions to a condition or event. Awareness within brand management refers to the perception of a brand in the mind of stakeholders.

Homburg et.al (2010) defined brand awareness as the ability of decision makers in an organisational buying unit to recognize and recall a brand. Husein (2012) and Malik et.al (2013) defined the brand awareness concept as the probability that consumers recognize the existence and availability of a company's product or service. According Irshad and Waseem (2012) brand awareness is customer's ability to recall or remember brands information.

2.2.1 Evolution of Brand awareness

Assael and Day (1968) evolved the concept of brand awareness as based on unaided recall. Further on, Keiser (1975) proposed evaluation of brand visibility through managerial experience and judgement when assessing costs related to securing brand awareness. Some years later Rossiter (1987) related brand awareness to consumers' ability to identify or distinguish or recognize a brand under different conditions.

Hoyer and Brown (1990) added that brand awareness is about consumer level of brand knowledge. The brand knowledge would be ranging from simple recognition of the brand name to an ability to comprehend detailed information about a brand.

New definitions continue to come out with Rossiter and Percy (1991) claiming that brand awareness is the essential first step when creating a brand. They brought another perspective into the brand awareness as they put forward that brand awareness is not always about the name but include other distinctive features such as colour and shape of the packaging among others.

Aaker (1991) wrote brand awareness as, the ability of a potential buyer to recognize or remember a brand by its certain product category. Laurent et al (1995) described brand awareness as a marketing concept used for measuring consumer knowledge about the existence of a brand. It also reveals the familiarity index of the brand. Kapferer (2004) put forward that brand awareness is about managing perceptions, exposure, attention and memory. Keller (2008) points out that brand awareness relates to whether or not consumers recall or recognise a brand or simply whether or not consumers know something about specific brand. Keller findings are inline with Kapferer (2004) who had found brand awareness as measure to know how many people know what the brand stands for and its promise.

2.2.2 Dimensions/ levels of brand awareness

Kucuk’s (2010) definition of brand awareness put forward two dimensions which are brand recall and recognition. However, Aperia and Back (2004) are of a different view with Kucuk (2010) on the dimensions or levels of brand awareness.

Apéria and Back (2004) are of the view that there are four levels of brand awareness; ‘top of mind’, ‘brand recall’, ‘brand recognition’, and ‘unawareness of brand’. Kapferer (2004) also proposes that there are three levels of awareness; ‘top of mind’, ‘unaided’, and ‘aided’. For the purposes of this study four levels of brand awareness will be used as the dimensions which start from brand unaware level, recognition, recall and top of mind level. A model by Svensson et.al (2005) and Aaker (1991) of the dimensions which is as follows is used.

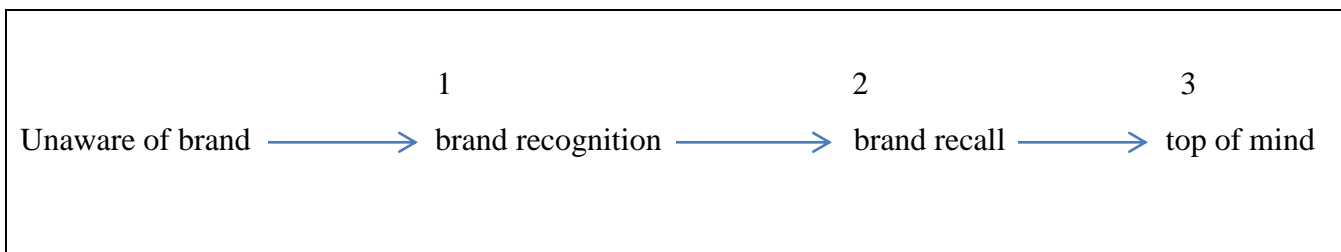


Figure 2.1 Title: Dimensions or levels of brand awareness, Source: Svensson et.al (2005 p.33)

2.2.2.1 Unawareness of brand:

Apéria, (2004) defined this level as the worst and troublesome as the consumers are not aware of the brand's existence. This implies that consumers are very unlikely to purchase the brand putting survival of such a brand at stake. Therefore, the company should find ways to enhance awareness and visibility of the brand.

2.2.2.3 Brand recognition:

Ali, Hamid and Kiyani (2012) contends that brand recognition is the amount to which consumer can acknowledge previous exposure to the brand or communication when given the brand as cue. Being given a cue implies aided brand recall as consumer only recognizes the brand, its product category, as a result of inducement by some external factors Apéria, (2004). This level is major in buying procedure and can be influenced by strategic display of products.

2.2.2.4 Brand recall:

The brand is spontaneously named in the product category, but it is not the first brand that is mentioned, according to Apéria, (2004). According to Beek and Drezeens (2010) brand recall relates to consumer ability to memorise or remember a brand when given a product category. This level is termed unaided brand recall since consumers are not given any examples of specific brands. The brand recall level is of importance in purchase decisions which are made prior to a visit which mostly associated with low involvement purchase decision especially those purchased regularly. Such decisions are perceived to be of low risk and consumers want to serve shopping time according to Kapferer, (2004). Nevertheless, Kapferer (2004) further added that in some markets some brands cannot gain unaided awareness (brand recall) among the consumers.

2.2.2.5 Top of mind brand awareness:

Researchers had a consensus on the definition of this level as follows: Brand which comes first into the mind of the consumer within a specific product category (Apéria, 2004). This level was also defined as the first brand that consumers think of within a given product class as by Kucuk (2010). For top of mind awareness to take place a certain brand should be recalled first from a particular product category. Hakala et al (2012) recommends the level as an indicator of how

preference towards a certain brand is developed. According to Kapferer, (2004) decisions made under time pressures rely much on this level of awareness.

Conclusively, the different levels of awareness are a function of cost incurred by a company in branding. 'Top of mind' is the most expensive due to the high level of visibility and associated rewards the company will enjoy among the consumers. On the contrary, 'unawareness of the brand' is the cheapest level. Kapferer (2004) postulated that this cheapest level of awareness is not favourable if the brand is to survive. He added that each level of awareness has its relative importance though; it is a function of the market in which the brand is operating.

2.3 Theories and concepts of brand awareness or visibility

There are various concepts and theories that were established by different authors relating to brand awareness. These seek to enrich understanding of the brand visibility or awareness.

2.3.1 Kapferer's Brand Identity Prism theory

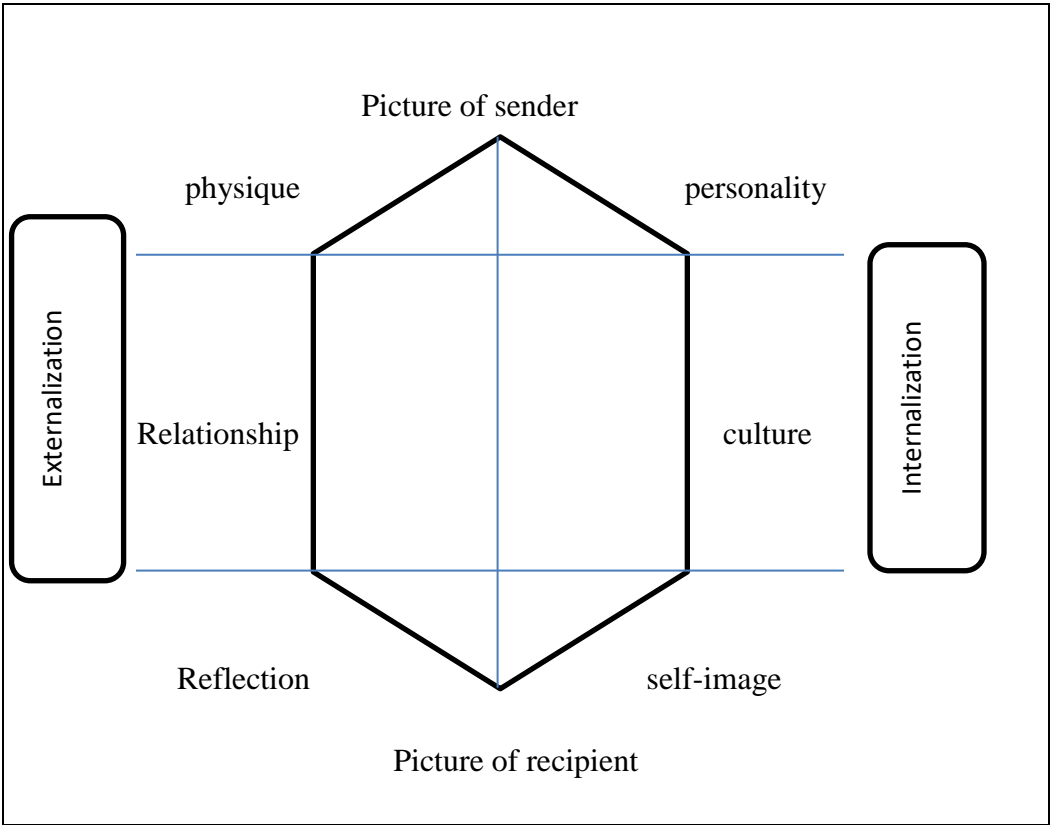
Kapferer (2004) suggests the brand identity prism. The prism has a strong relationship with brand awareness as it gives the distinct identity that customers will know. The identity is a distinguishing point that enables customers to identify the brand from a pool of others. Homburg et.al (2010) claim that identity has not been adequately addressed as emphasis in some literature dwelt only on brand name and logos. The prism theory put forward that the image a brand portrays to its stakeholders should resonate with what the consumers perceive about the brand. Therefore the prism is there to be used as a verification point for that kind of alignment according to Heding et al (2009). The Brand identity prism is in figure 2.2 on the next page.

The prism consists of six different aspects. Physique refers to what the brand is about, what it represents or the brand's main purpose. The brand personality enables consumers to identify with the brand in the sense of expressing their "self" by associating with a particular brand according to Heding et al (2009). Rafi et.al (2011) added that some consumers consider a brand as part of their personality. The target group's internal picture is called self-image. Consumers can identify themselves by creating an identity based on personality of a brand This auger well with Christiansen et.al (2009) who postulated that there are various personalities linked to brands. The culture is the dimension that associate consumers to a specific brand. The brand will create a

reflection of the type of a person that consumes a brand and how this person will identify himself with the brand. It is of importance for the perception or image that the external stakeholders have about the company resonate with the image that the company is giving.

Schultz and Hatch (2003) mention that there should not be a gap between the intended image that companies communicate and the image that customer perceive. Christiansen et.al (2009) identified two possible gaps: a gap between identity and product; and a gap between product image. They added that for product to meet expectations both gaps should be closed. In order to create the right brand identity customers should also be aware of the brand. The brand identity prism is presented in the fig 2.2 below;

Figure 2.2 Title: Brand Identity Prism



Source: Galvez (2014:16)

2.3.2 Touchpoint model

Aaker (2002) emphasises customer interaction with the brand as a way to also raise awareness through his touchpoint model. A brand can reach or touch its customers through various ways or means. Each of these touches is called brand touchpoints. Davis and Dunn (2002) defined a touchpoint as the interface of a product, a service or a brand with stakeholders like customers, non-customers, employees and other stakeholders during transaction process (before, during and after) By keeping an active and efficient brand touchpoint the company can assure a longterm brand relationship with its customers and a deeper brand loyalty. The model analyses all the pre-purchase, during purchase and post purchase experience.

The brand touchpoint model is also used to raise brand awareness. This is so as customers normally notice the brand before the purchase decision (e.g website, word of mouth, recommendation), during purchase (while purchasing) and after purchase (by gaining post purchase service to customers). According to Murphy (2007) the internal customers (employees) should be aligned with the brand strategy as they are also a touchpoint to external stakeholders. This will ensure that they spread the right brand expression to the stakeholders. In so doing brand reach is increased, finally impacting awareness positively.

2.3.3 Spiral model

Armano (2007) came up with the Spiral model presented in fig 2.3 on the next page. This is based on interactive technologies and how they influence consumer behaviour and awareness in the digital world. The model discussed consumer behaviour based on interaction with the brand and extension of the spiral. The process begins with interaction with the brand to engagement, then participation, followed by conversation, then affinity and finally to community. When a consumer accepts and appreciates brand characteristics s/he will commit and engage himself to the brand Veloutsou (2007).

Armano (2007) indicated that customers are first exposed to the brand through a digital touchpoint (e.g website). Sometimes a consumer hears about a brand from a friend or from a family member (the concept of word of mouth) that prompt need to interact with brand by trying it. This can result in deeper engagement, such action adds more cycles to the spiral. First, the customer gets engaged with the brand, and then s/he begins to participate. Then, the consumer

consumes the brand after that s/he shares experience of how great or satisfying the brand is. At that point, they become opinion leaders in form of brand spokespersons. The spiral expands as the consumer engages with more touchpoints not only digital ones but also the physical ones, Armano (2007). The model is as below;



Figure 2.3 Title: The Spiral model Source: Armano (2007)

If the brand experience is positive, consumers who feel the same way gather together and form groups in these groups, consumers share interests and experience. This gathering is called a brand community. Then, a new consumer hears about the brand and the spiral starts again. According to de Chernatony (2001) customers discover new brands through conversations with other customers. The conversations enlarge the brand reach or target thereby increasing awareness and visibility of the brand in the market place.

2.3.4 Brand Community theory

Munniz and O’Guinn (2000) defined brand community as a specialised, non-geographically bound community where members celebrate the brand they support. Brand community involves groups (social reference groups like Facebook groups, interest groups and Google+ circles among others) of individuals. The security industry players in Zimbabwean have adopted the Facebook pages where they have different followership with Fawcetts Security Company page

leading in terms of likes. These individuals subscribe to same values, standards or share perspectives. relating to the brand or common service as by Velostou and Moutinho (2009). Munniz and O'Guinn (2000); Fuller et.al (2008) and Sasinovskaya (2011) agreed that relationships in a brand community are centred on how consumers associate with the brand, the firm and product also relationships among consumers themselves. These communities are of interest to brand masters as they offer opportunities to enhance visibility, image and competitiveness through feedback obtained through a cost effective way to reach customers according to Munniz and O'Guinn (2000). Abratt and Kleyn (2012) added that with strong brand communities there is assurance of strong reputation and visibility over time.

Sasinovskaya and Anderson (2011) highlighted that the main thrust of the businesses is to make their brands visible by ensuring engagements that customers end up being aware of their brands or names. Ulusu (2010) also added that brand communities besides presenting another communication channels link up brand managers to devoted users.

All in all from brand communities the brand masters access feedback, ideas from customers, maintains touch with a customer which is a sure way of retaining and converting them to loyal customers. This is fortified by Brown et.al (2003) argument that consumers have or create their own brand meanings which they communicate back to marketers and to the rest of the community. Therefore the brand managers to access these benefits, their role are not only to be part of the communities but also to facilitate a favourable environment that has autonomy of expression to guarantee positive brand experience.

2.4 Reasons for enhancing brand visibility

Brand masters struggle to establish awareness and visibility of their brands because of the following benefits that accrue as a result of having a visible brand. Several studies have been done to illustrate the driving force for creating awareness and visibility.

2.4.1 Brand awareness model

Aaker (1991); Svensson et.al (2005) came up with a brand awareness model to illustrate the value of brand awareness. The model is shown in the figure 2.4 below.

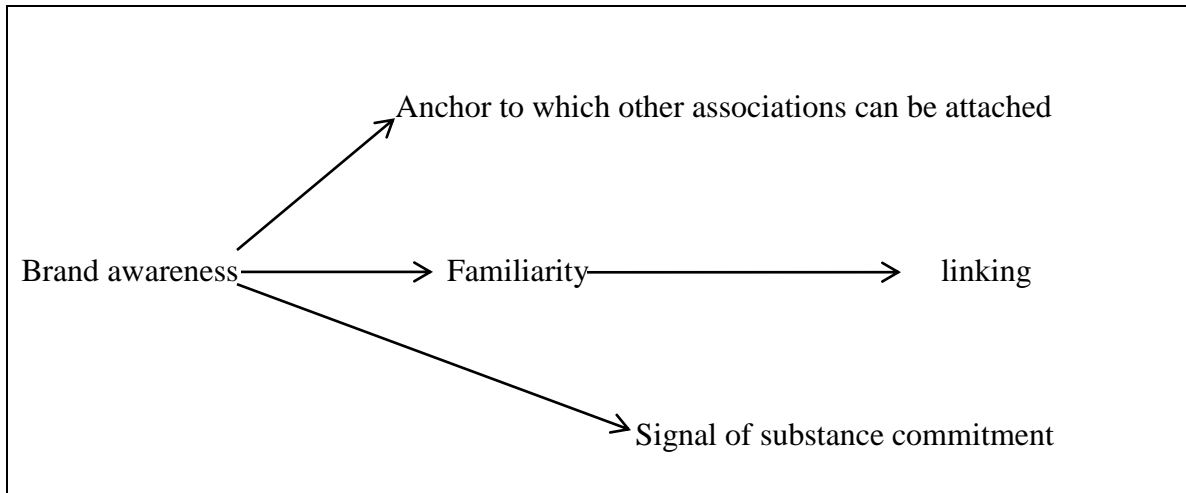


Figure 2.4 Title: Brand awareness benefits, Source: Svensson et.al (2005: 31)

- Anchor to which associations can be attached: few purchase decision can be made without knowledge of the product. This makes it difficult for new brands in a product category to be chosen without attaining recognition. Because without recognition it is difficult to learn about the character and advantages of the new product. Esch et.al (2006) postulated that when a brand is visible it becomes easier for associations to be created and attached. Homburg et.al (2010) added that brand association held by consumers is determined by how high the brand awareness is.
- Familiarity/linking: Consumers like familiarity and knowledge make the product and brand more well-known and visible. The knowledge of a brand is used as a basis for buying decision especially in low involvement products. this is called use of heuristics (the simplifying strategies) where consumers choose the well-known brand because it facilitates the choice process according to Heding et.al (2009). Such heuristics assign greater importance to things that have ready mental availability which then leads to salient (visible) brand being chosen.
- Substance or commitment is rooted in name awareness and represents existence, promise and matter; which are important to the customer. The consumers do not have to know a lot about the company but how they identify with a brand matters most. They just need to have positive brand awareness to buy the product. In some instances brand awareness and understanding can depend on a buying situation and greatly influence consumers buying process.

2.4.2 Brand Loyalty

Gogoi and Kumar (2010) stated in their article that brand awareness is one of the most important things to make consumer be loyal to a brand. Margarita (2016) is of the same view by asserting that the increase of brand awareness is a tool for increasing customer loyalty. Hakala et.al (2012) established that loyal customers will choose the same product again. Loyalty has also been seen as an invaluable asset for brands as it can provide security and predictability on demand, create barriers against rivals trying to enter the category and also translate into the willingness of customer to pay premium prices according to Kotler and Keller (2006). Keller (2009) added that loyalty results in inflexibility in customer response to price decrease and the same in price increase. The barrier to entry in a market has a significant leverage on the brand's market share. The premium price enables the firm to profiteer, to which Yaseen et.al (2011) assured that profitability performance has a positive relationship with brand awareness.

2.5.3 Influencing customer choice

Brand visibility has been found to be a frequent choice strategy and the motive behind repeat purchase decision especially to inexperienced consumers facing a new decision task enhancing awareness also influence choice of a brand with bias towards the visible brands. Srinivasan et al (2005) and Farris et al (2010) conceded with Malik et.al (2013) who established that brand awareness has a strong positive association with purchase intention. This is so, as consumers have little motivation to go for unknown brands and purchase decisions made by consumers on a cognitive basis are influenced significantly by brand image and its awareness according to Farris et.al (2010). Cernikovaite (2011) also argues that brand awareness is a prerequisite to buy the product. This therefore reinforces that brand awareness affect choice of a brand for if the consumer does not know a brand he will avoid.

2.4.4 Reduce perceived risk

Karam and Saydam (2015) established that brand awareness has become a variable that impacts customer perception of a brand in perceived performance, perceived quality and perceived risk. Quality was found to have correlation with brand recognition by Al et.al (2012). Brand visibility or awareness eliminates risk inherent in organizational buying according to Homburg et.al (2010). In organizational buying there are two types of risk personal and organizational risk.

Personal risk as the perceived fear in the event of a wrong buy decision relating to job security, career advancement, status and appreciation within an organization. Organizational risk defined as effects or decisions that will result in economically uncompetitive advantage to the firm. Therefore to eliminate such risks buyers or consumers often go for visible brands, therefore enhancing brand awareness tend to reduce the perceived risk making such a brand a possible choice.

2.4.5 Establish brand image

Brand Image refers to the acquisition of a share in the consumer's minds. The brand should be appealing to the consumer's needs and aspirations beyond the traditional concepts of product features and functionalities. Zhang (2015) asserts that brand image has become a basis for purchase choices due to the multiplicity of brands in the market. Those brand images which sync well the customer self-concept are given preference according to Zhang (2015). Self-concept is a collection of perception about oneself that encompass capabilities, characteristics, appearance and personality.

Brand image is linked to brand awareness. Esch et.al (2006) state that brand awareness is essential in establishing brand image. This is so because it takes one to first know the brand before image can be formed. Esch et.al (2006) agreed with Bowie and Buttle (2004) in that there is a strong correlation between brand awareness and brand image dimensions. They added that visible brands enjoys a high profile whereas low visibility means the brand is unknown. On the other end high brand image represents reputation of a brand. Brand image has been argued by Nasar et.al (2012) to be an aspect that establish reputation of a brand in the market place.

2.4.6 Growth of business

Roesler (2015) established that raising awareness is of particular importance to successful expansion of a business in future. He is of the opinion that brand awareness should target among others, young people as they eventually graduate into older loyal customers thereby gradually increasing the market share. In so doing business growth is enabled as businesses grow through customers who represent the market share.

2.4.7 Additional licensing and brand extension opportunities

According to Keller (2009) added that visibility of a brand in a sector or category presents opportunities for extensions and licenses. These all increase growth, loyalty and profitability. Huang and Sarigollu (2012) support this view by also claiming that awareness increase brand market performance. This can be through line or brand extensions which occur when an organization takes a brand name in one category and uses the same brand name in another category Ries, (2007). The brand can be extended to other categories related or unrelated and still succeed because consumers are aware of the brand. The same strategy has worked for the brand LG from technology related devices manufacturing (like cellphones) to manufacture of electronic gadgets like T.Vs and air conditioners with success using the same brand name.

2.4.8 Increased marketing communication effectiveness

Loyal customers are more likely to talk positively about a brand Sasinovskaya and Anderson (2011). Loyal and satisfied customers tend to make referrals to particular brand and positive word of mouth about the brand. This has the ability to convert non users of a brand into regular users and influence friends to buy into a product brand according to Ulusu (2010). Rafi et.al (2011) concluded that the word of mouth can build strong brand associations and attachments that can be emotional which will result in brand loyalty. According to de Chernatony (2001) customers discover new brands through conversation with other customers and 90% of consumers trust acquaintance recommendations according to the Panel Debate (2013). All the communications and interactions of consumers in serve to pass on information and experience with a brand this complement and increase marketing efforts according to Keller (2009), in a more economic way therefore increase the brand reach and further visibility.

2.5 Strategies used to enhance brand awareness or visibility

Enhancing brand saliency (visibility) encompasses efforts to ensure that a brand is outstanding and easy to notice in its category. Azman and Somayeh (2013) noted that it is a challenging task for marketers to create and increase brand visibility as this calls for their ability to capture customers through coordinating messages and efforts across all the existing media. Media in the marketing context refers to different communication channels that can be used to convey promotional information according Nielsen (2013). Media is used to raise awareness through

notifying, reminding and convincing customers about the brands, products and services according to Azman and Somayeh (2013). Several strategies to increase awareness and visible are discussed below.

2.5.1 Online presence

The fast growth of internet adoption and usage has created need for organisations to adapt their marketing strategies to internet marketing. Consumers' presence online always has been attributed to prevalence of table devices (smart phones, electronic devices, laptops) according to Panel debate (2013). Organisations have therefore taken branding online.

Online presence requires business to communicate timely, up to date, relevant information more dynamically, interactively, creatively and reliably in order to secure a better ranking that will guarantee enhanced visibility of the brand online. Frederiksen (2013) came up with a collection of the 15 most effective online tools that enhance visibility of a brand. The tools include search engine optimisation, blogs, web analytics, email marketing, LinkedIn, company newsletters, usability testing, twitter, Facebook, pay per click, online video, eBooks, webinars, web analytics and banners. The tools were ranked in terms of effectiveness with Search Engine Optimisation (SEO) in the lead followed by web analytics and thirdly blogs.

2.5.1.1 Search Engine Optimization (SEO)

SEO has to do with search result ranking in a search engine results. Studies have established that 80% of internet sessions begin with a search; therefore a brand should secure a favourable ranking on search results for customers to be aware of its existence. The most famous search engines are Google, Yahoo, Bing and Ask.com. Beel et.al (2010) put forward two types of ranking found on Google which are organic search and Google paid search. Organic search is the normal Google search which does not cost money that depends on content relevance of the website with what the user has been put in the search field. The better the content of the website matches the search the higher in the ranking the website will appear. Google paid search is, as its name indicates, there is payment for favourable ranking upon a search. In the best interest of time consumers tend to focus on brands which are ranked first as such their visibility increase as well.

2.5.1.2 Blogs

Blood (2000) defined blog as discussion or an informational site published on the internet that contains different entries (portals) which are displayed in a chronological order, appearing first is the recent post. A blog is considered a virtual community by Boyd (2002), where people interact and share information in virtual settlements according to Blanchard (2004). Therefore awareness is enhanced through interactions following the spiral way.

2.5.1.3 Banners

They are used to embed an advert into a web page. Banners attract traffic to another website by linking the banner to a required site by bearing such imperative words like “Click here” according to Galvez (2014). The kind of advertisement is called click through therefore, banners need to be catchy, easy to recognise and draw attention of the targeted customers. This had been adopted by Fawcett Security Company on the Zimbabwean financial gazette website and other retailers like FoodWorld on other media sites. MacMillan (2010) established that companies using display adverts and banners tended to increase awareness of their brand or product. However Ulusu (2010) and Byfield (2002) and Frederiksen (2013) are of the contrary view as they argue that banners are often irrelevant as users often to ignore online adverts deliberately.

2.5.1.4 Use of social media platforms

Chi (2011) defined social media marketing as a mechanism that connect customers to a brand through social interaction. Hoffman and Fodor (2010) pointed out that social media is used to increase brand awareness through increased exposure on social media platforms. This will enhance and strengthens associations of the brands in customers’ minds. Houssein (2012) revealed that most big corporates have an awareness strategy that involve a social media platform. His revelations are in sync with earlier findings of Hoffman and Fodor in 2010. Aora and Sharma (2013) also accede to these earlier findings. They put forward that social media facilitated brand building through establishing relationships in which they (brands) are trusted, differentiate through emotional connection to become remarkable and nurture loyal fans to become more essential. All these translate to increased visibility of a brand as they maximise brand exposure.

Facebook, Twitter, Google+, Pinterest and LinkedIn have been the popular social networks according to Margarita (2016). YouTube is also a social platform, defined by Hopkins (2006) as a video-sharing site on which users can do the uploading, viewing and sharing of videos. Organisation can do the same with their brands (products and services they offer). Weston (2008) suggests that, in order to increase visibility of a brand employees should be encouraged to participate in social media marketing and to interact actively within the brand communities. Participation of employees on all these platforms increases brand exposure and intensity of brand information reaching customers in the brand community. This positively aid brand recall and ability to recognise a brand even when its category is mentioned implying that the brand is visible.

Gerlich et.al (2012) also agreed with other authors as he opined that social networking sites are key media for marketing and advertising. To draw value from social platforms brand builders need to create customer engagement programs such as competitions, in which customers will be invited and encouraged to participate according to Hoffman and Fodor (2010). The platform need to be kept alive, full of activities, news, new product pictures that will keep those who have liked the page coming back. Frequency of appearance in timeline, reposts or shares, likes and number of responses to posts will encourage customers to talk about the brand hence the electronic-word-of-mouth (E-WOM) will take place.

2.5.1.5 Website

The website is an important touchpoint for any online shop according to Shankar et.al (2002). The sites should be dedicated to the brand, present relevant information, well appealing depicting values and colours of the brands they stand for. The site need to offer a positive experience not frustration and inspire trust not to cast doubts as it is the company's second home where customers and visitors from anywhere at any time can visit according to Margarita (2016). Therefore the site should be appealing and easy to navigate as absence of these and lack of maintenance will have adverse effects such as negative opinion. These have far reaching effects as people may even ignore the real shop as a result of the image portrayed by the website. Halliburton and Ziegfield (2009) are of the mind that the organisation can have multiple sites in different languages in order to maximise brand exposure against the background of globalisation.

With such increased exposure, visibility of the brand is also positively influenced. Chaffey et.al (2000) opined that besides presence on the website, the content posted determines awareness and visibility that the site will attract. Brand masters should therefore give consideration into the objectives of the site and the messages about the brand to be communicated. They also added that content is key as it determine retention and is what attracts visitors to the web. The content also includes the online pictures which have been seen as great marketing tools for any webshop by Alsever (2013).

2.5.2 Living the brand

Living the brand has been defined by Heding et.al (2009) as incorporation of brand values in life by employees. The brand should be built on very powerful ideas that ensure employees to engage deeply with the brand. High employee involvement and commitment is a prerequisite such that every employee recognize that a distinguished and well executed brand is critical to the success of the organisation according to Murphy (2007). Employees have been seen as walking adverts for their brands. This applies very well in the service sector because of the inseparability nature between discharging of the service and the one (employee) discharging. This is the case with the security service where guarding (security) service cannot be separated from the security guard. The employees interact with other external stakeholders of the business and in their social spheres with families, friends and colleagues thereby making them a brand touchpoint. They interact with external stakeholders discussing about the job and the brand which in any case brand builders expect the conversations to be positive in order to drum support for the brand. Abratt and Kleyn (2012) added that the brand masters and the founders need to be articulate in communicating the vision of the company and values of the brand to both stakeholders for living the brand to be effective in enhancing brand awareness and visibility.

2.5.3 Push and Pull Strategy

Rimilinger (2011) and Srivansen et.al (2005) defined the strategies. Push strategies as what takes place when the marketer is in control and pushes the product or a brand to the target audience (customers). Pull strategies takes place upon deliberate request or demand for a product by the customer. These strategies are used to raise visibility, increase customers and obtain loyalty. The push strategy ensures that the consumer is presented with the brand directly in front of his or her

eyes according to Rimilinger (2011), this implies direct marketing efforts. This reminds the customers or prospects of the existence of the brand. The strategy make use of social media (like facebook and mails) through posts of news, product pictures or videos and mailing latest news or newsletters and products that the customer may like. The more the customer is exposed to or bombarded by the brand the greater the chances that s/he will recall that brand in a purchase decision. This implies that the saliency or visibility of the brand will be leveraged as it is easier to select a brand you have seen before from a pool of other brands. That ability to see one brand as outstanding from the crowd means that a brand is visible.

2.5.4 Through marketing mix elements

According to Huang and Sargollu (2011) brand visibility can be built through some marketing mix elements such as advertising. The authors argued that the repeated brand exposure through advertising (use of traditional and new media, celebrity endorsements etc.) increase chances of the brand being encompassed in consumers' consideration set thus positively affecting chances of recalling and recognising the brand even unaided. Chan et.al (2015) added that internet and traditional advertising both contribute to brand promotion and awareness. Huang and Sargollu (2011) also advocated for a distribution which enables convenience because a brand which is readily available is easy to recall and tend to be visible. Therefore service businesses because of inseparable nature and simultaneous production and consumption nature they cannot be handled by intermediaries. Thus need to have more branches in order for them to be visible in the eyes of the consuming public (customers). Pricing also aids in building visibility of a brand. A brand needs to have a pricing policy that distinguishes it from the crowd; by being outstanding the brand will be visible.

2.5.5 Advertising

Advertising takes place through various paid media. Media in the marketing context refers to different communication channels that can be used to convey promotional information. There are two types of media which are traditional and new media as by Nielsen, A. (2013). According to Percy and John (2006) this kind of media encompasses such strategies as T.V, radio, direct sales, print advertising (coupons, books, magazines, billboards) and branded materials for promotion (catalogues or brochures). The new media entails the marketing that takes place on e-platforms

or online. Sonkusare (2013) found T.V advertisement as strong medium for brand awareness because of the audio and visual messages as well capacity of wider reach and wider demographics. Teixeira (2014) postulates that an advert is made up of advert content, attention and persuasion for it to influence customers recall and recognition of a brand. Outdoor advertising include billboards, posters, banners, branded vehicles, premise signage all with information or just visuals telling the brand story according to Lichtenthal et.al (2006). These tend to be more effective as viewer cannot switch away from and they happen to be economically relevant as compared to other media. These adverts should have an aspect of repetition to increase brand awareness as propounded by Grohs et.al (2004).

2.5.6 Customer relationships

Companies interact and engage their customers through different forms (such as direct marketing and networking). Customers are amongst the business important stakeholders who can enable raising brand awareness according to Keller (2001). They can also be reached by internet according to Celuch and Murphy (2010) as well as other high approachability channels such as, call centres, mailing list and telephone. Sasisnovskaya (2011) and Fuller et.al (2008) are of the view that to create interest and strengthen a brand in face of customers the brand communication should focus on relationships among customers and the brand, the firm, the product and between customers. This is enabled by use of direct marketing as the marketers take their time to establish and build such relationships. Heding et.al (2009) added that some customers see brands as means of expressing their personal values. Therefore establishing relationships with such clients results in satisfied and loyal customers who express themselves through the brand. Loyal and satisfied customers tend to make referrals to particular brand and positive word of mouth about the brand. This has the ability to convert non users of a brand into regular users and influence friends to buy into a product brand according to Ulusu (2010). Such efforts invoke awareness and interest among prospects, generating traffic to the brand precipitating to general rise in awareness and finally visibility of the specific brand.

The businessdictionary.com defined the word of mouth marketing as, unpaid form of promotion that is facilitated by satisfied customers that can be oral or written communication about brand, its products or services. The Entrepreneur media website recommended this as one of the most

reliable forms of advertising as whenever a recommendation to another prospective user is made, the reputation of the brand will be put in line. Rafi et.al (2011) concluded that the word of mouth can build strong brand associations and attachments that can be emotional which will result in brand loyalty.

2.5.7 Event marketing

Kotler (2010) defined the strategy has been defined as the promotion of organisational interests and its brand by associating with specific activity that can be initiated by the company or by other part but endorsed by the firm through sponsorship. The sponsorship can be financially or in kind in exchange of visibility through the event. Events can be in the following forms; incentive/ reward programs, product launches, open days, conferences, product sampling, publicity events or “created” like road shows, press conference, product sampling competition, exhibitions, corporate entertainment, charity fundraising according to Wood (2009). These are cost effective as compared to advertising, reach large audience through word of mouth, aids recall, recognition and visibility of a brand as well as wider media coverage especially the more creative ones which went viral and reach wider audience according to Brioschi and Uslenghi (2009) and Rinallo (2011).

Situma (2012) added that trade shows and exhibitions are an opportunity for firms to demonstrate their brands and products to customers and potential ones with interests in buying them. Studies have it that besides closing sales exhibitions leverage goodwill, reinforce relationship with existing customers and increase brand visibility through the exposure offered to the potential and existing customers.

2.5.8 Cause related marketing

Beek (2010) in his article on influence of cause related marketing (CRM) on brand awareness, concluded that cause related product or brand is an extra element besides price, quality and image that influence noticeability. CRM therefore influences awareness significantly as it distinguishes the brand from competitors. He also established that CRM influence choice or preference and positive attitude towards a brand. In Zimbabwean Security industry Securico has

gained visibility through cause related marketing as they pursue the women in security industry cause. The brand has become very prominent.

In summing up how brand visibility can be achieved and enhanced the following factors compiled by Aaker (1991), Chabot Gustafson (2007) are mentioned which are as follows:

1. Be different, memorable- because of the exodus of me too products in each category, for a brand to be visible it needs to be differentiated from others competing from its category.
2. Involve a single or a jingle- brands needs to have a tagline or slogan. These aid communication of the brand and easiness of recalling as they at times involve the visual feature of a brand. For example that of Econet wireless; “inspired to change your world” and that of Peace Security; “for peace of mind”.
3. Symbol exposure- it is of utmost importance for a brand to have a known symbol as it aids memorising the brand. The logo which is connected to the brand informs about a brand thus enhancing recalling whenever a customer is exposed to it for example the Nike “swoosh”.
4. Publicity- advertising has been acknowledged as a proficient way to get publicity and awareness as it can be tailored to suit the audience or address.
5. Event sponsorships- these play a critical role in creating and maintaining awareness as the brand will be easily associated with such. Organisations spend significant amounts of financial resources partnering with global brands in an effort to maximise exposure and reach wide audience. According to the brandwatch site Chevrolet use \$71.4 million annually for the privilege of having their brand on Manchester united shirts. That does not translate to seeing football fans rushing for this car brand. In fact Chevrolet stand to benefit from increased likelihood that a potential customer can recall their brand first and therefore consider purchasing one of its vehicles.
6. Consider brand extensions- Kotler (2006) defined brand extension as when an established brand name is used to introduce a new product by a company. The aim is to increase brand recall by increasing visibility of the brand name and logo. The name will be promoted and publicised on several products. The strategy had been adopted by LG and Apple in electronic and technological gadgets.

7. Using cues- the package and colours are the widely used cues as they are the easy and first touch points. These should be maintained consistently especially colours.
8. Recall requires repetition- naturally recognition is easier than recalling, the same applies to brands. For instance recognising a face is easy than recalling a name of a person. This implies that the link between the product and the brand need to be stronger, but the brand needs to be more prominent. Therefore, there is need to continuously repeat exposure of the brand.
9. The recall bonus- keeping a top position through regular publicity prop the brand to be visible and establishment of a strong brand which in turn reduce recall of rival brands. Hence the visible brand will tend to dominate its category as the case of Colgate in the toothpaste category and Cobra in the floor polish category.

2.6 Factors that affecting choice of a brand in security services

2.6.1 Brand image

Arslan and Altuna (2010) defined brand image as the feeling about a brand that consumers have whenever they recall or memorize a brand. The feeling can be positive or negative. Lee, Lee and Wu (2011) added that brand image is defined on the basis of the general personality, reflection and convictions of a specific brand that make it unique as well as distinguishing it from others. The image assist customer to make a choice about which brand is superior for them and they are compelled to make purchase intentions towards such a brand.

2.6.2 Brand loyalty

Karam and Saydam (2015) claimed that brand loyalty is when consumers engage in repetitive buy behaviour towards a particular. Loyalty can be influenced by awareness according to Gogoi and Kurma (2010), but on its own influence choice of a brand as shown by Karam and Saydam (2015). They added that loyalty is an outcome of customer satisfaction, if customers are a satisfied by brand functions they will in turn demonstrate loyalty towards the brand. Thus the customers will not consider the price factor as they will indicate interest to purchase the brand at any expense. Bondesson (2012) added that brand loyalty besides influencing customer

willingness to pay a premium do have an effect of preference, making recommendation and purchase intention.

2.6.3 Group influence

Leslie, Malcolm and Elaine (2011) are of the view that the social environment has a significant effect on choice of a brand. This applies very well to customers making a brand choice in a product or service category for the first time. According to Malcolm et.al (2011) a more covert assessment based on the individual social class or behaviour to determine if the product or brand can suit them. The customer also undertakes a psychological thought about the brand on whether they will be appreciated or respected if they associate with a certain or a new brand. Influence can come from small groups like membership groups, friends and family according to Kotler and Armstrong (2004) through recommendations, comments and referrals or the customer can sought opinion from these associates.

2.6.4 Quality

Ugla (2001) claimed that quality is among the reasons that influence choice of a brand. Since this study is based on a service organisation, the service quality will used. Brand quality is a measure of brand excellence as established by Lee et.al (2011). Service quality has been found as defined through perception of five dimensions which shape it, which are reliability, responsiveness, assurance, tangibles and empathy according to Ziethmal (2006). The dimensions are discussed as follows:

2.6.4.1 Reliability

Reliability has been viewed by Ziethmal et.al (2006) as the ability to perform right the first time as promised. Reliability is defined as the ability to perform the promised service dependably and accurately. In its broadest sense reliability means that the company must suit delivery promise with delivery performance in problem resolution at agreed price. In the security industry a security provider should be able to put in place mechanisms that detect, apprehend and deter threats such as waste, accidents, errors, crime and unethical practices according to Brooksbank (2007).

2.6.4.2 Responsiveness

This involves the willingness to help customers and to provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer requests, questions and complaints and problems. Responsiveness is evaluated on the basis of turnaround time it takes to respond to customer requests as put by Husein (2012). Time is of particular concern in services especially in security industry because it deals with volatile issues that involve high risk or threat to life, value and property among others. Therefore deployments should be prompt i.e should be executed within reasonable time, the same as information requests especially quotations as they are used for decision making. A delay in these will result in losing out and poor quality perception. To excel on this dimension a company must view the process of service delivery and the handling of request from the customer's point of view rather than the company's point view. Therefore companies need to have well trained and competent staff at all contact positions and to adopt technology in business operations for enhanced speed. This is because if the customers feel they have to wait longer the perception of awareness is weakened according to Ziethmal et.al (2006).

2.6.4.3 Assurance

Assurance is defined as employees' knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence into customers according to Sanduram (2000). This dimension is likely to be particularly important to services that the customer perceives as involving high risk. Trust and confidence may be embodied in the person who links the customer to the company this dimension is also applicable in the security business. The security guard is involved in the client business information which is potential risk area to expose the client to competitors. Therefore the security company should ensure an environment of trust exist, for its brand to be trusted and to attract loyalty in both new and existing clients.

2.6.4.4 Empathy

Empathy is defined as the caring, individualized attention the company provides its customers by Husein (2012). The essence of empathy is conveyed through personalized or customized service that customers are unique and special. Customers want to feel understood and important to firms that provide service to them. Personnel in security service firms often exercise this through

respect (salutation) and are also trained in customer service such that they are aware of what want customers and how the client's customers should be treated especially in such assignment like crowd controlling and in banking sector assignments. This is because of increased interface with customers or clients. That ability to offer individualized attention to customer offers a competitive advantage and a selling point as the security guard is also a brand touchpoint and a moving advert for the brand.

2.6.4.5 Tangibles: representing the service physically

Tangibles are defined as appearance of physical facilities, equipment, personnel and communication material as by Ziethmal et.al (2006) and Husein (2012). All these provide physical representations or images of the service that customers want, particularly new customers will use to evaluate quality. Service industries emphasize tangibles as the customer visits the establishment to receive the service and in security it's a common practice by prospective customers to evaluate capability of delivering basing on premises and facilities. Security companies do premise branding to leverage this along with establishing facilities that are inline with their image through internal and ambience (external aesthetics). Under this dimension it is not only appearance that matter also location is of concern. The location should be accessible among other issues as customer need to visit the place for evaluations.

2.6.5 Price

Svensson et.al (2005) found that price matters when making a choice as it represents value the organization or individual customer is to pay. They added that some customers' choice of brand is based on affordability thus going for lowest price. However some customers may choose a brand with a higher compared to other on the perception that you get the value of what you pay and that high price indicates high quality according to Svensson et.al (2005). Therefore players in the security have different pricing models or approaches to suit the needs of their target. In some instances price negotiations are held presenting evidence that price is a choice factor.

2.6.6 Advertisement

The purpose of advertisement is to get consumers to buy the brand as opined by Svensson et.al (2005). They mention advertisement in form print media, broadcast media, online media or point

of purchase such as packaging and displays. These adverts are mechanism to convince the prospective customers' perception that with the deliberate intention to influence the ultimate brand choice.

2.6.7 Innovators

Uggla (2001) and Svensson (2005) put forward that innovators have the zeal and curiosity to try out new things or brands. They are not concerned about any risk their drive is just have a taste of anything new. On the other hand, the late majority go for familiar brands to avoid the risk of not liking the product. However, with intensity of competition in the security industry customers tend to avoid new players because of associated high failure risk thereby preferring brands with experience or an existence track record.

2.6.8 Convenience

Lin and Chang (2003) research shown channel convenience of brands has significant influence on the choice of a brand. Consumers normally go for products or brands which are readily available. Security companies often have branches in almost all towns to offer convenience as some of the operations like rapid response service effectiveness is a function of distance. The nearer a provider is, the more effective in controlling crime, loss and intrusion or other risks that pose threat to customers. In many instance locally based security providers are in most instances a first choice in buying unit supplier evaluations.

2.7 Challenges faced in enhancing brand visibility

The following are some of the factors that have been identified by the author in the published literature.

2.7.1 Brand loyalty

Several definitions have been established on the aspect, Razi et.al (2013) regarded brand loyalty as brand slavery, as there is a strong attachment to a brand regardless of price and consumers. Svensson et.al (2005) found that with loyalty customers tend to close eyes for other brands, and

have an inclination to buy same brand repetitive according to Malik et.al (2013). This makes a creating visibility a challenge as no one will be paying attention to your brand.

2.7.2 Costs

The brand efforts in several situations are outsourced or done with the aid of a third part on financial terms. Organisations in most instances lack the financial resources to foot all these costs in so doing presenting this as a challenge. Situma (2012) identified the following as costs associated with trade shows; space rental, design and creation of stands, displays, communication, networking, travel, accommodation, promotion literature and give aways to attendees.

2.7.3 Proper brand management skills

Homburg et.al (2010) is also of this view that it only requires proper brand management skills to attain brand awareness. This calls upon knowledge of the brand life cycle put forward by Kotler (2006) to take the brand through different phases. There is need for such skills as failure can occur at any phase from introduction to maturity. Proper and effective skills encompass employee involvement as these are moving elements of a brand according to the touchpoint model and in their interface role with stakeholders in the services where they cannot be separated from the service. The lack of such knowledge can result in the brand reaching decline too early or being costly to maintain.

2.7.4 Lack of consistency

Kotler and Pfoertsch (2006) in their branding principles mentioned consistency, which they defined as ability to maintain issues like corporate colours, symbols, communications or slogans the same every time. For consistency to prevail mechanisms like brand manuals should be adopted if the organisation is to achieve the same. However changes in suppliers and graphic designers tend to affect this compromising even on the outcome which is awareness or visibility.

2.7.5 Lack of commitment

Galvez (2014) noted that lack of commitment by not appointing fulltime personnel to manage brands present a weakness to a brand. This can be as a result of organisation sizes, employment practices and cost containment strategies rarely appoint fulltime personnel committed to managing the brand. The lack of commitment results in compromised visibility as there are no committed brand masters who are accountable. In the security industry the brand management function is often left to marketing departments who in most instances concentrates on business development rather than the brand alone. The same people are not fulltime they are hired on result based contracts.

2.7.6 Lack of brand objectives

If an organisation is to be successful there is need to have objectives. Lack and absence of them make attaining brand awareness or visibility at any level a real challenge. Brand objectives give direction to where support and effort should be channelled to, the absence of such a coordinating mechanism compromises the very survival of the brand and affecting even brand visibility in a negative way. Lack of brand objective has been cited as challenge in Galvez (2014) study.

2.7.7 Lack of innovation

Ali et.al (2012) study proved that product innovation significantly cripple brand recognition significantly. Tareen, Jadoon and Khan (2016) weighed in by adding that humans are always in search for new and unique things. Therefore innovation stagnancy becomes a challenge to brand recognition and ultimate visibility. Fawcetts Security Company has managed to stay ahead and maintaining visibility in Zimbabwe as it has become the first security company to open a security shop besides offering the security services.

2.7.8 Competition

Ali et.al (2012) brought forward that brand awareness is used to distinguish and differentiate from competition. This therefore implies that the level of competition in a brand category present a challenge to attainment of visibility. This is so as the brand has to first out compete its rival to be visible and be recognised by its target audience and for each strategy introduced rivals will always try to counter the move or imitate the same. In so doing competition presents a challenge.

2.8 Empirical framework of brand visibility

This section focuses on other related research work done surrounding the brand awareness or visibility concept before this research.

Hussein in 2012 carried a research on the, customer's satisfaction and brand awareness case of Bulsho Cooperative in Finland. The study focused on how to improve awareness of their brand image with a large immigrant population. It was concluded that the cooperative should increase its publicity through advertising campaigns and management should step up their publicity. The cooperative is in the fast moving consumer goods category limiting the findings to that sector.

Iqbal, Ghafoor, Malik (2013), had a study on the importance of brand awareness and brand loyalty in assessing purchase intentions of consumers. Their work focused on the clothing sector. The study did not cover strategies to enhance purchase intentions besides being limited to the clothing sector. It concluded that brand awareness along with brand loyalty have positive association with purchase intention.

In 2013 evaluation of factors affecting brand awareness in the context of social media in Malaysia was carried out by Azman and Somayeh. Findings indicated that customer engagement, brand exposure and electronic word of mouth have positive correlation with brand awareness in social media. Customer engagement was identified as the most effective factor. The study further recommends adoption of social media to enhance brand visibility.

Krishnakumar and Kala (2014) had their article evaluating brand attributes and brand awareness of personal care products in Chennai. The aim was to update understanding of the attributes of the products and the role of brands and brand awareness of personal care brands. They concluded that retention of loyal customers is premised on sustenance of brand visibility or awareness and insisting that consumer make repeat purchase of the same brand in the market. They also established that Chennai customers were brand conscious across the demographic profiles.

Galvez in 2014 did an analysis of how online business can increase its awareness through internet marketing efforts. The analysis focused on the digital world using an online webshop LinenMe which is into cloth business. The study was done in Denmark.

Laiho and Inha (2015) carried out brand image and brand awareness investigation which focused on the airline sector. They used Finnair in the Indian market as their case study. Their investigation of brand image and awareness was from an airline perspective in which among other objectives they wanted to establish if the airline was well known. They concluded that consumers brand perception is influenced by their level of brand awareness, in which high awareness brands have good perception.

Margarita (2016) carried out a study on raising brand awareness through the internet marketing tools. In the analysis among the online tools analyzed was website, internet advertising and social networks among others. It was concluded that to increase brand awareness there is need to increase interaction and positive associations.

2.9 Summary

The chapter has widely covered the brand awareness concept from its development. This section has also brought out some theories and models of brand awareness like the spiral and identity prism. The literature also unpacked other brand awareness strategies that can be used to enhance brand visibility, the benefits of brand awareness as noted from both the theoretical and empirical framework. Also other factors that influence choice of a brand other than brand awareness have been outlined.

Chapter Three

Research methodology

3.0 Introduction

This chapter presents the methodological framework and scientific methods that the author has used for data collection used to solve the questions of this paper. Encompassed in this section are the research design for the study, the sources of data and target population used. The chapter also mentions the data collection instruments and procedures to be followed, sampling methods, data presentation and analysis techniques for the study.

3.1 Research Design

William (2006) defined a research design as the overall strategy that is chosen to integrate the different components of the study in a coherent and logical way, thereby ensuring that the research problem is addressed properly. This research was carried out using descriptive research design.

3.1.1 Descriptive research

The researcher used descriptive research design which is concerned with describing characteristics of a group or an individual with no concern of causal relationships according to Flore and Colonques (2010). The design addressed research questions on what are reasons for enhancing brand visibility, how visibility is enhanced, what challenges were faced in enhancing visibility of Peace security and what factors affect choice of a security brand among others. Through the descriptive research design, the researcher was able to use questionnaires and structured interviews to collect data from respondents to answer the research questions. The research design enabled analysis of data both qualitatively and quantitatively. Qualitative data was collected through open ended questions and interviews and quantifiable data through closed ended questions which among other aspects covered demographics of respondents. This therefore, allowed the researcher to make sound conclusions on issues raised basing on opinions of respondents.

3.2 Target population

Target population is a collection of members, individuals or items with the same characteristics to studied according to Harper et.al (2010). It takes into consideration entire objects that researcher intends to draw conclusions on. This research used 70 clients, 20 employees and 6 managers of Peace Security making a population of 96 as represented in the table 3.1 below.

Table 3.1 target population

Category	Study population
Executives (management)	6
Employees	20
Clients	70
Total	96

Source: Author (2017)

3.3 Sample size

The researcher used a sample since the census population was too big and this allowed the study to be concluded within required time frame. The use of a sample facilitated easy data handling and control.

The researcher adopted a sample size of 35 % in light of Jalil (2013) findings. Jalil (2013) opined that with a target population of 100 and below a sample of not less than 30 % should be used. The current research has a population of 96 therefore used a sample of 35%. The sample size comprises of clients (35 % of 70=25), employees (35% of 20= 7) and management (35% of 6=3) can be depicted in the table 3.2 below.

Table 3.2 sample size

Category	Study population	Sample size	Percentage %
Executives (management)	6	3	3%
Employees	20	7	7%
Clients	70	25	25%
Total	96	35	35%

Source: Author (2017)

3.4 Sampling procedures

The researcher used stratified random sampling and judgmental sampling methods to select the respondents for the data collection.

3.4.1 Stratified random sampling

Stratified random sampling was used in this study. The population was sub grouped into clients and employees. From these stratas participants were then randomly chosen. The researcher contends that, this method has least bias and has most generalizability as it offers a desired representation of various groups in the population and each member in each strata had an equal chance to be selected.

3.4.2 Judgmental sampling

The population also included management of Peace security, to which the sample was drawn based on researcher's judgment. The researcher chose the Marketing, Operations and Quality Executives as their respective areas of responsibility are linked to brand management. Therefore they are in a better position to offer views, opinions and responses of relevance in addressing research questions of this study.

3.5 Data sources

The researcher used both primary and secondary data sources to gather data used to answer the research questions and the research objectives.

3.5.1 Primary data

This refers to data which is collected and captured at that point where it is generated for the first time with a specific purpose in mind. Such data in this study was obtained from clients, employees and management at Peace Security through the use of questionnaires and interviews.

Clients as part of the stakeholders in the business therefore their opinion and interest need to be represented and taken into account. Their participation was also of relevancy in this study as all branding activities are aimed at influencing their brand perceptions. They also tend to have independent view and valuable input as they are also exposed to competitor actions. The

management represents the brand owners who influence the brand through their decisions and employees are a brand touchpoint to external stakeholders. Their opinion was also of value to this research.

3.5.2 Secondary data

This encompasses data which was for other purposes but found to be of use in this research. Such information was obtained from the internet, text books, publications (such as journals, marketing and competitor reports) journals and industry magazines which the author proved to be authentic, reliable, relevant and accepted in the academic arena. This data allowed the researcher to understand the research problem with much precision by having views and findings of other researchers on brand visibility.

3.6 Research techniques

The researcher used questionnaires and interviews to gather data.

3.6.1 Questionnaires

A questionnaire is a document that asks the same questions to all the respondents or individuals of a sample. The researcher used questionnaires which were randomly distributed to the respondents. The marketing department personnel assisted in administering the questionnaires during their client visits to customer and to employees the questionnaires were personally administered by researcher. The questionnaires were picked after three days from respondents.

This enabled the researcher to save time as data was gathered from different people in different locations within a specified time unlike if the researcher had preferred personal interviews. Questionnaires offered privacy allowing respondents to say exact opinions and truth as identities their identities were not revealed or requested therefore making the findings more reliable and objective. The technique also enabled attainment of a good response rate as respondents were allowed to respond at their own time within the three days.

The structured questionnaire was made up of both closed and open questions. The closed questions covered; demographics (age, education level, etc), how long they have been with the

brand. In terms of open questions; suggestions on how brand Peace Security can be improved in terms of visibility and what factors they consider when choosing a security brand.

3.6.2 Interviews

Shnederman and Plaisant (2005) defined interviews as a method of gathering information through face to face interaction using a set of pre-planned questions. The researcher travelled to Harare to conduct face to face interviews with the management representative after securing appointments. The researcher sought another confirmation two days before the interview date to show concern for the executives' time and reminding them.

A semi structured interviewed guide was used that enabled exploration through probing of information. The interviews were conducted within 30 minutes with each of the managers to avoid poor concentration and boredom. This technique facilitated collection of detailed data from a few participants, allowed rephrasing of some questions thereby enhancing clarity to the respondents which resulted in correct responses.

3.7 Data Presentation and Analysis

3.7.1 Data Presentation

The researcher used tables to present the gathered data. These facilitated easier comparisons, less space usage as compared to narrative and offered a readable data format. The tables also enabled easy of data compilation and commenting in drawing conclusions.

3.7.2 Data Analysis

The data of this study was analyzed both qualitatively and quantitatively using content analysis and descriptive statistics analysis. Content analysis technique was used to identify common themes or elements on factors affecting choice of a brand, the challenges and reasons for enhancing visibility of a brand in security industry. Descriptive statistics analysis is just descriptive that enabled the researcher to quantify and simplify data in a sensible way through tables and percentages. The researcher was then able to summarize, describe data and draw conclusions based on data collected.

3.8 Ethical Consideration

The researcher sought permission from case company to carry out his study using their clients, employees and management. For interviews the researcher requested their consent through appointments. For privacy and confidentiality the researcher indicated in the introductory letter that the data collected was to be used only for academic purposes and treated as confidential as well that participation was voluntary and participants were assured of anonymity.

3.9 Chapter summary

This chapter presented a discussion on the methodology used for this research. The chapter identified the research design used which was descriptive design whereby it gathers data which describe events and then organizes them. The researcher used both primary and secondary data as sources of data for this study and the instruments that were used in data collection were interviews and questionnaires. The chapter also justified the reasons for choosing different instruments, sample size and the members of the sample. Also discussed is how data was presented and analysed.

Chapter 4

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and interprets findings from the primary research conducted through questionnaires and interviews. The instruments were tailored to the research questions and objectives highlighted in chapter one as well as the literature in chapter two on the concept brand awareness and visibility. Data was tabulated for easy visualization.

4.1 Response rate

The researcher used questionnaires and interviews to collect data and the response rate for these instruments is presented below.

4.1.1 Questionnaire Response Rate

The study used 32 questionnaires to collect data from Peace Security clients and employees. The responses rate is presented in the table 4.1 below.

Table 4.1, Questionnaire response rate

Research Instrument	Target population	Distributed	Returned	Response Rate (%)
Questionnaires	Employees	7	7	100%
	Clients	25	21	84%
	Total	32	28	88%

Source: Primary data

Of the 32 questionnaires which were administered, 7 were given to employees and all of them were responded to, giving 100% response. 25 questionnaires were administered to Peace security clients and 21 were completed by time of collection giving a response rate of 84 % and those which were not returned represented 16 %. Overallly the researcher managed to get a response rate of 88% and those not returned constituted 12%. This can be attributed to tight work

schedules and limited response time given. In view of Rubin (2009) the response rate and results gathered are reliable for the study and sufficient for analysis, as he propounded that a response rate of at least 40% is adequate for analysis while a 60 % is good and regarded a response rate of 70% as superior.

4.1.2 Interview Response rate

The researcher scheduled for 3 interviews with three managers at Peace security, the Marketing Executive, Operations Executive and the Quality Executive. All the interviews were successfully conducted; this was a result proper planning as the researcher booked for appointments which were later confirmed prior to interview date to confirm availability of the managers. The interviews response rate brought reliability to the study in view of Zargosky and Rhoton (2008) who put forward that for interviews, 50% response produce reliable data and this research managed to get 100% response rate.

4.2 Respondents’ Demographics

The researcher covered the following aspects of respondents’ demographics; gender, age, period in the organization, period as client of Peace Security and academic qualifications. The demographics are presented below.

4.2.1 Age of respondents

The table 4.2 below presents various age groups of the respondents used for this study.

Table 4.2 Age groups of respondents

Description		Employees		Clients		Total (%)
		Frequency	%	frequency	%	
Age	Below 25 years	-	-	-		-
	25-35 years	2	29%	7	33%	32%
	35-45 years	3	42%	6	29%	32%
	Above 45 years	2	29%	8	38%	36%
Total		7	100%	21	100	100%

Source: Primary data

The table 4.2 above presented the various age groups of the respondents used in the study. From employees 29% was within the 25-35 years age group, 42% was in the 35-45years age group, 29% were above 45years and no one was below 25 years. The majority (71%) was above 35 years this implies that data was collected from mature respondents who have experience in the industry and better understanding of the concept understudy thus contributing views which can be relied on.

From clients no one was below 25 years, 33% was in the 25-35 years age group, 29% in the 35-45 age group and 38%over 45 years. The majority (67%) was above 35 years which is the productive age or working class who might require security services therefore have significant contributions on issues they consider when making choice thus reliable results as the right respondents were used.

4.2.2 Gender of respondents

The table 4.3 below presented respondents' gender.

Table 4.3 Gender of respondents

Gender		Employees		Clients		Total %
		Frequency	%	Frequency	%	
	Male	6	86%	13	62%	68%
	Female	1	14%	8	38%	32%
	Total	7	100	21	100%	100%

Source: Primary Data

The table 4.3 above presented the overall ratio in percentage of males to females who respondent to the questionnaires with employees 86% were male while 14% were female and all interviewees were males. The gender ratio depicted that the security industry is male dominated. This is because of masculinity requirements in security operations. However the research was gender balanced as females had representation (14%) which eliminated one gender based views.

From clients who responded, 62% were males and 38% were females. This shows that there is male dominance even in other sectors. Traditionally men are viewed as home protectors therefore there are responsible for seeking security services and in most organizations the

management is male dominated and that's were decisions are made involving security issues. Therefore the findings were valid as the rightful respondents were used.

4.2.3 Qualifications of respondents

The academic qualifications of respondents are presented in the table 4.4 below.

Table 4.4 Qualifications of respondents

Qualifications of employees		Frequency	Percentage %
	O' and A' Levels	-	
	Diploma	1	14%
	Degree holder	4	57%
	Masters	2	29%
	Other	-	-
	Total	7	100%

Source: Primary data

Table 4.4 above presented the academic qualifications of employees used in this study. There were no respondents with O' and A' levels qualifications, 14% were Diploma holders, 57% were Degree holders and 29% had Masters. The respondents were educated and they tend to have a better understanding of the brand concept and their opinions can be relied upon unlike with uneducated respondents.

4.2.4 Period in the organization

The employees' tenure in the organization is presented in the table 4.5 on next page. 14% were in the organization for the period between 1-5 years, 29% for 6-10 years and 57% have been there for over 10 years. The marketing manager had 7 years, operations manager and the quality manager had 9 years in the organization. The majority of respondents over 80% have been with Peace for over 6 years this means considerable experience and better understanding of the strategies which have been used and the challenges faced thus contributing rich data to address the research questions and objectives of this study.

Table 4.5 Period in the organization

Period in the organization		Frequency	Percentage (%)
	Less than 1 year	-	-
	1-5 years	1	14%
	6-10 years	2	29%
	Over 10 years	4	57%
	Total	7	100%

Source: Primary data

4.2.5 Period as a Client to Peace Security

The researcher gathered data on period they have been clients to Peace Security, the findings were presented in the table 4.6 below.

Table 4.6 Period as Client to Peace Security Co.

Period as client to Peace Security		Frequency	Percentage
	Less than 1 year	1	5%
	1-5 years	8	38%
	Over 5 years	12	57%
	Total	21	100%

Source: Primary Data

The tables 4.6 above shows that 5% have been with Peace Security for less than a year, 38% for period between 1-5 years and 57% have been serviced by the Peace Security Company for over 5 years. The 5% new clients show that the company was having challenges to attract more new clients and this can be attributed to low visibility. However the majority (over 90%) of clients was with the Peace security for a year and above, with such experience they have noted areas which have not changed over the years, factors that have kept them with to this service provider and brand issues that needed attention. These all issues were of importance as they were used to address the objectives and questions of this study.

4.3 To ascertain reasons for enhancing brand visibility at Peace Security.

To address this objective the researcher asked questions to determine understanding of brand visibility and those who appreciated the concept were used in analyzing the question on reasons that motivated Peace security to enhance brand visibility.

4.3.1 Understanding of the brand visibility concept.

The respondents were asked if they understood brand visibility which was under study, to ensure that the study got relevant data that can be relied on as the participants used have an appreciation of the concept. 14% of employees were not aware of the concept they failed to give the definition, the response reads as follows, “*brand visibility is whilst a brand.....*”. 86% of employees and all the interviewees were aware of the concept. The frequently mentioned issues relating to brand visibility were the ability to be recognized in the industry by actual and prospective clients. It was also mentioned as the exposure and prominence of the brand in the industry such that when people think of security they should mention and be able to remember your brand; brand visibility as easiness to identify; understanding of what a brand do, which category it operates in or services or products it represents. These concur with definitions of brand visibility by Irshad and Waseen (2012) who defined the same as ability to remember or remember brand information and Kucuk (2010) who put forward that top of mind awareness is when your brand is the first to be recalled when a category is mentioned. Therefore the data gathered from these respondents can be relied on as they were aware of the concept under study.

4.3.2 Reasons for enhancing brand visibility at Peace Security Company.

Employees were first asked if brand visibility was of importance in the Security industry. Only those who agreed to the question were too asked to determine the extent to which they agreed with some of the reasons that motivated their organization to enhance brand visibility and the findings were presented in the table 4.7 below. Using the key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable). F =frequency and %= percentage.

Table 4.7 Reasons for enhancing brand visibility

Reasons for enhancing brand visibility	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Increasing market share	6	100%	-	-	-	-	-	-	-	-
Profit maximization	3	50%	2	33%	1	17%	-	-	-	-
Influencing choice of a brand	5	83%	1	17%	-	-	-	-	-	-
Reduce perceived risk	-	-	-	-	4	67%	2	33%	-	-
Increase marketing communication	2	33%	3	50%	-	-	1	17%	-	-
Raising brand awareness (recognition)	5	83%	1	17%	-	-	-	-	-	-

Source: primary data

The table 4.7 presented the extent to which employees agreed on the reasons why Peace security adopted strategies to enhance brand visibility. 100% strongly agreed that Peace security enhanced brand visibility to gain market share. 50% strongly agreed, 33% agreed and 17% strongly agreed that profit maximization necessitated enhancing brand visibility. 83% strongly agreed with need to influence choice and 17% agreed with the need to influence choice. On reducing perceived risk 67% strongly disagreed and 33% disagreed on this reason as the motive to enhance visibility at Peace security. 67% strongly agreed while 50% agreed and 17% disagreed that need to increase marketing communication motivated enhancing of visibility at Peace security. 83% strongly agreed and 17% agreed that need for recognition motivated enhancing of visibility.

100% of the respondents disagreed that reducing perceived risk motivated Peace security to enhance visibility. Increasing market share was the major reason, 100% supported by employees and interviewees indicated the same. The data from interviewees indicated that some big corporates and the diplomatic segments (embassies segment) used private invitations instead of public tenders to solicit for security engagements. They substantiated that only well-known and recognized names were invited for these offers. The interviewees also mentioned that it is only possible to receive a referral or those private invitations only if you are visible. All these contribute to increase in market share and most embassies in Harare are secured by visible

security brands like Fawcetts, Safeguard and Securico security companies. This implies that with low visibility Peace security cannot grow into this segment therefore need to increase visibility to have a share in this segment and increase the overall market share. This is also supported by Roesler (2015) who contends that raising awareness has potential to enhance expansion of the business in future. This is only possible by being able to get leads and prospects as have been mentioned by the managers in the interviews. The other reasons why Peace security enhanced brand visibility are profit maximization, influencing choice and recognition with over 80% agreement.

4.4 To determine the challenges faced by Peace security in enhancing brand visibility.

To determine the challenges faced by Peace security several questions were asked which included if awareness strategies were effective; effectiveness of awareness strategies; clients were asked how they knew about the brand and the brand extent to which employees agreed with some of the challenges mentioned.

4.4.1 Effectiveness of awareness strategies at Peace Security.

The employees were asked if the awareness strategies have been serving the intended purpose, 43% said the strategies were serving and 57% disputed this and managers said the strategies have been fair citing that they have been able to receive walk-in clients and referral business which they attributed to visibility. The respondents were required to rate effectiveness of the brand awareness strategies, the findings were presented in table 4.8 on the next page and customers were asked how they had known Peace security the findings were also presented in table 4.9.

The table 4.8 presented data on effectiveness of the awareness strategies used by Peace security, 86% of the employees agreed that exhibitions have been excellent in enhancing brand visibility and 14% said they have been good. 71% rated the website as poor in enhancing Peace Security visibility and 29% cited that it was not applicable. Social media strategy has been viewed as poor by all respondents. Advertising strategy has been ranked as fair by 29% while 71% viewed it as poor in enhancing visibility. The respondents (100%) agreed that direct marketing has been excellent in enhancing their brand visibility and effectiveness of employee involvement has been

ranked 100% not applicable on enhancing visibility of the brand. 29% ranked Outdoor branding as good and 57% fair, 14% ranked the strategy as poor in Peace Security visibility.

Table 4.8 Effectiveness of brand awareness strategies.

key: F= Frequency and %= Percentage

Brand Awareness strategy	Excellent		Good		Fair		Poor		Not applicable	
	F	%	F	%	F	%	F	%	F	%
Exhibitions	6	86%	1	14%	-	-	-	-	-	-
Website	-	-	-	-	-	-	5	71%	2	29%
Social media (Facebook)	-	-	-	-	-	-	7	100%	-	-
Advertising	-	-	-	-	2	29%	5	71%	-	-
Direct marketing	7	100%	-	-	-	-	-	-	-	-
Employees involvement	-	-	-	-	-	-	-	-	7	100%
Outdoor branding (on vehicles, signage, billboards)	-	-	2	29%	4	57%	1	14%	-	-

Source: Primary data

4.4.2 How clients knew of Peace Security Company

The table 4.9 below presented data on how Peace Security clients knew of the brand. 14% show that they got to know Peace security through Advertisement, 24% through Exhibition, 43% through direct marketing, 5% through referrals and 14% through Outdoor branding.

The findings above were in line with what was gathered from management interviews. They revealed that the most effective awareness strategies were direct marketing, outdoor branding and exhibitions. From the employees ranking of effectiveness the Exhibitions have been found to be 86% percent excellent and 23% clients got to know the brand through this strategy showing this had been effective. This is in line with Situma (2012) who mentioned trade shows and exhibitions under event marketing all found to be cost effective ways to enhance awareness and visibility of a brand. This is so, because these shows are crowd pullers, presenting an opportunity

to expose the brand to a large audience in a controlled environment thus raising visibility because of the repetitive bombardment effect. The major exhibitions mentioned were ZITF, MineEntra and Harare Agricultural show.

Table 4.9 Brand Awareness strategies

Awareness strategy	Frequency	Percentage (%)
Advertisement	3	14%
Online website	-	-
Social media Facebook	-	-
Exhibition	5	24%
Direct marketing	9	43%
Referral	1	5%
Outdoor branding (billboards, signage, vehicles etc)	3	14%
Other (Specify)	-	-

Source: Primary data

Direct marketing had been ranked 100% excellent by employees and 43% clients got to know the brand through it. The strategy has been supported by Rimillinger (2011) and Srivansen et.al (2005) who classified the strategy under the push strategy where marketing officers are used to present the brand to customers, remind them about existence in the process bringing business and raising visibility and awareness of a brand. The direct marketing strategy is well resourced and supported at Peace security as they use business development officers who are hired on results based contracts. In their activities to bring business to the company through prospecting, market visits and networking programs among many others they raise awareness and visibility of the brand in the market. Whenever the prospective clients are exposed to any brand touchpoint of Peace security like outdoor branding (branded vehicles) they easily recall the brand thus raising visibility.

Other strategies were ranked 100% not applicable at Peace security like online presence through social media and website. This is attributed to poor content, lack of literature on the Peace security website which has not been updated for long time, this affects confidence level of

potential customers according to Margarita (2016). The social media platforms have not been active as postulated by Hoffman and Fodor (2010) that brand masters need to put in place customer engagement programs like competitions or surveys on Facebook to generate activity that will translate into awareness and raise brand visibility.

Employee involvement's effectiveness at Peace security has not been recognized and rated 100% not applicable by respondents showing that management does not involve employees in the brand decisions or strategies in formulation and review of awareness strategies. This has been supported by the interview findings which supported that management was not engaging employees on brand matters as they took it solely as their responsibility. This is against Heding et.al (2009) who advocated for employee involvement as living the brand, which entails incorporating brand values to employees through communication and engagement according to Abratt and Kleyn (2012). High involvement will ensure higher awareness and positive word of mouth (unpaid advertising) when employees engage with external stakeholders increasing brand visibility and awareness according Murphy (2007).

4.4.3 Challenges affecting effectiveness of awareness strategies at Peace Security

To determine the challenges affecting effectiveness of awareness strategies at Peace Security, employees were required to indicate the extent to which they agreed to the provided challenges. The responses obtained are presented in the table 4.10 on the next page

The table 4.10 presented findings on the challenges faced at Peace security in enhancing brand visibility, 100% employees strongly agreed that costs were a challenge, 86% of the respondents strongly agreed and 14% agreed that competition affected their strategies, Absence of the branding department has been acknowledged strongly agreed by 71% respondents and 29% agreed, 43% respondents strongly agreed that lack of consistency in branding material is a challenge affecting effecting effectiveness of awareness strategies and 57% agree with this. 71% of respondents strongly agreed that lack of innovation was a challenge that affected visibility Peace security brand while 29% agreed with this.

The interviewees concurred on the challenges above and included brand loyalty, which resulted in early entrants maintaining greater share of the market in the security like Fawcetts which comes from loyalty. Management also mentioned high employee turnover in the marketing

department which presents a challenge in taking the brand through various cycle of life and small operations vehicle fleet which can as well be linked to issues resources or costs.

Table 4.10 Challenges in implementing awareness strategies at Peace Security.

Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable). F= frequency, %=percentage

Challenges in enhancing brand visibility	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Costs	7	100%	-	-	-	-	-	-	-	-
Competition	6	86%	6	14%	-	-	-	-	-	-
Absence of a branding department (fulltime committed branding personnel)	5	71%	2	29%	-	-	-	-	-	-
Lack of consistency in branding materials (colours, symbols, message, channels)	3	43%	4	57%	-	-	-	-	-	-
Lack of employee involvement	5	71%	1	15%	-	-	1	14%	-	-
Lack of brand objectives	6	86%	1	14%	-	-	-	-	-	-
Lack of innovation	5	71%	2	29%	-	-	-	-	-	-

Source: Primary data

The major challenge was costs (100% agreed on) because strategies need to be supported by financial resources and given the prevailing economic conditions in the environment Peace operates in, its costly to mobilize the resources to support the strategies. Situma (2012) findings mentioned that costs are a stumbling block in brand strategies like trade shows. Competition was also a major challenge against Peace security in its industry. This can be attributed to multiplicity of players in the security industry with over a thousand registered players. With intense competition the rivals have tended to adopt or imitate strategies adopted making differentiation difficult for instance outdoor branding is used by every security brand making it difficult for one's brand to be recognized and becoming visible easily. Ali et.al (2012) acknowledged that

brand awareness and visibility is a strategy to do away with competition implying it as a threat or challenge. Lack of innovation was 100% agreed by all respondents as challenge in enhancing brand visibility at Peace security as also supported by Jadoon, Tareen et.al (2016) who postulated that humans by nature are always in search of unique products or brands. That is why Volsec security brand gained visibility by introducing state of the art kind of cash and bullion movement fleet which are unique and second to none in the industry. This attracted audience thus raising visibility of this brand as their fleet stood out of the crowd of other traditional armored vehicles commonly used by other security providers.

Lack of employee involvement was the least agreed strategy with 14% respondents who disagreed with this as a challenge. Management acknowledged that, they only involved employees in awareness strategies at implementation for instance through putting on brand wear. Success of the brand strategies requires collective involvement of both internal and external stakeholders engagement according to Murphy (2007) and this was been lacking at Peace security.

4.5 To determine factors besides brand awareness that influence the choice of a security brand.

4.5.1 Other security companies used by the clients

The clients were asked if they used Peace security alone and if the answer was no, to indicate other security companies they used and why. 29% of the clients use Peace security alone and the other 71% uses Peace security and other security companies. The main brands mentioned were Fawcetts, Guard Alert, Safeguard, Securico and Volsec security companies. The 71% indicated that they were corporate clients who attributed the multi sourcing to company policies, lack of competence by Peace security in other security assignments like private investigations, lack of cash in transit (C.I.T) services capacity and lack of capacity to carry out rapid response as compared to other chosen brands. The 29% can be attributed to individual clients who would want a traditional or physical security guard for the residential security.

4.5.2 Influence of Brand visibility or awareness on choice of a security brand.

The respondents were asked whether they agreed or disagreed that awareness or visibility of a brand influence their choice of security brand and findings were presented in the table 4.11 below.

Table 4.11 Influence of brand awareness on choice of a security brand

Brand awareness or visibility		Clients		Employees for yes	
		Frequency	Percentage %	Frequency	Percentage %
	Yes	21	100%	6	86%
	No	-	-	1	14%
	Total	21	100%	7	100%

Source: Primary data

The table 4.11 denotes that 100% of clients agreed that brand awareness influence choice of a security brand, 86% of employees agreed and 14% of employees disagreed to that and the data from interviewees reflected that brand awareness influence choice. Therefore it can be noted that brand awareness influence choice of a brand as has been postulated by Farris et.al (2010) and Cernikovaite (2011). This is because even in reality choices are biased towards known names which also happen to be visible rather than to strange ones which are inherently perceived high risk therefore visibility influence choice of a brand.

4.5.2 Factors that influence choice of a security brand

The table 4.12 on the next page presented the extent to which clients agreed to influence of the factors mentioned to choice of a security brand. On brand loyalty 10% strongly agreed and 76% agreed while 14% disagreed, 52% strongly agreed, 34% agreed and 14% disagreed that brand image influence choice. On influence of price 90% strongly agreed and 10% agreed, on group influence or referrals 19% strongly agreed, 62% agreed and 19% disagreed. 100% strongly agreed on quality, on convenience 71% strongly agreed, 19% agreed and 10% disagreed. On advertisements 19% strongly agreed, 43% agreed, 19% disagree and 19% strongly disagreed. Influence of experiment or for the sake of innovation was disagreed by 100%.

Table 4.12 Security brand choice factors from clients

Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable); F= frequency, %= percentage

Choice factor of security brand on clients	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Brand loyalty	2	10%	16	76%	3	14%	-	-	-	-
Brand Image	11	52%	7	34%	3	14%	-	-	-	-
Price	19	90%	2	10%	-	-	-	-	-	-
Group influence or referral	4	19%	13	62%	4	19%	-	-	-	-
Service Quality	21	100%	-	-	-	-	-	-	-	-
Convenience or accessibility	15	71%	4	19%	2	10%	-	-	-	-
Advertisement	4	19%	9	43%	4	19%	4	19%	-	-
Innovation (experiment)	-	-	-	-	-	-	21	90%	-	-

Source: Primary data

The choice factors that influence brand choice from employees' perspective are presented in the table 4.13 on the next page. Using the same key as above in table 4.12. The findings were as; 71% strongly agreed and 29% disagreed with brand loyalty, 29% strongly agreed, 57% agreed and 14% disagreed that brand image influence choice. 100% strongly agreed on price and quality, on group influence or referrals 71% strongly agreed, 29% agreed. 100% strongly agreed on quality, on convenience 86% strongly agreed, 14% agreed that it influence choice of a brand. On advertisements 57% strongly agreed, 29% agreed and 14% strongly disagreed. Lastly the influence of innovation on brand choice was 100% strongly agreed.

The major factors that influenced clients' choice of a security brand were quality and price which were over 90% agreed. The two are linked as price influence quality perception of the service and in most cases high prices are associated with the high quality. However it's not only high prices that can influence choice, low prices also are preferred for affordability as by Svensson et.al (2005) especially with prevailing economic conditions in Zimbabwe. That is why some small security companies have brought competition to large companies through under cutting prices to attract clients who are cost conscious from large security companies. Some of the big players like Safeguard and Fawcetts have maintained high prices to reflect on service quality.

The interview findings were also inline with these. This can be supported by such strategies being adopted by security companies Peace security included of service standardization through the ISO certifications. This is an international quality benchmark adoption of it offer a quality image to clients. Other major with over 80% agreement were innovation advertisements, brand image, convenience, group influence referral through purchase committees and from social networks. The interviewees also included that compliance with regulations in the industry, experience in the industry and other customers you serve influence choice of your brand by clients. Innovation or experiment was disagreed as a choice factor in security. This is because security is about risk and loss prevention therefore new brands are not preferred in most instances. This was supported by other factors raised which included experience in industry as a factor considered, legal compliance, technical capability and financial muscle to finance operations as proved by financial statements and cashflows.

Table 4.13 Security brand choice factors from employees

Choice factor of security brand on employees	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Brand loyalty	-	-	5	71%	2	29%	-	-	-	-
Brand Image	2	29%	4	57%	1	14%	-	-	-	-
Price	7	100%	-	-	-	-	-	-	-	-
Group influence or referral	5	71%	2	29%	-	-	-	-	-	-
Service Quality	7	100%	-	-	-	-	-	-	-	-
Convenience or accessibility	6	86%	1	14%	-	-	-	-	-	-
Advertisement	4	57%	1	14%	-	-	-	-	-	-
Innovation (experiment)	-	-	-	-	-	-	7	100%	-	-

Source: Primary data

4.6 Chapter Summary

This chapter presented and analyzed the findings of the study addressing the research questions and objectives. The data was extracted from questionnaires which were responded to by employees and clients of Peace security and interviews conducted with the managers at Peace security. Out of the targeted 34 respondents this chapter shown that only 30 managed to

participate in this study. Their views on reasons for enhancing brand visibility, brand choice factors and challenges faced by Peace security as well as demographics which include gender, age, years within the organization and years as clients of Peace Security have been encompassed and presented in tables and in narrative form.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter serves to highlight the summary and conclusions drawn from this research on the assessment of brand awareness strategies used to enhance brand visibility at Peace Security. The researcher will give feasible set of recommendations on the subject under study. The recommendations are based on information gathered during the course of the research which is inline with the research questions and objectives.

5.1 Summary of Findings

5.1.1 Response Rate

The research used data gathered from questionnaires and interviews which had a high response rate of 88% which is good enough to produce valid results which can be relied on.

5.1.2 To ascertain reasons for enhancing brand visibility at Peace Security.

5.1.2.1 Understanding of brand visibility

The respondents used were generally aware of the brand visibility as 86% of employees demonstrated understanding and all the interviewees had a sound understanding. 14% of the employees failed to define the concept. The concept was correctly related to recognition, familiarity, recall and top of mind awareness which are some of the dimensions of the concept.

5.1.2.2 Reasons for enhancing brand visibility at Peace security.

The reasons that motivated Peace security to enhance brand visibility were as follows, to increase market share, need to influence brand choice, profit maximization, for recognition and increasing marketing communication. Over 60% of respondents agreed to these factors and interviewees concurred on these factors. The findings shown that need to influence perceived risk was not a reason that motivated Peace security to enhance brand visibility as 100% disagreed to this reason.

5.1.3 To determine the challenges faced by Peace security in enhancing brand visibility.

5.1.3.1 Effectiveness of awareness strategies at Peace security

The awareness strategies were not serving their purpose as supported by over 50% employees and management revealed that the strategies have been fair. Exhibitions and direct marketing were found to be excellent in effectiveness with majority (over 80%) supporting these and management concurred. Online presence, through social media and website was found to be poor as well as employees involvement effectiveness was not even applicable. Outdoor branding's effectiveness was moderately rated as fair.

5.1.3.2 How clients knew of Peace Security Company

The majority of customers over 60% had known Peace security through direct marketing and exhibitions, followed by outdoor branding and advertisement. No one had known the brand through social media or the website despite brand presence on these platforms. This was attributed to the passiveness of the platforms which lacked updates, literature and activity to attract audience attention so as to be visible.

5.1.3.3 Challenges affecting effectiveness of awareness strategies at Peace security

The major challenges cited was costs and 100% respondents strongly agreed because of the economic environment conditions. Challenges which were over 60% agreed were competition, lack of employee involvement, absence of brand objectives and lack of fulltime or committed personnel to deal with brand management. Other challenges were lack of consistency on branding material attributed to multi sourcing of material, brand loyalty and lack of innovation.

5.1.4 To determine other factors besides brand awareness that influences the choice of a security brand.

5.1.4.1 Other security companies used by clients.

The majority (71%) used Peace security with other security companies. The other security companies used by Peace security clients were Fawcetts, GuardAlert, Safeguard, Securico and

Volsec security companies. Some of them were chosen to complement Peace security's service package in terms of cash movement, electronic security systems among others and influenced by clients' corporate policy of risk management.

5.1.4.2 Influence of brand awareness or visibility on choice of a security brand

Brand awareness has influence on brand choice, majority of respondents agreed on that brand awareness influenced choice of a security brand. Management and clients all agreed that brand awareness influence choice while 14% of employees disagreed to this.

5.1.4.3 Factor that influence choice of a security brand

The respondents strongly disagreed that innovation or experiment influenced choice of a security brand. The major factors that influenced choice of security brand were price, service quality, convenience, group influence, brand loyalty and image. Other factors which were mentioned even from interview findings included track record or experience. This is normally substantiated by reference letter, legal compliance as the sector is heavily regulated and financial standing of a service provider and lastly technical capacity in terms of equipment and facilities.

5.2 Conclusions

The researcher carried out this study to assess the brand awareness strategies used by Peace Security to enhance visibility, basing on the findings he concluded that the awareness strategies used were not effective. A lot of challenges have been associated with the awareness strategies, the majority of the brand clients use other security brands therefore they cannot be able to recommend the brand Peace security to other potential clients.

5.2.1 To ascertain the reasons for enhancing brand visibility at Peace security.

The researcher concluded that the major reasons that motivated Peace security to enhance brand visibility were to increase market share by accessing other segments, need to influence brand choice because of the intense competition in the security industry and profit maximization as visibility of a brand can influence pricing through brand image, loyalty and quality perception.

The other reasons that became obvious with visible brands were recognition and increased marketing communication especially through adoption of outdoor branding. These are self-advertising media that maximize exposure of a brand to the public. It was also noted that influencing risk perception was not a reason that motivated Peace security to enhance visibility.

5.2.2 To determine challenges faced by Peace security in enhancing brand visibility.

The researcher concluded that Peace security faced several challenges in enhancing visibility of their brand with some of the challenges being from within the organization and other challenges were industry specific while others emanated from the general economic environment. The major challenges were costs, competition, absence of fulltime committed brand personnel, high turnover in the marketing department which was responsible for the brand and absence of stakeholders (employees and clients) involvement in branding decisions.

5.2.3 To determine other factors besides brand awareness that influence choice of security brand

The researcher concluded there are other factors that Peace security should concentrate on to influence choice besides brand awareness. The major choice factors were price, service quality, brand image, compliance with regulations, experience in the industry, technical (equipment and facilities) and financial capacity, influence of social networks and accessibility of the services thus justifying the need for security services provider to grow their branch network across the country.

5.3 Recommendations to the organization

This is the first research on brand visibility in the security industry and at Peace security, and basing on findings from both primary and secondary data the researcher made the following recommendations to the case company on brand visibility and benefit from the same.

- Peace Security needs take a bold step to invest in their brand by establishing a brand management department in the organization to take care of the brand on a full time basis.

This will see development of brand objectives and proper administration of various platforms communicating the brand.

- The company should continuously seek to enhance its brand visibility by establishing a good image that can be associated with quality.
- The company needs to consider engaging in aggressive promotions by intensifying the advertising and media they use by including television advertisements as they have been found to be rarely used in the security industry despite them having more and effective coverage.
- Peace security should concentrate on ways of turning some challenges into opportunities as the case of costs; they should rely on reciprocal kind of business with media partners. While they provide security services to the partner in turn Peace security will be getting media coverage.
- The company can go ahead and enhance brand visibility, however there is need to encompass provision of comprehensive security package or services so as to enhance loyalty and eliminate competitors from serving their clients with other services. This can be achieved through commitment to innovation and new security products research and development

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APPENDIX I: Letter of introduction

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Telephone: (263) 54 260404/260337

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FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

Date..../..../2017

Dear Sir/Madam

RE: REQUEST FOR YOUR PARTICIPATION IN THE RESEARCH QUESTIONNAIRE

I am a final year student at Midlands State University studying a Bachelor of Commerce Business Management Honours Degree. As part of my studies I'm carrying out a research on, **Assessment of brand awareness strategies to enhance brand visibility. A case study of Peace Security Company.** I'm therefore appealing for your assistance through participation in the study by completing the attached questionnaire.

The information obtained will be used for academic purposes but it will be available for wide readership. You are therefore required to give information generously to the best of your knowledge, experience and opinion. Your names are not required for confidentiality and to maintain objectivity.

Thank you in advance for your support and co-operation,

Yours Faithfully,

.....

BRIGHTON MAPINGURE

APPENDIX II: Questionnaire for Employees

Section A

Personal information

Tick in the appropriate box

1. Your gender

Male female

2. Your age group

Below 25 years	
25- 35 years	
35- 45 years	
45 years and above	

3. Qualifications

O' and A' levels	
Diploma	
Degree	
Masters and above	
Other	

4. How long have you been in the organization?

Less than 1 year	
1-5 years	
6- 10 years	
Over 10 years	

Reasons for enhancing brand visibility

5. What do you understand about brand visibility?

.....

6. Do you think brand awareness or visibility is of importance in the security industry?
 Yes No

7. If yes, to what extent do you think that the following reasons motivate the need to enhance Peace security visibility: Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable)

Reasons for enhancing brand visibility	1	2	3	4	5
Market share gaining					
Profit maximization					
Influencing choice of a brand					
Reduce perceived risk					
Increase marketing communication					
Raising brand awareness (recognition)					

Other reasons, specify;

.....

Choice factors on a brand

8. Do you think awareness or visibility of a brand influence choice? Yes No

9. To what extent do the following factors influence your customers' choice of a security brand? Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable)

Choice factor	1	2	3	4	5
Brand loyalty					
Brand Image					
Price					

Brand awareness or visibility					
Group influence or referral					
Quality					
Convenience or accessibility					
Advertisement					

Other factors, specify;

.....

Challenges faced in enhancing brand visibility

10. Do you think the brand awareness strategies have been serving their purpose? Yes No

Justify your answer?

11. How do you rate the effectiveness of brand awareness strategies that have been used to enhance Peace Security visibility?

Brand Awareness strategy	Excellent	Good	Fair	Poor	Not applicable
Exhibitions					
Website					
Social media (Facebook)					
Advertising					
Direct marketing					
Employees involvement					
Outdoor branding (on vehicles, signage, billboards)					

12. To what extent do you think the challenges mentioned below affected effectiveness of the visibility strategies used by Peace Security? Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable)

Challenges in enhancing brand visibility	1	2	3	4	5
Costs					
Competition					
Absence of a branding department (fulltime committed branding personnel)					
Lack of consistency in branding materials (colours, symbols, message, channels)					
Lack of employee involvement					
Lack of brand objectives					
Lack of innovation					

Other challenges, specify;

.....
.....

13. How have you been trying to mitigate the challenges above?

.....
.....
.....
.....

Thank you for your precious time.

APPENDIX III: Questionnaire for Clients.

Section A

Personal information

Tick in the appropriate box

1. Your gender

Male

female

2. Your age group

Below 25 years	
25- 35 years	
35- 45 years	
45 years and above	

3. How long have you been a customer of Peace security?

Less than a year	
1-5 years	
Over 5 years	

4. Do you use Peace security alone? Yes No

5. What other security companies or brands do use?

.....

6. How did you know of Peace Security Company?

Advertisement	
Online website	
Social media Facebook	
Exhibition	
Direct marketing	

Referral	
Outdoor branding (billboards, signage, vehicles etc)	
Other (Specify)	

7. Does visibility and awareness of a brand influence your choice in the selection of a security brand? Yes No

8. To what extent do the following factors influence choice of a security brand?

Key: 1. (Strongly agree) 2. (Agree) 3. (Disagree) 4. (Strongly disagree) 5. (Not applicable)

Choice factor	1	2	3	4	5
Brand loyalty					
Brand awareness or visibility					
Brand Image					
Price					
Group influence or referral					
Quality					
Convenience or accessibility					
Advertisement					

Other factors you consider specify;

.....

9. Would you recommend Peace security to other organizations because of visibility and awareness of the brand?

.....

Thank you for your precious time.

APPENDIX IV: Interview Guide for Management.

I am a bonafide final year student at Midlands State University, registration number BRIGHTON MAPINGURE carrying out a research on, Assessment of brand awareness strategies used to enhance brand visibility: case of Peace Security. Your views and responses will make the study a success and they will be treated as confidential and used only for this purpose. May you please assist by responding to the following questions?

1. How long have you been working for Peace Security?
2. What is your brand image today?
3. Is brand awareness or visibility relevant in this industry?
4. What brand awareness strategies do you use to enhance visibility of Peace Security?
5. How effective have been your awareness strategies in raising visibility of Peace security brand?
6. Which strategies have been more effective?
7. Which other strategies are your competitors using to enhance their awareness and visibility?
8. Have you been involving your employees and customers in brand awareness and visibility building?
9. How have you been doing it?
10. What are the challenges that hinder the implementation of the brand visibility strategies, if any?
11. What are the tactics you have put in place to counter the challenges?
12. Which segments do you serve or target?
13. Which are the most important segments to focus on today? Why?
14. What factors influence the choice of a security brand in the different segments you have mentioned?
15. What other issues are considered when choosing a security services company?

APPENDIX V: TURNITIN REPORT



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Chapter 1 GENERAL INTRODUCTION 1.0 Introduction The security service industry's product (offering) package is homogenous and quite standardized. This signifies intensified competition towards survival, profiteering and success. The players differentiate their services and try to establish powerful brands that can be recognized, accepted and remembered by customers.