

# The Effectiveness of Exhibitions on Brand Awareness: The Case of Bakers Inn, Zimbabwe

Anthony Tapiwa Mazikana<sup>1</sup>, Hove Precious<sup>2</sup>, Blessing Kudzai Mabenge<sup>3</sup>

<sup>1</sup>University of Zimbabwe, Department of Business Management and Economics

<sup>2</sup>Lecturer, Marondera University of Agricultural Sciences and Technology, Department of Agribusiness Management

<sup>3</sup>Lecturer, Midlands State University, Department of Business & Entrepreneurship

DOI: <https://dx.doi.org/10.47772/IJRISS.2024.803124>

Received: 24 December 2023; Revised: 06 January 2024; Accepted: 10 January 2024;  
Published: 13 April 2024

## ABSTRACT

This research study was based on the effectiveness of exhibitions on brand awareness in the case of Bakers Inn, Zimbabwe. Thus, this study documents how brand awareness rests on the effectiveness of exhibitions as a way to ensure that customers are conscious of the Bakers Inn products. Sub headings were created and organized in such a way as to give relevant details about the phenomenon under scrutiny and what the existing body of authors have said on this area as it affects brand awareness. The study employed qualitative research methods through the use of phenomenology research design and also made use of questionnaires and interviews to gather data. The data was collected from the study population sample of 18 respondents, with 18 undergoing interviews and 18 again were asked to fill in the questionnaires in order for the researcher to draw information that would answer the research questions and also respond to the research objectives of the study. Tables, graphs and pie charts were employed to give visual explanation of the data collected from the respondents. It has emerged from the findings that Bakers Inn has been in operation for decades but looking at the time frame which the study was based on (2018 to 2021) it can be noted that there were various challenges that faced Bakers Inn in its operations. Exhibitions in particular as a marketing strategy faced numerous setbacks towards the end of 2019 and early 2020 owing to the growing effects of Covid-19 pandemic which brought all businesses to an inevitable halt. The turn of events today has seen a great shift in the way of doing business and thus, looking at exhibitions, trade shows and road shows in the above stated period with regards to Bakers Inn, were banned due to the adverse effects of the Covid-19 pandemic and the social distancing protocols set up. From the findings of the study, it can be recommended that, organizations, companies and industries need to take serious information and communication technology lessons so as to ensure that their employees are digitally equipped to conduct business as usual through online platforms and means in the event of any pandemic emerging as it may adversely affect the business.

## INTRODUCTION

This research study dwells on the effectiveness of exhibitions on brand awareness in the case of Bakers Inn, Zimbabwe. Thus, this study documents how brand awareness rests on the effectiveness of exhibitions as a way to ensure that customers are conscious of the Bakers Inn products. Exhibitions as the independent

variable plays a critical part on brand awareness which is the dependent variable. As such, this study also takes into account the body of literature in existence which has been documented by other scholars regarding exhibitions and brand awareness. Also Guided by the research objectives, the study also captures various theories and models that guided the study. In the same vein, the study captures the effectiveness of exhibitions on brand awareness in the case of Bakers Inn, Zimbabwe from 2018 to 2021 due to the fact that the time frame captures more recent and apt information which is still significant. Using qualitative research methods, the study also employed a case study research design and the target population of 151 employees at the Bakers Inn, Granite side branch. The convenience sampling was also employed in the study and the sample size of the study constituted 18 respondents. Interviews, questionnaires were used to gather data pertaining the effectiveness of exhibitions on brand awareness.

Most of the current researches were focusing on the implementation broad exhibitions as a marketing strategy in building customer relationship and using exhibitions as a marketing strategy for building brands. They did not put a close emphasis on the role of exhibitions with regards to brand awareness in the case of bakery companies. This is the identified gap which this study will seek to close and which has motivated the researcher to carry out research on the effectiveness of exhibitions on brand awareness: The case of Bakers Inn, Zimbabwe. Interestingly to note, according to Brassington and Pettitt (2018) Bakers Inn is a subsidiary of Inn scor Ltd trading in the Bakery and Confectionery industry in Zimbabwe specializing in the production of flour products mainly bread. Bakers Inn is operating in a business market that is characterized by stiff competition, many players like Lobels and Plaza, and economically unstable country. In agreement, Mapingure (2017) also states that Bakers Inn produced a bad batch of products commencing 2010 through the end of August 2014 to mid-September 2020. There is an increase of sales returns from 8% to 22% in especially from its rural roots. According to Brassington and Pettitt (2018) the information obtained in the 2018 financial year end report illustrates that the market share dropped from a target of 65% to 55% by the year end 2018. This could arguably be attributed to lack of an organized marketing procedure or method to ensure brand recognition.

In a study conducted by Stone (2019) on the influence of exhibitions as a marketing strategy on company performance in the Bakery and Confectionery Industry using the case of Bakers Inn Zimbabwe. The study revealed that the bakery industry's product package is homogenous and quite standardized. Such has signified intensified competition towards survival, profiteering and success. As a result, the players such as Bakers' Inn 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. According to Stone (2019) 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). Lastly, it has been noted according to Mapingure (2018) that Baker's Inn has employed various brand awareness strategies to enhance the brand's visibility. Amongst them is the outdoor advertising which includes quarterly flyer distribution programs, vehicle branding (moving billboards), maintaining an online presence and exhibitions among others. The exhibition strategies the company has tried include road shows, in-store promotions, including displays and expositions, and direct selling. However, the value of these strategies in raising brand awareness has not been established, and this study intends to make such an evaluation on exhibition strategies used by Baker's Inn and how they contribute towards brand awareness.

Exhibitions as a marketing strategy faced numerous setbacks towards the end of 2019 and early 2020 owing to the growing effects of Covid-19 pandemic in the case of Bakers Inn Zimbabwe. The turn of events today has seen a great shift in the way of doing business and thus, looking at exhibitions, trade shows and road shows in the above stated period were banned due to the adverse effects of the Covid-19 pandemic and the

social distancing protocols set up. Similarly, in-store displays became less effective as Bakers Inn merchandisers were forced by the Covid-19 social distancing protocols and could not successfully organize and place Bakers Inn products on shelves for effective brand recognition. As a result, the economic performance of Bakers Inn Granite side branch has been declining in the period running from 2018 to 2021 due to such challenges.

In the case of brand recognition, brand communication was impeded by the lock down and social distancing protocols whereby merchandisers were seen as unnecessary by various retail outlets. In the same vein, the absence of merchandisers affected Bakers Inn's brand visibility as Bakers Inn products were not competitively and carefully arranged in retail outlets. Ultimately, consumer perceptions and behavior towards Bakers Inn's products suffered a serious downturn. This has negatively affected sales and profits and according to Fill (2019) Bakers Inn's operating market environment is characterized by stiff competition and a reduction of market share from 65% to 55% as revealed in the 2018 End of Year Financial Report. The company has an aged fleet of vehicles and the sales returns volumes have increased by 14%. Therefore, this research study will seek to establish the effectiveness of exhibitions on brand awareness in the case of Bakers Inn, Zimbabwe.

### **Research objectives**

The main aim of the study is to assess the effectiveness of exhibitions on brand awareness. This will be achieved through the following specific objectives:

1. To determine the effectiveness of road shows on communicating the Baker's Inn brand.
2. To establish the role of in-store displays on the Baker's Inn brand visibility.
3. To examine the effects of trade shows on customer perceptions and behaviors towards the Baker's Inn brand.

## **LITERATURE REVIEW**

### **Exhibit Marketing**

According to Kerin and Cron (2017) exhibit marketing is a great tool to increase the interaction with the market and increase the competitive advantages of the firm. According to Pitta et. al. (2016), exhibit marketing is an event with a commercial purpose towards both customers and partners, existing and potential new once. Besides, Soilen (2018) explains that the main focus within exhibit marketing is information sharing. In addition, Pitta et al. (2016) argue that exhibit marketing is being ignored in academic literature but is getting more popular tool within marketing among companies in recent years. This in contradiction to before when it was mostly seen as a benefit for sales people where they got a paid holiday to where the exhibit was hold. Blythe (2015) explains that exhibit marketing tends not to be prioritized in companies' marketing budgets as there is none too little direct return on investment (ROI). However, Palumbo and Herbig (2020) explains that the view is changing and that firms are starting to look at partaking in exhibitions as a tool to increase the firm effectiveness in terms of meeting with their partners face-to-face. Pitta et al. (2016) explains that exhibit marketing is a very adaptable tool and can be used for many purposes. According to a study by Palumbo and Herbig (2020) the most common main objectives with exhibit marketing is; relationship management, information access and sales.

As previously mentioned, Soilen (2018) means that exhibit marketing is a tool where exhibitors have opportunities to meet their customers and partners face-to-face to get to know them to a greater extent. Soilen (2018) explains further that this type of interaction will strengthen the relationship and increase loyalty with current customers and partners. Kerin and Cron (2017) also agrees that improving relationships with current partners and customers should be the main focus for companies when partaking in exhibitions.

Soilen (2018) discusses further that this type of marketing allows the services of a company to come closer to the customers.

### **Effectiveness of Exhibitions**

Exhibitions include but are not limited to road shows, in-store displays and trade shows. Maitl and (2017) advised that it was of paramount importance for a firm to be aware of its goals. He pointed out that an organization should only attend an exhibition if it fitted in with its overall plan and assisted in obtaining set business objectives. Patten (2021) enumerated some of the marketing objectives that organizations could use to exhibit in shows as; selling more products, launching a new line, finding distributors or outlets in a new territory and finding agents. Others were attracting new market, repositioning one's company in the market, giving support to field agents, collecting feedback on a projected new range of products, re-establishing links with clients whom the organization did not see often and public relations to strengthen the organization's position in the market place.

### **Exhibition's Communication of a Brand.**

Scholars have established that exhibitions communicate a brand at two levels. That is directly and indirectly. Directly, the target audience get to see the brand closely, together with associated products (Ulusu, 2019). Chernatony (2015) adds that potential customers also get to feel and experience a particular brand, and in the case of food appreciate the food related with the brand. Indirectly, it has been established that exhibitions prompt word of mouth communication about brands, as impressed customers are more likely to talk positively about a brand (Sasinovskaya and Anderson, 2011). Such has the ability to convert non users of a brand to try using or experiencing brands. 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 (2011) customers discover new brands through conversation with other customers and 90% of consumers trust acquaintance recommendations. All the communications and interactions of consumers serve to pass on information and experience with a brand this complement and increase marketing efforts Keller (2015), in a more economical way therefore increase the brand reach and further visibility. Situma (2012) adds 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. In addition, 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. Also, Esch et.al (2016) 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 (2016) 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 enjoy 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.

### **Promotion Mix**

The strategy that the business used to persuade a person about their products was contained in the marketing communications program or promotional mix. The communication mix consisted of a set of tools that could be used in different combinations and different degrees of intensity in order to communicate with a target audience. There were five principal marketing communication tools namely, Advertising, Personal selling, Direct marketing, Sales promotion and Public relations, (Fill, 2018). The aim of organization's promotional strategy was to bring existing or potential customers from a state of relative unawareness of organization's products to a state of actively adopting them. To generate sales and profits, the benefits of products had to be communicated to customers. Equally, due to continued business competition, firms had to go for product



differentiation besides diversification; all those had to be communicated to the customer in one way or another. This was achieved through an effective promotion in any business. Cole, (2016) suggested that the principal methods of doing these were; advertising, personal selling, sales promotion, and publicity. West (2017) explained that the type of promotion to use depended largely on the nature of the industry and the nature of information.

### **Role of Exhibition in Brand Visibility**

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. Enhancing brand saliency (visibility) encompasses efforts to ensure that a brand is outstanding and easy to notice in its category. Azman and Somayeh (2013) note that it is a challenging task for marketers to create and increase brand visibility as these 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 (Nielsen, 2013). Exhibitions have been identified as one such communication channels with potential to build and increase brand visibility, through going further than just communicating a brand but ensuring that customers get a taste of lived brand experiences (Farris et al, 2010). Through exhibitions, brands can be seen, heard and felt (Azman and Somayeh, 2013).

### **In-store Activations**

According to Broadbent (2015) in store retail marketing activations can help a customer choose one brand over another inside a department store. It helps to enhance the image of a product or brand and as well as feature the benefits it offers or introduce the lifestyle associated with purchasing the product. There are different types of retail marketing, a brand can be activated using point of purchase displays, attractive design or hosting, retail product launch experiences that allow consumers to experience and try a particular product. The main objective of these initiatives is to increase visual stimuli in order to increase the probability of catching the shopper's eye and, as a result, generate more purchasing opportunities Oldrini (2016). According to Kohloffel (2016) while other forms of advertising are aiming for consumer attention, the beauty of experiential marketing or activations is that it is personal. A consumer can physically, mentally, emotionally and sensorially engage with a brand on their turf, in an environment where they are comfortable. Furthermore, activations do something that other forms of advertising simply can't do – activations provide the opportunity for consumers to sample a product, ask questions and participate in some way that makes them feel a part of the brand. With reference to information available on Fill (2018) product sampling includes letting a customer try a product before buying it. While only 25% consumers said that they were likely to buy a product after watching a television commercial, 73% said that they were more inclined towards purchasing it after first trying it. Fill (2018) went on further to highlight that; In-store activation is quite important for product sampling, as it improves overall brand awareness. Store activation leads to consumer activation, as the product is placed so strategically that it catches the shopper's eye.

### **Relationship between Merchandising and Repeat purchases**

Bakamistoso (2020) as cited by Danso and Poku (2018) explains that Merchandising from the point of view of the customer makes the shop attractive, increases the confidence and trust the customer develops for the shop, and creates an impression on the quality of the products being retailed, this then may reflect on their buying pattern and also determines the chances of retaining such customers. Danso and Poku (2018) also quoted Ridimi et al (2011) who studied merchandising techniques and its impact on purchase intentions in supermarkets. The merchandising techniques considered included store layout, colour, product display, music, lighting and cleanliness. These findings showed that there is no relationship between store layout and patronage. There are not much studies done to link merchandising with repeat purchases especially looking

at aspects like price talkers, product availability, shelf cleanliness, in-store shopping assistance, store range among others. Also most of the studies available have mainly focused outside of the Zimbabwean territory.

### **Brand Awareness**

Brand awareness can be indicated to as the level of consumers' familiarity with a brand. Keller (2013) declared that brand awareness is a key component of brand value. As indicated by (Rossiter and Percy, 2017), brand awareness is the capacity of consumers to recognize a brand among other brand. (Keller, 2013) conceptualized brand awareness as involving brand review and brand acknowledgement. He went further to say that brand review is the capacity of consumers to recall a brand from their psyche when the product category is made know. Keller (2013:3) contended that "brand acknowledgement may be more important to the degree that product decisions are made in the market ". (Rossiter and Percy, 2017) remarkable that brand mentality and aim to purchase a product must be developed through brand awareness. Many analysts have seen brand awareness as a component that assumes a basic part in consumer's decision of brand. In (Lin and Chang, 2020), the consequence of their study secured that brand awareness had the most effective impact on purchasers buy decision. Hoye and brown (2018) as referred to by (Lin and Chang, 2020) their study analysed the significance of brand awareness in consumers' decision-making process and they figured out that brand awareness was an essential element. Additionally, Jiang (2014) figured out in his study that brand acknowledgement impacts purchaser's decision.

### **Challenges of Exhibitions in Enhancing Brand Awareness**

A study by Ali et.al (2012) proved that product innovation significantly cripples brand recognition. Tareen et al (2016) weighed in by adding that humans are always in search for new and unique things, such that if exhibitions are not done using innovative means, people may not follow them. Therefore, innovation stagnancy becomes a challenge to brand recognition and ultimate visibility. Other studies have established the lack of clear objectives as challenges to exhibitions raising brand awareness (Galvez, 2014). If an organization 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 channeled to, the absence of such a coordinating mechanism compromises the very survival of the brand and affecting even brand visibility in a negative way. Galvez (2014) noted that lack of commitment by not appointing full time personnel to manage exhibitions present a weakness to a brand and exposes a brand badly. This can be as a result of organization sizes, employment practices and cost containment strategies rarely appoint full time 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 full time they are hired on result-based contracts.

### **Brand Image**

According to Blackwell and Miniard (2016) brand image is referred to as the joined impact of brand affiliation or customer's perception of the "brands tangible and intangible affiliation". Keller (2013) see brand image as an issue or affiliation consumers structure as a result of their memory concerning a product. As per Low and Lamb (2017:352), brand image can likewise be referred to as the emotional perception or reason that shoppers place to a specific brand. Subsequently, brand image does not exist in the features, innovation or the real product itself, it is in some cases brought out by advertisement, promotion or clients. Brand image empowers a consumer to perceive a product, lower purchase risks, assess the quality and get certain experience and fulfilment out of product separation. Marketing researchers, for example, Keller (2013) recommended that brand image is an important component of brand value. Krishnan (2016) found that brands with high brand value are inclined to more positive brand relationship than those with low brand

value. Also (Lassar et al., 2015) figured out that brand with high brand image rating always have higher brand value and premium cost. Decisively, Kwon (2015) reported that positive brand image is basically likely connected with favored brands. Analysts have suggested that brand value is to an extent determined by the brand affiliation composition of the image. As per Krishnan (2016), positive, unique and strong affiliations are expected to give a positive brand image which will make an inclination in the psyche of consumers in this manner expanding the brand value, (Blackwell and Miniard, 2016).

## RESEARCH METHODOLOGY

According to Sileyew (2019) there are generally three common research approaches methodologies for conducting research which are, qualitative, quantitative, and mixed methods. For the purpose of this research, qualitative research methods were adopted, in order to deduce conclusions about the effectiveness of exhibitions on brand awareness: the case of Bakers Inn, Zimbabwe. This was so because people share their experiences, express their thoughts and inner feelings that cannot be accurately presented or captured by quantitative research methods. Thus, the researcher managed to gain a better understanding of the subject matter at hand. Mixed methods research is an approach to inquiry that combines or associates both quantitative and qualitative forms. Mixed methods research is more specific in that it includes the mixing of qualitative and quantitative data, methods, methodologies, and/or paradigms in a research study or a set of related studies. This study utilized the qualitative research method. Given (2018) points out that qualitative research method involves elements of a given topic, where specific methods are used to examine how individuals see and experience the world.

Given (2018) goes on to point out that, qualitative methods are best for addressing many of the 'why' questions that researchers have in mind when they develop their projects. Also, qualitative approaches are typically used to explore new phenomena and to capture individuals' thoughts, feelings, or interpretations of meaning and process. This will therefore justify the application and implementation of a qualitative research approach in the research study. The Case Study research design was employed in this study due to its advantages, applicability and compatibility in this research study and the case study was Bakers Inn Granite side branch. According to Hogg and Vughan (2017) the case study design is an empirical inquiry which investigates a contemporary phenomenon within its real-life context, when the boundaries between phenomenon and context are not clearly evident and in which multiple sources of evidence are used. Bakers Inn has a total staff compliment of 151 employees at the Bakers Inn, Granite side branch in all departments which was used as a targeted population of the study.

The researcher's aim was to find the extent to which the employees are self-aware, skilled and as well able to handle their emotions so as to instill trust and confidence in customers. Therefore, the researcher employed simple random such all employees will have an equal chance of being selected to participate in the research. As supported by Basly (2018) the use of purposive sampling acts as a representative compartment of the whole population, created to provide a precise and required data that the researcher passionately looked for. In such a situation the research was not concerned on generalizing issues using large population but there was the elimination of some sources of bias from a hefty population of informal settlers. To that end, this research study utilised the convenience sampling method which according to Etikan (2016) is also known as haphazard sampling or accidental sampling which is a type of nonprobability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. It is also referred to the researching subjects of the population that are easily accessible to the researcher. Secondary data was also employed in this study and according to Bush (2018) it refers to data that was collected and interpreted at least once for some specific situation other than the one under study.

## FINDINGS

### Theme 1: The effectiveness of road shows on communicating the Baker's Inn brand.

Bakers in has been in operation for decades but looking at the time frame which the study was based on (2018 to 2021) it can be noted that there were various challenges that faced Bakers inn in its operations. Exhibitions in particular as a marketing strategy faced numerous setbacks towards the end of 2019 and early 2020 owing to the growing effects of Covid-19 pandemic which brought all businesses to an inevitable halt. The turn of events today has seen a great shift in the way of doing business and thus, looking at exhibitions, trade shows and road shows in the above stated period with regards to Bakers Inn, were banned due to the adverse effects of the Covid-19 pandemic and the social distancing protocols set up. Similarly, in-store displays became less effective as Bakers Inn merchandisers were forced by the Covid-19 social distancing protocols and could not successfully organise and place Bakers Inn products on shelves for effective brand recognition. As a result, the economic performance of Bakers Inn Granite side branch has been declining in the period running from 2018 to 2021 due to such challenges. This was reiterated by a respondent identified as R4 who pointed out the following:

.... *"It has been our primary concern as a department to ensure that Bakers Inn adopts an effective marketing strategy that goes hand in hand with the state of affairs in the country and the world over and also to ensure that sales are boosted which is the primary aim of any business venture. Now, regarding the effectiveness of roadshows on communicating the Baker's Inn brand I can say with confidence that they are seriously effective as they can reach a wide array of prospective customers and consumers. People enjoy a little bit of entertainment and I am sure you would agree with me that roadshows are famously effective in communication a brand as you have seen before that people gather around, dance to a little bit of music and also engage in various promotions and win in real time which in turn leads to brand recognition and awareness"*

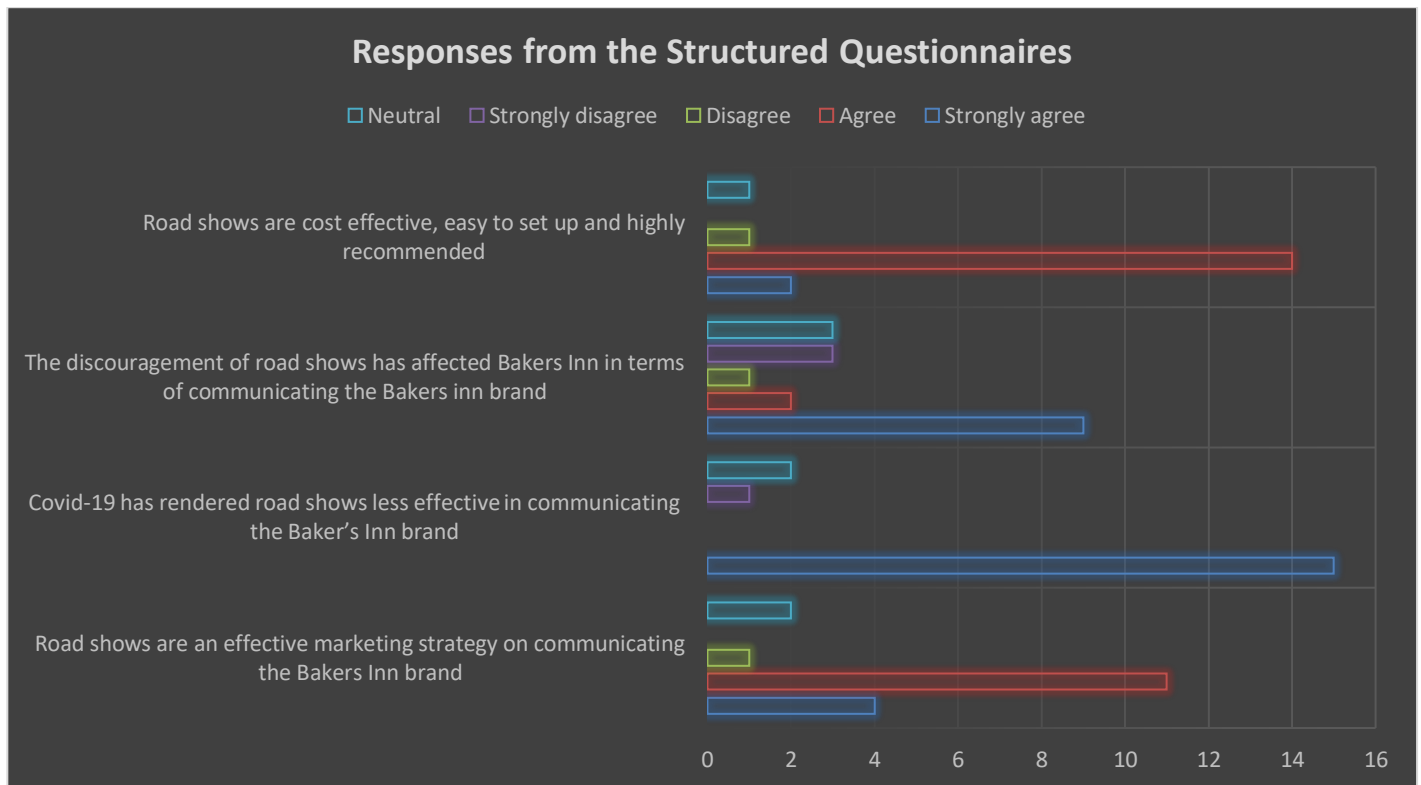
In light of the above view it can be noted that brand awareness depends on the effectiveness of exhibitions in communicating a brand which in this case was based on the Bakers Inn brand. Road shows in particular were pointed out as one of the most effective forms of exhibitions which are able to significantly improve company image, product as well as fight stiff competition which characterises the bakery business in Zimbabwe. That being the case, R7, another respondent also uttered the following:

.... *"For all the time that I have travelled with the sole purpose of communicating the Bakers Inn brand. I have realised the unmatched contribution which roadshows have on communicating the Baker's Inn brand. Road shows are easy to set up, cost effective and are very much effective in terms of marketing. However, looking at the current situation where we have Covid-19 pandemic the world over. Road shows have suffered a major blow in terms of effectively communicating the Bakers Inn brand. Covid-19 as you know very well, has brought various changes in terms how we have been marketing the Bakers Inn products and brand in general. From the period running 2010 to date, the Covid-19 protocols such as social distancing have made it impossible to conduct roadshows as road shows encourage a lot of gathering and that would defy the government Covid-19 prevention measures"*

In view of the above opinion, it can be noted that any pandemic disorganizes the life of wider society and may exacerbate various problems in terms of running businesses and as was pointed out by R7, road shows have been stopped indefinitely so as to observe the government social distancing protocols that discourage any gathering of any form and this translates to low sales as the general populace may not be aware of the various products which Bakers Inn offers. Figure 1.1 below presents responses from the questionnaires on the effectiveness of road shows on communicating the Baker's Inn brand.



Figure 1.1: Responses from the questionnaires on the effectiveness of road shows on communicating the Baker’s Inn brand.



Source: Survey

As depicted in figure 1.1 above, the responses obtained from the structured questionnaires majority that is 11 respondents agreed to the notion that road shows are an effective marketing strategy on communicating the Bakers Inn brand, 4 strongly agreed, 1 respondent disagreed and none of the respondents strongly disagreed and lastly 2 of the respondents remained neutral. Regarding the fact that Covid-19 has rendered road shows less effective in communicating the Baker’s Inn brand, 15 respondents strongly agreed, none of the respondents agreed nor disagreed. A single respondent strongly disagreed and 2 of the respondents remained neutral. In view of the above, the view that the discouragement of road shows has affected Bakers Inn in terms of communicating the Bakers inn brand saw 9 of the respondents strongly agreeing, 2 agreed, 1 disagreed, 3 strongly disagreed and 3 again remained neutral. Finally, regarding the point that road shows are cost effective, easy to set up and highly recommended, 2 strongly agreed, 14 respondents agreed, 1 disagreed, none of the respondents strongly disagreed and finally 1 of the respondents remained neutral. Such data obtained from the questionnaires indicate that roadshows are highly effective in terms of communicating the Bakers Inn brand but it also noted that in the period running from 2018 to present there have been various factors that have affected the effectiveness of road shows as part of exhibition especially in the face of the current global pandemic of Covid-19 which has led to an inevitable halt to road shows and any form of gathering as this might encourage the spread of the virus. Thus, in turn, Bakers Inn has suffered such Covid-19 protocols as they have discouraged one of the most effective marketing strategies that are critical in brand awareness and brand recognition of the Bakers Inn brand.

Moving on, due to the standard procedure and the govern protocols of social distancing that have been enacted the world over to foster isolation, the use of technology has been considered the most appropriate (if not the only) alternative to keep all systems functional in many parts of Zimbabwe. The hardest hit is the Bakery industry in general where dependence is placed on issues marketing so as to ensure continuity as

well as boost productivity as bakery products are usually perishable and thus marketing teams always put across effective marketing stunts to push volumes and not suffer serious loss. Such a view is confirmed by R1 who stated the following

.... *“Bakers Inn has not been spared as well as the bakery industry in general. Never in my life has any pandemic forced the industry to be like a ghost town like this, imagine for a country like Zimbabwe, a country that is already backward, how will it survive, how will families survive, how will you survive yourself, seeing that Bakers Inn sustains quite a number of individuals, families and other smaller businesses. From a business point of view, if we were struggling before the pandemic in terms of marketing through exhibitions, how is it going to be possible in this predicament of Covid-19? Looking at our road show rates against brand awareness of Bakers Inn, you can see that there has been a serious decline as the adoption of social media marketing may be less effective when we are looking at rural areas as not everyone has access to the internet or a smartphone”*

The above response shows that Covid-19 came with a number of challenges, the main one that was faced in the process of road shows as an exhibition practice was that of sourcing sophisticated approaches such as social media and other cyber culture methods that are less effective in terms of ensuring effective communication of the Bakers Inn brand all over the country.

In the same vein, R5 also noted that.... *“Covid-19 pandemic has led to insolvency in the industry, imagine even in your case if you had a business, without permission to move around freely and because of the standstill, what you were going to do about it? Even in the case of road shows, who would you perform or target the road shows to during the lock down and social distancing protocols of Covid-19? That is the challenge posed by the Covid-19 pandemic when we are looking at the effectiveness of road shows in communication the Bakers Inn brand. so Covid-19 has created a problem”*

## **Theme 2: The role of in-store displays on the Baker’s Inn brand visibility.**

Brand visibility is concerned with the strategic placement of a product within a retail shop or store and this has a serious bearing on the success or failure of a marketing strategy. That being the case R2 stressed the following with reference to the role of in-store displays on the Baker’s Inn brand visibility:

.... *“In-store displays take into account a number of factors such as product placement and arrangement within a particular retail store. Such placement, ensure that the products are well arranged so that consumers can easily see and identify the products within a shop. Therefore, in-store displays are a sole mandate of merchandisers whose job is to constantly organize the Bakers Inn brands for easy access and identification by the consumer against other similar products or brands. So in-store displays have to depict a good perception of a brand. For example, in our case as Bakers Inn, within a store, we always ensure that products such as bread, buns, rolls and other products are strategically arranged and displayed in order to achieve brand visibility by consumers”*

As has been noted above, brand visibility depends on in-store displays as it works as instant marketing of Bakers Inn products. In-store displays depend again on the most part as noted by R10 who pointed out that:

.... *“Packaging plays a pivotal role in order to achieve brand visibility within a particular store. Brand visibility is concerned with identification of specific products and brands against a pool of similar products from various producers and suppliers. So, in-store displays are quite sensitive and as the marketing team we always ensure that Bakers Inn products are well placed within visible sections of the store and in close vicinity in terms of accessibility within a store in order to achieve brand visibility”*

Figure 1.2 below presents responses from the questionnaires on the role of in-store displays on the Bakers

Inn brand visibility

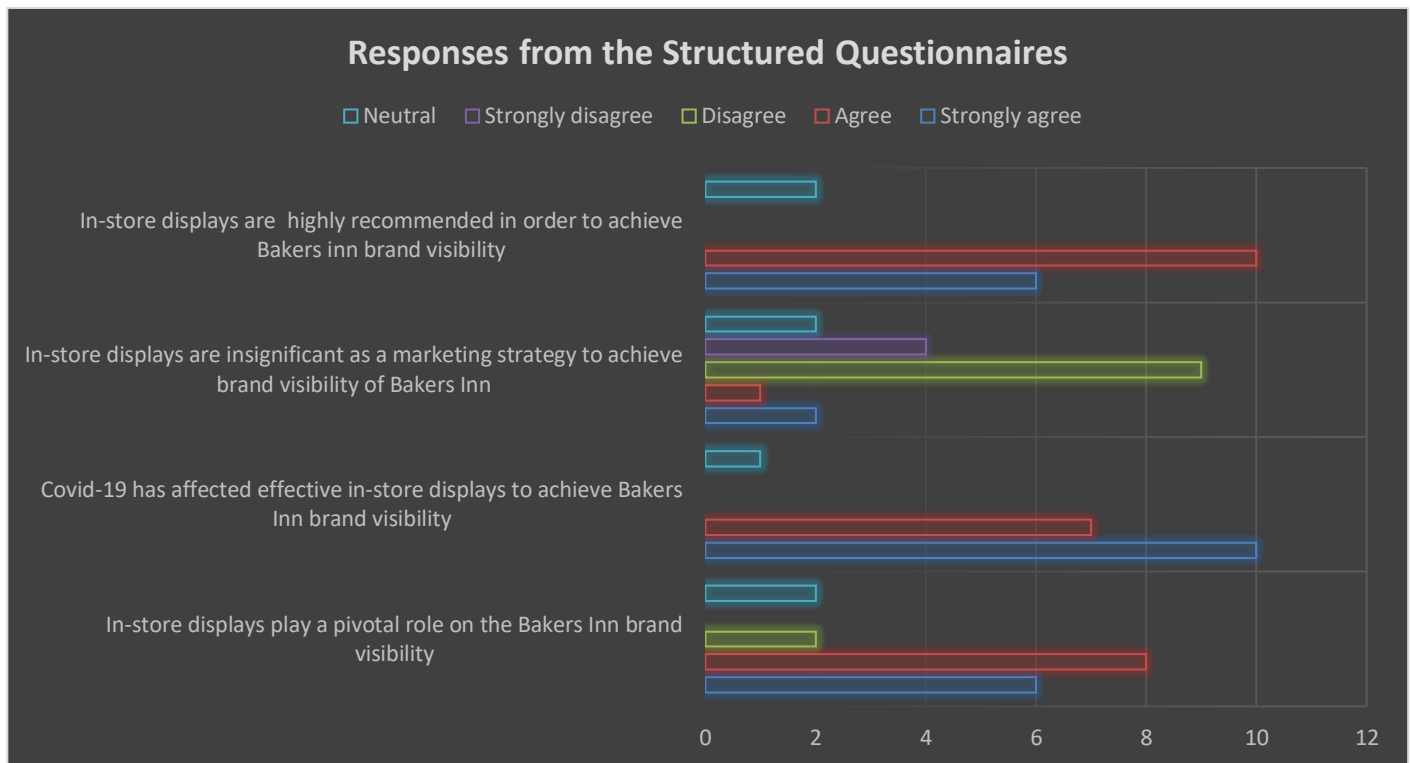


Figure 1.2: The role of in-store displays on the Bakers Inn brand visibility

As shown above figure 1.2, on the idea that in-store displays play a pivotal role on the Bakers Inn brand visibility, 6 respondents strongly agreed, 8 agreed, 2 disagreed none of the respondents strongly disagreed then 2 respondents remained neutral. Looking at the fact that Covid-19 has affected effective in-store displays to achieve Bakers Inn brand visibility, 10 respondents strongly agreed, 7 agreed, none disagreed nor strongly disagreed then 1 respondent remained neutral. In the case of in-store displays as an insignificant marketing strategy to achieve brand visibility of Bakers Inn, 2 respondents strongly agreed, 1 agreed, 9 disagreed whilst 4 strongly disagreed then 2 respondents remained neutral. Lastly, with reference to the view that in-store displays are highly recommended in order to achieve Bakers inn brand visibility, 6 respondents strongly agreed, 10 agreed, none disagreed nor strongly disagreed then 2 respondents remained neutral. The significance of such results indicate that in-store displays are highly recommended and regarded as effective in order to achieve the Bakers Inn brand visibility.

On the contrary, R3 pointed a different view regarding the role of in-store displays in order to achieve the Bakers Inn brand visibility looking at the period on which the study dwells upon (2018 to 2021). It was pointed out that:

*“Due to the serious threats of Covid-19, in-store displays have not been as effective as they were before. As a brand, we depend on in-store displays as these determine the customer purchase behavior and this also depends on a job well done by the merchandisers. Now, looking at the social distancing rules and regulations that were realized from the onset of Covid-19, there has been a mandatory rule by various retail stores where our products are housed that there should be a social distancing and this saw a few to no merchandisers being admitted into various retail stores. This absence of merchandisers affected Bakers Inn’s brand visibility as Bakers Inn products were not competitively and carefully arranged in retail outlets. Ultimately, consumer perceptions and behavior towards Bakers Inn’s products suffered a serious downturn”*

This is in line with the reviewed literature which shows that the Covid-19 protocols have negatively affected

Bakers Inn sales and profits. According to Fill (2019) Bakers Inn’s operating market environment is characterized by stiff competition and a reduction of market share from 65% to 55% as revealed in the 2018 End of Year Financial Report. The trends have taken a negative trajectory due to the Covid-19 which led to less effective in-store displays to attain brand visibility of Bakers Inn. Figure 1.3 below shows sales trends of Bakers Inn vis-à-vis Covid-19

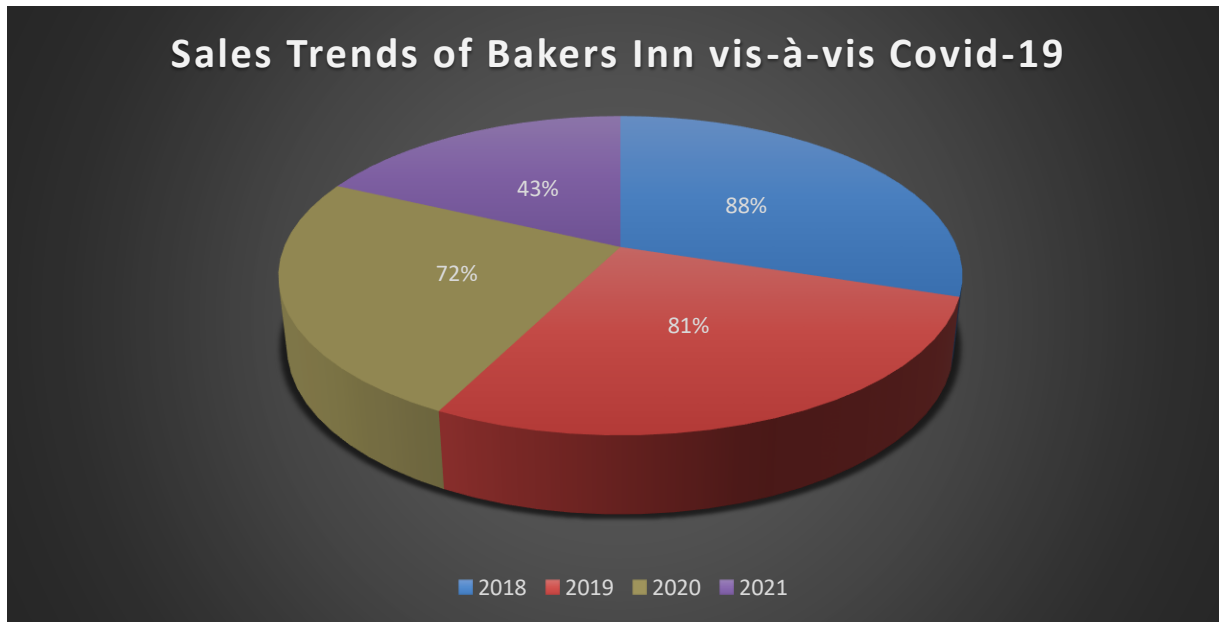


Figure 1.3: Sales trends

From the above figure 1.3 representation of data, it can be understood that there is a correlation between Covid-19 severity and the profit or sales margin of Bakers Inn from the period 2018 to 2021. In 2018 Bakers Inn sales experienced a stable sale margin but it was only until 2019 that a surge although it was not quite significant and this was when Covid-19 first appeared and affected sales and profit trends from 88% in in 2018 to 81% in 2019 and that was the norm up until 2021 where trends dropped from 72% to 43% in the 2020 and 2021. Be that as it may, R12 concurred with the above trends that:

... *“It has been a sad situation really, of course sometimes we say bad things about our managers but this time around no one is to blame, Covid-19 has rendered industries useless. Covid-19 has affected sales and profit of Bakers Inn particularly when we look at how it has affected in-store displays which we heavily depend upon. However, things seem to be normalizing although lost profit can never be recovered in business”*

Again, in view of the above brand awareness is clearly dependent upon exhibitions (general marketing) where factors such as brand communication, brand visibility and customer perception and behavior have a bearing on brand awareness. Bakers Inn has suffered immensely from the effects of Covid-19 which translate to low or no representation of Bakers Inn brands within retail shops although normal services seem to have been restored.

**Theme 3: The effects of trade shows on customer perceptions and behaviors towards the Baker’s Inn brand.**

Among some of the Bakers Inn marketing strategies are trade shows that offer vast opportunities to display, demonstrate and discuss latest products and services which are on offer. In the Zimbabwean context. Bakers Inn has managed to harness the power of trade shows as they have a bearing on customer perception and behavior towards the Bakers inn brand. The following table illustrates the effects of trade shows on



customer perceptions and behaviors towards the Baker’s Inn brand:

Table 1.1: Effects of trade shows on customer perceptions and behaviours towards the Baker’s Inn brand

INDICATORS	#
Trade shows are effective as a marketing strategy	14
Customer perception and behaviour is negatively affected by trade shows	16
Trade shows have improved the Bakers Inn brand	17
Customer perception and behaviour is positively affected by trade shows	17
Trade shows have been affected by the Covid-19 pandemic	18
Revenue has dropped substantially owing to lack of trade shows	14
Sales and profit of Bakers Inn have dropped due to the stoppage of trade shows	16
Bakers Inn has managed to present a positive perception through trade shows	18

As indicated in table 1.1 above, trade shows according to the respondents’ trade shows affect customer perception and behavior in a variety of ways, both positively and negatively. Also trade shows are pointed out as another significant contributor of sales and profit of Bakers Inn. R9 emphasized the following:

.... *“In terms of image and reputation, trade shows present a good platform for Bakers Inn to clearly and concisely convey the correct message and communicate the Bakers Inn brand as the preferred brand where there is value for customers’ money and is easy on the pocket as well. As it has been noted however, in our current situation, trade shows have also been stropped and this is crippling Bakers inn brand awareness, recognition, sales and profit in general”*

The effects of trade show on customer perceptions and behaviors towards the Baker’s Inn brand are varied. To that end, R6 uttered the following views:

... *“Trade shows present the opportunity for companies such as Bakers Inn to display, market, introduce and give vivid illustrations of the products on offer and the organization of a company brand at a trade show determines how it is viewed by the customer as well as the prevailing perception which customers develop as a result. Thus, trade shows have the effect of positively affecting customer perception and behavior towards a brand or they can negatively affect a brand through disorganized display of products, poor communication skills by the employees as well as issues of presentation which is the first thing customers look at”*

As indicated above, one can note that trade shows such as in the case of Zimbabwe trade fares offer a good platform for businesses to market their products as well as speak to their customer in such a way that enhances or distorts the customer perception and behavior towards a brand.

## DISCUSSION OF FINDINGS

To begin with, it has been established from the data obtained from the face-to-face interviews and structured questionnaires that Bakers in has been in operation for decades but looking at the time frame which the study was based on (2018 to 2021) it can be noted that there were various challenges that faced Bakers inn in its operations. Exhibitions in particular as a marketing strategy faced numerous setbacks towards the end of 2019 and early 2020 owing to the growing effects of Covid-19 pandemic which brought all businesses to an inevitable halt. The turn of events today has seen a great shift in the way of doing business and thus, looking at exhibitions, trade shows and road shows in the above stated period with regards to Bakers Inn, were banned due to the adverse effects of the Covid-19 pandemic and the social distancing protocols set up.

Similarly, in-store displays became less effective as Bakers Inn merchandisers were forced by the Covid-19 social distancing protocols and could not successfully organize and place Bakers Inn products on shelves for effective brand recognition.

In addition, it was also noted that brand awareness depends on the effectiveness of exhibitions in communicating a brand which in this case was based on the Bakers Inn brand. Road shows in particular were pointed out as one of the most effective forms of exhibitions which are able to significantly improve company image, product as well as fight stiff competition which characterizes the bakery business in Zimbabwe. Road shows are easy to set up, cost effective and are very much effective in terms of marketing. However, looking at the current situation where we have Covid-19 pandemic the world over. Road shows have suffered a major blow in terms of effectively communicating the Bakers Inn brand. Covid-19 has brought various changes in terms how we have been marketing the Bakers Inn products and brand in general. From the period running 2010 to date, the Covid-19 protocols such as social distancing have made it impossible to conduct roadshows as road shows encourage a lot of gathering and that would defy the government Covid-19 prevention measures.

Also, it was pointed out that any pandemic disorganizes the life of wider society and may exacerbate various problems in terms of running businesses and as was pointed out by R7, road shows have been stopped indefinitely so as to observe the government social distancing protocols that discourage any gathering of any form and this translates to low sales as the general populace may not be aware of the various products which Bakers Inn offers. Furthermore, data obtained from the questionnaires indicated that roadshows are highly effective in terms of communicating the Bakers Inn brand but it also noted that in the period running from 2018 to present there have been various factors that have affected the effectiveness of road shows as part of exhibition especially in the face of the current global pandemic of Covid-19 which has led to an inevitable halt to road shows and any form of gathering as this might encourage the spread of the virus. Thus, in turn, Bakers Inn has suffered such Covid-19 protocols as they have discouraged one of the most effective marketing strategies that are critical in brand awareness and brand recognition of the Bakers Inn brand.

Moving on, due to the standard procedure and the govern protocols of social distancing that have been enacted the world over to foster isolation, the use of technology has been considered the most appropriate (if not the only) alternative to keep all systems functional in many parts of Zimbabwe. The hardest hit is the Bakery industry in general where dependence is placed on issues marketing so as to ensure continuity as well as boost productivity as bakery products are usually perishable and thus marketing teams always put across effective marketing stunts to push volumes and not suffer serious loss. Bakers Inn has not been spared as well as the bakery industry in general. Covid-19 pandemic has forced the industry to be like a ghost town. From a business point of view, it was also stressed that if companies were struggling before the pandemic in terms of marketing through exhibitions, how would they make it in the predicament of Covid-19. Looking at road show rates against brand awareness of Bakers Inn, it was also noted that there has been a serious decline as the adoption of social media marketing is less effective looking at rural areas as not everyone has access to the internet or a smartphone.

Brand visibility is concerned with the strategic placement of a product within a retail shop or store and this has a serious bearing on the success or failure of a marketing strategy. In-store displays take into account a number of factors such as product placement and arrangement within a particular retail store. Such placement, ensure that the products are well arranged so that consumers can easily see and identify the products within a shop. Therefore, in-store displays are a sole mandate of merchandisers whose job is to constantly organize the Bakers Inn brands for easy access and identification by the consumer against other similar products or brands. So in-store displays have to depict a good perception of a brand. Interestingly, the respondents also affirmed that due to the serious threats of Covid-19, in-store displays have not been as

effective as they were before. As a brand, Bakers Inn depends on in-store displays as these determine the customer purchase behavior and this also depends on a job well done by the merchandisers. Looking at the social distancing rules and regulations that were realized from the onset of Covid-19, there has been a mandatory rule by various retail stores where Bakers Inn products are housed through social distancing a few to no merchandisers were being admitted into various retail stores. This absence of merchandisers affected Bakers Inn's brand visibility as Bakers Inn products were not competitively and carefully arranged in retail outlets. Ultimately, consumer perceptions and behavior towards Bakers Inn's products suffered a serious downturn.

The above sentiments, are in line with the reviewed literature which showed that the Covid-19 protocols have negatively affected Bakers Inn sales and profits. According to Fill (2019) Bakers Inn's operating market environment is characterized by stiff competition and a reduction of market share from 65% to 55% as revealed in the 2018 End of Year Financial Report. The trends have taken a negative trajectory due to the Covid-19 which led to less effective in-store displays to attain brand visibility of Bakers Inn. From the data obtained in the study, it can be understood that there is a correlation between Covid-19 severity and the profit or sales margin of Bakers Inn from the period 2018 to 2021. In 2018 Bakers Inn sales experienced a stable sale margin but it was only until 2019 that a surge although it was not quite significant and this was when Covid-19 first appeared and affected sales and profit trends from 88% in 2018 to 81% in 2019 and that was the norm up until 2021 where trends dropped from 72% to 43% in the 2020 and 2021.

Among some of the Bakers Inn marketing strategies are trade shows that offer vast opportunities to display, demonstrate and discuss latest products and services which are on offer. In the Zimbabwean context, Bakers Inn has managed to harness the power of trade shows as they have a bearing on customer perception and behavior towards the Bakers Inn brand. In terms of image and reputation, trade shows present a good platform for Bakers Inn to clearly and concisely convey the correct message and communicate the Bakers Inn brand as the preferred brand where there is value for customers' money and is easy on the pocket as well. As it has been noted however, in our current situation, trade shows have also been stopped and this is crippling Bakers Inn brand awareness, recognition, sales and profit in general. The effects of trade show on customer perceptions and behaviors towards the Baker's Inn brand are varied. Thus, one can note that trade shows such as in the case of Zimbabwe trade fairs offer a good platform for businesses to market their products as well as speak to their customer in such a way that enhances or distorts the customer perception and behavior towards a brand.

## CONCLUSIONS

It has emerged from the findings that Bakers Inn has been in operation for decades but looking at the time frame which the study was based on (2018 to 2021) it can be noted that there were various challenges that faced Bakers Inn in its operations. Exhibitions in particular as a marketing strategy faced numerous setbacks towards the end of 2019 and early 2020 owing to the growing effects of Covid-19 pandemic which brought all businesses to an inevitable halt. The turn of events today has seen a great shift in the way of doing business and thus, looking at exhibitions, trade shows and road shows in the above stated period with regards to Bakers Inn, were banned due to the adverse effects of the Covid-19 pandemic and the social distancing protocols set up.

Furthermore, data obtained from the questionnaires indicated that roadshows are highly effective in terms of communicating the Bakers Inn brand but it also noted that in the period running from 2018 to present there have been various factors that have affected the effectiveness of road shows as part of exhibition especially in the face of the current global pandemic of Covid-19 which has led to an inevitable halt to road shows and any form of gathering as this might encourage the spread of the virus. Thus, in turn, Bakers Inn has suffered such Covid-19 protocols as they have discouraged one of the most effective marketing strategies that are

critical in brand awareness and brand recognition of the Bakers Inn brand.

Bakers Inn has not been spared as well as the bakery industry in general. Covid-19 pandemic has forced the industry to be like a ghost town. From a business point of view, it was also stressed that if companies were struggling before the pandemic in terms of marketing through exhibitions, how would they make it in the predicament of Covid-19. Looking at road show rates against brand awareness of Bakers Inn, it was also noted that there has been a serious decline as the adoption of social media marketing is less effective looking at rural areas as not everyone has access to the internet or a smartphone.

Brand visibility is concerned with the strategic placement of a product within a retail shop or store and this has a serious bearing on the success or failure of a marketing strategy. In-store displays take into account a number of factors such as product placement and arrangement within a particular retail store. Such placement, ensure that the products are well arranged so that consumers can easily see and identify the products within a shop. Therefore, in-store displays are a sole mandate of merchandisers whose job is to constantly organize the Bakers Inn brands for easy access and identification by the consumer against other similar products or brands. So in-store displays have to depict a good perception of a brand.

Interestingly, the respondents also affirmed that due to the serious threats of Covid-19, in-store displays have not been as effective as they were before. As a brand, Bakers Inn depends on in-store displays as these determine the customer purchase behavior and this also depends on a job well done by the merchandisers. Looking at the social distancing rules and regulations that were realized from the onset of Covid-19, there has been a mandatory rule by various retail stores where Bakers Inn products are housed through social distancing a few to no merchandisers were being admitted into various retail stores. This absence of merchandisers affected Bakers Inn's brand visibility as Bakers Inn products were not competitively and carefully arranged in retail outlets. Ultimately, consumer perceptions and behavior towards Bakers Inn's products suffered a serious downturn. Among some of the Bakers Inn marketing strategies are trade shows that offer vast opportunities to display, demonstrate and discuss latest products and services which are on offer. In the Zimbabwean context, Bakers Inn has managed to harness the power of trade shows as they have a bearing on customer perception and behavior towards the Bakers inn brand.

In terms of image and reputation, trade shows present a good platform for Bakers Inn to clearly and concisely convey the correct message and communicate the Bakers Inn brand as the preferred brand where there is value for customers' money and is easy on the pocket as well. As it has been noted however, in our current situation, trade shows have also been stopped and this is crippling Bakers inn brand awareness, recognition, sales and profit in general. The effects of trade show on customer perceptions and behaviors towards the Baker's Inn brand are varied. Thus, one can note that trade shows such as in the case of Zimbabwe trade fares offer a good platform for businesses to market their products as well as speak to their customer in such a way that enhances or distorts the customer perception and behavior towards a brand.

## RECOMMENDATIONS

1. Bakers Inn needs to put in place safety nets that will enable it to continue its business transactions amid any threats from a deadly pandemic or other hindrances.
2. From the findings of the study, it can be recommended that, organizations, companies and industries need to take serious information and communication technology lessons so as to ensure that their employees are digitally equipped to conduct business as usual through online platforms and means in the event of any pandemic emerging as it may adversely affect the business.
3. It can also be recommended that industries should employ technologically proficient employees and provide resources for workers. Resources that can work as contingency plans in the event of a life-threatening pandemic such as that of the Covid-19.



4. It is also recommended that further study be conducted to determine the effectiveness of exhibitions on brand awareness and profitability. There is need to take into account other research methods that may bring out different and extensive results that may be used for policy formulation and the adoption of various marketing strategies to achieve profitability as another important variable which this study did not dwell upon.

## REFERENCES

1. Aaker, D. A. (2002) Building a strong brand. UK: Free Press Business
2. Azman, S. H. & Somayeh, A. (2013) Social media: a successful tool of brand awareness. International Journal of Business and General management. Vol. 2, No. 3
3. Babbie, E and Mouton, J. (2001). The practice of Social Research. Oxford University Press: Oxford.
4. Beir, J. & Dambock, C. (2018). The Role of Exhibition in the Marketing Mix, Ravensberg, The Global Association of Exhibition Industry
5. Bowie, D. and Buttle, F. (2004) Hospitality marketing: An introduction. Oxford: Elsevier
6. Cernikovaite, M. (2011) Brand value measurement models. Social science studies Vol. 3, No. 3
7. Chaudhary, G. (2014) Challenges in Brand Building. International Journal of Emerging Research in Management and Technology Vol. 3, No. 10
8. Creswell, J. & Plano Clark, V.L. (2007). Designing and Conducting Mixed Research Methods, London, Sage Publications
9. Davis, S.M. and Dunn, M. (2002). Building the brand-driven business, operationalize your brand to drive profitable growth. San Francisco, CA: Jossey-Bass.
10. Esch, F., Langner, T., Schmitt, B.H. and Geus, P. (2006) Are brands forever? How brand knowledge and relationships affect current and future purchases, Journal of Product and Brand Management, Vol. 15, No. 2
11. Farris, P. W., Bendle, N. T., Pfeifer, P.E. and Reibstein, D. J. (2010) Marketing Metrics: The definitive guide to measuring marketing performance. Upper Saddle River: Pearson Education
12. Fouka G & Mantzorou M. (2011). What are the Major Ethical Issues in Conducting Research? Is there a Conflict between the Research Ethics and the Nature of Nursing? Health Science Journal 5 (1).
13. Galvez, R.E. (2014) An analysis of how online business can increase awareness through Internet marketing efforts: Case study of LinenMe: Denmark
14. Homburg, CH., Klarmann, M. and Schmitt, J. (2010) Brand awareness in business markets: When is it related firm performance? International Journal of Research in Marketing No. 27
15. Huong-Le, T. & Karlsson, M. (2017). A Review of Exhibit Marketing, A Nordic School Perspective, Halmstad University, Sweden.
16. Jin, X. & Weber, K. (2013). Developing and Testing a Model of Exhibition Brand Reference: The Exhibitor's Perspective, Tourism Management, Vol 6, 2, Melbourne, Elsevier
17. Johnson, M.Q. (2007). Qualitative Research and Evaluation Methods, 3rd Edition, Thousand Oaks, CA: Sage.
18. Keller, K.L. (2009) Building Strong brands in a modern marketing communication environment. Journal of Marketing Communication Vol. 15, No. 2-3
19. Kotler, P. and Armstrong, G. (2010) Principles of marketing, 13th Edition. Upper Saddle River, NJ: Pearson
20. Kotler, P. and Keller, L. K. (2006) Marketing management, 12th Edition. Pearson Education: Upper Saddle River
21. Malik, M. E., Ghafoor, M.M. and Iqbal, H. K. (2013) Importance of brand awareness and brand loyalty in Assessing Purchase intentions of consumers. International Journal of Business and Social Science Vol. 4, No. 5
22. Mapingure, B. (2017). An Assessment of Brand Awareness Strategies Used by Peace Security Company to Enhance Brand Visibility, Gweru, MSU
23. Mills, G., Curtis, S. & Curtis, V. (2010). Research Methodology, Blue Dot, Tamilnadu. India.

24. Nasar, A., Hussan, S.K., Karim, E., Siddiqui, M.Q. (2012) Analysis of influential factors on consumer buying behaviour of youngster towards branded products: Evidence from Karachi: KASBIT Business Journal, Vol. 5:56-61
25. Nielsen, A. (2013) from <http://nielsen.com/us/en/press-room/2013/nielsen-acquires-arbitron.html>
26. Rafi, A., Ahsan, M., Shabour, F., Hafeez, S. and Usman, M. (2011) Knowledge metrics of brand equity: critical measure of brand attachment and brand attitude. Journal of Business Management Vol. 3, No.4
27. Sasinovskaya, O. and Anderson, H. (2011) From Brand awareness to online co-design: How a small bathroom prodder turned interactive on the Web. Journal of Brand management, Vol.19 No.1
28. Situma, S.P. (2012) The effectiveness of trade shows and Exhibitions as organisational tool (Analysis of selected companies in Mombasa). International Journal of Business and Social science. Vol. 3, No. 22
29. Srinivasan, V., Park, C. and Chang, D. R. (2005) An approach to the measurement, analysis and prediction of brand equity and its sources, Management Science
30. Ulusu, Y. (2010) Determinant factors of time spent on Facebook: Brand community engagement and wage types. Journal of Yasar University. Vol. 18, No. 5
31. Vutete, C. & Bobo, N. (2015). The Impact of Bakery Industry Supply Chain on the Pricing of Bread in Zimbabwe, Greener Journal of Business Management Studies, Vol 5, 1, pp1-15
32. Yaseen, N., Tahira, M., Gulzar, A. and Anwar, A. (2011) Impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention: A reseller view. Interdisciplinary Journal of Contemporary Research in Business, Vol. 3, No. 8