INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT RESEARCH
P-ISSN: 1118-4256, E-ISSN:3034-4327
Vol. 5| No.3 | December 2024
Page No.: 282 - 302

BRANDING STRATEGY AND PERFORMANCE OF BREWERIES IN ANAMBRA STATE, NIGERIA

[1]JUDE OKECHUKWU NWAOTA

[2]IFEANYI TITUS TOCHUKWU

[3]PROF. FAITH ONWUCHEKWA

Department of Business Administration, Nnamdi Azikiwe University, Awka, Nigeria

Abstract

The intense competition within the brewery sector in Anambra State exacerbates the need for robust and effective branding strategy. The broad objective of this study is to investigate the effect of branding strategy on the performance of selected breweries in Anambra State. This study specifically sought to assess the link between brand development and goal achievement of selected breweries. The study is anchored on Brand Equity Theory. A Survey research design was employed to analyze the stated hypotheses in the study. The study adopts primary source of data and data was collected using questionnaire and interviews. Population of 150 respondents from the selected breweries were used and Since the sample population is conducive for a sample size i.e 150 persons for this research work, the researcher therefore used the population as sample size. Regression and ANOVA were used to analyze the sourced data in the study. Hypotheses were tested using simple regression analysis in SPSS version 23. The findings revealed how various branding strategies such as packaging, emblem, symbols and graphics currently employed by these breweries, emphasizes the significant role of promotional activities in enhancing brand visibility and fostering customer loyalty. The study concluded that given the dynamic

nature of markets, breweries should regularly assess the effectiveness of their branding strategies and adapt them to align with changing consumer preferences and competitive pressures. Therefore, the researchers recommend that Breweries should prioritize developing and implementing holistic branding strategies that integrate various promotional activities to enhance brand visibility and customer engagement.

Keywords: Branding, Strategy, Performance, Brand Differentiation and Brand Development.

Introduction

In today's business environment, branding has become a critical aspect of a company's success. Effective branding can help a company differentiate itself from competitors, build trust and loyalty among customers, and create a strong reputation. On the other hand, poor branding can damage a company's image and lead to negative perceptions among customers. Branding management is the process of developing, promoting, and maintaining a brand. It involves creating a brand identity that reflects the company's values, products, and services. Branding management also involves establishing brand guidelines and strategies that ensure consistency across all brand touch points, including advertising, packaging, and customer interactions. Miresh (2023). One of the most significant impacts of branding management on business performance is the effect it has on customer perception. A strong brand can create a positive perception in the minds of customers, which can lead to increased loyalty, trust, and repeat business. When customers trust a brand, they are more likely to recommend it to others, which can lead to increased sales and revenue.

Branding strategies are critical to the success of firms in competitive industries. In the brewery sector, effective branding can distinguish products in a crowded market, foster customer loyalty, and drive organizational performance. This study focuses on selected breweries in Anambra State, Nigeria, to investigate the link between branding strategies

and firm performance. Previous research has established the significance of marketing strategies on organizational outcomes Eniola and Olorunleke (2020); Anas and Batool (2016), but specific insights into the brewery sector within Anambra State remain under explored. The brewery industry in Anambra State faces intense competition, necessitating robust branding strategies to gain and maintain market share. Previous studies have highlighted the importance of brand management in enhancing business performance. For instance, Adhikari (2023) noted that strategic brand management is crucial for achieving competitive advantage and improving business outcomes. Similarly, Morgan and Rego (2009) emphasized the significance of brand portfolio strategy in driving firm performance, indicating that a well-managed brand portfolio can enhance a firm's market position and financial results.

Brand management systems are essential for ensuring consistency and coherence in branding efforts. Azadi and Fallahi (2018) found that companies with effective brand management systems tend to perform better financially and operationally. Their research on office furniture production and exporting companies demonstrated that a structured approach to brand management could lead to substantial performance improvements. This concept is particularly relevant for breweries, where maintaining a consistent brand image across various products can attract and retain customers. In the context of business to business SMEs, Anees-ur-Rehman *et al*. (2018) explored how brand-oriented strategies impact financial performance. Their findings suggest that a strong brand orientation can lead to improved financial outcomes, highlighting the potential benefits of brand-focused strategies in different business environments. Although their study focused on B2B SMEs, the principles of brand orientation are applicable to breweries, where brand strength can influence both consumer and distributor decisions.

Despite the recognized importance of branding strategies in various industries, there is a notable gap in the research specifically addressing the brewery sector within Anambra

State, Nigeria. While previous studies have demonstrated the positive effects of strategic brand management on firm performance in different contexts, the brewery industry in Anambra State remains underexplored. This gap in the literature raises questions about whether the branding strategies that have proven effective in other sectors and regions are equally applicable to the breweries in this particular locale. Without specific insights into how branding impacts these breweries, industry players may struggle to develop and implement effective branding strategies that can distinguish their products in a highly competitive market.

The main aim of this study is to investigate the effect of branding strategy on the performance of selected breweries in Anambra State. The study specifically sought to:

1. identify the relationship between brand management system currently employed by selected breweries in Anambra State and business accomplishment.

2. assess the link between brand development and goal achievement of the selected breweries.

3. determine the relationship between brand differentiation and the financial and operational effectiveness of the selected breweries in Anambra State.

The following null and alternative statements of assumption are put forward to further help to reach a verifiable conclusion on the stated objectives.

HO $_1$: Brand management system in Anambra state does not have any relationship with business accomplishment

HO $_2$: There is no significant relationship between brand development and goal achievement of the selected breweries

HO $_3$: There is no significant relationship between brand differentiation and the financial and operational effectiveness of breweries in Anambra state.

Review of Related Literature

Brand management systems play an essential role in ensuring consistency and coherence in branding efforts. Azadi and Fallahi (2018) found that companies with effective brand management systems tend to perform better financially and operationally. Their research on office furniture production and exporting companies demonstrated that a structured approach to brand management could lead to substantial performance improvements. For breweries, maintaining a consistent brand image across various products is vital for attracting and retaining customers. Brand-oriented strategies significantly impact financial performance, particularly in business to business SMEs.

Anees-ur-Rehman *et al.* (2018) explored the effects of brand-oriented strategies on financial performance, concluding that a strong brand orientation could lead to improved financial outcomes. Although their study focused on B2B SMEs, the principles of brand orientation are equally applicable to breweries, where brand strength can influence both consumer and distributor decisions.

The relevance of branding strategies extends beyond individual companies to entire industries. Horsfall and Ikegwuru (2020) investigated the branding strategies of money deposit banks in Rivers State, Nigeria, finding a positive correlation between branding efforts and marketing performance. This research underscores the importance of strategic branding in achieving market success, a principle that is equally applicable to the brewery industry in Anambra State. Branding strategies are also crucial for the performance of multinational corporations.

Ochoo *et al*. (2018) studied the impact of branding strategies on multinational corporations in Kenya, revealing that effective branding could enhance organizational performance across diverse markets. This finding is pertinent to breweries in Anambra State as they navigate both local and broader market

This research work is anchored on **Brand Equity Theory** which posits that brands add significant value to products and services by enhancing their perceived quality and differentiation (Keller, 1993). This perceived value is what creates brand equity, which is a critical driver of customer loyalty and financial performance. Strong brand equity can lead to higher sales, premium pricing, and a stronger competitive position in the market. For breweries in Anambra State, building strong brand equity can lead to a loyal customer base that is less price-sensitive and more likely to engage in repeat purchases (Azadi and Fallahi, 2018). The theory emphasizes the role of brand equity in differentiating products in competitive markets. By creating a strong, positive brand image, firms can distinguish their offerings from those of competitors, making it easier to attract and retain customers. This differentiation is particularly important in the brewery sector, where numerous brands compete for consumer attention.

Effective branding strategies that enhance brand equity can thus be a key factor in improving firm performance (Horsfall and Ikegwuru, 2020). Breweries can leverage brand equity to create a unique market position that attracts consumers and builds long-term loyalty. Furthermore, Brand Equity Theory highlights the financial benefits of strong brands. Brands with high equity are not only more likely to command premium prices but also tend to have better market resilience and profitability. This financial performance is crucial for the sustainability and growth of firms. For breweries in Anambra State, investing in building and maintaining high brand equity can translate into better financial outcomes and competitive advantage (Ochoo *et al.,* 2018). By focusing on enhancing perceived quality and creating a strong brand identity, breweries can achieve significant performance improvements.

Specific studies have focused on the brewery sector, offering valuable insights into the relationship between branding strategies and organization performance. For instance, Onwuzuligbo and Ezenyimulu (2023) examined the impact of promotional strategies on

organizational growth in International Breweries Plc, located in Onitsha, Anambra State. Their findings underscored the critical role of promotional activities in enhancing brand visibility and driving sales, emphasizing that well-crafted promotional campaign can significantly boost a brand's market presence. This study highlights that promotions are not just short-term sales tactics but integral components of a broader branding strategy that contribute to long-term brand equity and customer loyalty. Integrating promotional strategies with overall branding efforts can create a cohesive brand message that resonates with consumers, fostering stronger brand recognition and preference. Consequently, breweries that strategically leverage promotions within their branding framework can experience improved organizational performance, increased market share, and sustained competitive advantage. The insights from this study can guide breweries in Anambra State to develop more effective branding strategies that incorporate promotional activities as key elements in achieving business growth and performance objectives.

Marketing strategies significantly influence organizational outcomes, playing a pivotal role in driving firm performance and competitiveness. Eniola and Olorunleke (2020) demonstrated the positive impact of well-crafted marketing strategies on organizational performance, highlighting their critical role in achieving business success. Similarly, Anas and Batool (2016) found that effective marketing strategies could maximize organizational performance, with sustainable competitive advantage serving as a crucial mediating variable. These insights underscore the importance of integrating robust marketing strategies into branding efforts to achieve superior organizational outcomes. By aligning marketing strategies with branding initiatives, firms can create a cohesive approach that enhances brand value, customer loyalty, and market positioning. This integrated approach ensures that all marketing activities contribute to a unified brand message, leading to stronger brand recognition and preference. For breweries in Anambra State, adopting comprehensive marketing strategies within their branding efforts can help navigate competitive pressures, improve market share, and drive long-term growth and profitability.

This holistic view of marketing and branding underscores the strategic importance of these functions in achieving organizational excellence and sustained competitive advantage.

The adaptation of organizational strategies to market dynamics is crucial for the performance of brewing firms, particularly in competitive and rapidly changing environments. Attilla and Beredugo (2024) investigated organizational adaptation and performance in brewing firms in South-East Nigeria, emphasizing the necessity for flexible and responsive branding strategies to navigate shifting market conditions. Their study found that breweries that effectively adapted their branding and marketing strategies to meet evolving consumer preferences and competitive pressures achieved better performance outcomes. This adaptability involves continuous market analysis, customer feedback integration, and agility in marketing execution. By being responsive to market changes, breweries can maintain relevance, strengthen their brand presence, and enhance customer loyalty. This approach not only helps in retaining existing customers but also attracts new ones, contributing to overall business growth. For breweries in Anambra State, implementing adaptable branding strategies can be a key driver of success, enabling them to effectively compete and thrive in a dynamic market landscape. This underscores the importance of strategic flexibility in achieving sustainable competitive advantage and superior organizational performance in the brewery industry.

Nwankwo and Kanyangale (2023) explored the effect of sustainable marketing strategies on the consumption of beer brands in Anambra State, revealing a significant trend towards sustainability in consumer preferences. Their research emphasizes the growing importance of integrating sustainability into branding efforts, suggesting that breweries should adopt eco-friendly practices and communicate these initiatives effectively to appeal to environmentally conscious consumers. The study found that sustainable branding not only enhances brand image but also fosters customer loyalty and trust. By promoting sustainable practices, such as reducing carbon footprints, using recyclable packaging, and supporting

environmental causes, breweries can differentiate themselves in a crowded market. This approach aligns with the increasing demand for corporate social responsibility and ethical consumption, making it a crucial component of modern branding strategies. For breweries in Anambra State, embracing sustainability can lead to a competitive advantage, attracting a segment of consumers who prioritize environmental impact in their purchasing decisions. Integrating sustainable practices into branding not only meets consumer expectations but also contributes to long-term business viability and positive societal impact.

Contemporary marketing practices also play a significant role in organizational performance. Otika *et al.* (2023) examined the impact of contemporary marketing on the performance of selected foam manufacturing firms in Anambra State. Their findings indicate that modern marketing techniques, including digital marketing and social media engagement, significantly enhance brand visibility and drive overall performance. The study highlights how leveraging digital platforms enables firms to reach a broader audience, engage with customers in real-time, and tailor marketing messages to specific demographics. These contemporary practices facilitate more interactive and personalized customer experiences, which can lead to increased brand loyalty and higher sales conversions. Moreover, the effective use of analytics and data-driven insights from digital marketing campaigns helps firms optimize their strategies and measure their impact accurately. By adopting these modern marketing techniques, companies can stay competitive and responsive to market trends. For breweries in Anambra State, integrating contemporary marketing practices into their branding strategies can lead to improved customer engagement, greater market penetration, and enhanced financial performance.

Horsfall and Ikegwuru (2020) investigated the branding strategies of money deposit banks in Rivers State, Nigeria, and found a positive correlation between branding efforts and marketing performance. Their research underscores the importance of strategic branding in achieving market success, a principle that is equally applicable to the brewery industry

in Anambra State. Branding strategies also play a crucial role in the performance of multinational corporations.

As seen from the evidence in the review of related literatures, there exist ample gap in the area of the study in Nigeria and Africa as a whole. This study therefore focuses on studying the application of branding strategies in relation to the relationship existing among these variables (brand management, brand differentiation, brand development and business accomplishment, goal achievement, financial and operational effectiveness) of selected breweries in Anambra state, Nigeria. This is a viable lacuna this study will fill which will represent a good contribution to knowledge.

Methodology

The Survey research design was applied because it analyses only a portion of the target population in such a way that the only portion so chosen for analysis could be deemed to be a true representative of the whole population. The study adopts primary source of data and data was collected using questionnaire and interviews. Population of 150 respondents from the selected breweries were used and Since the sample population is conducive for a sample size i.e 150 persons for this research work, the researcher therefore used the population as sample size.. Hypotheses were tested using simple regression analysis in SPSS version 23.

Analysis and Presentation of Data

Table 4.1: Branding Strategies Currently Employed by Your Brewery

Statements	SA	A	UN	D	SD	Total
Distinctive logos and packaging to differentiate products	50	60	20	10	10	150
Advertising campaigns to promote our brand	55	50	20	15	10	150

Statements	SA	A	UN	D	SD	Total
Social media platforms to enhance brand visibility	45	60	20	15	10	150
Total	150	170	60	40	30	450
Average	50	57	20	13	10	-
Percentage	33.33%	37.78%	13.33%	8.89%	6.67%	-

Source: Field Survey, 2024

Table 4.2 analyzed data on the branding strategies currently employed by selected breweries in Anambra State. The results indicate that distinctive logos and packaging were widely used, with 50 respondents strongly agreeing and 60 agreeing, making up a combined 73.33% of the total responses. Advertising campaigns are also a prominent strategy, with 55 respondents strongly agreeing and 50 agreeing, accounting for 70.00% of the responses. Social media platforms are leveraged to enhance brand visibility, with 45 respondents strongly agreeing and 60 agreeing, representing 70.00% of the responses. The average number of respondents for each category are: 50 for strongly agree (33.33%), 56.67 for agree (37.78%), 20 for undecided (13.33%), 13.33 for disagree (8.89%), and 10 for strongly disagree (6.67%). This data highlights that breweries in Anambra State actively employ various branding strategies to differentiate their products and promote brand visibility.

Table 4.2: Respondents' perception of the Impact of These Branding Strategies on the Organizational Performance

Statements	SA	A	UN	D	SD	Total
Increased sales revenue	60	50	20	10	10	150
Improvement in market share	55	60	15	10	10	150
Increased customer loyalty	53	52	22	13	10	150
Total	168	162	57	33	30	450

Statements	SA	A	UN	D	SD	Total
Average	56	54	19	11	10	-
Percentage	37.33%	36.00%	12.67%	7.33%	6.67%	-

Source: Field Survey, 2024

Information presented in Table 4.3 was on branding strategies and organizational performance of selected breweries in Anambra State. The results show that 60 respondents strongly agree and 50 agree that these strategies have led to increased sales revenue, representing 40.00% and 33.33% of the total responses, respectively. Regarding market share improvement, 55 respondents strongly agree and 60 agree, making up 36.67% and 40.00% of the responses. Concerning customer loyalty, 53 respondents strongly agree and 52 agree, accounting for 35.33% and 34.67% of the responses. The total responses across all categories are: 168 for strongly agree, 162 for agree, 57 for undecided, 33 for disagree, and 30 for strongly disagree, summing up to 450. The average number of responses are: 56 for strongly agree (37.33%), 54 for agree (36.00%), 19 for undecided (12.67%), 11 for disagree (7.33%), and 10 for strongly disagree (6.67%). These findings indicate that the majority of respondents perceive a positive impact of branding strategies on sales revenue, market share, and customer loyalty, demonstrating the effectiveness of these strategies in enhancing organizational performance.

Table 4.3: Respondents' Perception of the Relationship Between Brand Management Systems and Financial and Operational Effectiveness

Statements	SA	A	UN	D	SD	Total
Consistency in branding efforts across all products	60	55	20	10	5	150
Better financial performance	50	60	20	10	10	150
Improved operational efficiency	55	50	20	15	10	150
Total	165	165	60	35	25	450
Average	55	55	20	12	8	-
Percentage	36.67%	36.67%	13.33%	7.78%	5.56%	-

Source: Field Survey, 2024

On the relationship between brand management systems and financial and operational effectiveness in selected breweries in Anambra State, presented in Table 4.4,the results show that 60 respondents strongly agree and 55 agree that consistency in branding efforts across all products is maintained, representing 40.00% and 36.67% of the total responses, respectively. Additionally, 50 respondents strongly agree and 60 agree that better financial performance is achieved through effective brand management, accounting for 33.33% and 40.00% of the responses. Furthermore, 55 respondents strongly agree and 50 agree that operational efficiency has improved due to a well-structured brand management system, representing 36.67% and 33.33% of the responses, respectively. The average number of responses across all categories are: 55 for strongly agree (36.67%), 55 for agree (36.67%), 20 for undecided (13.33%), 11.67 for disagree (7.78%), and 8.33 for strongly disagree (5.56%). These findings indicate that effective brand management systems positively influence both financial performance and operational efficiency in breweries.

Test of Hypotheses

Based on the specific objectives of the study, the three hypotheses were tested using the simple regression in SPSS version 23 as shown below:

Descriptive Statistics			
	Mean	Std. Deviation	N
General Understanding of the Concepts of Branding and Organizational Performance	3.8867	1.18456	150
Branding Strategies Currently Employed by the Brewery	3.8267	1.18007	150
Impact of These Branding Strategies on the Organizational Performance	3.9000	1.18009	150

Relationship Between Brand Management Systems and Financial and Operational Outcomes	3.9133	1.14069	150

Correlations

		General Understanding of the Concepts of Branding and Organizational Performance	Branding Strategies Currently Employed by the Brewery	Impact of These Branding Strategies on the Organizational Performance	Relationship Between Brand Management Systems and Financial and Operational Outcomes
Pearson Correlation	General Understanding of the Concepts of Branding and Organizational Performance	1.000	.980	.995	.991
	Branding Strategies Currently Employed by the Brewery	.980	1.000	.975	.971
	Impact of These Branding Strategies on the Organizational Performance	.995	.975	1.000	.991
	Relationship Between Brand Management Systems and Financial and Operational Outcomes	.991	.971	.991	1.000
Sig. (1-tailed)	General Understanding of the Concepts of Branding and Organizational Performance	.	.000	.000	.000
	Branding Strategies Currently Employed by the Brewery	.000	.	.000	.000

	Impact of These Branding Strategies on the Organizational Performance	.000	.000	.	.000
	Relationship Between Brand Management Systems and Financial and Operational Outcomes	.000	.000	.000	.
N	General Understanding of the Concepts of Branding and Organizational Performance	150	150	150	150
	Branding Strategies Currently Employed by the Brewery	150	150	150	150
	Impact of These Branding Strategies on the Organizational Performance	150	150	150	150
	Relationship Between Brand Management Systems and Financial and Operational Outcomes	150	150	150	150

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997[a]	.993	.993	.09895	1.812

a. Predictors: (Constant), Relationship Between Brand Management Systems and Financial and Operational Outcomes, Branding Strategies Currently Employed by the Brewery, Impact of These Branding Strategies on the Organizational Performance
b. Dependent Variable: General Understanding of the Concepts of Branding and Organizational Performance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.644	3	69.215	7069.366	.000[b]
	Residual	1.429	146	.010		
	Total	209.073	149			

a. Dependent Variable: General Understanding of the Concepts of Branding and Organizational Performance

b. Predictors: (Constant), Relationship Between Brand Management Systems and Financial and Operational Outcomes, Branding Strategies Currently Employed by the Brewery, Impact of These Branding Strategies on the Organizational Performance

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.056	.030		-1.909	.058
	Branding Strategies Currently Employed by the Brewery	.161	.032	.161	5.111	.000
	Impact of These Branding Strategies on the Organizational Performance	.611	.055	.608	11.025	.000
	Relationship Between Brand Management Systems and Financial and Operational Outcomes	.241	.053	.232	4.568	.000

a. Dependent Variable: General Understanding of the Concepts of Branding and Organizational Performance

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.9569	5.0098	3.8867	1.18050	150
Residual	-.82207	.17793	.00000	.09795	150
Std. Predicted Value	-2.482	.951	.000	1.000	150
Std. Residual	-8.308	1.798	.000	.990	150

a. Dependent Variable: General Understanding of the Concepts of Branding and Organizational Performance

Decisions on Hypotheses

The results of the hypotheses align closely with empirical findings from recent studies in the brewery sector, highlighting the critical role of branding and marketing strategies in enhancing organizational performance. The acceptance of Hypothesis 1 ($H1_1$) suggests that significant branding strategies are indeed employed by breweries in Anambra State, echoing findings by Onwuzuligbo and Ezenyimulu (2023). Their research emphasizes the pivotal impact of promotional strategies on brand visibility and sales growth, indicating that effective branding efforts encompass a range of promotional activities that contribute to long-term brand equity and customer loyalty. This agreement underscores the foundational importance of robust branding strategies in brewery operations, aligning with the current study's findings on the comprehensive nature of branding practices in influencing organizational outcomes.

Furthermore, the acceptance of Hypothesis 2 ($H1_2$), which asserts that branding strategies significantly impact organizational performance, is corroborated by Eniola and Olorunleke (2020) and Anas and Batool (2016). These studies emphasize the integral role of well-crafted marketing strategies in driving organizational success and achieving sustainable competitive advantage through enhanced market positioning and customer loyalty. The alignment of these findings with the current study's results underscores the broader consensus that effective branding strategies contribute positively to organizational performance metrics, including revenue growth and market share expansion.

However, while the acceptance of Hypothesis 3 ($H1_3$) indicates a significant relationship between brand management systems and financial and operational effectiveness, the emphasis on adaptability and market responsiveness by Attilla and Beredugo (2024) suggests a deeper layer of complexity. Their findings underscore the critical need for

breweries to adapt branding and marketing strategies continuously to meet evolving consumer preferences and market dynamics. **Summary of Findings**

This study investigated the impact of branding strategy on the performance of breweries in Anambra State, focusing on three main objectives. First, it identified various branding strategies currently employed by these breweries, emphasizing the significant role of promotional activities in enhancing brand visibility and fostering customer loyalty. Second, it assessed how these branding strategies influence organizational performance, revealing a strong positive correlation between effective branding efforts and metrics such as revenue growth and market share expansion. Third, the study determined that robust brand management systems are integral to achieving favorable financial and operational outcomes, highlighting the importance of strategic flexibility and adaptive marketing approaches in responding to dynamic market conditions.

Conclusion and Recommendation

The findings underscore the critical importance of comprehensive branding strategies in driving the performance of breweries in Anambra State. The acceptance of hypotheses affirming the significance of branding strategies implies that breweries that strategically invest in branding not only enhance their market presence but also achieve sustainable competitive advantage. Effective branding not only increases brand visibility and customer loyalty but also contributes significantly to overall organizational success, as evidenced by empirical studies in the brewery sector. Moreover, the study emphasizes the need for breweries to continually adapt their branding and marketing strategies to align with evolving consumer preferences and market dynamics, thereby ensuring sustained growth and competitiveness.

Based on the findings, several recommendations are proposed for breweries in Anambra State to enhance their branding strategies and organizational performance:

1. Breweries should prioritize developing and implementing holistic branding strategies that integrate various promotional activities to enhance brand visibility and customer engagement.
2. Given the dynamic nature of markets, breweries should regularly assess the effectiveness of their branding strategies and adapt them to align with changing consumer preferences and competitive pressures.

References

Adhikari, M. (2023). *Impact of branding management on the business performance*. Retrieved from https://www.linkedin.com/pulse/impact-branding-management-business-performance-miresh-adhikari

Anees-ur-Rehman, M., Wong, H. Y., Sultan, P., and Merrilees, B. (2018). How brand-oriented strategy affects the financial performance of B2B SMEs. *Journal of Business & Industrial Marketing, 33*(3), 303-315. https://doi.org/10.1108/JBIM-10-2016-0237

Anas, Y. A., and Batool, A. Q. (2016). The effect of marketing strategy on maximizing the performance of an organization: Sustainable competitive advantage as a mediating variable: Empirical study on small and medium companies in Jordan. *International Journal of Academic Research in Business and Social Sciences, 6*(4), 318-324.

Attilla, K., and Beredugo, M. (2024). Organizational adaptation and performance of brewing firms in South-East, Nigeria. *ResearchGate*. https://doi.org/10.13140/RG.2.2.25547.57128. Retrieved from https://www.researchgate.net/publication/377384694_ORGANIZATIONAL_ADAPTATION_AND_PERFORMANCE_OF_BREWING_FIRMS_IN_SOUTH-EAST_NIGERIA

Azadi, A., and Fallahi, K. (2018). The effect of brand management system on the performance of companies (Case study: Office furniture production and

exporting companies). *International Journal of Business Management, 3*(1), 69-75.

Coaty, P. C. (2018). Theoretical and operational definitions of strategy. In *Small State Behavior in Strategic and Intelligence Studies* (pp. 9-46). Springer. https://doi.org/10.1007/978-3-319-89447-8_2

Eniola, A. A., and Olorunleke, G. K. (2020). Marketing strategies impact on organizational performance. *International Journal of Scientific and Technology Research, 9*(01). Retrieved from www.ijstr.org

Horsfall, H., and Ikegwuru, M. (2020). Branding strategies and marketing performance of money deposit banks in Rivers State of Nigeria. *International Journal of Business Management, 3*(508-526).

Islami, X., Mustafa, N., and TopuzovskaLatkovikj, M. (2020). Linking Porter's generic strategies to firm performance. *Future Business Journal, 6*(3). https://doi.org/10.1186/s43093-020-0009-1

Miresh, A. (2023), The effect of brand management system on the performance of companies (Case study: Office furniture production and exporting companies). *International Journal of Business Management, 3*(1), 69-75.

Morgan, N., and Rego, L. (2009). Brand portfolio strategy and firm performance. *Journal of Marketing, 73*(1), 59-74. https://doi.org/10.1509/jmkg.73.1.59

Nashwan, M. A. S. (2015). How does marketing strategy influence firm performance? Implementation of marketing strategy for firm success. *International Journal of Innovation and Economic Development, 1*(3), 7-15.

Nwankwo, C., and Kanyangale, M. (2023). Effect of sustainable marketing strategies on consumption of beer brands in Anambra State. *Acta Universitatis Danubius. Œconomica, 19*(2), 188-205. Retrieved from https://dj.univ-danubius.ro/index.php/AUDOE/article/view/2291

Ochoo, A. D., Rintari, N., and Muema, W. (2018). Effect of branding strategy on the performance of multinational corporations in Kenya. *International Journal of Contemporary Aspects in Strategic Management (IJCASM), 2*(1), 239-252.

Onwuzuligbo, L. T., and Ezenyimulu, C. C. (2023). Promotions and organisational growth: A study of International Breweries plc Onitsha, Anambra State. *International Journal of Academic Research and Reflection, 11*(2), 1-13.

Otika, U. S., Ejiofor, U. H., Isinwa, N. C., and Onyeagwara, O. C. (2023). Contemporary marketing and organizational performance of selected foam manufacturing firms in Anambra State. *UAES Journal of Social and Management Science (UJSMS), 1*(1), 41-57.

Thottoli, M. M., and Al Harthi, F. N. (2022). Corporate branding and firm performance: A study among Oman hotel industry. *Arab Gulf Journal of Scientific Research, 40*(3), 214-234. https://doi.org/10.1108/AGJSR-04-2022-0035