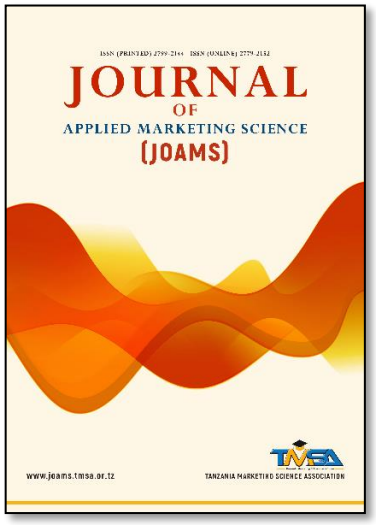


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Challenges Facing Branding Development in Tanzania; A Case of Selected Software Companies in Dar es salaam Region

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Challenges Facing Branding Development in Tanzania; A Case of Selected Software Companies in Dar es salaam Region

Theresia Thomas and Jaraj S. Kikula

Abstract

The aim of the study is to examine the challenges facing branding development in Tanzania, A case of selected software companies in Dar es Salaam Region. The study population involved software operations Managers and Managing directors from the selected software companies and individuals who deal with software development in Dar es salaam Region. The study used convenience sampling technique to generate the sample size of 40 respondents who participated in this study. The research design used was a case study design and data collection techniques used were interview and questionnaires. In this study both qualitative and quantitative data analysis were used to analyze data. Where by thematic analysis technique was used to analyze qualitative data, and descriptive statistical technique was utilized for quantitative data using table in form of frequency and percentage. The findings of the study show that Software companies and Individuals who deal with software development had an ability to create brand Identity which is unique, clear, true and distinct from others. In addition, the study revealed that there is contribution of stakeholders' collaboration in branding development of software product and the available resources are not effective for branding development of Software product. The study recommends that Software companies and Individuals dealing with software development should maintain and improve the ability of creating clear, unique, true and distinct brand identity for their product and collaboration with stakeholders.

Keywords: Brand; Branding; Brand Identity; Stakeholders; Resources.

Introduction

Formally a brand can be defined as a name, term, sign, symbol or design or combination of them, intended to identify the goods of one seller or groups of sellers and to differentiate them from those of competitors, (American Marketing Association,2018). According to A, (2017) branding is the act of promotion to present either a company's or an Individuals product in a unique style and differentiate in

a competitive market. Branding is used as powerful tool of increasing customers attention to the brand and reducing recognition of certain competing brands. Also, information stored by Individuals about the brands is very crucial in making decisions for buying the products, (Sabharaw et al, 2016). A stream of work has been building up among academic researching the antecedents, effects and normative terms of managing and implementing branding practices in organizations, (Mingione et al., 2022). Researching antecedents explained different ideas, views opinions as well as suggestion basing on branding. According to (Skoko et al, 2018) brand identity plays a key role in branding, although there is various concept of branding but they all start with definition of identity. Brand identity represents an internal perspective of brand by the company (Elena and Cleopatra, 2018). A brand can be associated with a marked identity of a product that includes its appearance, packaging, logo, slogan, livery, communications etc., (Karim and Uddin, 2021). Despite of its key role in branding, the most prominent challenges facing organizations in branding themselves is inability to create the brand Identity (Subbarayalu,2022). Branding is impacted by a multitude of stakeholders including political players and government ownership, (Mingione et al., 2020). Concurrently, there has been an acknowledgement that co-creation with the help of multiple stakeholders through the regular audit of brands is important, (Kuriakose, 2023). Although Alyafei (2021) explained that there are some significant challenges that highly influence branding, that is satisfaction of stakeholders and partners is one of the main challenges in branding a product. Before deciding any plan or future layouts for branding, all stakeholders should be informed by recommendations provided to discuss and brainstorm the impacts of the recommendations and strategies for effective branding. It is common practice for organizations to capitalize on their brand names, by implementing a variety of brand budling and brand extension strategies, (Kang et al., 2018). Therefore, Marketing Managers of an organization as main representers of branding activities on the highest operational level within the organization, it is necessary to have enough resources both financially allocated and in terms of human resource to allow building of a strong brand with a positive reputation, and perception to flourish as an asset to the organization, (Mingione et al, 2020). Despite a devoted brand manager and an engaged team, managing the branding activities is just one of the many tasks of employee. Due to employee overload, brand development (that is shaping new ideas, communication with stakeholders and endeavoring to get new or more stable financing) is usually limited to current tasks and short-term solution only. Although till recently, globally brand management was perceived as a function exclusive to commercial organizations, (Reghunathan, 2021). Scholars and practitioners work on the outlook of the concept of commercial or product branding is very limited (Karim and Uddin, 2021) especially on the challenges of branding. Generally, in worldwide and in Africa there are some studies conducted on the challenges of branding development on the challenges of

brand Identity, contribution of stakeholder's collaboration and effectiveness of available resources for branding. There is no study conducted in Tanzania on the challenges of branding development in relation to the current factors of brand Identity, stakeholders' collaboration and effectiveness of available resources .The findings of this study should contribute useful knowledge to the existing body of knowledge of branding on the side of challenges of commercial or product branding especially in Tanzania, as it was written that there was evidence that every study existed pertaining to the impact of branding on sales performance of the product in Tanzania, (Bwana, 2020).

2.2 Theoretical frame work

2.2.1 Brand Equity theory

This theory explains the ways to build strong brand equity by focusing on understanding customers and designing branding strategies accordingly. In this study Customer based brand equity theory focuses only on two levels of the theory which are brand Identity and brand meaning. The level of Brand Identity is built when customers are unaware of an organizations products .This level involves in building the way the customers look up to a brand and how they distinguish each brand from another ,it involves telling customers what the organization does or offers .The aim is to build strong brand identity from the beginning as foundation for the benefit of the brand but also for attracting the customers .In this level the strategy used is massive advertisement that is why many companies now days spend billions on advertising campaign as a way of creating awareness even before they have profits in the firm .As it is explained that it is common practice for organizations to capitalize on their brand names, by implementing a variety of brand budling and brand extension strategies ,(Kang et al.,2018). Also, at this level Marketing Managers of an organization as main representers of branding activities on the highest operational level within the organization, it is necessary to have enough resources both financially allocated and in terms of human resource to allow building of a strong brand Identity with a positive reputation, and perception to flourish as an asset to the organization, (Mingione et al, 2020).

2.2.2 Stakeholders theory

In this theory stakeholders defined as a term which denotes any identifiable group or individual such as employees, suppliers, dealers, local communities and the nation who can affect or be affected by organizational performance in terms of its products, policies, and work processes (Rashia 2014).The organization can be described as it consists of a series of connections of stakeholders that the managers of the organization attempt to manage (Freeman, 1984) in (Rishia, 2014)**.**There is a primary stakeholder group ‘'one without whose continuing participation the organization cannot survive as a going concern" - with the primary group including "shareholders and investors, employees, customers and suppliers, together with what is defined as the public stakeholder group; the governments and communities that provide infrastructures and markets, whose laws and regulations must be obeyed, and to whom taxes and obligations may be due'‘,

(Clarkson,1995) in (Rashia,2014).As it has been written by (Mingione et al, 2020) branding is impacted by a multitude of stakeholders including political players and government ownership.

2.3 Conceptual frame work

This conceptual frame work shown in figure 2.1is based on various empirical literature reviews undertaken on factors involve in branding development. It illustrates that when organizations develop brand for a product need to take into consideration some factors for branding development.

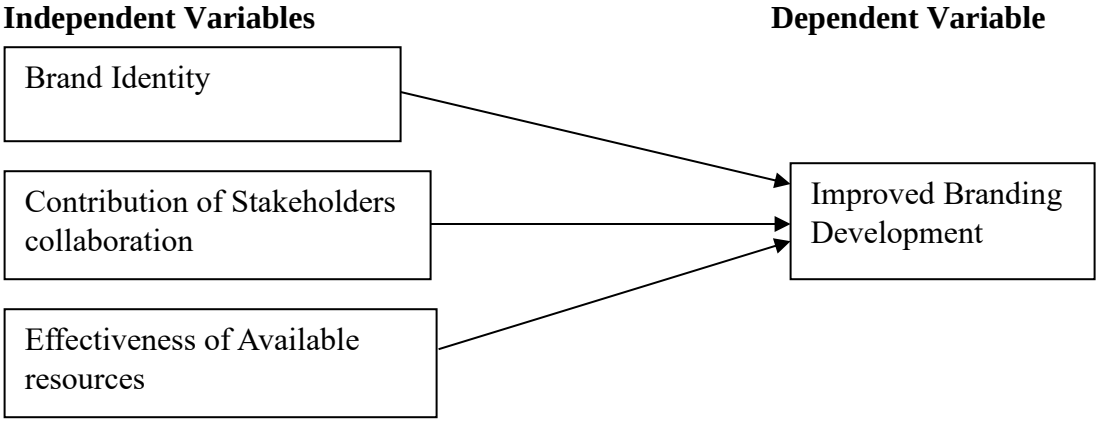


Figure 2.1: Conceptual framework

Source; researchers' conceptualization

2.4 Research methodology

2.4.1 Research design

This study used case study research design, in which data were collected only once from the field. The study used the case study design for the reason that it gives a researcher an easier use of analytical and descriptive technique to obtain information required for the current status of phenomena to describe what exists, with respective to variables of the study and it involves in answering two research questions of why and how about what is going on in the field of the study, (Ndulane,2015).

2.4.2 Study Area

The present study used Dar es Salaam region because of the convenience and effortlessness of getting admission to facts as well as obtaining data at a decreased moment and price as a case to learn about the study area. Kothari (2004) the convenience is one of the justifications for choosing the study area as well as respondents for the research.

2.4.3 Sampling Techniques and sample size

The study employed the convenience sampling technique to select a total of 40 respondents from selected software companies and Individuals who deal with software product development in Dar es Salaam region.

2.4.4 Data collection

In this study the data from field were collected using questionnaire and interview method. Questionnaire method was used to collect primary data from software operations Managers and Managing directors of

software companies as well as Individuals who deal with software development about the challenges facing branding development in Dar es Salaam region. In this study, only closed ended with a Likert scale questionnaires were employed to collect data from 33 respondents .Saunders et al., (2009) in (Rushaka, 2020) believes that the use of interview method as data collection method helps a researcher to obtain more and in-depth information concerning the research problem .Thus the study used interview to collect data on challenges of brand identity in branding development, contribution of stakeholders' collaboration in branding development and effectiveness of available resources in branding development in relation to challenges facing branding development in Dar es Salaam region. The interview guide with open ended questions was prepared to guide the two ways systematic conversation between the researcher and respondents. The interview was initiated by the researcher to obtain relevant information for the study. The Interview method was used to collect primary data from 7 software operations Managers and Managing directors of software companies and Individual who deal with development of software product.

2.5 Data analysis

The obtained data from the field were analyzed by using both qualitative and quantitative data analysis techniques. Thematic analysis technique was used to analyze qualitative data and descriptive statistical technique was used to analyze quantitative data.

2.6 Findings and Discussions

2.6.1 Demographic Characteristics

The demographic characteristics of respondents examined in this study were gender, age, education level and working experience. The four variables were examined to 40 respondents, the Software operation Managers and Managing Directors from selected companies and Individuals who deal with software development in Dar es Salaam region.

Table 2.1 Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage
Gender of Respondents	Male	40	100
	Female	0	0
	Total	**40**	**100**
Age of Respondents	25-35	19	47
	36-45	16	40
	46-55	5	13
	56+	0	0
	Total	**40**	**100**
Education level of Respondents	University degree	10	25
	Master's degree	30	75
	Doctorate degree	0	0
	Total	**40**	**100**
Working experience of Respondents	1-5Years	10	25
	6-10Years	25	62
	10Years+	5	13
	Total	**40**	**100**

Source; Field Data (2023)

The study findings in table 2.1. Above revealed that 100% of respondents were male and 0% were female. The findings imply that majority of respondents involved in this study were male thus, the finding results imply that the field of software development is dominated by male than female. From the table 2.1. above the results Shows that majority of respondents (47%) were aged from 25-35 years, followed by (40%) of respondents aged from36-45 years ,46-55 years were (12%) and above 56 were (0%). These findings imply that majority of respondents were matured youths which is good thing in running a business compared to elders. These findings are in line with the study of Yahya (2019) who argues that basically, people in the age group of 18 to 45 years old are energetic, active and they can better survive to demands of running a business compared to the elders. From the table 2.1 shows that, respondents with university degree were (25%), Master's degrees were (75%) and PHD respondents were (0%). The study implies that large number of respondents were Master's degree holders and few with first degree, this imply that both managers and Individuals dealing with software development had an adequate skills and knowledge in branding development of software product .The study imply that balanced education level among the employees in an organization and respondents of the study is good thing because it helps the balance in undertaking activities in an organization and generalization of information from the field respectively. The study is in line with the study of Edward (2019) having balanced education among key officials enable the company to tackle the expected and actual exposures effectively. The table 2.1. Above Shows that respondents with 1year to 5 years working experience were (25%),6 years to 10 years working experience were (62%), and those with above 10 years working experience were (13%). These findings imply that large number of respondents had 6years to 10 years working experience, this means that the respondents are knowledgeable and had enough experience in software industry. The findings are inconsistency with the study of Edward (2019), who reported that most of workers had a working experience of more than 4 years in a non-government organization, meaning that they had enough exposure and experience, and therefore they can perform their work with greater efficiency.

2.6.2 Challenges of software product branding development

The study discusses challenges of branding software product, the findings result of the study relate to the challenges of branding development in figure 2.1.

2.6.2.1 Brand Identity

This study finds that brand identity of a software products are very clear, unique and distinct from others, because software companies and Individuals dealing with software development have an ability to create brand identity for branding development of their software product which is very clear, unique, true and distinct from others basing on customers' needs and feedback .This imply that the ideas, messages

and all process for branding development of software product originate from the software companies and Individuals dealing with software development in relation to customers' needs and demands as well as feedbacks.

> *The brand Identity of software product of our company was developed from the scratch with internal developers of the company for the 28 years and we used customers feedback basing on their needs to enhance it, for that reason I can say the brand Identity for our software product is very clear, unique, true and distinct from others as long as it has been developed basing on customers' needs and demands" (Software Operations Manager)*

> *Yes, as a software developer, I see my product identity is very unique, clear and distinct from others this is due to the fact that I able to create my product different from others in order to solve a lot of problems of my customers which involve different business needs in different business environment such business needs are like sale, stocking and others for many business people from different business environment, (Individual)*

The above finding results goes in line with (Ojasalo,2012) who argued that brand identity should originate from company in other words, company is responsible for creating a differentiated product with unique features, through brand identity, a company seeks to convey its individuality and distinctiveness to all its relevant public who are the customers of the company's product.

2.6.2.2 Contribution of stakeholders' collaboration.

The findings of this study discusses that there is contribution of stakeholder's collaboration in software branding development from government and private sectors. The findings revealed that Government stakeholders have been providing infrastructures and directions for development of software products through its entities like TRA, WCF, NSSF and ZSSF. Also, private sectors like Banks, NGOs, Hotels, Mobile companies, SMS providers collaborate with software companies and Individuals dealing with software development by providing insights of the kind of software product they need as customers which can be able to function in all environment, all of these have been done through workshops .In branding development software companies and Individuals deal with software development involve stakeholders layouts for branding their software products before deciding any future plan for branding software product, as well as they obtain cumulative effort support from both individual, private and public sectors for branding development of their software products.

> *'I do collaborate with stakeholders such as mobile companies and other SMS providers in order to understand market or customer requirements. Also, I do collaborate with other stakeholders in which they involving in reviewing and*

implementing some of the customers proposals', (Individual).

'We do collaborate with Government entities such as TRA, WCF, NSSF, ZSSF as well as private sectors like Banks, Hotels and NGO's. These collaborators help us to know market needs because they do involve in giving insights of the kind of product, they need which can function in all environment. Therefore, in order to get this collaboration, we have to attend workshops because it is where we can easily meet these collaborators with their insights for kind of product they need', (Managing Director)

The results are in line with the study of Mingione et al (2020) who argued that branding is impacted by a multitude of stakeholders including political players and government ownership. Also, in the case of collaboration with public stakeholders the finding results are in line with findings which argued that in brand building there is primary stakeholder group with what is defined as the public stakeholder group; the governments and communities that provide infrastructures and markets, whose laws and regulations must be obeyed, and to whom taxes and obligations may be due" (Rashia, 2014).

2.6.2.4 Effectiveness of available resources for branding

The findings discuses that there is stable financial budget ,no financial aids ,no enough devoted and engaged team and there is involvement of other players idea for branding development of software product in Dar es Salaam region .The findings of this study also revealed that branding product requires a team that is dedicated and fulltime to the task, in which the selected software companies and Individuals dealing with software development currently don't have enough team due to the lack of funds and employees overloaded by other organization tasks.

"The branding modality I'm using is quite difficulty, new and expensive hence resources for branding my product are not much available, there is lack of enough financial capital, skills and infrastructure for branding my software product" (Individual)

"Branding product requires a team that is dedicated and fulltime to the task, in which we currently don't have enough team due to funds, also we involve much in software development as our prime objective rather than branding which is not a prime objective", (Software operations manager).

The findings are in line with Ojasalo, (2012) who reported that Software SMEs face the challenge of resources needed in the brand building effort; both internal and external

resources are typically needed. Many companies try to build a brand with their internal resources as much as they can. However, even though they have the first-hand information of their customers which is important; they are not professional of branding. Moreover, the study of Mingione, (2020) revealed that despite a devoted brand manager and an engaged team, managing the branding activities is just one of the many tasks of employees. Due to employee overload, brand development is usually limited to current tasks and short-term solution only.

2.7 Conclusion and Recommendation

2.7.1 Conclusion

Basing on the finding results, the study concluded that software companies and Individuals dealing with software development have an ability to create brand Identity for their software product which is unique, clear, true and distinct from others. There is contribution of stakeholder's collaboration in branding development of software product, thus software companies and Individuals had to attend workshops in order to meet with stakeholders' requirements for the branding development of their software product .There is no effective available resources for branding development of software product, Software companies as well as Individuals dealing with software development face the problem of lack of fund and enough time for performing branding activities. Moreover, employees of selected software companies and Individuals dealing with software development in Dar es Salaam region are overloaded with other tasks within the organization rather than branding tasks due to the reason that branding task is not their prime objective.

2.7.2 Recommendations

From the findings the study recommends that Software companies and Individuals dealing with software development need to maintain the ability of creating clear, unique, true and distinct brand identity for their software product by making timely development and improvement basing on feedbacks, directions and insights provided by customers and both public and private stakeholders .Selected software companies and Individuals dealing with software development have to attended workshops, seminars in order to get directions, feedback and insights which will help in branding development for their software product and to keep on building collaboration with both public and private stakeholders such as TRA, NSSF, ZSSF, WSF, NGOs, and banks .Selected software companies and Individuals dealing with software development have to make sure that there is devoted, engaged, dedicated and fulltime team for performing branding tasks for branding their software products. It is important for software companies and Individuals dealing with Software development to find enough capital in order to have ability to employ fulltime branding team for branding tasks in the organization and to priorities branding activities as one among of prime objective within the organizations and individuals who dealing with software development.

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