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Faculty of Commerce

Department of Business Management

**CORPORATE BRAND REPOSITIONING WITH INNOVATION AS THE
DIFFERENTIATING FACTOR: A Study of Consumer Perceptions.**

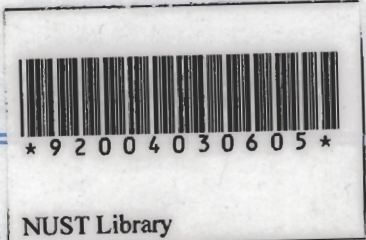
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ABSTRACT

This research focuses on corporate brand repositioning when innovation is the differentiating factor. The research was influenced by Africom’s corporate brand repositioning exercise which saw the company rebranding in September 2010. An exploratory research was then used in gathering empirical data, meaning that the researcher pursued to generate empirical insights of the consumer perceptions of corporate brand repositioning when the differentiating factor is innovation. The research was targeting Africom customers both corporate and individuals from all sectors of the economy. The research aimed at understanding how consumer perceptions can be managed to generate brand value through corporate brand repositioning when innovation is the differentiating factor. The main research objective was to build a model that comprises of the significant aspects related to generation of brand value through repositioning. The researcher concluded that innovation can provide companies with a new source of differentiation and strength for the brand due to consumers growing concern about global changes in technology and its impact on modern business and lifestyles. Desirability of the differentiating factor largely determines the level of brand value creation for the target customers. The criterion of desirability is based on three dimensions: relevance, distinctiveness and believability. The components that formed the theoretical framework the researcher came up with were later tested in the context of the case company, Africom. The findings of the study confirmed that all of these components were significant in the context of corporate brand repositioning. The model highlighted three critical components in relation to managing consumer perceptions in the context of the case company Africom. The components are critical in the sense that they may lead the entire process of brand repositioning to failure and these are: providing proof of the firm’s innovativeness, building a linkage between the initial and new positioning while also weakening the old positioning, and lastly promoting the brand’s key distinction in relation to other innovative brands.

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Proposition For the Consumer