

BRAND AWARENESS LEVEL OF PAWON JENONK AS ONE OF THE MICRO-SCALE FOOD INDUSTRIES IN BANDUNG, INDONESIA

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ABSTRACT

Brand awareness is one of the brand equity components that holds a significant role in brand popularity and brand profitability. However, Pawon Jenonk has been encountering popularity and profitability issues for 3 years. Therefore, this study is executed to measure consumers' brand awareness of Pawon Jenonk and its ability to indicate the brand's popularity and profitability or the contrary. In this study, the level of brand awareness is measured from both its depth and breadth. This study used a quantitative research design using a survey method to collect the data. The population is 160 consumers who purchased its product between December 2020 – January 2021 and simple random sampling was used to choose 150 consumers of the population. In analyzing the collected data, descriptive statistic analysis was used by categorizing the respondents' total rating score towards the brand awareness instruments. The result shows that 59,33% of the respondents have a high level of brand awareness, 36,00% of the respondents have a moderate level of brand awareness, and 4,67% of the respondents have a low level of brand awareness. From that result, it can be stated that Pawon Jenonk has been quite successful in establishing its consumers' ability to recognize and recall the brand but not so much in establishing the consumers' consideration to purchase and consume its products. It can be stated that this study indicates a linkage between brand awareness with the brand's popularity and profitability. The result also proved that Pawon Jenonk's issues are related to its brand awareness. Therefore, it can be concluded that the level of brand awareness can indicate brand popularity and profitability condition or the contrary.

Keywords: Brand awareness, Brand Popularity, Brand Profitability, Micro-scaled food industry.

INTRODUCTION

Food is one of the human's basic needs in life. That issue motivates some people to produce food, raw or processed,

and obtain profit to make a living. That condition establishes a large number of food industries in Indonesia, specifically the micro and small-scale food industries that only require a small fund and capital.

A large number of food industries set a direct impact on Indonesia's GDP (gross domestic product). As BPS (2019) has stated, the food industry sector is the main contributor to the industry sector, whereas the industry sector is the main contributor to Indonesia's GDP. From that statement, it can be concluded that the food industry sector holds a significant role in Indonesia's GDP.

According to the Head of Republic of Indonesia Central Statistics Agency's Regulation Number 19 of 2017 about Standards Classification of Business Fields, flour mixture and flour dough industry is one of the business field classifications. In Indonesia, many food industry players choose to use flour to produce their processed food products since flour is the main ingredient that can be processed into various kinds of food. KPPU (2019) stated that 66% of wheat flour used in food processing by the micro, small, and medium-scale industries. The high usage of flour in processed food indicates the importance of flour in the food industry and the importance of flour towards Indonesia's GDP.

A company generally marketed its product with a brand signature that will make it easier for the consumers to recognize and recall the brand. Consumer's ability to recognize and recall a brand is the definition of brand awareness (Aaker, 1991).

Brand awareness holds a significant role as the first step and the foundation of brand equity (K. L. Keller, 2013; Kotler & Keller, 2016). Moreover, the impact of brand awareness on brand equity is determined by the level of brand awareness (Aaker, 1991). It can be concluded that a high level of brand awareness level will give a large impact on brand equity. Therefore, every company should maintain its brand awareness level with various brand awareness establishment strategies. To design a proper brand awareness strategy, a company needs to measure its consumers' awareness level of its brand.

A brand is highly salient when it has a good depth and breadth of brand awareness (Keller, 2003). Based on that theory, awareness of a brand need to be measure from both depth and breadth. Depth of brand awareness is determined by measuring the consumers' ability to recognize and recall the brand in various situations, whereas breadth of brand awareness is determined by measuring the rate of consumers' consideration and purchase (Keller, 2013).

Good brand awareness can establish familiarity in its consumers' minds. As stated by Aaker (1991), brand awareness formed familiarity as one of its scores. Furthermore, consumers' familiarity with a brand can influence the brand's popularity among its consumers and the public. The more audience is aware of the brand, the larger opportunity for the brand to be recognized by the public. Macdonald and Sharp (2000) stated that the guarantee of a brand's popularity is one of the effects that a high level of brand awareness establishes. Chang and Ko (2014) also stated that a brand's relative popularity is perceived through brand awareness and consumption. Tawas and Bangkang (2015) have proven those statements by stating that brand awareness indeed gives a partially positive and significant impact on brand popularity.

Brand awareness can also affect its consumer's buying decisions because consumers will not consider buying a product if they do not aware of its brand (Peter & Olson, 2010; Shahid et al., 2017), whereas consumers who are aware of a brand give the brand the potency to be considered by the consumers. Therefore, a high level of brand awareness is needed for the brand to potentially establish its consumers' purchase intention (Gusti Noorlitaria et al., 2020; Hoyer & Brown, 1990; Susilowati & Sari, 2020; Wang & Yang, 2010).

The consumer's buying decisions later will set a direct impact on the company's sales and profitability. In conclusion, it can be stated that brand awareness holds a significant role in a

company's sales and profit. As stated by Yeboah (2016), sales were proven to be significantly affected by product branding (trademarks and brand awareness). Moreover, Yeboah (2016) also stated that product branding holds a significant role in increasing the brand's competitiveness in the product market. Huang and Sarigöllü (2012) also found a positive relationship between brand awareness and brand performance (sales and market shares) in the market place.

Pawon Jenonk is one of the micro-scaled food industries that use flour as its main ingredient to produce various bakery products in Bandung, Indonesia. As one of the micro-scaled food industry players, Pawon Jenonk needs to create strategies to compete with other food industries. Therefore, Pawon Jenonk needs to establish its brand awareness to keep its life in a hectic environment full of competitors. However, brand awareness is not a simple issue to the micro-scaled food industry like Pawon Jenonk, especially because the large-scaled food industries are long well known and even manage to be at the top of the public's mind.

Pawon Jenonk claimed that their brand's popularity has not been as good as their competitors. It was concluded by comparing their Instagram followers with their competitors' Instagram followers as shown in table 1 below.

Table 1 shows that Pawon Jenonk's Instagram followers are too low compared to their competitors' Instagram followers. These data indicate that Pawon Jenonk is not as popular as its competitors among the public. Moreover, the company's profitability has not been in the best condition over the past few years shown in table 2 below.

Table 2 shows Pawon Jenonk's issue in reaching its profit target. Table 2 also shows how the company's profitability has been growing slowly or it can be stated that the company has been encountering a stagnant development.

As previously described, a high brand awareness level will form a

guarantee of popularity and influence the company's profitability by affecting the consumer's buying decision. However, popularity and profitability are the current issues for Pawon Jenonk. From the previous description, it can be concluded that Pawon Jenonk's issues may be related to their consumers' current level of brand awareness. Therefore, this study attempts to measure the consumers' brand awareness of Pawon Jenonk as the predicted cause of the company's current issues and its ability to indicate the brand's profitability and popularity or the contrary.

Table 1. Followers Number of Pawon Jenonk and Other Similar Company on Instagram Platform

Brand Name	Instagram Follower (Account/User)
<i>Pawon Jenonk</i>	1.323
Fudge Brownies by Salma	4.724
Bake a Boo Bandung	2.418
Yor Treats	3.013
The Sweet Miracle	7.795

Source: Processed primary data, 2020

Table 2. Pawon Jenonk's Profit and Target Profit in 2017-2019.

Year	Company's Profit (Million Rupiah)	Company's Profit Target (Million Rupiah)
2017	100.000.000	130.000.000
2018	114.000.000	140.000.000
2019	130.000.000	160.000.000

Source: Processed primary data, 2020.

RESEARCH METHODS

This study was using a quantitative research design and was using the survey method to collect the data. Although this study was executed at Pawon Jenonk, Bandung, the survey was executed by giving questionnaires to the samples through an online platform since its

marketing communication activities are only executed through online platforms. The operationalized variables taken to measure the brand awareness level were the depth and breadth of brand awareness (Keller, 2013). These were the indicators and instruments used in this study to measure the level of brand awareness:

1. The depth of brand awareness (X1):
 - a. Brand recognition (X1.1): I can directly recognize Pawon Jenonk from its brand signature (brand name, logo, packaging, and slogan).
 - b. Brand recall (X1.2): I can directly recall Pawon Jenonk while thinking about bakery products without spotting any of its brand signature (brand name, logo, packaging, and slogan).
 - c. Top of mind (X1.3): Pawon Jenonk is the first brand that I recall while thinking about bakery products.
2. The breadth of brand awareness (X2)
 - a. Purchasing consideration (X2.1): I often consider Pawon Jenonk when I want to purchase bakery products.
 - b. Purchasing/consuming rate (X2.2): I often purchase or consume Pawon Jenonk's bakery products.

The population of this study is 160 consumers who purchased Pawon Jenonk's product between December 2020 – January 2021. This population was chosen to provide an accurate result for this study, whereas 150 samples were taken from the population with simple random sampling.

In this study, the researcher utilized two sources of data which were primary (respondents' responses toward each statement) and secondary data (books, journals, and data of the company). In collecting the primary data, this study used the Likert scale shown in table 3 below.

Table 3 shows there were five optional scores respondents can choose to rate each statement in this study. Furthermore, the collected data were analyzed using descriptive statistic analysis by categorizing the respondents'

total rating score. The data then categorized into three categories with each score limit determined by this formula below (Azwar, 2009):

1. High:
 $X \geq \text{Mean} + \text{Std. Deviation}$
2. Moderate:
 $\text{Mean} - \text{Std. Deviation} \leq X \leq \text{Mean} + \text{Std. Deviation}$
3. Rendah:
 $X \leq \text{Mean} - \text{Std. Deviation}$

Table 3. Likert Scale

Answer Options	Score
Strongly Disagree	1
Disagree	2
Doubtful/Uncertain	3
Agree	4
Strongly Agree	5

RESULTS AND DISCUSSION

Results

The Company's General Description

Pawon Jenonk is a micro-scaled food industry that focuses on processing wheat flour into various bakery products, specifically sweet bakery products. Its business journey started in 2006 in Balikpapan with brownies as its first and top product and barbeque sauce as its side product. After nine years of running a stagnant business and once halted, Pawon Jenonk started over its business in Bandung with strategies to establish its business growth and to compete with its competitors. Those strategies are to begin using Facebook and Instagram platforms as their primary marketing communication media and to create various innovations toward their products. With its latest strategies, Pawon Jenonk succeeded in growing its business throughout several provinces.

Vision and mission were created as the company's reference on executing its business. The company's vision is to be the pioneer of bakery shops in Bandung, whereas the mission to fulfill its vision are:

1. Product diversification.

2. Produce products with high-quality ingredients.
3. Produce high-quality products.
4. Create unique bakery products.
5. Prioritize the consumers' satisfaction.

The Consumers' General Description /Characterization

Gender

The survey result shows the domination of females in Pawon Jenonk's consumers. The high number of female consumers indicates that Pawon Jenonk's products are more preferred among females. As previously described, Pawon Jenonk is a food industry that focuses on producing sweet bakery products rather than savory products. In conclusion, sweet products are more preferred for female taste. This survey result is similar to Zellner et al., (1999) finding, which is females are craving sweet food more than savory food, especially chocolate food. This statement is compatible with Pawon Jenonk's bakery products which chocolate is one of their main ingredients.

Age

The survey result shows various groups of consumers' age, especially consumers between 21-50 years old. Moreover, the result indicates that the brand's products are preferred by consumers from various groups of age. This survey result is similar to Pelchat's (1997) statement, which is sweet foods are craved more often by young females (18-35 years old) rather than old females (> 65 years old).

Domicile

The survey result shows various provinces of the consumers' domicile, from West Java Province to Province outside Java Island. However, consumers domiciled in West Java Province dominating the overall consumers due to Pawon Jenonk's shop that resides in Bandung, West Java. Moreover, Pawon Jenonk's bakery products mostly have a

short durability performance due to their product characteristic. This characteristic requires consumers outside West Java Province to dispense a higher fund to get their product order and this issue may have caused the small number of consumers outside West Java Province.

Last Education

The survey result shows the domination of D3/S1/S2/S3 and the high school graduated among Pawon Jenonk's consumers and its indication that the brand's products are preferred by D3/S1/S2/S3 and the high school graduated consumers. This consumer majority may be related to internet usage activity. As Kominfo (2017) has stated, internet usage for e-commerce activity is mostly used by internet users that are S2/S3 graduated, followed by S1 and high school graduated users.

Income

The survey result shows various groups of consumers' income, from consumers with \leq Rp1.000.000 income to $>$ Rp10.000.000 income. The ability to purchase Pawon Jenonk's products by consumers from various groups of income may indicate that Pawon Jenonk's product quality is good and worth the cost. It may also indicate that Pawon Jenonk's products are affordable for various groups of income. In conclusion, it can be stated that Pawon Jenonk's products are preferred and affordable for consumers from various groups of income.

Purchase status

The survey result shows 39,33% of all respondents just made their first purchase, whereas the other 60,67% of respondents made their repeat purchase between December 2020 – January 2021. In conclusion, Pawon Jenonk has been quite successful in persuading its consumers to make a repeat purchase or a first purchase. However, the small number of consumers who purchased its products between December 2020 – January 2021 does not support the previous statement.

Therefore, it can be stated that Pawon Jenonk may have succeeded in persuading their consumer's purchasing decision but has not been successful enough to persuade a large audience to purchase their products.

Consumers' Rating Score toward Instruments of Brand Awareness

Based on the five instruments of brand awareness measurement, this is the frequency tabulation of respondents' rating scores toward each instrument presented in table 4 below.

Table 4 shows a higher total average of score 4 among the other score, indicating most respondents chose score 4 to rate each instrument of brand awareness. Score 4 was also chosen by most respondents reviewed from the average of X1 and X2, indicating most respondents consistently score 4 toward every instrument of brand awareness. Whilst score 4 is dominating the data frequency, the X2 average of score 5 shows a smaller percentage compared to the average of score 3. From that result, it

can be concluded that the number of respondents who score 5 toward instruments of X2 is relatively small.

Moreover, table 4 also shows a more detailed rating percentage of each instrument. As shown above, score 4 was chosen by most respondents to rate instruments X1.2 and X1.3, whereas score 5 was chosen by most respondents to rate instrument X1.1. At the same time, score 4 was chosen by most respondents to rate instruments X2.1 and X2.2. This result shows that most respondents gave a higher rating score to instrument X1.1 than to the other instruments. Although score 4 was mostly chosen to rate each instrument, it does not indicate most respondents are at the highest level of brand awareness.

Measurement of Consumers' Level of Brand Awareness

Several descriptive data need to be determined to translate the respondents' total rating score into consumers' level of brand awareness by categorizing the total rating score. These are the following description of brand awareness total rating scores required for categorizing.

Table 4. Frequency Distribution of Brand Awareness Instruments' Rating

Instrument	Respondents' Rating Frequency					Total
	1	2	3	4	5	
Depth of Brand Awareness (X1)						
X1.1	0 (0,0%)	8 (5,3%)	18 (12,0%)	52 (34,7%)	72 (48,0%)	150 (100%)
X1.2	0 (0,0%)	12 (8,0%)	30 (20,0%)	57 (38,0%)	51 (34,0%)	150 (100%)
X1.3	1 (0,7%)	24 (16,0%)	45 (30,0%)	50 (33,3%)	30 (20,0%)	150 (100%)
X1 Average	0,22%	9,78%	20,67%	35,33%	34,00%	
Breadth of Brand Awareness (X2)						
X2.1	6 (4,0%)	14 (9,3%)	42 (28,0%)	57 (38,0%)	31 (20,7%)	150 (100%)
X2.2	3 (2,0%)	29 (19,3%)	37 (24,7%)	57 (38,0%)	24 (16,0%)	150 (100%)
X2 Average	3%	14,33%	26,33%	38,00%	18,33%	
Total Average	1,33%	11,60%	22,93%	36,40%	27,73%	

Source: Results of Processing with Microsoft Excel

Table 5. The Depth of Brand Awareness' Data Description

<i>Max</i>	25
<i>Min</i>	5
<i>Range</i>	20
<i>Mean</i>	15
<i>Std. Deviation</i>	3.333

Source: Results of Processing with Microsoft Excel

Table 5 shows each maximum, minimum, range, mean, and standard

deviation value of brand awareness total rating scores. The maximum value was determined by multiplying the highest score by the total instrument ($5 \times 5 = 25$), whereas the minimum value was determined by multiplying the lowest score by the total instrument ($1 \times 5 = 5$). Furthermore, three categories were formed with each of its score limits shown in table 6 below.

Table 6. Distribution of Categorizing Respondents' Depth of Brand Awareness Total Rating Score

Category	Score	Respondents' Frequency	Percentage (%)
High	$X \geq 18,333$	89	59,33%
Moderate	$11,667 \leq X < 18,333$	54	36,00%
Low	$X < 7$	6	4,00%
Total		150	100%

Source: Results of Processing with Microsoft Excel.

Table 6 shows more than half of the respondents (59,33%) included in the high level of brand awareness, whereas the number of respondents included in the low level of brand awareness (4,00%) is relatively small. However, the total respondents included in the moderate level of brand awareness (36,00%) are relatively high. Moreover, the total percentage of respondents included on the moderate and low level of brand awareness (40%) also shows a relatively small difference with the percentage of consumers included on the high level of brand awareness. In conclusion, this result shows a relatively small difference between respondents included in the high level of brand awareness and respondents included in the lower level of brand awareness.

Discussion

Pawon Jenonk's Level of Brand Awareness

Based on the descriptive analysis results shown in table 6, most of Pawon Jenonk's respondents already had a high

level of brand awareness. However, this result does not indicate that most consumers are at the top-of-mind (highest) level of brand awareness. As shown in Table 4, most respondents score 4 rather than 5 to rate each instrument. From this result, it can be concluded that most of Pawon Jenonk's consumers already have a good ability to directly recognize and recall the brand, although not the highest rate. As shown in table 4, score 4 was consistently chosen by most respondents to rate each instrument of brand awareness. However, table 6 also shows a relatively small difference between respondents included in the high level of brand awareness and respondents included in the lower level of brand awareness. This result indicates Pawon Jenonk has not been very successful in establishing an even high level of brand awareness among its consumers.

The brand's unsuccessfulness in establishing an even high level of brand awareness indicates Pawon Jenonk has not been able to establish a high level of brand

awareness among the public. This result shows a similar condition between the unevenly established brand awareness among the consumers and the low popularity of Pawon Jenonk compared to its competitor's popularity among the public. In conclusion, this study shows that brand awareness can indicate brand population or the contrary. This result is similar to Chang and Ko's (2014) statement which was brand awareness can perceive a brand's relative popularity.

Furthermore, table 6 shows that Pawon Jenonk is considered and purchased relatively often by most of its consumers while thinking about consuming bakery products. However, table 4 shows the number of respondents who score 5 is smaller than the number of respondents who score 3 to rate instruments of X2. The total average percentage of scores 4-5 is 56,33%, whereas the total average of scores 1-3 is 43,67%. This result indicates many consumers have a moderate to low rate of consideration and purchase although most of them were included in the high level of brand awareness. This result shows that a high level of brand awareness doesn't always indicate consumers' high intention of purchasing its products (Wu & Ho, 2014), especially if the brand awareness is only measured through its depth. This result also precisely indicates that most consumers are not at the top-of-mind level of brand awareness.

The brand's unsuccessfulness in influencing an even high rate of consideration and purchase shows a similar condition with the brand's unsuccessfulness in achieving its profit target. In conclusion, this study shows that brand awareness can indicate brand profitability or the contrary. This result is supported by Baldauf et al.'s (2003) findings of brand awareness as a positive-significant predictor of brand profitability performance together with brand loyalty and perceived quality. This result is also supported by Huang and Sarigöllü's (2012) findings, namely brand awareness and

brand performance have a positive relationship.

CONCLUSION AND SUGGESTION

Conclusion

The result of this study shows that Pawon Jenonk is quite successful in establishing its consumers' brand awareness with 59,33% of the respondents included in the high level of brand awareness. However, the result also shows the uneven establishment of the consumers' level of brand awareness toward Pawon Jenonk. The brand's unsuccessfulness in influencing an even high level of brand awareness shows a similar condition with the low popularity of the brand compared to its competitor and with the brand's unsuccessfulness in achieving its profit target. Therefore, it can be concluded that Pawon Jenonk's issues are related to brand awareness and that brand awareness can indicate brand popularity and brand profitability.

Suggestion

Social media marketing is Pawon Jenonk's main marketing communication activity to run its business and establish its brand awareness. Moreover, Pawon Jenonk also takes concern about the quality of its products. Various researches have proven both social media marketing and product quality have a positive and significant impact on brand awareness. However, Pawon Jenonk is encountering issues related to its brand awareness. To resolve the company's issues with its brand awareness, Pawon Jenonk needs to maintain and enhance its brand awareness level by researching its social media marketing and its product quality effect on its brand awareness first. Therefore, Pawon Jenonk can determine the best strategy for their current brand awareness level.

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