

CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

5.1 Summary of Work

Based on the findings of this study, it is concluded that brand differentiation influences competitive advantage as supported by the study findings and responses to questionnaire on the clear role played by brand differentiation and positioning on competitive advantage.

This study was aimed at brand differentiation and positioning and competitive advantage in the market place; it specifically examined the effect of brand differentiation on competitive advantage, as well as the impact of brand positioning on competitive advantage. The study started with an introduction, which occupied the first chapter. It explored the background of the study, statement of the problem, objectives, hypothesis, significance, scope and limitations of the study and finally definition of terms.

Chapter two was divided into four crucial parts; Literature review where differentiation strategy, positioning strategy, brand differentiation and comparative advantage were discussed in detail; theoretical framework, where two theories were discussed; Disaggregate Discrete Choice theory and Brand Loyalty theory; empirical framework that touched past research that is related to the topic; and the chapter was concluded by the gap in literature.

Chapter three focused on survey information on Indomie Noodles, the research design was analyzed, the whole population was considered, validity and reliability of research instrument were also conducted in chapter three.

Data presentation and analysis was presented in chapter four using statistical tables to show the percentage and number of responses from the study population, in this chapter the hypothesis (one hypothesis) from chapter one was analyzed; the null hypothesis was rejected.

While chapter five dealt with summary, conclusion, recommendation and suggestions for further research.

5.2 Summary of Findings

The findings made on this research are grouped into two sections; theoretical findings and empirical findings. The theoretical finding is gotten from literature review in chapter 2 and the empirical finding is gotten from data generated from the actual field survey.

5.2.1 Theoretical Findings

For the purpose of this study, the researcher used two theories: Disaggregate Discrete Choice and Brand Loyalty theories.

Disaggregate discrete choice model takes into consideration of various market segments that emerge because of the great differences that consumers portray in choosing the brands

to buy. It provides a more accurate representation of consumers while at the same time allowing marketers to cluster consumers into segments with similar choice behavior. The analyses in this theory are done using aggregate models that assume that all consumers have the same preferences.

Brand loyalty is a positive biasness that an individual show in responding to a branded, labelled or graded product as the consumer, the selector or the purchasing agent. The biasness can be as a result of affection, evaluation or reaction that the individual portrays towards a product. Brand loyalty is anchored on repeat purchase buying behavior even though the consumer or the buyer may have no evaluative (cognitive or attitudinal) structure underlying his brand loyalty. However, one can observe emotive tendencies (affect, fear, respect, compliance, and so forth) associated with this type of loyalty.

5.2.2 Empirical Findings

This is the summary of the findings from the field work; this research generated many findings as regards to brand differentiation and positioning and competitive advantage (a case study of indomie noodles).

Hypothesis One

The study found that there is a significant relationship between brand differentiation and competitive advantage.

The anova table shows the assessment of the statistical significance of the result. The table tests the null hypothesis. We accept the null hypothesis if the P value is ≤ 0.05 . The Pearson correlation on $r = 0.585$ therefore implies 34.2% shared variance between brand differentiation and competitive advantage.

The significance level below 0.01 implies a statistical confidence of above 99%. The relationship between the variables (brand differentiation and competitive advantage) was investigated using Pearson correlation coefficient. The result from the table above shows that there is a significant positive correlation of (.585) between both variables at 0.05 level of significance. Thus, as obtained from the table ($r = .585$, $p < 0.01$, $n = 450$). The result above shows that there is a significant positive coefficient. Therefore, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_a) accepted.

5.3 Recommendation

1. The study recommends regular customers' feedback collection exercise to be able to ascertain and anticipate customers' future needs.
2. The study also recommends that market survey should be regularly carried out to be able to determine a shift or change in consumers' taste or likes.
3. More investments on advertisement and reach-out programs should be done by the organization to be able to reach out to a wider range of consumers.

4. The study further recommends creation of effective and efficient research and advertisement department to be charged with the responsibility of regular and detailed research and advertisement.

5. There should be non-biased recruitment procedure to ensure the recruitment of qualified personnel that would position the organization on a higher and steady competitive advantageous front.

5.4 Conclusion

From this study it could be observed that the importance of brand differentiation in creating the desired competitive advantage cannot be over-emphasized. Brand differentiation ensures diversification, packing and repackaging, which appeals to the taste and interest of consumers thus making any organization to have a competitive advantage over their competitors. They ensure that accounting and the management controls are implemented. More so, bringing new products and modifying existing ones to suit the taste of both young and old is a necessary requirement if any organization wishes to be a frontier in the food industry.

Furthermore, market orientation has a significant direct impact on competitive advantage. As seen from this work, research, advertisement and strategic positioning directly affects the competitive advantage of an organization. Constantly collecting feedback from

customers on their satisfaction level after consumption of your new products/brands makes them feel important and in charge and keeps them coming for more.

5.5 Suggestion for Further Research

The following suggestions are made for further studies:

- A similar study with a wider scope is advocated.
- A study to identify organizational factors militating against competitive advantage is advised.
- Future studies should focus on other factors that affect competitive advantage.

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