Strategic Brand Extension and Marketing Performance in Selected Beverage Firms in Nigeria

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Abstract
The primary aim of the study is to examine the impact of strategic brand extension on the marketing of beverage companies in Nigeria. The sample size was calculated using the Taro Yemani method from a population of 701, and respondents who would be representative of the population were chosen using the survey research design approach. Simple percentages and multiple regressions are two examples of the statistical methods employed. The results of the study demonstrated that every one of the variables that were looked at—including line expansion, category extension, brand awareness, and the existence of a well-known family brand—were advantageous and important for marketing performance. And the extension that has the greatest impact is the current family brand, followed by category expansion, brand recognition, and so on. According to the study, Nigerian beverage businesses' organizational performance was positively impacted by the brand expansion plan elements, which in turn enhanced marketing performance. Among other recommendations, the paper urges beverage companies in Nigeria, both current and prospective, to put a lot of effort into using brand expansion strategies in this field.

Keywords: *Organizational performance, line extension, existing beverage, category extension, and brand awareness*

Introduction

Brand extension originated with the phrase "brand" or "branding" (Dahlberg, Kulluvaara, and Tornberg, 2004). Using branding to give a product a distinctive identity helps consumers recall the product's name, attributes, and principles. By doing this, a brand's relationship with its customers is strengthened and preferences, habits, and loyalty are encouraged. Branding facilitates the consumer's memory process by associating the product with other products and allowing its positioning. According to Wells, Burnett, and Moriarty (2000), branding has the power to transform a product and raise its value due to the heightened respect for the brand name. Simply said, branding is the act of leaving an impression on something.

The brand extension plan is interwoven with marketing performance. Keller (2003) found that parent brand dilution is primarily caused by the strength, diagnosticity, and consistency of the protracted experience and only happens under certain conditions. Businesses who manufacture a lot of soft drinks and others that are either fully or partially in the same class have obviously looked at ways to reach their target demographic with new products offered under well-known brand names, outside from the study's focus. Coca-Cola is an excellent example, employing global brand names such as "Coke" to both preserve its existing market share and introduce new products in unexplored markets.

Consumers of Coca-Cola soft drinks today frequently utilize new Coke-branded soft beverages, such as Vanilla Coke, Coke Free, Coke Light, and diet Coke. With limited attention to the Nigerian soft drink market, prior studies have looked at the advantages of brand extension across a number of industries using a variety of measurement metrics. Prior studies have examined the impact of strategic brand extension on the success of beverage companies in Nigeria. For example, Kalu, Anyanwu, Kazemi et al. (2013), Samson & Udo (2014), since earlier research by Mwangi (2013) and others was limited to a specific set of criteria, the purpose of this study is to examine the effects of four different brand expansion strategy features on the marketing performance of soft drink retailers in Nigeria. Therefore, the study addressed a gap in the literature about the four factors that were being studied. The study looked into how much brand expansion affects marketing performance in the Nigerian soft drink bottling and marketing sector in order to bridge this gap.

Soft drink companies have reportedly lost devoted consumers over time as a result of their incapacity to adapt to their consumers' shifting tastes and preferences, according to the survey. When consumers' tastes and preferences shift and some product brands no longer meet their needs, switching is inevitable. As a result, many firms have gone out of business. Globalization, shorter product life cycles, decreased trade barriers, and rapid technological breakthroughs, however, have all strengthened the necessity for a company to have distinctive core competencies and brand expansion.

2. Literature Review

2.1 The concept of Brand Extension Strategy

According to the American Marketing Association (AMA), a brand is any name, phrase, sign, symbol, or blueprint—or a mix of these—that is used to set one supplier's or group of suppliers' products and services apart from the participant's. In a nutshell, a brand is what a seller promises to consistently provide their clients with a specific set of advantages and services. Coca-Cola, McDonald's, Mercedes-Benz, and Sony are a few of the well-known brands (Keller & Lehman, 2006).

This approach is sometimes viewed as advantageous since a higher preferred derivative from the core brand equity raises the chances of success and reduces the marketing, research, and advertising expenses related to launching a new product. Furthermore, a brand extension may result in reciprocal benefits that increase the parent brand's equity (Chen & Liu 2004).

Keller (2008) asserts that attitudes are the general impressions that consumers hold of the brand. A consumer's opinion of a brand affects their decision to buy, enjoy, and continue using a product. It is almost tough to modify a drab mentality, which usually leads to the buyer rejecting the brand.

The consumer's attitude towards the expansion is one of the most crucial determinants of whether or not they accept it. A positive attitude towards the extension will enhance the product's brand image; a bad attitude would result in carelessness. Accordingly, it would be simple to claim that creating positive brand associations is crucial to the success of a marketing effort (Keller, 2008) and that these positive impressions enhance the reputation of the product brand. Because they serve as the basis for the brand selection process, product attitudes are important (Keller, 2008). The brand attitudes model is calculated by multiplying the sum of customer opinions on a product or service by the weight given to each viewpoint.

2.2 Components of a Brand Extension Strategy

The works of Chen & Liu (2004), Tauuber (2008), Keller & Lehman (2006), and others were used to extract these essential brand extension strategy qualities, which include category extension, line extension, existing family brand, brand awareness, brand credibility, brand image, brand equity, and others. Nonetheless, the study concentrated on the first four of the aforementioned.

2.2.1 Category Extension

Category extension, sometimes referred to as brand extension, is a strategy whereby a company uses the same brand to enter a completely new product category (Kotler & Armstrong, 2010). The business uses the success and brand equity of its existing brand to introduce the new product and increase market acceptability (Kotler & Armstrong 2010). Brand extension is the practice of expanding a brand into new markets or geographic regions, according to Moorhti (2003). Brand extension occurs when a soft drink maker introduces a range of juices or bottled water products under its own name.

Customers may be forced to test new products that are entirely different from the company's prior product lines due to the brand's conventional moniker (Moorhti, 2003). According to Dahlberg et al. (2004), sales turnover is nearly always higher during the brand expansion phase, and those customers are very responsive to offers, especially when they are made public. Furthermore, it is regarded as a marketing performance statistic that illustrates the speed at which brand extension strategies generate revenue (Nwielaghi, 2003). Buday (2002) asserts that the sales potential of the new product is one of the main factors that determine whether a brand should be expanded. Because category expansion maximizes the financial budget, marketers can reduce expenses while still producing a respectable return on even low-volume products (Buday 2002).

2.2.2 Line Extension

Line extension, according to Kotler & Armstrong (2010), is the expansion of an existing product line. For instance, a soft drink manufacturer may expand its cola line to include "Diet" or "Cherry" tastes. Line extension, as defined by Keller and Aaker (1992), is the use of the current brand name in a new market segment inside the brand's current (same) product category. In an effort to cater to consumers who enjoy vanilla flavours, the Coke brand enters the cola soft drink industry with a new flavour called Vanilla Coke. This is an example of a line extension. In conclusion, line extensions increase the variety of products to appeal to a wider range of consumers and provide current customers additional options (Keller & Aaker 1992).

Market performance outcomes of line extensions that are infrequently researched include sales or changes in market share of the extension product or sales and changes in market share of a brand in its category. Few studies have examined how various line extension tactics, such as the variations in performance traits between vertical and horizontal line expansions, affect brand market success. The second was the impact of long product lines on market share (Kekre and Srinivasan 1990; Draganska and Jain 2005; Bayus and Putsis 1999), and the value of horizontal versus vertical line extensions for brand performance (Draganska and Jain 2005, 2006; Nijssen 1999; Randall, Ulrich, and Reibstein 1998). The literature on product line extensions served as the basis for these results.

2.2.3 The Existing Family Brand

According to Boone & Kurtz (2015), umbrella branding, sometimes referred to as family branding, is the practice of marketing and selling your product ranges under a single brand name. Therefore, establishing a family brand makes it easy for your customers to find your company's items, even if they don't have many things in common. Boone and Kurtz (2015) looked at two types of family brands: individual and family branding. Individual branding is applicable to both small and large businesses. A company may use a separate name, logo, and marketing strategy for each product it sells. Due to individual branding, each product may have its own distinct category.

This allows a company to introduce products that are highly different from one another and sell its products to unmatched demographic groups (Boone & Kurtz 2015). Family branding can help consumers become more accustomed to a product's name and logo due to name fluency, which could make it easier to launch new items. Because one or two poor products could harm the reputation of the family brand, companies that employ family branding must make sure that every product satisfies extremely dependable quality requirements (Boone & Kurtz 2015). A marketing strategy called umbrella branding, sometimes referred to as family branding, uses a single brand name to promote two or more related items, according to Moorhti (2003). Businesses with great brand equity—the worth of a brand in a particular market—are the ones who use umbrella branding the most.

2.2.4 Brand Awareness

Brand awareness is the capacity of a consumer to recognise a brand as being associated with a certain product category. A brand's level of awareness reflects how consumers view it (Aaker, 1991). It must happen regardless of the time, location, or outside factors. In the end, brand equity is the brand knowledge that customers may associate with the brand name (Aaker, 1991). Finally, brand awareness alerts the customer to the higher quality of the goods. The first and most important component of customer brand equity is brand awareness, which is frequently undervalued (Tong & Hawley, 2009). Campbell and Keller (2003) define familiarity as the consumer's conceptual understanding of the brand. The elicited response of their clients distinguishes well-known companies from unknown ones. Consumers link well-known products in a variety of ways, including for family or personal usage, through friends, or through connections in the media or advertising.

Positive thoughts about a brand are more likely to be held by customers who are familiar with it than by those who are not. "Consumers must understand the brand-specific involvement in order to recognise the brand's appropriateness in the extension category" (Broniarczyk and Alba, 2004). Therefore, a customer's familiarity with the brand will enhance the expanded product's reputation. Although familiarity is clearly crucial for building brand image, it is still uncertain how it influences the customer's evaluation of extensions. When brand awareness is poor, customers rely their decisions on how familiar and high-quality the brand is.

2.3 Marketing Performance

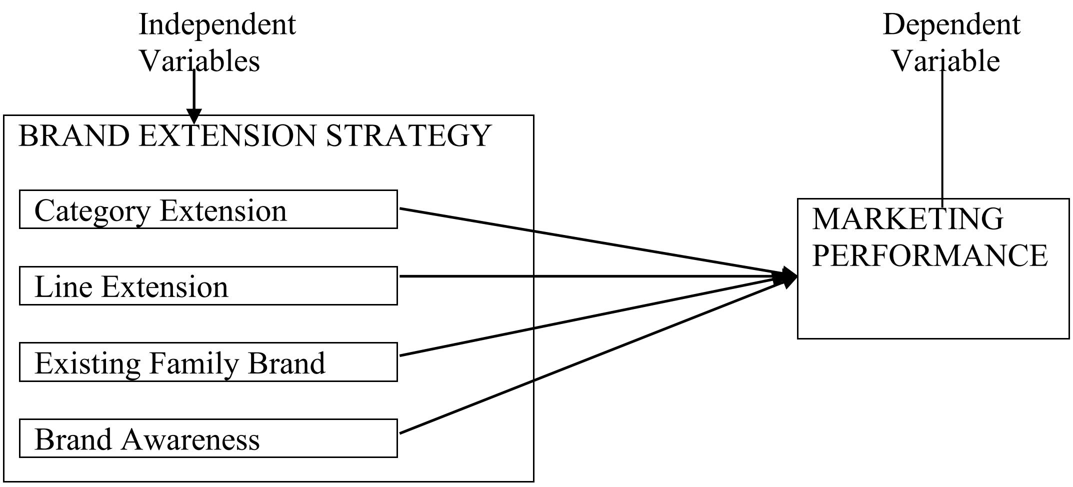
According to Jackson et al. (2004), other scholars argue that the term "performance" is not typically used in this context because some authors use the terms "productivity" and "performance" interchangeably. Since there has long been disagreement in the literature regarding the best way to assess marketing performance, academics believe that performance evaluation should be based on how well marketing performance contributes to the achievement of corporate goals in direct proportion to the firm's stated strategy (Asiegbu et al., 2011).

For example, the assessment of marketing functions can be separated into three categories: performance, utilization, and productivity (Asiegbu et al., 2011). Productivity is the ratio of actual output to real input, performance is the ratio of actual production to standard output, and utilization is the ratio of capacity used to available capacity. According to Asiegbu et al. (2011), performance measurement is essentially an examination of how effectively and efficiently a task is completed in order to enhance a company's marketing performance in terms of sales volume, sales growth, and profitability.

The percentage of total sales in a market or industry that a particular business generates over a specified time period is known as its market share. The company's sales for the specified time period are divided by the total sales for the industry during the same period to determine the market share. The goal of this metric is to give a general idea of how big a firm is in relation to its rivals and the market. The percentage of total revenues that a business has in relation to the market it serves is known as its market share. For instance, a company's market share would be 50% if it sold $100 million worth of drinks locally and $200 million in Nigeria.

According to Reddy et al. (1994) and Cook (1985), market share is a useful relative indicator of success and position in the marketplace. Due of its strong link with profitability, managers utilize it frequently in addition to dollar and volume sales (Reddy et al. 1994).

2.4. Conceptual Framework



Source: Researcher's Model, 2024.

A conceptual representation of the variables being studied and their proposed correlations is shown in Figure 2.1.

The resource-based view (RBV) emphasizes the firm's resources as the primary factors that determine competitive advantage and performance. When analysing sources of competitive advantage, two presumptions are made (see, for example, Peteraf & Barney, 2003; Barney, 1991). This approach makes the first assumption that companies within a strategic group or industry may have varying resource sets. Second, because the resources required to implement business strategies are not entirely transferable between companies (some are difficult to obtain and replicate, and cannot be exchanged in factor markets), it suggests that resource heterogeneity may persist over time. For a resource bundle to offer a competitive advantage, resource heterogeneity is required.

Intangible assets, such as knowledge (e.g. Spender, 1996), information (Sampler, 1998), and dynamic capacities (Teece, Pisano & Shuen, 1997), have been the subject of numerous resource-based studies in recent years. Businesses that own and manage particular resources can obtain a competitive advantage and ultimately enhance company performance, according to the resource-based perspective of business (Ainuddin et al., 2007).

2.6 Empirical Review

Kalu et al. (2014) investigated the relationship between brand expansion strategy and marketing success for soft drink bottling companies in Nigeria. According to the target audience of the chosen organisation under examination, 98 copies of the questionnaire were distributed to sales managers, marketing managers, commercial managers, and sales leads. According to data analysis utilising descriptive tables and the Pearson Correlation Coefficient in the SPSS program, a significant amount of the total soft drink products sold each year are the extended brands of the parent items. Accordingly, the study discovered that a company's overall marketing effectiveness was significantly influenced by the collective Fit perception as well as other elements of product category fit. It was suggested that companies keep a positive image of their core brands on extended brands that are intended to offer bundles of unnecessary solutions to meet demand, so long as the company's major brands are protected from image dilution. Keeping a diverse clientele will keep the company profitable and relevant through consistent growth in sales. The study partially agreed with the previous study that a number of brand expansion plan components may have an impact on a company's overall marketing success.

Rather, the study connected brand image and product category similarity to sales growth. Conversely, factors like brand awareness and connection are part of how consumers view a brand. Chen and Gu (2012) examined the opportunities and difficulties a business encounters while putting its brand extension strategy into action. Four aspects of Aaker's brand equity—perceived quality, brand association, brand awareness, and brand loyalty—are used to compare two brand extension cases. Japan and the United Kingdom participated in the survey as well. The results demonstrated that brand extensions are always difficult, regardless of how strong the initial brand was.

Similarly, Hariri & Vazifehdust (2011) collect 391 responses using random categorical sampling to investigate how brand extension affects a company's current image. Brand image, perceived fit, and extension attitude are the variables used in the study. Path analysis and linear regression were used to evaluate the hypothesis. The results of the study showed that the greater the perceived fit, the more positive the extension attitude would be. The survey indicates that a company must improve its current image if it wishes to grow its brand.

From the information that was analyzed, the researcher determined four characteristics of a gap in the literature based on the study's objectives. Comparing category extension to other indicators of marketing effectiveness in a soft drink company, this study indicated that it had a considerably beneficial impact on sales growth. By expanding its category, a company can introduce new products, attain ideal distribution, and increase sales. Because the more products a corporation offers under the parent brand, the higher its average unit sales become. A company should employ the category extension plan to attract more customers if it wants to boost sales.

3. Methodology

3.1 Research Design

In order to answer the questions and collect the data required to fulfil the objectives of the study, the researcher used the survey research design approach. Furthermore, it prevented scientists from altering it (Osuala, 2005). The population of the study consists of full-time and part-time workers as well as senior, middle, and lower management staff from the five (5) soft drink companies selected from the Nigerian states of Ogun and Lagos. The industrial states of Ogun and Lagos are home to the headquarters of soft drink companies, therefore the researcher was in a perfect place to investigate these businesses. Due to geographical restrictions that made it impossible to examine the entire population of soft drink companies, the researcher chose five (5) of the companies that are currently in the market.

Table 3.1 shows the population spread of staff from the selected firms

S/N	Companies of soft drink	Staff
1	La casera company Ltd	138
2	7up Bottling Company Plc	144
3	Vital Malt Plc	135
4	Coca Cola Nigeria Ltd	154
5	Bobo Food & Beverages	130
Total	5	701

Source: (Human Resources Department of each firm, 2024).

For the benefit of this study, the appropriate number of representations of the population for the study would be determined using Yaro Yamen's sample size formula as in (Osuala, 2005).

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size
N= population size
e = level of significant (0.005)2

Workings reveal the sample size of the study below;

$$N = \frac{701}{1 + 701(0.005)^2}$$

= 255

Therefore, the sample size was 255 staff

The research tool for the study was a structured questionnaire. Respondents were asked to rate their agreement or disagreement on a five-point Likert scale. Because it is very appropriate for gauging or obtaining an evaluative response to an object (Yomere & Agbonifoh 1999), which necessitates a comprehensive evaluation of his attitude demonstrating how well he agrees or disagrees with a statement, it is used in this study. On the Likert scale, one (1) selected "strongly disagree," five (5) selected "much agree," four (4) selected "agree," three (3) selected "uncertain," and two (2) selected "disagree."

4. Result and Discussions

Of the two hundred and fifty-five (255) sets of questionnaires that were distributed, 241 were returned, 11 were incorrectly completed and rejected, and 230 were usable. Thus, the sample size of 230 copies serves as the foundation for this chapter's study.

Category extension

S/N	Statement	SA 5	A 4	UD 3	D 2	SD 1	Means
1	The parent company markets my company's cutting-edge goods and services to boost sales.	58 (25.2)	56 (24.3)	36 (15.7)	36 (15.7)	44 (19.2)	3.4
2	The parent brand uses specialty marketing for my company's items to boost sales.	87 (37.8)	86 (37.3)	32 (13.9)	7 (3)	18 (8.1)	4.1
3	The parent brand distributes my company's items in order to boost sales performance.	82 (35.7)	62 (27)	31 (31.4)	25 (10.9)	30 (13)	3.6
4	To maximise sales growth, the parent brand sells our goods and services the best.	77 (33.5)	72 (31.3)	37 (16.1)	17 (7.4)	27 (11.7)	3.7
	Mean of means						3.7

Line extension

S/N	Statement	SA 5	A 4	UD 3	D 2	SD 1	Means
5	My company has a high propensity to innovate in order to maximize sales volume.	96 (41.7)	66 (28.7)	31 (13.4)	16 (7)	21 (9.2)	4.0
6	We quickly implement successful brand modifications to maximize sales volume.	56 (24.3)	90 (39.1)	39 (17)	25 (10.9)	20 (8.7)	3.6
7	To boost sales volume, my company valued substitutes in need satisfaction.	101 (43.9)	86 (37.3)	11 (4.8)	16 (7)	16 (7)	4.3
8	Implementing plan "B" to maximize sales quantity is our approach to problem solving.	116 (50.4)	71 (30.9)	17 (7.4)	16 (7)	10 (4.3)	4.3
	Mean of means						4.1

Existing family brand

S/N	Statement	SA 5	A 4	UD 3	D 2	SD 1	Means
9	To maximize profitability, my company's products share the same identification as their existing family brand.	71 (30.9)	81 (35.2)	31 (13.4)	26 (11.3)	21 (9.2)	3.8
10	To maximize profitability, my company's goods' known brand	66 (28.7)	91 (39.6)	36 (15.7)	16 (7)	21 (9.2)	3.9

	representations are connected to the existing family brand.						
11	In order to maximize profits, my company's products are loyal to the existing family brand.	77 (33.5)	72 (31.5)	37 (16.1)	17 (7.4)	27 (11.7)	3.7
12	The family brand demonstrates how my company's goods work together to maximize profits.	101 (43.3)	86 (37.3)	11 (4.8)	16 (7)	16 (7)	4.3
	Mean of means						3.9

Brand awareness

S/N	Statement	SA 5	A 4	UD 3	D 2	SD 1	Means
13	The awareness of my company products is easily seen in the parent brand to increase market share.	56 (24.3)	58 (25.2)	36 (15.7)	36 (15.7)	44 (19.1)	3.4
14	The recall process of my company products could be easily done by parent the brand to optimize market share.	106 (45.2)	56 (24.3)	11 (4.8)	31 (13.4)	26 (11.3)	4.0
15	My business products could made good understanding by the parent brand to increase market share.	71 (30.9)	81 (35.2)	31 (13.4)	26 (11.3)	21 (9.2)	3.8
16	The association of my business products could be seen in the parent brand to increase market share.	90 (39.1)	80 (34.9)	35 (15.2)	15 (6.5)	10 (4.3)	4.2
	Mean of means						3.9

Marketing Performance (MP)

S/N	Statement	SA 5	A 4	UD 3	D 2	SD 1	Means
17	Our perceived sales performance is as a result of category extension	58 (25.2)	56 (24.3)	36 (15.7)	36 (15.7)	44 (19.1)	3.4
18	Our believed level sales volume is as a result of line extension	87 (37.8)	86 (37.3)	30 (13)	11 (4.8)	16 (7)	4.2
19	Our perceived profitability is because of existing family brand	62 (27)	82 (25.7)	31 (13.4)	25 (10.9)	30 (13)	3.6
20	Our perceived market share is because of brand awareness	72 (31.5)	77 (33.5)	37 (16.1)	17 (7.4)	27 (11.7)	3.7
	Mean of means						3.7

Correlation matrix studied variables

		1	2	3	4	5
Category extension	**Pearson correlation**	**1**				
	Sig. (2-tailed)					
	N	**230**				
Line extension	**Pearson correlation**	**.307****	**1**			
	Sig. (2-tailed)	**.000**				
	N	**230**	**230**			
Existing family brand	**Pearson correlation**	**.483****	**.396****	**1**		
	Sig. (2-tailed)	**.000**	**.000**			
	N	**230**	**230**	**230**		
Brand awareness	**Pearson correlation**	**.267****	**.409****	**.292****	**1**	
	Sig. (2-tailed)	**.000**	**.000**	**.000**		
	N	**230**	**230**	**230**	**230**	
Marketing Performance	**Pearson correlation**	**.351****	**.658****	**.276****	**.359****	**1**
	Sig. (2-tailed)	**.000**	**.000**	**.000**	**.000**	
	N	**230**	**230**	**230**	**230**	**230**

**Correlation is significant at the 0.01 level (2-tailed)
*Correlation is Significant at the 0.05 level (2-tailed)

4.1.Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683^{a}	.466	.456	1.5060

a. Predictors: (Constant), BRANDAWARENESS, CATEGORYEXTENSION, LINEEXTENSION, EXISTINGFAMILY

The Adjusted R^2 reported 456 (45.6%) of the change in marketing performance is explained by category extension, line extension, existing family brand and brand awareness.

ANOVA ^{a}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	445.287	4	111.322	49.084	.000^{b}
	Residual	510.295	225	2.268		
	Total	955.583	229			

a. Dependent Variable: MARKETINGPERFORMANCE
b. Predictors: (Constant), BRANDAWARENESS, CATEGORYEXTENSION, LINEEXTENSION, EXISTINGFAMILY

The F-ratio in the ANOVA table tested whether the overall regression model is a good fit for the data. The table showed that the independent variables (category extension line extension existing family brand and brand awareness) significantly predict the dependent variable (marketing preference), since $F(4, 225) = 49.084$, $p<.005$, the regression is good for the data.

Table 6: Multiple Regression Analysis of Coefficients [a]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.389	1.201		1.989	.048
	CATEGORYEXTENSION	.182	.057	.179	3.174	.002
	LINEEXTENSION	.614	.058	.595	10.517	.000
	EXISTINGFAMILY	.570	.057	.472	5.235	.004
	BRANDAWARENESS	.304	.064	.288	4.626	.003

a. Dependent Variable: MARKETINGPERFORMANCE

The B-values of brand extension strategy are; category extension ($\beta= .179$, $p<.001$), line extension ($\beta= .595$, $p<.001$), existing family brand ($\beta= .472$, p<001) and brand awareness ($\beta= .288$, $p<.001$) had exhibited positive effect on marketing performance.

4.2 Hypotheses testing

To examine the hypotheses, regression analysis was used as an analytical method. Actually, hypothesis testing is a methodical procedure that uses data measured in a sample to assess claims or hypotheses on any given parameter in a population. The study hypotheses are tested using the p-values that can be found in the tables of regression coefficients.

The rule of decision

The null hypothesis is the most significant and often studied hypothesis in research. If the calculated probability value exceeds the critical significance threshold, the alternative hypothesis will be rejected and the null hypothesis accepted, and vice versa. If the probability value of.000 is less than the crucial value of 5% (i.e.,.000 < 0.05), the parameter is considered statistically significant. It is agreed that in this instance, the null hypothesis must be disproved and the alternative hypothesis accepted.

Gujarati & Porter (2009) state that when we reject null hypotheses, we proclaim our results to be statistically significant, and vice versa. It is preferable to let the researcher decide whether to reject the null hypotheses at the designated value, claim Gujarati & Porter (2009). Note that the p-value is sometimes known as the observed or precise degree of significance or the exact probability of making a type 1 error. The p-value is the smallest significant threshold at which a null hypothesis can be rejected (Gujarati & Porter, 2009). Thus, the p-value is 0.05, or 5%.

Hypothesis HO1

There seems to be no correlation between marketing performance and category expansion. The results in Table 6 show that category extension enhances marketing performance, with a regression coefficient of 0.182. This implies that when a soft drink firm expands its category, its marketing performance gets better. The t-statistic of 3.174 indicates that the variable is significant at.002 (0.2%). Given that it is less than 5%, this is significant. This suggests that category extension has a major impact on the marketing outcomes of beverage companies in Nigeria. Consequently, the null hypothesis (H01) is rejected and the alternative hypothesis (H11) is validated, indicating a substantial positive correlation between marketing performance and category extension in soft drink companies.

Hypothesis HO2

There is absolutely no correlation between line growth and marketing performance. The data in Table 6 indicates that line extension enhances marketing performance, with a regression coefficient of 0.614. This implies that line extension improves the soft drink company's marketing performance. The t-statistic of 10.517 indicates that the variable is significant at.000 (0.0%). Given that it is less than 5%, this is significant. This suggests that line extension significantly affects the marketing success of beverage firms in Nigeria. Thus, the alternative hypothesis (H11) is supported and the null hypothesis (H01) is rejected due to the strong positive correlation between line extension and marketing performance in soft drink firms.

Hypothesis HO3

There is absolutely no correlation between line growth and marketing performance. The data in Table 6 indicates that line extension enhances marketing performance, with a regression coefficient of 0.614. This implies that line extension improves the soft drink company's marketing performance. The t-statistic of 10.517 indicates that the variable is significant at.000 (0.0%). Given that it is less than 5%, this is significant. This suggests that line extension significantly affects the marketing success of beverage firms in Nigeria. Thus, the alternative hypothesis (H11) is supported and the null hypothesis (H01) is rejected due to the strong positive correlation between line extension and marketing performance in soft drink firms.

Hypothesis HO4

Brand awareness and marketing performance don't seem to be connected. The information from table 6 shows that brand awareness has a positive impact on marketing success, with a coefficient of regression of 0.304. This implies that as brand awareness increases, so does the soft drink company's marketing performance. The t-statistic of 4.626 indicates that the variable is significant at.003 (0.3%). Given that it is less than 5%, this is significant. This suggests that brand familiarity has a major influence on marketing performance in Nigerian beverage companies. As a result, the alternative hypothesis (H11) is supported and the null hypothesis (H01) is rejected due to the substantial positive link between brand recognition and the marketing success of soft drink companies.

4.3 Discussion of Findings

Category Extension and Marketing Performance

The results of the regression table demonstrated that place category extension greatly increases marketing efficacy. The findings showed that marketing performance is significantly impacted by category extension (β =.179, $P< 0.01$). It showed that 45.6% of the reported Adjusted R2 of the change in consumer choice may be explained by category extension. The hypothesis test's findings showed a significant positive relationship between category extension and marketing performance.

The HO1 results supported the findings of Dahlberg et al. (2004), who discovered that sales turnover is usually always higher during brand expansion and that customers are highly responsive to promotions, particularly when they are marketed. It is also regarded as a marketing performance metric that shows how rapidly revenue is generated by brand growth strategies. It also confirms the results of Hem & Iversen (2008). They found that the different aspects of perceived likeness had different effects on the evaluation of extensions, depending on the original brand's attributes. Similarities in association, utilisation, and skill were also found to be beneficial for extension evaluations.

It enhances our comprehension of how extensions of simple (search and experience) and complex (credence) things are assessed using perceived similarity attributes. Use similarities are more advantageous for expansions from complex product categories than for extensions from simpler product categories. Furthermore, studies in this area have been carried out by Moorhti (2003), Nwielaghi (2003), Buday (2002), Weilbacher (2001), and others.

Line Extension and Marketing Performance

All of the variables employed to assess line extension had an overall positive correlation coefficient value, which suggests that they were all appropriate line extension measurements, according to the data in Table 6. The findings showed that marketing performance is greatly enhanced by line extension (β=.595, $P< 0.01$). The data suggests that line extension may be responsible for 45.6% of the Adjusted R2, or change in marketing performance. Additionally, a strong positive link between line extension and marketing performance was shown by the hypothesis test results.

The HO3 results support the conclusions of Hem, Chernatony, and Iversen (2001), who discovered that a successful brand extension is significantly influenced by the parent brand's reputation. The parent brand needs to build a solid reputation in order for brand extensions to succeed. Similar findings were made by Pina, Jose, Iversen Nina, and Martinez Eva (2010), who discovered that more brand awareness instantly boosts acceptance of the parent-brand image and considerably enhances attitude towards the extension. Furthermore, perceived image fit has a greater impact on extension attitude the more favourably one views the extension; additionally, the more creative the client, the greater the impact of perceived image fit on extension attitude. Similarly, Hariri and Vazifehdust (2011) suggested that perceived fit promotes the extension attitude. The survey indicates that a company must improve its current image if it wishes to grow its brand. Additional research includes Keller & Aaker (1992), Kim & Kum (2010), Baldanfet et al. (2013), and others.

Existing Family Brand and Marketing performance

According to the data analysis results in Table 6, the current family brand's attributes had positive correlation coefficient values overall, indicating that they were appropriate indicators of the current family brand. It showed how much a well-known family brand influences marketing performance (β=.472, $P< 0.01$). This implies that there has been a substantial shift in the family brand and marketing results. The current family brand also explained the reported Adjusted R2 of.456 (45.6%) of the variation in marketing effectiveness, as shown in table 4.15. The current family brand and marketing performance have a high positive link, according to the hypothesis test results.

The study backs up Boone & Kurtz's (2015) assertion that family branding makes it easier to launch new items by letting customers become familiar with a brand's name and logo. Because a single poor product could damage the reputation of the family brand, companies that use family branding must ensure that every product satisfies extremely high standards of quality. Furthermore, the results of Martinez & Pina's (2010) study show that consumers' perceptions of the parent brand may be influenced by their feelings about brand expansion. It was recommended that future research investigate the usage of line or mix extensions.

Additionally, Sheinin (2000) discovered that even when new parent brands are assessed differently, identifiable parent brands had a higher predictive potential for extension. Similarly, Jahangir, Parvez, et al. (2009) found that customer loyalty is a crucial element in determining consumers' sentiments towards a brand, even though brand affect and loyalty are also potential contributors. Other studies include Morhti (2003), Keller & Lahmann (2006), and others.

Brand Awareness and Marketing Performance

The overall positive correlation coefficient values of the brand awareness variables were found to indicate that they are appropriate measures of brand awareness. Table 4.18 shows the extent to which brand awareness affects marketing performance (β=.288, $P< 0.01$). This illustrates the strong positive correlation between marketing effectiveness and brand reputation. Additionally, the results suggest that 456.6 (45.6%) of the variation in marketing success may be explained by brand awareness. Table 4.27, which analysed the findings of hypothesis four, showed a significant positive correlation between brand awareness and marketing performance. According to O'Guinnet et al. (2009), brand awareness is a critical indicator of consumers' brand knowledge, the extent to which a brand is ingrained in their minds, and the ease with which that information may be recalled. These conclusions are supported by the HO4 data. Additionally, Huang and Sarigollu's (2012) study found a favourable correlation between brand market outcome and brand awareness. According to studies by Mowen & Minor (2011), Kollander & Lejon (2007), and others, there was a favourable correlation between brand awareness and sales as well as between brand awareness and market share.

Summary of Findings

Regression analyses of the variables show that the elements of brand expansion strategies have a favourable effect on marketing results. The current family brand (=.288, P 0.01), brand awareness (=.472, P 0.01), category extension (=.179, P 0.01), and line growth (=.595, P 0.01) offer the biggest benefits. The model summary's adjusted R2 of.456 (45.6%) showed that the shift in the marketing performance of soft drink companies was due to brand expansion strategy.

Conclusion

Brand extension techniques are used by soft drink companies to produce marketing results. The study specifically discovered that the soft drink firms' category extension strategy had an impact on their marketing performance. This is due to the market's dominance in attaining sales expansion. Taking the initiative and implementing the newest technology is one of these. If soft drink firms could quickly implement the latest technological advancements, their sales and marketing performance would grow. Another element is actively seeking for new market opportunities. This is the ability of a business to resolve problems before they appear in the market, which will increase sales. This is how the business uses niche marketing to create a new market for its products; it may be little, but it will increase revenue. The last part of the category extension plan is distribution under the parent brand. Soft drinks are one consumer good that needs a place value connection. A company will achieve significant success if it can effectively manage a distribution network to supply goods to consumers and increase sales.

The study also discovered that line extension tactics increase the sales volumes of soft drink companies. One of these components is encouraging innovation, which includes developing new soft drink flavours, hues, and packaging that are distinct from the parent brand but still belong to the same family. Another problem is the existence of substitutes for the parent brand that would increase sales volume. Businesses will notice an increase in sales volume if they develop a "B" strategy to meet customer needs. (ii) Accountability of consumers: If soft drink firms can handle customer complaints and market reports about their products well, sales volumes will rise. Soft drink companies can increase their sales volume by doing this, but identifying an issue and offering a solution are two different things. Again, the study discovered that the marketing success of Nigerian beverage companies is positively impacted by the existence of family brands. One factor that contributed to this effect was the production of products that were exact replicas of the parent brands. This would determine an increase in the companies' profitability. To put it another way, it entails aligning the company's merchandise with the parent brand in the marketplace, which will help the business retain and even attract new customers. Another factor to consider is the rise in brand image familiarity.
These initiatives help create a brand image in the eyes of consumers by creating parent brands that are comparable to the company's products in the marketplace. Consideration should also be given to the rise in customer loyalty. At this level, which is the highest level of consumer connection with the firm, customers can vote for the company and its products in the marketplace. And the only way to change this is with a tried-and-true, effective family branding plan. Compatibility, or the need that all of a company's products function together in terms of use, is another factor to take into account. For soft drink companies hoping to increase marketing effectiveness and profitability, product compatibility is a critical component.

In the end, the study discovered that brand awareness strategy determines marketing performance in soft drink companies. This primarily entails giving out awards. recall and association with the business's brand. When consumers are so familiar with a brand, it will be much easier for them to recognise it anywhere in the marketplace. The company's merchandise is reminded of in this commercial. Because it relates to the efforts being made to increase sales proportion, the recall component is essential. Companies that make significant investments in sales promotion would experience a rise in their market share among producers of soft drinks. The last consideration should be association.

The company is advised to combine all of its marketing efforts, such as advertising, promotion, and extravaganza, in order to grow its market share in the soft drink industry. Therefore, a company should employ the brand awareness strategy to accomplish its aims and objectives like a soft drink company if its primary objective is to increase its market share.

5.1. Recommendation

(i) If businesses want to boost sales volume, they should take advantage of every opportunity to modernize their brands through line extension strategies to satisfy the needs of contemporary consumers.
(ii) To implement the current family brand strategy and increase profitability, soft drink firms should collaborate closely with their marketing unit. As a result, customers will be able to recognize and get more accustomed to the company's branding.
(iii) In an attempt to gain market share, businesses of all sizes should implement a brand recognition strategy that aids customers in identifying and remembering their product brands.

5.2 Contributions to Knowledge

Based on the results, the research contributed to the following body of knowledge: By using the line of extension strategy to offer innovation, modifications, alternatives, and plan "B" to satisfy consumer demands in Nigeria's soft drink market, the study has closed the marketing gap.

According to the study, utilizing the business's current family brand aids in consumer recognition and familiarization with its trademarks.

The paper suggests that people may recognize, remember, and establish a connection between a company's brand and its customers with the use of efficient brand awareness management.

5.3 Suggested Subjects for Further Study

Initially, the study restricted its reach to a small number of soft drink firms in Lagos and employed a multi-stage technique to collect responses. However, future research might focus only on one geographic area, which should include soft drink users as well, or it could expand the study's geographical focus outside Lagos.

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