

## RE-MARKETING STRATEGIES FOR BREEZER BRAND DRINK NIGERIAN

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### **Abstract**

This research is aimed at stimulating interest and market demand for Breezer Brand by critically reviewing and analyzing the marketing efforts and strategies adopted by Nigeria breweries plc to salvage Breezer Brand on its stable. This study examined introductory stage of the product into the market, various strategies in formulating and repacking of brand product, its positioning and repositioning. It went further to evaluate promotional tools and strategies, company policies on the purchase, sales, acceptability, product perception and consumption. Different structured and unstructured questionnaires were administered to consumers, retailers, wholesalers and salesman. Oral interviews were held to clarify some issue which was not adequately addressed by the questionnaires. Simple percentile and chi-square statistics were used to test various hypothesis sets. The scope of the study was limited to certain areas of Onitsha and its environs. After analyzing the questionnaires with the set of table and percentages, the hypotheses were tested using chi-square test statistics from which the following findings were made. The Breezer brand has the right attributes/qualities desired by Breezer customers. Advertising, sales promotion influence product perception, patronage and consumption they have the clout to cheaper brand. The current standing strategy for Brezeer models of almost appearing made in advert and point of the sale materials rubs off negatively on the brand. The ultimate remarking efforts/strategy would utilized appropriate promotional tools in increasing product demand and consumption as well as change consumer's negative product perception, arrest and sustain consumers interest in the brand as a key to the brand survival.

### **Background to the study**

In an attempt to formalize the study of re-marketing strategies for (Legend Extra Breezer Brand which was launched on first of June 1992. Just before that date Nigerian Breweries Plc was a three - product Company. Having in its Breezer, Ace Passion Apple Spark and Ace Roots. She introduced legend Extra Breezer, in line with its diversification strategy to meet the perceived need of teeming consumers. The Breezer market had virtually been a monopoly of Guinness since 1963. In the 70s and 80s, a few other Breezers entered the market thus, power Eagle and Mackeson.

Guinness was Breezer and Breezer was Guinness in 1991, out of the total Brewed Breezer volume of 14.7 million cartons, Guinness Nigeria Plc alone accounted for 14.5 million cartons representing 98.6%. It was into this kind of market situation that Nigerian Breweries cleared entering with legend Breezer in 1992. They had the following objectives:

1. To broaden their brand portfolio
2. To further strengthen their position in the market.
3. To improve the earnings of their shareholders
4. To capitalize on Company's brewing experience and resources to venture into the Breezer market.
5. To latch on inconsistent qualities of Guinness Breezer resulting from use of local grains in the face of ban on importation of malted bailey by government.

### **Statement of the Problem**

The Breweries in Nigeria adopted various strategies to market their various branded products, such as branding, sales promotion, advertising, personal selling, public relation, publicity and customer education to enhance sales effort among other strategies.

Furthermore, improved production technology and capacity, aggressive distribution and redistribution, product innovation, product improvement, reformulation and product positioning among others were adopted to gain competitive advantage. All marketing strategies are built on STP, (segmentation, targeting and positioning).

Dwindling and deteriorating economy have further reduced the purchasing power of average Nigerian, making them concentrate on basic necessities of life (food, shelter and clothing), alcoholic and non - alcoholic beverages being least in their scale of preference, water and soft drinks taken as alternative or substitutes.

Product availability, price, quality perception, ego and status symbol are the greatest determinants of which Breezer or Ace Passion Apple Spark to be consumed, hence the use of promotional tools and strategies in the promotion to gain competitive edge.

Breweries in Nigeria adapted one or more promotional tools and strategies to inform and persuade the target market to prefer its product to competition as “REMARKETING” effort, in a bid to improve product demand, use, off - take, induce trials and retrials brand switching product perception and attract consumers favourable response.

Appropriate promotional tools, products and prices at the right place without commensurate strategies and structures may backfire on the organization. This, intends in increasing demand and achieving set objectives, the contrary occurs. Strategies should be wholesome and in line with corporate policies and objectives in order to attain organizational goal.

With regards to the research topic, the main problem is “Does the application of appropriate marketing mix strategies in a remarketing effort lead to an increased consumption and improved product perception of Breezer” or otherwise as measured in volume of sales in NAIRA.

### **Objectives of the study**

The objectives of this study include:

- 1) To determine whether the products Breezer has the desirable attributes (Taste, flavour Bitterness, Texture and Colour) consumers really want, need and prefer.
- 2) To determine whether increased awareness through promotion (Persuasive communication) can improve product perception and lead to increased patronage.
- 3) To determine the extent to which use of sales promotion will influence the demand and sustain consumer’s interest in the product.
- 4) To maintain and determine how to maintain patronage and conquer the competitive market.

### **Why new products fail**

In spite of the huge resources and human efforts expended in product development, some products, which saw the light of the day only for a very brief period.

A survey has identified some reasons for this failure as follows:

- 1) Inadequate market Analysis: Over - estimating potential sales of the new product inability to determine buying motives and habits and misjudgments as to what products the market wanted (Anowor et al, 2022).
- 2) Product Deficiencies: Poor quality and performance products that were too complicated and significant advantage over competing items already in the market (Agbarakwe et al, 2018).
- 3) Lack of Effective Marketing Effort: Failure to provide sufficient marketing efforts to support the sales of the new product.
- 4) High cost of production: If the new product is produced at a higher cost, it will lead to high prices and eventually to low sales volume than anticipated (Anowor and Agbarakwe, 2018).

- 5) Competitive Strength or Reaction: The strength of the marketing company relative or speed at which the new product can be copied.
  - The product is incorrectly positioned in the market, and not advertised effectively.
  - The product fails to gain sufficient distribution coverage support
  - Development cost are higher than expected.
- 6) Poor Timing of Introduction: Introducing new product too early or too late may affect it adversely (Onodugo et al, 2014).
- 7) Technical or Production Problems: For instance, if a company could not produce sufficient quantity to meet the market demand, it is opening a gap, which might easily be exploited by a competitor. (Nwaizugbe, 2004).

The marketing task is to reverse declining demand through creative “remarketing”. In the opinion of Nkem (1999), remarketing itself is the task of trying to rebuild interest in a stable or declining product or services and that in a remarketing situation, sales promotion stirs up consumers interest in the product or services offered for sale at the market, again that it is a “plus” ingredient in the promotion/marketing mix (Kotler /2002).

However, the management of Nigeria Breweries has uppermost in their mind among others consideration that a company that fails to develop new products are putting themselves at great task. Their existing product life cycles and increased domestic and foreign competition. At the same time new product life cycles and increased domestic and foreign competition. At the same time new - product development is risky. New products continue to fail at a disturbing rate. According to some research reports by Deloitte and Touchee (1998) and Nielson (1999) the failure rate of new consumer product is put at 95% in the U.S.A. and 90% in Europe giving the following reasons why new products fail.

- A high-level executive pushes a favourite idea through negative market research findings.
- The idea is good, but the market size is lower estimated.
- The product is not well designed

What can a company do to develop successful new products? Cooper and Klein Schmidt (1990) found that the number one success factor is a unique, superior product.

Another key success factor is a well-defined product concept prior to development (Onodugo, Kalu and Anowor, 2013). The company carefully defines and assesses the target market, product requirements and benefits before proceeding (Anowor, Ukwuani and Ezekwem, 2013). Other success factors are technologies, marketing synergies, quality of execution in all stages, and market effectiveness.

Several marketing strategies are adopted by organizations right from idea generation to idea screening concept development and testing, marketing strategy development, business analysis, product development, market testing and commercialization (Onodugo et al, 2019).

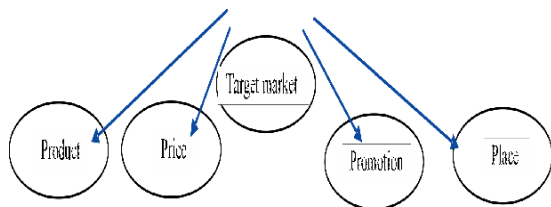
The marketer task is to build a marketing plan to achieve company's desired objectives. The “Marketing program” consists of numerous decisions on the mix of marketing tools the firm uses to pursue its marketing objectives in the target market, Borden (1994).

McCarthy (1996) classified these marketing tools into four broad groups called the 4Ps of marketing - product, price place and promotion

Marketing - mix decisions must be made for influencing the trade channels as well as the final consumers. The 4Ps represent the sellers’ view of marketing tools available for influencing buyers from the buyer’s to deliver customer benefit.

The four Ps components at the marketing MIX

Source: Kotler (2002) and Kotler (1980)



- |                  |                |
|------------------|----------------|
| Product Variety  | List Price     |
| Sales Promotion  | Channel        |
| Quality          | Discount       |
| Advertising      | Coverage       |
| Design           | Allowances     |
| Sales force      |                |
| Assortments      |                |
| Features         | Payment Period |
| Public Relations | Location       |
| Brand Name       | Credit Terms   |
| Direct Marketing | Inventory      |

But strategies as to be in place in order to achieve the objectives and goal of the organization and the marketer Aham Ayanwu (marketing management (2003) strategy is described as a plan designed for a particular purpose. It is a strategist someone who is skilled in planning things, especially military activities, he further explain that marketing strategy is a skillful thing or plans by marketing practitioners to take advantage of competitors in the market place became a market place is like a battle field with firms designing their various strategies with a view to remaining dominant in the market. Unlike in the war front where the weapons are arms and ammunitions, improved technology, high quality goods and services, of offer competitive prices continuous research and services, offer of competitive prices, continuous, coordinated diversification strategies, specialization capability among others.

Kotler (1988) identified four competitive positions namely market leader market challenger, market follower and market richer in a diversified company, the competitive positions will differ according to the various industries it belongs.

### Persuasive communication (Promotion) advertising

With regards to advertising strategy, Nigerian Breweries tried to latch on the age of Guinness Breezer. In 1992 Guinness, the company, had felt no real pressure to be innovative in its advertising, and its imagery was nearly 30 years old, Nigerian Breweries therefore sought to capitalize and project Legend Breezer a more contemporary imagery and attempt to latch on, (through its advertising imagery), the younger generation of Breezer consumers.

The first copy - line for the new Breezer was “light up your life” with the torch motif on the label, Guinness had acquired for itself medical and nearly marginal qualities. Nigeria Breweries was saying to Breezer drinkers, we have a Breezer that is better than Guinness it is smoother in taste and it is of out - standing quality. We are not selling medicine we are selling Breezer with all the attributes of that drink - a Breezer brewed by Nigerian Breweries P/C with an established reputation for brewing excellence.

Be apart of the new' life - “light up your life” with Legend. An advertising blitz in print and electronic media, billboards, the wholesale and retail outlets preceded the launch, thereafter aggressive promotional effort followed.

**Table 4.4: Respondents by Age and Sex**

Age Group	Male	Female	No of respondents	Percentage
18-40	30	20	50	66.6
41-60	15	10	25	33.4
<b>Total</b>	<b>45</b>	<b>30</b>	<b>75</b>	<b>100.0</b>

From the table above, we can deduce that the age bracket of 18-40 years has the highest potentials for Breezer; hence they constitute the real target market. Again, it can also be inferred that both male and female consume the brand in the proportion of 3:2 respectively.

**Table 4.5: The promotional tools through which Breezer advert message reach customers.**

Promotional tools	No of respondents	Percentage
Advertising	24	19
Sales promotion	34	27
Personal selling	48	38
Publicity/pr	5	4
Exhibition/trade fare	2	2
All of the above	12	10
<b>TOTAL</b>	<b>125</b>	<b>100</b>

Respondents received Breezer promotional message most through personal selling 38%, followed by sales promotion 27% and advertising 19%.

**Table 4.6: How does advertising influence your purchase and consumption of Breezer**

Option (s)	No of respondent (s)	Percentage
Increase consumption	23	18
Decrease consumption	-	-
No effect	102	82
Total	125	100

From the table, advertising did not influence sales significantly; this was attributed to the infrequent airing/limited airtime for the brand. Advertising does a good job in creating brand awareness and consumers would be asking for the brand more on impulse than other competition.

**Table 4.7: How sales promotion influences Legend consumption /purchase**

Option (s)	No of respondent (s)	Percentage
Increase consumption	199	95
Decrease consumption	1	1
On effect	5	4
<b>TOTAL</b>	<b>125</b>	<b>100</b>

95% of the respondent agreed that sales promotion made them to increase their purchase consumption of the brand, while 5% said it had no effect.

### Retailers

**TABLE 4.11 How does advertising influence your purchase and sell-out of Legend Breezer**

Option (s)	No of respondent (s)	Percentage
Increase consumption	29	87
Decrease consumption	-	-
No effect	4	13
<b>TOTAL</b>	<b>33</b>	<b>100</b>

**Table 4.12 Influence of Price Increase on the consumption/demand of Breezer.**

Option (s)	No of respondent (s)	Percentage
Increase consumption	8	24
Decrease consumption	22	66
No effect	3	9
<b>TOTAL</b>	<b>33</b>	<b>100</b>

84% of wholesalers, retailers and salesmen together said that perceived low quality of Breezer contributed to decrease in demand and sales of Breezer, while 16% preferred Breezer to competition.

**Table 4.19: The influence of taste and flavour, texture and colour on sales and consumption of Breezer.**

Options	Effect of taste & flavour on consumption	Effect of texture & colour on consumption	Effect of product quality on sales	Total
Increase sales	20e	35e2	8e3	63
Decrease sales	55e4	40e5	42e6	137
No effect	0	0	0	0
Total	75	75	50	200

**Table 4.8: Influence of availability on sales of Breezer**

Option (s)	No of respondent (s)	Percentage
Increase sales	20e	35e2
Decrease sales	55e4	40e5
No effect	0	0
Total	75	75

Increase consumption	34	27
Decrease consumption	-	-
1 On effect	91	73
<b>TOTAL</b>	<b>125</b>	<b>100</b>

27% of the respondents say they increased their consumption of Breezer when its readily available, whereas 73% say availability does not have any effect on their demand and consumption Breezer.

**Table 4.9: The effect of product quality (taste & flavour) on sales and consumption of Breezer.**

Option (s)	No of respondent (s)	Percentage
Increase consumption	18	14
Decrease consumption	97	78
No effect	10	8
<b>TOTAL</b>	<b>125</b>	<b>100</b>

78% of the respondents say that taste and flavour of Breezer does not appeal to them, hence it decreases its sales, while 14% agreed the quality was good and 8% say it has no effect.

**Table 4.10: Influence of Price Increase on the consumption/demand of Breezer.**

Option (s)	No of respondent (s)	Percentage
Increase consumption	-	-
Decrease consumption	125	100
No effect	-	-
<b>TOTAL</b>	<b>125</b>	<b>100</b>

The recent increase in price of Breezer made 'all' respondents (125) decreased their demand and consumption of the brand.

### Recommendations

According to research findings most Breezer consumers who tasted Breezer when it was initially introduced still carry that same product quality impression and perception about Breezer as acknowledge by all. In order to correct this impression consumer should persuasively communicated to, through an effective product re-launch followed by well-articulated sales and consumer promotions, using attractive prizes with high winning rates, together with a concurrent advertising blitz- in part and electronic media, point of

sale materials. The consumer promotion should be through LUCKY BOTTLE TOP OFFER and not RAFFLE DRAW.

**In building brand image and equity for Breezer, the unique selling proposition (U.S.P)** should not be based on low pricing strategy, as a derogatory poor-quality image is indirectly ascribed/associated with the brand. The axion among consumer is 'the higher the price, the higher the quality'.

The product advertisement in radio and TV should be slotted at prime airtime and it should be frequent in order to annex the propaganda theory which states that when same lie is told repeatedly and frequently, after sometimes it will seem to be true.

The radicalism in current Legend adverts where female models appear almost naked does not confer good image on the brand, other better radical approached like Brand standing with popular R&B Hip music artists, and targeting of youths is good but management should realize that the three special categories of product life cycle should be distinguished STYLE, FASHION AND FAD AND product appropriately associated with right strategy and structure. Kotler, (2003) Pg 329.

### Conclusion

This research has been able to show that truly, promotional strategies have a place in increasing product market demand, consumption and changing consumer product perception to a favorable one. The promotional mix of advertising, sales promotion, publicity/P.R. and others when properly applied with appropriate marketing mix strategies in a remarketing effort leads to an increased consumption and improved product perception, attract/ and sustain consumers interest in the product Breezer.

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