

Examining Consumer Perception on Alcoholic Brands - A Case Study of Guinness Cameroon SA and Les Brasseries Du Cameroun Alcoholic Brands in Fako Division

Evaristus Nyong Abam, Dr. Tanyi Bedolf Epey

¹MSc. in international hospitality management

²Phd, MBA in Marketing, Maitrise in Business Law

Catholic University Institute of Buea

College of Business, Department of Tourism and Hospitality Management

Corresponding Author: Dr. Tanyi Bedolf Epey

Phd, MBA in Marketing, Maitrise in Business Law

ABSTRACT

Keeping your employees motivated is the key to delivering great service that keeps customers coming back to your business, regardless of which industry you operate in and thus giving the business the time needed to develop its brand awareness. In most cases, this process does not happen overnight while the ultimate goal is for the company to identify the success level of brand awareness campaigns, the business should always continue to appreciate and track even the slightest progress. Customers of your products and services need to ask honest opinion of the goods and services you and your organisation provide and organisations and individuals that want to get ahead of their competitors and succeed must be those businesses that are prepared to meet regularly with their employees and appraise performance levels as well as getting feedback about their customers and especially what they want. This is one of the most single attribute that differentiates your brand from that of your competitors and this as perceived by your consumers. Every brand has a story to tell and how well you tell it will give your customers a reason to believe in your employees and come back to buy your brand or prefer your brand to those of your competitors. Guinness Cameroon SA and les brasseries du Cameroun Ltd, these two brewery companies that deals in both alcoholic as well as non-alcoholic brands put a lot of effort and time to tell their own side of the story to their customers in an effort to woe them to selecting their products over those of their competitors.

KEY WORDS: brand, consumer, consumer perception, customer, customer service

1.0 INTRODUCTION

Customer service is the process of ensuring customer satisfaction with a product or service and very often this customer service takes place while performing a transaction for the customer such as making a sale or returning an item. It should be noted that good or excellent customer service means helping customers efficiently and in a friendly manner (Abam, 2017). It's essential to be able to handle issues for customers and do your best to ensure they are satisfied thus by providing good service is one of the most important things that can set your business apart from the others of its kind and thus make a repeat visit by the consumer (Abam, 2018).

It should be noted that consumers use dissimilar variables to settle on the quality of a product they so desire and these quality lies in the eyes of the consumers in question. The provision of a service to customers before, during and after a purchase gives the consumer or customer a perception which may either make the consumer to come for a repeat purchase or he/she to tell his friends and relations through word-of-mouth about your business (Abam, 2017).

The success of such interactions between the consumer or customer is totally dependent on employees who can either adjust themselves to the personality of the guest or customer. This idea of customer service concerns the priority a business assigns to customer service relative to components such as product innovation and pricing therefore from that perspective, customer

Examining Consumer Perception On Alcoholic Brands - A Case Study Of Guinness Cameroon SA And Les Brasseries Du Cameroun Alcoholic Brands In Fako Division

service should be included as part of an overall approach to systematic improvement of a business. It should be noted that good customer service experience can change the entire perception a customer holds towards the organization (Leigh, 2011).

There is only one perceived truth, the way each of us chooses to perceive a communication, the value of a service, the value of a particular product feature, the quality of a product. Customer expectations are continuously increasing day as well as the night and brand loyalty is not only a thing of the past, as modern customers seek out products and producers that are best able to satisfy their requirements. A product does not need to be rated highest by customers on all its dimensions, only on those they think are important and to achieve success or for a business to be successful you must provide superior service coupled with what your customers need, want, care about and value most. Also collecting customer feedback helps you create more and lasting value for them and it can help management to understand what's working and what's not working so that they can build on what's working and discontinues or fix what not working (www.1000ventures.com).

According to www.businessdictionary.com, a marketing notion looks at a customer's impression or feeling, awareness and/or consciousness about a business or what the business or company does offers and Abam (2018) reveals that the customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels through which the customers sees the product or brand of a company.

2.0 BACKGROUND OF THE STUDY

Fako Division is a second-order Administrative Division and it is located in the South-West Region of Cameroon. This department covers an area of 2,093 km² and as of the year 2001 it had a total population of 534, 854. The departmental capital of this Division is at Limbe and it is administratively divided into seven council areas that is: Buea rural, Limbe I, Limbe II, Limbe III, Muyuka, Tiko and the West Coast councils. Fako Division is positioned at latitude: 4°10'0.01" and longitude: 9°10'0.01" according to annuaire statistique du Cameroun, 2004.

3.0 LITERATURE REVIEW

A strong brand is priceless as the battle for customers intensifies day by day and it's important that the company or business should spend time investing in researching, defining and building its brand after all a brand is the source of a promise a business makes to its consumers. A brand serves as a guide to understanding the purpose of business objectives and it also a business or companies' brand is one of your greatest assets and it is not just the logo, slogan and design scheme, but the customers' total experience of your business (Abam, 2018).

Nevertheless a brand awareness campaign needs to be flexible enough to grow with the company and it could as well be adjusted if need be based on the objective of the company, therefore the company should seek to build customer awareness, promote its website and add value to its products and or services (www.businessdictionary.com).

There are many marketing strategists and some do agree that brand awareness in any industry gives that company an edge over its competitors and brand awareness accomplishes numerous objectives for companies seeking to increase their sales in the marketplace (Abam, 2018).

Today's customers refuse to be unidentified and they continue to raise the level of their requirements, but their range extends beyond best price and best product. Equally today's customers want exactly the right selection of products or services that will help them get exactly the total solution they have in mind and now more than ever, customers hunger for superior results from the products or services they use (www.1000ventures.com).

Branding is a hugely important aspect for any drink put on the shelf as for new products especially people make judgments largely on relatable branding that they feel embodies their values and interests (www.drinkpreneur.com).

4.0 RESEARCH METHODOLOGY

This research also uses both the quantitative or qualitative method of data collection and this according to Jary and Jary (1991), qualitative techniques rely on the skills of the researcher in assembly data while quantitative methods place dependence upon the research instruments in use to gather data and analyse it for example the use questionnaires.

Examining Consumer Perception On Alcoholic Brands - A Case Study Of Guinness Cameroon SA And Les Brasseries Du Cameroun Alcoholic Brands In Fako Division

5.0 FINDINGS AND ANALYSIS

TABLE 1: SHOWING THE QUALITY OF ALCOHOLIC BRAND OR PRODUCTS AS PERCEIVE BY CONSUMERS OF GUINNESS CAMEROON SA AND LES BRASSERIES DU CAMEROUN IN FAKO DIVISION

Variable → ↓ company	Poor (%)	Moderate (%)	Good (%)	High (%)	Very high (%)
GUINNESS CAMEROON SA	12	40	30	14	4
LES BRASSERIES DU CAMEROUN	28	24	36	10	2

Source: fieldwork 2019

Fifty consumers each of the two brewery companies were given questionnaires and the following responses were collected. From table 1 above, in order to gather and analyse the quality of the alcoholic brands of the two brewery companies as perceived by the consumers or customers, information based on the variable used are thus analysed below.

Poor quality: As concerns this variable, 12% of the consumers or respondents say that alcoholic products or brands of Guinness Cameroon SA are of poor quality where as 28% of the consumers of alcoholic brand of les Brasseries du Cameroun are of poor quality.

Looking at the **moderate variable**, 40% of the consumers are of the opinion that alcoholic brands of Guinness Cameroon SA are of moderate quality where as 24% of the consumers of alcoholic brand of les Brasseries du Cameroun are of moderate quality. Concerning the **good variable**, 30% of the consumers believe that alcoholic brands of Guinness Cameroon SA are of good quality where as 36% of the consumers of alcoholic brand of les Brasseries du Cameroun is of good quality.

With regards to the **high variable**, 14% of the consumers think that alcoholic brands of Guinness Cameroon SA are of high quality where as 10% of the consumers of alcoholic brand of les Brasseries du Cameroun are of high quality.

Finally looking at the **very high variable**, 4% of the consumers say that alcoholic brands of Guinness Cameroon SA are of very high quality where as 2% of the consumers of alcoholic brand of les Brasseries du Cameroun are of very high quality.

6.0 CONCLUSION

Since customer perception is what a business customers and potential customers think of the business, in order for a business to be successful in branding its products, the company or business must understand the needs and wants of its customers and prospects and this is achieved by the integration of its brand strategies at every point they come in contact with the public. Therefore every company must think of branding as the expression of who the company is and what the company stand to offer to its customers or consumers.

REFERENCES

- i. **Abam, E.N (2017)** Hospitality in Cameroon – A Case Study Approach ISBN-13: 978 3659226120, LAP LAMBERT Academic Publishing, a trademark of ICS Morebooks Marketing SRL, 4 Industrialala street, 3100 Balti, Republic of Moldova: email: info@omniscryptum.com.
- ii. **Abam, E.N (2017)** Marketing a Tourism Potential Destination - Case Study of Nsanakang ISBN-13: 978-3-330-32779-5, LAP LAMBERT Academic Publishing, a trademark of ICS Morebooks Marketing SRL, 4 Industrialala Street, 3100 Balti, Republic of Moldova: email: info@omniscryptum.com.
- iii. **Abam, E.N (2018)** Branding as a means of positioning itself in the marketplace-a case study of the Catholic University Institute of Buea - the Entrepreneurial University: British Journal of Multidisciplinary and Advanced Studies Vol.2, No.3, pp.49-53, 2018
- iv. **Abam EN (2018)** Examining the Impact of Customer Experience in The Hospitality Establishment - A Case Study of Chariot Hotel, Molyko Buea JOJ scin. 2018; 1(4): 555570.
- v. **Buchanan, Leigh (2011)**. "A Customer Service Makeover". **Inc. magazine**. retrieved 22 Oct 2018.
- vi. **Jary, D & Jary, J (1991)** *Dictionary of Sociology*, Glasgow
- vii. <http://www.businessdictionary.com/definition/customer-perception.htm> [Accessed on 20/09/2019]
- viii. <http://www.businessdictionary.com/article/571/three-objectives-of-brand-awareness/> [Accessed on 18/09/2019]
- ix. http://www.1000ventures.com/business_guide/crosscuttings/bizsys_customer.html [Accessed on 15/09/2019]
- x. <https://www.drinkpreneur.com/beverage-howto/how-to-brand-a-beverage/> [Accessed on 18/09/2019]