



EFFECT OF NEW PRODUCT LAUNCH STRATEGIES ON BRAND AWARENESS OF BURKINA FASO BREWERIES: EVIDENCE OF SOCIÉTÉ DE DISTRIBUTION DE BOISSONS (SODIBO).

BY

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ABSTRACT:

The study assessed the effect of new product launch strategies on the brand awareness of Burkina Faso breweries, with specific Objectives of assessing the extent how Marketing concern strategies (i.e., Product, price, channel, promotion) used by SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO; analyzing how organization concern strategies (i.e., Structure, new product development organization, culture) used by SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO; assessing the extent how Strategic concern (i.e., Research Market, rivalry/competition, business, and product strategies) used by SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO; and establishing the relationship between new product launch strategies and brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO. The sample size was 121 respondents through simple randomly sampling technique; data collection instruments were questionnaire, and documentary techniques. Methods of analysis of data were descriptive, correlation coefficient and multiple linear regression analysis methods. Findings show that there is strong correlation between Strategies of New product launch and Brand Awareness of Société de Distribution de Boissons (SODIBO) as Pearson correlation was 0.846** with p-value is 0.000 less than standard significance levels of 0.01. This indicates that Strategies of New product launch has significant relationship of 73.2% on Brand Awareness of Société de Distribution de Boissons (SODIBO). The results revealed that the level of significance was 0.000^(b) implies that the regression model is significant in predicting the relationship between strategies of new product launch and Brand Awareness of SODIBO. The findings also showed level of fitness model of 103.449 which is positive with p-value of 0.000^b less than 0.01, set as standard significance level.

Key Words: *new product launch, strategies, organizational, brand awareness*

1.Introduction

Brand of company is useful factor for every organization because it is taken as an asset (De Chernatony, 2010). Brands are important and valuable assets not only for companies but also for national economies. From economic point of view, technological developments are

incorporated in economic growth models whereas branding has been neglected are. Although scholars discuss that brand value is an important requirement for economic development, there is still lack of consensus on an economic growth model taking brand value into consideration. In the 21st century the

percentage of intangible assets compared with tangible assets in total firm value has increased considerably (Madhani, 2012 p.9).

In United States of America (USA), Scandinavian countries, the United Kingdom (UK), Mexico, Ireland, France, and South Africa intangible asset investment is higher than tangible asset investment (Brand Finance GIFT Report, 2017). Moreover, the share of the intangible asset in Gross Domestic Product (GDP) in USA and EU14 are 8.8% and 7.2%, respectively. Within EU countries, the percentage of intangible assets in GDP differs among countries. As stated before, Scandinavian countries, UK, and France are known with high investment in intangible assets. Specifically, Sweden is the leading country with 10.4% intangible asset ratio in GDP, followed by UK (9.0%), Finland (8.8%), France (8.7%), Netherlands (8.5%), Ireland (8.5%), Belgium (8.1%), and Denmark (7.8%) (Corrado & Iommi, 2016).

Brand awareness is created through presentation of brands to clients which in turn develop incentives like a reply from them, and they are able to relate, recognize, recall and be on the whole aware of brands (Percy, 2006). New products on other hands make the use of publicity and upgrade to increase awareness of product between the existing and potential consumers of the products. Branding strategies are working by industries to increase consciousness of products including attitude of advertising, and management of brand image (Percy, 2006).

Marketing communication specifically advertising is indispensable for brand development. To create awareness, develop a brand image, and increase sales in a brand proliferated business world, companies need to invest more heavily in marketing communication.

2. Problem Statement

Building brand awareness is the first communication objective of new product launch. Before you create a favorable impression and persuade buying, targeted customers, you must realize that the brand exists. Promoting new product and its benefits encourage consumers to try a sample. Branding is a popular subject that has a substantial volume of work done by academics as well as the researchers on new

In several studies, advertising expenditures are considered as indicators to underline the relationship between brand value and economic growth (Sacha, 2013, p. 32).

In Burkina Faso, despite a difficult security situation, economic growth recovered to 6.7% in 2021 from 1.9% in 2020. The beer market in Burkina Faso was equal to 207.00 million USD (calculated in retail prices) in 2015. Until 2025, the beer market in Burkina Faso is forecast to reach 498.62 million USD (in retail prices), thus increasing at a CAGR of 5.86% per annum for the period 2020-2025. This is a decrease, compared to the growth of about 13.95% per year, registered in 2015-2019.

The average consumption per capita in value terms reached 11.74 USD per capita (in retail prices) in 2015. In the next five years, it grew at a CAGR of 10.73% per annum. In the medium term (by 2025), the indicator is forecast to slow down its growth and increase at a CAGR of 2.97% per annum. One of the most important trends on the beer market is the shift in consumer preference towards low and non-alcohol beers, as well as craft beers. While the alcohol consumption has decreased, the beer consumption worldwide has increased.

Furthermore, due to the premiumization, which has significantly impacted the market in recent years, the beer producers across the world¹ have been more focused on quality instead of quantity. The market has witnessed an increased proliferation of smaller and independent breweries, which are selling locally and directly to consumer. They are trying to create a unified experience for their customers by inviting them into the breweries to taste and learn more about the whole process.

product launch and brand awareness. Brands are more powerful in terms of falsifying relationship with customers (De Chernatony, 2010).

The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong

¹ <https://www.marketresearch.com/Williams-Marshall-Strategy-v4196/Burkina-Faso-Beer-Impact-COVID-13619329/>

characteristics that impact consumers when making on their decisions. Some of the companies in BURKINA FASO market place have launched new products, but end up by failing to resist on the market.

Société de Distribution de Boissons (SODIBO) is among the brewery's companies which are fastest

3. Research Objectives

The main objective was to assess the effect of new product launch strategies on the brand awareness of Burkina Faso breweries. While the specific Objectives were:

- [1] To assess the extent how Marketing concern strategies (i.e., Product, price, channel, promotion) used by SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO
- [2] To analyze how organization concern strategies (i.e., Structure, new product development organization, culture) used by

4. Research Hypotheses

The study verified null and alternative hypotheses follows:

- [1] **H₀₁**: There is no significant relationship between new product launch strategies and brand awareness of Société de Distribution de Boissons (SODIBO) in BURKINA FASO

5. Theoretical Review

Social marketing theory

The theory underlying the discipline of social marketing is to induce voluntary change by selling ideas or lifestyle changes that benefit a target audience or society in general. In basic marketing, to promote a product there are four initial Ps to consider – Product, Price, Promotion, and Place. These Ps represent a blend of basic concepts that provide the background theory. Social marketing subsequently appends four additional Ps: Public, Partnership, Policy, and Purse-string, enabling the marketing program to operate effectively (Kar, 2011). In promoting an IR and employing social marketing theory, all eight Ps have an intrinsic place in the marketing design of the repository system:

- a. *Product*: an IR with all of its features.
- b. *Price*: inclusive of staff time and effort in archiving materials – the smaller or leaner the effort, the greater the benefit.
- c. *Promotion*: communication activity to promote the IR and garner attention by

growing businesses in BURKINA FASO. It has introduced different products to the market and stimulate choice of beers to satisfy various tastes. It is therefore, the study was undertaken to assess how new product launch strategies can influence brand awareness of Burkina Faso breweries especially Société de Distribution de Boissons (SODIBO).

SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO

- [3] To assess the extent how Strategic concern (i.e., Research Market, rivalry/competition, business, and product strategies) used by SODIBO influence brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO
- [4] To establish the relationship between new product launch strategies and brand awareness of Chill Burkina Faso and booster Tequilla in BURKINA FASO

- [2] **Ha1**: There is significant and positive relationship between new product launch strategies and brand awareness of Société de Distribution de Boissons (SODIBO) in BURKINA FASO

explicating the model to inspire use by archiving journal articles and other scholarly content.

- d. *Place*: ease of access to the repository and clarity of navigating documentation.
- e. *Public*: responsiveness to each stakeholder group that has its own needs: faculty, administrators, students, library staff.
- f. *Partnership*: IR collaborative efforts among library staff and with stakeholders, such as faculty, administrators, and students.
- g. *Policy*: open access mandates, IR and university policies.
- h. *Purse-string*: IR outcomes that match administration, faculty, or libraries' funding interest.

According to an advertising consultant, "In marketing terms, a service qualifies as an intangible product. And successful products either bring in money or generate usage and provide benefits" (Gierveld, 2006).

An institutional repository meets the criteria as a product that needs to attract its own market through its services to garner scholarly materials and provide the benefit of global access to research. An institutional repository qualifies for this definition of a successful product, particularly in generating the use of research and providing benefits to readers and authors. Repository managers, liaisons, and additional library staff may find these useful in advertising and promoting the academy's IR (Gierveld, 2006).

This theory is useful to this study where it helps to know how every business might choose location of investment through advertising using print, outdoor and online advertising, or other forms of promotion including email and fliers. Knowing how purchasing media space on television and radio networks is another delivery method can promote a launch in BURKINA FASO, and knowing how Société de Distribution de Boissons (SODIBO) prepare the product launch, tools used in advertising such as print, outdoor and online advertising, or other forms of promotion including email and fliers.

Marketing an institutional repository is all about the benefits of adding an essential scholarly communication tool to publishing toolboxes, sustaining researchers' intellectual content. The business of promoting an IR across multiple disciplines requires an understanding of diverse research styles and needs to be taken into consideration, while continuing to develop and convey an enduring marketing plan. Institutional repository tools are in constant evolution and implementation phases; there is always a demand for product development and a flexible, but solid, communications strategy to engage librarians, faculty, students, and academic administrators

Profitability Curve Theory

A profitability curve is a basic graph that shows how a specific product produces a profit, or loss, over the course of its life cycle (Hamm, 2007). Throughout the development phase, a new product costs money to design and produce without earning any revenue for the business. At launch, the success arc can begin to trend upward as sales start to make up for marketing and development costs.

A successful new product should break even and cross into profitability during the introduction phase, while sales are still on the rise as

customers become familiar with the product (Hamm, 2007). This theory is useful for current study because the study evaluated if SODIBO at launch, the success arc can begin to trend upward as sales start to make up for marketing and development costs in BURKINA FASO.

Diffusion of Innovation Theory

Diffusion of innovation is a theory that assistances business leaders understand how customers are likely to adopt their new products. This, in turn, helps shape a product launch. It holds some customers fall into the category of early adopters. The clients are more probable to buying new product soon after its launch. Further, consumers are late adopters and more likely to wait to buy.

Diffusion of innovation theory allows a business to determine its target market and project sales figures based on who buy a product and when. For example, a new technology product that surveys reveal is likely to appeal only to early adopters at first would require a promotional campaign for the product launch absorbed at regular technology purchasers and specialists (Hart & Commnateur, 2003). This theory is useful to the study because it showed how clients of Société de Distribution de Boissons (SODIBO) are more probable to buying new product soon after its launch in BURKINA FASO.

Pricing Theory

Choosing an appropriate price for a new product is a major task unto itself. At its launch, a product's price touches client interest and initial sales. Pricing also impacts how customers view a new product, either as something that is accessible or as an unaffordable luxury. The basic economic theories of supply and demand state that a higher price drives down customer demand, while a lower price raises demand, sometimes to levels that outpace the builder's ability to produce sufficient supply.

Model on new product expansion processes, according to the line view, new product development (NPD) process begins with ideas, proceed with idea screening, concept development and testing, marketing strategy development, business analysis, product development and test marketing, ends when the product actually commercialization and creates wealth (Kotler & Armstrong, 2011). The current study used this theory to evaluate how a higher price drives down customer demand, while a

lower price raises demand, sometimes to levels that outpace the builder's ability to produce sufficient supply.

6. Conceptual Review

New Product Launch

Creation of presentation of product is one of the most critical responsibilities managers faces (Tzokas, 2004). To create a new product, companies need to integrate new product strategy with their corporate strategy of firm (Cooper, 2009). Launching new products on the market often has costly marketing entry costs. The consequences are in four out of five products fail before they reach on market. To increase efficiency, business can look into their core competences and find what they already have or look into what the company previously rejected (Pullen, 2012).

Brand Awareness

Brand awareness is a level of customer awareness of a business. It events a potential client's ability to not only know a brand image, but also subordinate it with a certain business's product or service. It is greatest spread through both inbound and outbound marketing efforts. When consumers are aware of the product a company offers, they more likely go straight to that company if they need that product, instead of investigating other places (Lynn Angeline, 2011).

Strategic branding is the only way to give business group a distinct voice and formulate a value proposal. Then, creating a desired perception of business in other people's minds, you need to engage in some research, planning and sublime execution (Hamm, 2007). Brand equity is valuing a product receives from having a well-known brand, or high level of brand awareness. Brand equity is a competitive advantage that results in higher sales, higher revenues, and lower costs (Jalilvand & Mahdavinia, 2011).

Brands with this competitive advantage might enjoy higher revenues as customers pay more for their product than others, as well as having a larger customer base (Day, 2007). Marketing goals are specific objectives labeled in a promotion plan. These goals can be tasks, quotas, improvements in key presentation indicators (KPIs), or other performance-based benchmarks used to measure marketing success. When explicitly set, measurable goals are key for marketers to be successful (Farris, 2010).

Marketing spend represents amount of money that marketing department spends to the activities such as content marketing, paid advertising, social media, trade shows, and more. Optimizing spend entails bringing more leads into the marketing funnel for the lowest cost (Jiang, 2004). Marketing key performance indicators (KPIs) are specific metrics used to track and measure progress toward marketing goals. Marketing KPIs can include both leading and lagging metrics to measure results (Farris, 2010).

Top-of-funnel marketing is used to refer to activities and campaigns that focus on lead generation and targeting consumers in the upper most portion of the marketing funnel. These activities include many content marketing exertions, such as, email, social media, blog posts, traffic, paid advertising, white papers, free trials, and more (Fitzsimons, 2008). There are four main indicators that can be used to measure brand awareness including survey, brand mention, branded search, a social media reach (Jenkins, 2006).

New Product Development Process

Idea generation and screening are methodical hunt new ideas and then reduce the number of ideas to spot the good ones (Kotler & Armstrong, 2011). Ideas may come from many different sources, it contains internal sources such as traditional research and development department and employees, and external sources (Ritter & Gemunden, 2003).

Successful commercialization is associated with growth market share and improved performance in new markets. It requires marketer to accurately grasp the entry timing and scale. In addition, commercializing a new product contains a number of new activities, such as build price, place and promotion strategy (Aarikka-Stenroos & Sandberg, 2012).

Brand recall is known as unaided recall or spontaneous recall and refers to the ability of the consumers to correctly elicit a brand name from memory when prompted by a product category. Brand recall indicates a relatively strong link between a category and a brand. Brand recognition indicates a weaker link. When prompted by a product category, most consumers

can only recall a relatively small set of brands, typically around brand names. In consumer tests, few consumers can recall more than seven brand names within a given category and for low-

Brand recognition is also known as aided recall and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. This does not necessarily require that the consumers identify the brand

7. Empirical Review

Yikuan Lee (2003) new product launch strategy for network effects products. In recent years, there has been a growing interest in the link between launch strategy decisions and new product performance. Much of that research focuses on investigating successful launch strategies for innovative, high-technology products. With the rapid growth of information technology as one high-technology sector, in certain industries, network effects occur, which change the competitive game. The existing literature offers little decision-making guidance to managers on how to successfully introduce a product that exhibits network effects. The influence of network effects on the dynamics of market competition and on consumers' consumption behaviors. The priority of particular performance objectives and the impact of specific launch strategies differ for products that exhibit network effects from what current wisdom and empirical results prescribe.

Asaad Karam (2015) studied the improvement of brand awareness and its impact on consumer behavior via Media in North Cyprus (a case study of Fast-Food Restaurants). The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that impact consumers when making on their decisions. This concentrates on the importance of these dimensions of customer-built brand equity in light of consumer's perceptions of a brand. This is focused around the assumption that all these dimensions of customer based-brand image and

8. Conceptual Framework

The conceptualization is the process through which they specify precisely use of the particular terms. The end product of this conceptualization process is the specification of what they have in mind, markers that indicate the presence or

interest product categories, most consumers can only recall one or two brand names (Mu & Di-Benedetto, 2011).

name. Instead, it means that consumers can recognize the brand when presented with it at the point-of-sale or after viewing its visual packaging (Trott, 2008).

loyalty have impact on consumer's perceptions of brand. This study aims to discover which among these three dimensions (brand image, brand loyalty and consumer behavior) seem to have the slightest brand equity in restaurants and to find out whether customer based-brand equity differ between fast food with respect to each characteristic of brand awareness, brand image, consumer behavior and brand loyalty.

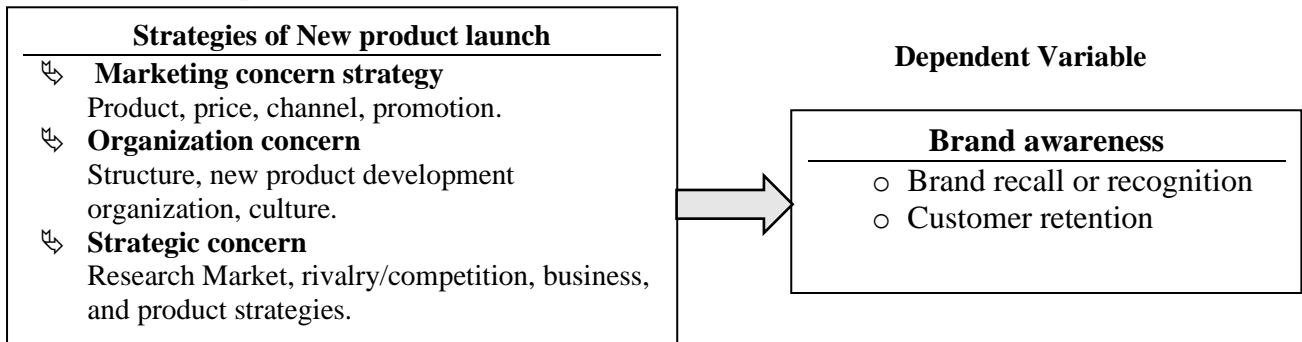
Esen Gürbüz (2018) elaborated the theory of new product development and its applications. A product which can be a physical object or a service should be functional and emotional to satisfy the customer's need, and to offer value, be delivered as the way customer demanded. Also, it has to include other specific elements like providing customer services. New product is the result of a creative and unique idea that is able to make consumers satisfied. In the process of new product development, it should not be thought that the change is only on product physically but also on every aspect of the product. When a new business starts to produce a product which satisfies customer's need, then the demand of competitor's product which was already in the market may be decreased. Establishment of new product development departments and their direct influence in the production process is crucial for businesses. They can determine demand and needs of consumers by applying different theories. These theories can be classified as product-service systems, the Kano model, conjoint analysis, the product value matrix and quality function deployment.

absence of the concept they are studying. Conceptual framework is a mental image that symbolizes an idea, an object, an event, a behavior, a person and so on. In respect of this research, the designed conceptual presenting two

categories of variables where independent variables in terms of new product launch

strategies and dependent variable in terms of brand awareness are held.

Figure 1: Conceptual Framework
Independent Variable



Source: *Researcher Conceptualization (2022)*

9. Research Methodology

This study is non-experimental research and it applied the cross-sectional survey design. The target population was 173 employees in product design department, production, marketing and promotion, management team of Société de Distribution de Boissons (SODIBO). Sample size was selected from total population where the study uses margin error of 5% while the confidentiality of the study was 95%. The sample size is calculated through Taro Yamane formula elaborated (1967).

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

n: sample size *N*: number population
e: margin error

$$n = \frac{173}{1 + (173 * 0.05^2)} = 120.8 \approx 121$$

Sample size of this study was 121 respondents from the employees of Société de Distribution de Boissons (SODIBO).

To select 121 respondents from their departments at Société de Distribution de Boissons (SODIBO), the study used the stratified and simple random sampling technique where all people in the field has the equal chance to be selected for participating in this important study but most lucky people have chance to provide their opinions in this study.

Questionnaires were distributed to 121 respondents of Société de Distribution de

Boissons (SODIBO), and these were composed by close end questions. The expected participation rate is 100% of responding the questions. The researcher distributed the questionnaires to 121 respondents, and they were given two weeks of responding to the research questions. The methods used to analyze data of this research were descriptive statistical method described the frequency, percentages, mean and standard deviation of data. The study used correlation coefficient test to determine the relationship between new product launch and organizational brand awareness.

The multiple linear regression models were formulated to review digital payment projects on each indicator of financial performance itself. The models are as follows: **X**= independent variable=strategies of new product launch which has three indicators: **x1**: Marketing concern strategy, **x2**: organization concern, and **x3**: Strategic concern. While **Y**= dependent variable= Brand awareness which has two indicators: Brand recall or recognition, and Customer retention. **Y= f(X)**; based on this functional relationship, the following econometric models has been formulated using multiple regression or polynomial models: $Y = f(X)$ therefore, $FP = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \varepsilon$ Where, β_0 = Constant, $\beta_1 - \beta_3$ are coefficients of determination.

10. Findings and Discussion

During data collection, questionnaires were distributed on 121 of respondents and they are given one week of responding the questions. The findings indicated participation rate of 100.0%

for answering the questionnaires. This helped us to continue the research analysis through editing, coding, and tabulation in order to make statistical tables by using SPSS version 23.0.

Respondents Profile

This section presents findings on demographic information of respondents in terms of gender, marital status, education, working experience of

respondents at Société de Distribution de Boissons (SODIBO).

Table 1: Gender distribution of respondents

Gender	Frequency	Percent
Male	57	47.1
Female	64	52.9
Total	121	100.0

Source: Primary Data, (2022)

Table 1 shows the distribution of respondents by gender where out of 121 respondents, 57 (47.1%) of respondents represented the males while 64 (52.9%) respondents were females. The results show that number of females participated in the study was greater than the number of males. SODIBO employs two categories of gender and

our study referred to them to get necessary data that help to achieve the research objectives. In regard to marital status, the table 2 presents data collected from Société de Distribution de Boissons (SODIBO) in relation with distribution of respondents by marital status as follows

Table 2: Marital status distribution of respondents

Marital status of Respondents	Frequency	Percent
Single	35	28.9
Married	61	50.4
Divorced/separated	18	14.9
Widow (ed)	7	5.8
Total	121	100.0

Source: Primary Data, (2022)

Table 2 shows the distribution of respondent by marital status. Among 121 of respondents participated, 35 (28.9%) of respondents were single. 61 (50.4%) of respondents were married. Only 18 (14.9%) and 7 (5.8%) of respondents were divorced/separated, and widow (ed) respondents. Then to have majority of married

followed by single people help Société de Distribution de Boissons (SODIBO) to obtain greater productivity which can lead to expand its market and enhance its market. For education level of respondents, table 3 presents the data in the following way:

Table 3: Distribution of respondents by Education Level

Education level	Frequency	Percent
Secondary school (A ₂)	38	31.4
Bachelor's Degree (A ₀)	61	50.4
Master's Degree and Above	22	18.2
Total	121	100.0

Source: Primary Data, (2022)

Table 3 shows the distribution of respondents on the education level. During this study at SODIBO, there was no any uneducated among the selected respondents, 38 (31.4%) of respondents have secondary education but confirming that they are still studying University.

The 61 (50.4%) of respondents had bachelor's degree while, only 22 (18.2%) respondents had master's degree. Generally, employment system of Société de Distribution de Boissons (SODIBO) shows that majority had University degree comparing to other categories of

education level. Once again, this distribution provides the positive results by referring to their skills and knowledge they have in relation with new product launch and SODIBO brand

awareness. In regard to experience of Respondents, the table 4 summarizes the data as follows:

Table 4: Working experience with Société de Distribution de Boissons (SODIBO)

Working experience in SODIBO Company	Frequency	Percent
Less than 1year	13	10.7
2-4years	41	33.9
5-7years	62	51.2
≥7years	5	4.2
Total	121	100.0

Source: Primary Data, (2022)

Table 4 showed the respondents' perceptions according to their experiences in working at Société de Distribution de Boissons (SODIBO). The 13 (10.7%) of respondents had less than 1year of working experience at Société de Distribution de Boissons (SODIBO). The 41 (33.9%) of respondents have between 2-4years of working experiences. The 62 (51.2%) of respondents had between 5-7years of

experiences. 5 (4.2%) of respondents have 8-10years of working experiences in Société de Distribution de Boissons (SODIBO). In fact, majorities who filled questionnaires during this study at Société de Distribution de Boissons (SODIBO) had enough experience in working at this manufacturing company as leading channel to performing well their duties to stimulate the projects of SODIBO.

Correlation coefficient Matrix test

A correlation matrix is a table showing correlation coefficients between variables. Each cell in the table shows the correlation between two variables. A correlation matrix is used to summarize data, as input into a more advanced

analysis, and as a diagnostic for advanced analyses. Table 5 presents the findings on correlation matrix results of this study between independent variables and dependent variable.

Table 5: Correlation Coefficient Matrix Results

		Marketing concern strategy	Organization concern	Strategic concern	Strategies of New product launch	Brand Awareness
Marketing concern strategy	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	121				
Organization concern	Pearson Correlation	.693**	1			
	Sig. (2-tailed)	.000				
	N	121	121			
Strategic concern	Pearson Correlation	.743**	.791**	1		
	Sig. (2-tailed)	.000	.000			
	N	121	121	121		
Strategies of New product launch	Pearson Correlation	.865**	.908**	.951**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	121	121	121	121	
Brand Awareness	Pearson Correlation	.682**	.780**	.825**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	121	121	121	121	121

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

From the correlation matrix table 5, results showed that there is a significant and strong correlation between Marketing concern strategy and Brand Awareness as Pearson correlation is

0.682** with the p-value of 0.000, which is less than standard significance level of 0.01. This indicates that, out of the considered other factors, only marketing concern strategy in strategies of

new product launch has significant effect of 68.2% of Brand Awareness of Société de Distribution de Boissons (SODIBO).

The results showed that there is significant and strong correlation between Organization concern and Brand Awareness of Société de Distribution de Boissons (SODIBO) as Pearson correlation is 0.780** with the p-value is 0.000, which is less than standard significance level of 0.01, and this indicates that out of the considered other factors, only the Organization concern has significant relationship of 78.0% with Brand Awareness of Société de Distribution de Boissons (SODIBO).

The results showed that there is positive and very strong correlation between Strategic concern and Brand Awareness of Société de Distribution de

Boissons (SODIBO) as Pearson correlation is .825** with the p-value is 0.000, which is less than standard significance level of 0.01. This indicates that, out of the considered other factors affecting Brand Awareness of Société de Distribution de Boissons (SODIBO), BURKINA FASO, only strategic concern has significant relationship of 82.5% with Brand Awareness of Société de Distribution de Boissons (SODIBO). Findings show that there is strong correlation between Strategies of New product launch and Brand Awareness of Société de Distribution de Boissons (SODIBO) as Pearson correlation was 0.846** with p-value is 0.000 less than standard significance levels of 0.01. This indicates that Strategies of New product launch has significant relationship of 73.2% on Brand Awareness of Société de Distribution de Boissons (SODIBO).

Multiple Linear Regression Analysis Results

The multiple regression models were formulated to review Strategies of New product launch on each indicator of financial performance itself. The models are as follows: X= independent variable = strategies of new product launch which has three indicators: x1: Marketing concern strategy, x2: Organization concern, x3: Strategic

concern, while Y= dependent variable= Brand Awareness of Société de Distribution de Boissons (SODIBO) Company. However, $Y = f(X)$, thus $y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \epsilon$.

Table 6: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.852 ^a	.726	.719	3.15119	1.276

a. Predictors: (Constant), Strategic concern, Marketing concern strategy, Organization concern
b. Dependent Variable: Brand Awareness

In order to explain the percentage of variation in the dependent variable Brand Awareness as explained by the independent variables. The researcher showed the model summary in table 6 coefficient of determination which was used to explain whether the model is a good predictor. From the results of the analysis, the findings showed that the independent variables (marketing

concern strategy, organization concern, and strategic concern) contributed to R. = 85.2% of the variation in brand awareness as explained by R² of 0.726 which indicates that model is positive and strong, as the independent variable highly explained the dependent variable (Brand awareness) and show that the model is a very good prediction.

Table 7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3081.730	3	1027.243	103.449	.000^b
1	Residual	1161.807	117	9.930		
	Total	4243.537	120			

a. Dependent Variable: Brand Awareness
b. Predictors: (Constant), Strategic concern, Marketing concern strategy, Organization concern

The results of the findings above revealed that the level of significance was .000(b) this implies that

the regression model is significant in predicting the relationship between Strategies of New

product launch and Brand Awareness. The findings also showed level of f-test model of 103.449 which is positive with p-value of 0.000^b less than 0.01, set as standard significance level. This means that the null hypothesis (H₀) stated that There is no significant relationship between new product launch strategies and brand awareness of Société de Distribution de Boissons

(SODIBO) in BURKINA FASO was rejected, and the study has retained alternative hypothesis (Ha₁) said that there is significant and positive relationship between new product launch strategies and brand awareness of Société de Distribution de Boissons (SODIBO) in BURKINA FASO.

Table 8: Regression of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.484	1.353		.358	.001
1 Marketing concern strategy	.219	.205	.080	1.072	.006
Organization concern	.701	.181	.318	3.883	.000
Strategic concern	.807	.138	.514	5.829	.000

a. Dependent Variable: Brand Awareness

The study sought to establish the extent to which models: X= strategies of new product launch represented by x₁: Marketing concern strategy, x₂: Organization concern, x₃: Strategic concern influence Y= Brand Awareness of Société de Distribution de Boissons (SODIBO).

$$Y = f(X), y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \varepsilon$$

$$Y = 0.484 + 0.219x_1 + 0.701x_2 + 0.807x_3 + 1.353$$

The results indicated that Marketing concern strategy have positive and significant effect on Brand Awareness involved at 10% level of significance ($\beta_1 = 0.219$, $t = 1.072$; p-value = **0.006** less than significant standard level of 10%). This suggests that a 1-unit change Marketing concern strategy leads to **0.219**-unit change on brand awareness of Burkina Faso breweries.

The organization concern has positive and significant effect on brand awareness of Burkina Faso breweries involved at 10% level of significance ($\beta_2 = 0.701$, $t = 3.883$ and p-value = **0.000** less than 10% as significant standard level). This suggests that a 1-unit change organization concern led to **0.701**-unit change on brand awareness of Burkina Faso breweries.

The Strategic concern have positive and significant effect on brand awareness of Burkina Faso breweries involved at 10% as standard level of significance, as ($\beta_3 = 0.807$, $t = 5.829$ and p-value = **.000** less than 10%). This suggests that a 1-unit change the Strategic concern leads to **0.807**-unit change on brand awareness of Burkina Faso breweries.

Conclusion

As the results indicated, new launch techniques are innovatively employed by businesses to introduce new brands into the marketplace in a more personal way in which consumers in the market can relate to the new brands more effectively while reducing the overall costs incurred.

But many new products fail, and the failure rate is as high as 50 percent at launch. The type of launch strategy employed is one of the key determinants of new product success.

A new product could be highly innovative, incorporating advanced technologies that render them superior to competitive products, but still fail due to a poor launch. There are characteristics that some product categories exhibit, termed

network effects, that cause unique competitive dynamics and change customer response patterns. These call for product launch strategies that differ from what might normally be effective. It is possible that the application of commonly held appropriate launch strategies to network effects products may, in fact, be detrimental to the marketplace performance of such products.

According to the findings obtained, the objectives of this study were achieved, problem was solved and research questions were answered, and research hypotheses were verified where null hypothesis was rejected, while alternative hypothesis was retained by saying that there is significant relationship between new product launch and organizational brand awareness.

Recommendations

The important recommendation of this study, brand awareness is best spread through both inbound and outbound marketing efforts. When competition in an industry is high, brand awareness can be one of a business's greatest assets. The consumers are aware of the product a company offers, they more likely go straight to that company if they need that product, instead of

Suggestions for Further Studies

The researcher carried out the study on the relationship between new product launch and organizational brand awareness which is useful topic. Then, the researcher opens the door to further researchers to consider others factors to complete what this study did not cover during this research.

researching other places that they can acquire that product. Businesses with strong branding are viewed as accepted by the market.

Société de Distribution de Boissons (SODIBO) should continue to brand and marketing the new products at market place and train their employees the way they should enhance its performance to build its reputation.

- The role of media in new product launch in enhancing brand awareness
- The role quality product improvement on brand awareness of an organizational

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