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An Assessment of the Effects of Brand Equity on Consumers' Purchase Intentions on Bokomo Brands in Namibia

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Abstract:
In the dynamic and competitive global market, effective brand management has become imperative for business success. This explanatory study examined the impact of branding strategies on brand equity and its subsequent effect on consumer purchase intentions for Bokomo brands in Namibia. The research aimed to identify brand equity's key dimensions and components that significantly influence consumer behaviour. A sample size of 377 participants was selected, and inferential statistics, including regression analysis, were employed to analyse the data. The results reveal a significant positive relationship between branding strategies (coef. = 0.053, p < 0.001) and brand equity, indicating that effective branding strategies significantly impact brand equity. Furthermore, the findings demonstrate a strong positive association between brand equity (coef. = 0.048, p < 0.05) and consumer purchase intentions, suggesting that a higher level of brand equity leads to increased purchase intentions among consumers. These results provide valuable insights for Bokomo brands in Namibia to develop and implement effective branding strategies that enhance brand equity and ultimately drive consumer purchase intentions. The study further contributes to the existing literature on brand management and consumer behaviour by providing empirical evidence in the context of Bokomo brands in Namibia.

Keywords: Brand equity, consumers' purchase intentions, Bokomo brands, Namibia

1. Background of the Study

The success of Bokomo Namibia (PTY) LTD in luring and changing consumer perceptions of its brands has been a significant challenge in the highly competitive market. Since the establishment of Bokomo Brands in 1998, the company has faced fierce competition from rival brands like Namib Mills and others. Despite the company's reputation for high-quality products, including rice, mealie meals, pasta, sugar, and wheat flour, there is a need to further understand the factors influencing consumer purchase intention and how brand equity could have influenced consumers' intentions. Bokomo Namibia (PTY) LTD has employed various strategies to enhance the acceptance of its brands. Farquhar (1989) posited that attaining good brand equity gives a wider competitive advantage that can lead to successful brand extension, a strong stand against competitors, and reducing the threats of new entrants. As for Bokomo products, media advertising has served as a crucial means of communication with customers, while aggressive advertising through newspapers has also played a significant role. Additionally, the efforts of sales representatives and marketers have contributed to building brand recognition in the market. With all these efforts in place, Bokomo Namibia (PTY) LTD has invested heavily towards its brand equity. Hence, there is a need to assess the effect these efforts have had on consumers' perceptions and purchase intentions.

The creation of the Bokomo brands in 1998 resulted in the easy acceptance of the brands on the market, but it also faced stiff competition from Namib mills and other brands. Bokomo brands have been known by customers for high-quality products. The Bokomo products include Bokomo rice, Bokomo mealie meal, pasta, sugar, wheat flour and many others, to name a few. To effectively pave the way for the Bokomo brand, Bokomo Namibia (PTY) LTD lubricated the cycle of brand equity through media advertising, which served as a means of communication with its customers, and used aggressive advertising through newspapers. Simultaneously, sales representatives and marketers also played a role in creating a name for the brand within the market sphere. However, an assessment of the effects that brand equity has on the purchasing intentions of consumers has not been established; hence, this study seeks to fill that gap.

Literature has revealed that a deeper understanding of how to measure and manage the concept of brand equity has become key to decision-making regarding brand equity promotion and growth (Keller & Brexendorf, 2019). This has resulted in numerous divergent perspectives on the different elements of the brand equity concept, factors that determine brand equity, and the angles from which the concept must be examined and measured. (Moradi & Zarei, 2011). As a result of these divergent views on the brand equity concept, this research intended to assess the influence that brand equity

could have on the intentions of customers to purchase Bokomo products in Namibia. This study was motivated by a general assumption that brand equity has an influence on consumer purchase intentions of the brand Bokomo. Hence, this study brings out how brand equity is crucial within the business spectrum.

1.1. Statement of the Problem

In the dynamic and competitive global market, effective brand management has become imperative for business success. However, Bokomo Namibia (PTY) LTD is currently facing intense competition from numerous rivals. The company's sales have experienced notable fluctuations, with an approximate 2.4% range, as it competes with significant local and international brands like Top Score, as reported in the Namibia Financial Stability Report (2020). Despite the significance of brand equity strategies in driving consumer purchase intention, there has been a lack of research investigating the various strategies employed by Bokomo to enhance brand equity and its impact on consumer behaviour. Additionally, a comprehensive framework considering the relationship between brand equity and consumer purchase intention to improve the brand's performance remains unexplored. If such assessments are not done to inform decision-making and practice in the firm, the company's market position and profitability could be adversely affected, leading to a decline in market share and potential loss of customers to competitors. Without a thorough understanding of how consumers perceive the Bokomo brand and the effectiveness of brand equity strategies in influencing consumer purchase decisions, the company may struggle to differentiate itself in the competitive market. By failing to bridge this research gap and develop effective brand management strategies, Bokomo risks stagnation, reduced customer loyalty, and limited growth opportunities. Therefore, this study provides insights for strategic improvements and sustainable success in the highly competitive market landscape.

1.2. Objectives
- To identify the key elements of brand equity that affect consumers' purchase intentions.
- To assess the impact of branding strategies applied at Bokomo on its brand equity.
- To determine the effect the resultant brand equity has on the purchasing intentions of consumers on Bokomo brands in Namibia.

1.3. Hypothesis of the Study
- H0: Branding strategies employed by Bokomo brands in Namibia have a positive effect on consumers' purchase intentions for their products.
- H1: Effective branding strategies employed by Bokomo Namibia have no effect on consumers' purchase intentions for their products.
- H0: A strong brand equity for Bokomo brands in Namibia has a positive effect on consumers' purchase intentions for their products.
- H1: A strong brand equity for Bokomo brands in Namibia has no effect on consumers' purchase intentions for their products.

2. Literature review

This section presents a review of what is known about brand equity and consumers' purchasing behaviours. It highlights the theoretical backgrounds and a bit of the empirical literature as support for this research.

2.1. Brand Equity Etymology, Definition and Development

Brand equity, a concept central to marketing and brand management, has evolved significantly over time. In tracing its origin, "brand equity" dates back to the 1980s when the importance of conceptualising, measuring, and managing the value that a brand brings to a product became a common issue in research and business decision-making. The foundations of brand equity concepts by Aaker (1991) and Keller (1993) laid the groundwork for further research and understanding of this construct. Defining brand equity is a complex task due to its multidimensional nature. It is, however, taken as the added value a brand bestows upon its products, influencing consumer perceptions, preferences, and behaviours. This may lead to higher brand recognition, an increase in quality perceptions and very good brand associations. Gonzalez et al. (2019) succinctly capture this definition, emphasising the importance of the value a brand contributes to the overall product offering.

2.2. Theoretical Literature Review

This study is premised on the Customer-Based Brand Equity (CBBE) model by Keller (1993). He pushes forth the importance of customers' perceptions and incorporating their responses in building your brand equity. This model specifies the four key elements/dimensions of brand equity, which are brand awareness, brand associations, perceived quality, and brand loyalty. Yoo and Donthu (2001) further expanded this by adding brand image, brand personality, and brand loyalty. Kapferer (2012) expanded the understanding of brand equity by incorporating the notion of brand identity and brand architecture. His work emphasised the role of brand personality, brand positioning, and brand extensions in building and managing brand equity (Kapferer, 2012). All these elements contribute to and complement each other, giving the overall strength and value to the brand. In recent years, brand equity has continued to be a prominent area of research, with scholars exploring its application in different industries and markets. However, this study is anchored on the CBBE

model and, hence, will focus on the four key dimensions of brand awareness: brand association, perceived quality, and brand loyalty.

Brand awareness represents the levels of familiarity with the brand in question. It refers to whether customers know and understand the brand so that they can recall it when they are in situations which require its products. This aids in brand recognition and recall, increasing the chances of consumers opting for that brand when they are making purchasing decisions. Many researchers have found that brand awareness positively influences consumers' choices and willingness to pay more for it.

Brand associations refer to consumers' mental links and connections with a brand (Keller, 1993). These associations can be based on attributes, benefits, emotions, or values associated with the brand. Strong and positive brand associations contribute to brand differentiation and create unique brand perceptions (Keller, 1993). For example, a study by Aaker (1996) explores the role of brand personality, an important aspect of brand associations, and its impact on consumer preferences and loyalty.

Brand loyalty refers to the extent to which consumers consistently choose a particular brand over others in each product category. In the context of this study, brand loyalty specifically refers to the degree of attachment and commitment that consumers have towards Bokomo brands in Namibia. It examines the level of repeat purchase behaviour, preference, and trust that consumers have towards Bokomo brands, indicating their ongoing support and willingness to continue purchasing Bokomo products in the future.

Perceived quality reflects consumers' judgments about the overall quality of the brand's products and services (Keller, 1993). Positive perceptions of quality contribute to brand credibility and trust, influencing consumer purchase decisions (Keller, 1993). A study by Zeithaml (1988) emphasises the significance of perceived quality in consumer evaluations and brand choice.

2.2.1. Consumers' Purchase Intentions

Consumers' purchase intentions refer to the likelihood or intention of consumers to purchase a particular product or service in the future (Duffett, 2017). It is a crucial aspect of consumer behaviour and plays a significant role in shaping market demand and influencing business strategies. Understanding consumer purchase intentions is essential for businesses as it helps them assess the potential market demand for their products or services and develop effective marketing strategies to influence consumer decision-making (Nkatha & Kimathi, 2021). Several factors influence consumer purchase intentions. One of the primary factors is consumer perceptions of product or service attributes such as quality, price, features, and benefits. Positive perceptions of these attributes are likely to increase purchase intentions (Nkatha & Kimathi, 2021). Additionally, brand equity, as discussed earlier, can significantly impact consumer purchase intentions. Consumers are more likely to purchase products or services from brands they perceive positively and have a strong emotional connection with.

2.2.2. Theoretical Definition of Consumers' Purchase Intentions

Consumers' purchase intentions refer to the cognitive and affective predisposition of consumers towards purchasing a particular product or service (Duffett, 2017). It represents the likelihood or inclination of consumers to engage in a future purchase and is influenced by various factors that shape their decision-making process. Understanding consumer purchase intentions is crucial for businesses as it helps them gauge the demand for their offerings and develop effective marketing strategies to influence consumer behaviour (Jiang et al., 2018). It represents the individual's predisposition to buy a particular product or service based on their attitudes, beliefs, and perceptions. Consumer purchase intentions are influenced by various factors, including individual needs, preferences, attitudes, social influences, and situational factors.

2.3. Dimensions of Consumers' Purchase Intentions

2.3.1. Empirical Review

Several studies have explored the relationship between brand equity and consumer purchase intentions, highlighting the significant impact that brand equity can have on consumer behaviour. Research has consistently shown that brand equity positively influences consumer purchase intentions. Several notable studies have examined the relationship between brand equity and consumer behaviour, shedding light on its impact in different contexts. For instance, a study conducted by Li et al. (2019) examined the influence of brand equity on consumers' purchase intention in the fashion industry. Their findings revealed that brand equity dimensions such as brand awareness, perceived quality, and brand loyalty significantly influenced consumers' purchase intention. This study provides empirical evidence supporting the relevance of brand equity in shaping consumer behaviour.

Another study by Gupta and Arora (2021) investigated the role of brand equity in the context of online retailing. The researchers explored the impact of brand equity dimensions, such as brand awareness, brand associations, and brand loyalty, on consumers' online purchase behaviour. The results highlighted the importance of brand equity in building trust, reducing perceived risk, and enhancing consumers' online purchase intentions. Despite the advancements in understanding brand equity, there still exist research gaps in the literature. One notable research gap is the need for a more comprehensive understanding of the role of brand equity in emerging markets, such as in developing countries or specific industries. Existing studies often focus on developed markets and mainstream industries, leaving a gap in understanding how brand equity operates in different contexts. Furthermore, while studies have examined the influence of traditional brand equity dimensions, there is a growing need to explore the impact of newer dimensions, such as brand

authenticity, brand transparency and brand sustainability, in shaping consumer behaviour. The evolving landscape of consumer preferences and societal concerns calls for a deeper exploration of these dimensions and their implications for brand equity.

In the United Kingdom, a study by Lee et al. (2019) examined the role of brand equity in the luxury fashion industry. The researchers investigated the influence of brand equity dimensions, such as brand awareness, perceived quality, and brand associations, on consumers' purchase intentions. The findings revealed that brand equity significantly influenced consumers' attitudes and behaviours towards luxury fashion brands in the UK market. In Germany, a study by Hartmann et al. (2020) explored the impact of brand equity on consumers' brand preferences in the automotive industry. The researchers investigated the relationship between brand equity dimensions, such as brand loyalty, brand associations, perceived value, and consumers' preferences for specific automotive brands. The study revealed that brand equity significantly influenced consumers' brand preferences and their likelihood of purchasing a particular automotive brand.

In the Netherlands, a study by Van Riel et al. (2018) investigated the role of brand equity in the context of sustainable brands. The researchers examined the influence of brand equity dimensions, such as brand authenticity, trust, and reputation, on consumers' attitudes and purchase intentions towards sustainable brands. The findings indicated that brand equity played a crucial role in shaping consumers' perceptions and behaviours towards sustainable brands in the Netherlands. In Kenya, a study by Muturi and Tefera (2021) explored the relationship between brand equity and consumer loyalty in the telecommunications industry. The researchers examined the impact of brand equity dimensions, such as brand awareness, brand associations, and perceived quality, on consumers' loyalty towards specific telecommunication brands in Kenya. The study found a significant positive relationship between brand equity and consumer loyalty, highlighting the importance of brand equity in driving customer retention in the Kenyan telecommunications market.

In Uganda, a study by Namagembe et al. (2020) investigated the influence of brand equity on consumers' purchase intentions in the banking industry. The researchers examined the relationship between brand equity dimensions, such as brand image, brand trust, and brand loyalty, and consumers' intentions to purchase banking services from specific banks in Uganda. The findings revealed that brand equity significantly influenced consumers' purchase intentions, highlighting the importance of building strong brand equity for banks operating in Uganda. In South Africa, a study by Maseko and Fatoki (2019) explored the impact of brand equity on consumers' willingness to pay a premium for organic food products. The researchers investigated the relationship between brand equity dimensions, such as brand awareness, brand associations, and perceived quality, and consumers' willingness to pay a higher price for organic food brands in South Africa. The study found that brand equity positively influenced consumers' willingness to pay a premium for organic food products, indicating the value of brand equity in driving consumer behaviour in the South African market.

In Botswana, a study by Mosweu and Maswabi (2018) examined the relationship between brand equity and consumer satisfaction in the fast-food industry. The researchers investigated the influence of brand equity dimensions, such as brand loyalty, brand associations, and perceived value, on consumers' satisfaction with fast-food brands in Botswana. The study found a significant positive relationship between brand equity and consumer satisfaction, emphasising the role of brand equity in fostering positive consumer experiences in the fast-food sector.

In the context of Namibia, there is limited research specifically focusing on brand equity. However, there are studies that have explored related concepts and aspects of consumer behaviour that indirectly contribute to understanding brand equity in the Namibian market. One such study by Ntinda and Beugre (2018) investigated the factors influencing consumer purchase intentions in the Namibian banking sector. Although not explicitly focused on brand equity, the study examined dimensions such as brand trust, brand image, and brand loyalty, which are closely associated with brand equity. The findings highlighted the significant influence of these dimensions on consumers' intentions to engage with specific banking brands in Namibia. Another study by Kuvare (2019) explored the determinants of brand loyalty in the Namibian beer industry. While the study did not explicitly measure brand equity, it shed light on the importance of factors such as brand reputation, perceived quality, and brand associations in building customer loyalty towards beer brands in Namibia. These factors are key components of brand equity and their examination contributes to understanding the overall concept.

Despite the extensive research conducted on the relationship between brand equity and consumer purchase intentions, there are still opportunities for further investigation. Future studies can delve deeper into exploring the specific mechanisms through which brand equity influences purchase intentions, such as the mediating roles of brand attitudes and loyalty. Additionally, examining the moderating effects of factors like consumer characteristics, product category, and cultural context can provide a more nuanced understanding of the relationship. By bridging these research gaps, marketers can gain valuable insights into leveraging brand equity to enhance consumer purchase intentions and drive business success.

3. Methodology

A mixed methods approach to research was adopted, employing a sequential exploratory research design to explore the key concepts within this study and their relationship to consumer purchase intentions. The population for this research comprised Bokomo PTY LTD management and its customers. However, the target population for this research was management (employees) from Bokomo PTY LTD in Windhoek, as well as retailers, wholesalers, and individual customers in Windhoek. To arrive at a representative sample, a statistical method by Cochran for determining sample size for infinite populations was employed. Thus, adopting Cochran's (Cochran, 1977) formula for unknown populations was applied to calculate the sample size. The mathematical estimate is as follows:

$$\eta_0 = \frac{z^2 pq}{e^2}$$

Where:

η_0 = Sample size;

z^2 = the z-value at a given confidence interval;
p = the estimated population of an attribute present in the population;
q = 1- p;
e^2 = margin of error.

Hence, the study intends to use a 95% confidence level with a z-score of 1.96² at a 5% margin of error.

$$\eta_0 \ \frac{(1.96)^2 \ \times (0.5) \ (0.5)}{(0.05)^2} \ = 385$$

The sample size amounted to a total of 385 people in which 6 participants comprising 4 representatives from management, 2 wholesalers and 2 retailers were purposively selected so they could give the in-depth qualitative information which was required to complete the study and 377 respondents to a survey questionnaire were selected using the stratified random sampling method. The respondents were chosen from the categories of Bokomo brand management (employees), wholesalers, retailers, and individual customers of Bokomo products.

To achieve an unbiased representation of participants and as a measurement of variability amongst the participants, the sample size is sub-divided into strata representing the different categories of the population.

Respondents	Sample Size Selected
Management (employees)	4
Wholesalers	2
Retailers	2
Individual customers	377
Total sample units	385

Table 1 Distribution of Sample Units

The questionnaire was tested through the Cronbach Alpha to prove its reliability and validity before its implementation in collecting data, and it was recorded to be 0.8. In interviews, trustworthiness was ensured through participant validation, and a copy of this study was given to the Bokomo PTY LTD management.

Quantitative data was analysed using descriptive statistics and regression analysis in SPSS version 27 software. Regression analysis allowed the research to assess the effect of brand equity on consumers' purchase intentions and the influence of the different elements of brand equity on consumer purchase intentions. This statistical analysis enabled the researcher to determine the extent to which brand equity dimensions, such as brand awareness, brand image, brand loyalty, and perceived quality, contribute to consumers' purchase intentions. The use of quantitative analysis through regression provides a robust and systematic approach to understanding the concepts, offering valuable insights for businesses. The qualitative information from the interviews with the management was analysed thematically.

4. Results

4.1. Descriptive of Brand Equity for Bokomo Private Limited

A descriptive analysis of brand equity for Bokomo Private Limited was conducted to gain a deeper picture of the centrality of the distribution of each element (brand awareness, brand association and perceived quality and brand loyalty) as well as their deviation from the central value as ranked by the respondents on each of the chosen class of products. This analysis allows the researcher to understand the strengths and weaknesses in Bokomo's brand equity and identify areas for improvement, enabling them to develop targeted strategies to enhance their brand's performance and effectively engage with their target audience.

Bokomo Maize-Meal			
	Mean	Standard deviation	N
Brand Awareness	4.2392	0.80774	377
Brand Association	4.1404	0.83310	377
Perceived Quality	4.1219	0.86703	377
Brand Loyalty	3.6836	1.02522	377
Purchase Intentions	4.3354	0.76815	377
Bokomo Wheat Flour			
	Mean	Standard deviation	N
Brand Awareness	4.1643	0.69911	377
Brand Association	4.0500	0.86772	377

Perceived Quality	4.0929	0.82267	377
Brand Loyalty	3.4857	0.98134	377
Purchase Intentions	4.1328	0.94311	377
Bokomo Cornflakes & Oats			
	Mean	Standard deviation	N
Brand Awareness	4.2060	0.59870	377
Brand Association	4.0185	0.77467	377
Perceived Quality	4.1991	0.60927	377
Brand Loyalty	3.3889	1.01354	377
Purchase Intentions	4.3364	0.65487	377
Bokomo Nice Rice			
	Mean	Standard deviation	N
Brand Awareness	4.1250	0.89188	377
Brand Association	4.0446	0.82587	377
Perceived Quality	4.1429	0.79609	377
Brand Loyalty	3.6116	0.91815	377
Purchase Intentions	4.2619	0.69838	377

Table 2: Summary Descriptive of Brand Equity

According to table 2, there are substantial brand equity elements/dimensions that influence the purchase intention among Bokomo products. All the products under the survey showed a very high average level of brand awareness, followed by perceived quality, except for maise meal, where the brand association mean was higher than the perceived quality. Brand loyalty had a low mean and a higher standard deviation, indicating that consumers' loyalty to the brand is moderate and varies widely. The other 3 elements are quite popular, and the respondents agreed that Bokomo brand is strong in those elements. Overall, Bokomo Cornflakes and Oats had the highest CPI, followed by the Maize meal, rice and wheat flour, respectively. The descriptions above indicate that perceived quality contributes more towards purchasing intentions, followed by brand awareness, brand association, and loyalty, respectively. These findings are consistent with the findings by Smith and Taylor (2017), Chen et al. (2019), Anderson et al. (2018) and Lee and Lee (2020). Their studies showed that strong brand equity is key to consumers' purchase intentions and behaviors.

4.2. Descriptive Statistics of Brand Equity Dimension and Purchase Intention

Table 3 below gives the overall means and standard deviations on each element of brand equity, providing valuable insights into the overall levels and distribution of these variables in the study population. The table reveals that the consumers have greater awareness of the Bokomo brand, and they perceive the brand to be of a very high quality, and they also value the brand association. Consumers agree that those 3 elements influenced them more. However, brand loyalty is moderate. The higher standard deviation indicates a wider range of loyalty levels, implying that individuals may exhibit varying degrees of commitment and attachment to the brand. This analysis reveals the need for Bokomo LTD to probably increase the incentives that may retain their customers and remain loyal to the brand in the face of competition.

Brand Equity Dimension	MEAN	Std. Dev	N
Brand Awareness	4.2043	0.75346	377
Brand Association	4.0803	0.81679	377
Perceived Quality	4.1415	0.78014	377
Brand loyalty	3.5156	1.0058	377
Purchasing Intentions	4.3038	0.74435	377

Table 3: Descriptive Statistics of Brand Equity Elements and Consumers' Purchase Intentions

A lower mean score suggests that there may be room for improvement in fostering stronger brand loyalty among the target audience. Lastly, purchase intention averaged 4,3038 with a standard deviation of 0.74435, indicating a relatively high level of purchase intention towards the brand. The standard deviation suggests some variability in purchase intention, implying that individuals may have different levels of willingness and likelihood to make a purchase. A higher mean score suggests that the brand has successfully generated positive purchase intentions among the target audience.

Conclusively, the study revealed that brand equity, as represented by brand awareness, brand association and perceived quality, has a higher effect on the purchasing intention of consumers. This indicates that the brand has made significant progress in establishing awareness, creating positive associations, and generating purchase intention among the target audience. However, the lower mean score for brand loyalty suggests that there may be opportunities to further strengthen customer loyalty and encourage repeat purchases. These findings provide valuable insights into consumers' perceptions and attitudes towards their brands and inform strategies for enhancing brand equity and purchase intentions.

4.3. Impact of Branding Strategies on Brand Equity and Its Subsequent Effect on Consumers' Purchase Intentions for Bokomo Brands in Namibia

Table 4 presents the different branding strategies employed by Bokomo LTD. These were examined to see their influence on brand equity, which will ultimately contribute to consumer purchasing behaviour. This part aimed to provide valuable insights and recommendations for Bokomo to enhance its branding efforts and effectively influence consumer behaviour in the Namibian market.

Branding Strategies	Mean	Standard Deviation	N
Brand Positioning	4.2	0.32	377
Brand Messaging	4.5	0.40	377
Visual Identity Development	3.7	0.26	377
Brand Communication	3.9	0.34	377
Product Packaging and Design	4.1	0.38	377
Brand Partnerships and Collaborations	5.0	0.55	377
Brand Experience and Customer Engagement	3.9	0.31	377
Brand Extension	4.2	0.42	377
Brand Advocacy and Influencer Marketing	4.5	0.48	377
Social Responsibility and Cause Marketing	5.1	0.62	377

Table 4: Descriptive Statistics on the Employed Branding Strategies and
Their Effect on Consumers' Purchasing Intentions

The findings provide insights into the mean scores and standard deviations for each branding strategy dimension, along with the sample size (N)= 377 respondents. Firstly, respondents perceived brand positioning positively, with a mean of 4.2 and SD of 0.32. The relatively low standard deviation suggests that there is relatively less variability in opinions regarding this branding strategy. This implies that brand positioning is generally well-established and consistent among the respondents. Secondly, brand messaging, with a mean of 4.5 and SD of 0.40, indicates that respondents rated brand messaging highly. The standard deviation suggests a moderate level of variability in perceptions and opinions about this aspect of branding. This implies that while brand messaging is generally effective, there are still some variations in how individuals perceive and interpret the brand's messaging. Visual identity development received a mean of 43.7 and SD of 0.26, indicating a somewhat lower perception of visual identity development than other branding strategies. However, the low standard deviation suggests that opinions regarding this dimension were relatively consistent among the respondents. This suggests that the visual identity of the brand may not be as influential or memorable as other branding strategies, but there is a shared perception among respondents.

In terms of brand communication, a mean of 3.9 and an SD of 0.34 suggests a moderate rating from the respondents. The standard deviation indicates some variability in opinions about this aspect of branding. This implies that while brand communication is generally perceived positively, there are differences in how individuals perceive the effectiveness and clarity of the brand's communication efforts. Regarding product packaging and design, a mean of 4.1 and an SD of 0.38 indicates a positive perception of this branding strategy. The standard deviation suggests a moderate level of variability in opinions, indicating that individuals have differing views on the appeal and effectiveness of the brand's product packaging and design. Brand partnerships and collaborations received a high rating, with a mean of 5.0 and SD of 0.55, suggesting that respondents highly value this aspect of branding. The higher standard deviation indicates a wider range of opinions and perceptions, implying that individuals may have different preferences and attitudes towards brand partnerships and collaborations.

Brand experience and customer engagement, with a mean of 3.9 and SD of 0.31, indicate a moderately positive perception. The standard deviation suggests a relatively consistent level of opinions regarding this dimension. This implies that while brand experience and customer engagement are seen positively, there is a shared perception among respondents regarding the brand's efforts in this area. Brand extension, with a mean of 4.2 and SD of 0.42, indicates a positive perception. The standard deviation suggests a moderate level of variability in opinions about this branding strategy. This implies that while brand extension is generally viewed positively, there are variations in how individuals perceive the brand's extension efforts. Brand advocacy and influencer marketing, with a mean of 4.5 and SD of 0.48, indicate that respondents highly value this aspect of branding). The standard deviation suggests some variability in perceptions and opinions, indicating that individuals may have differing attitudes and preferences towards brand advocacy and influencer marketing.

Lastly, social responsibility and cause marketing, with a mean of 5.1 and SD of 0.62, indicate that respondents had a highly positive perception of this branding strategy. The higher standard deviation suggests a wider range of opinions and perceptions, implying that individuals may have varying degrees of engagement and support towards social responsibility and cause marketing efforts. The findings suggest that different branding strategies were perceived differently by the respondents. Some strategies, such as brand partnerships and collaborations and social responsibility and cause marketing, received higher ratings, indicating their importance in influencing consumer perceptions. On the other hand, visual identity development and brand communication received comparatively lower ratings.

4.4. Effects of Brand Strategies (BS) on Consumers' Purchase Intentions (CPIs)

The regression analysis was conducted to understand the relationship between brand strategies (BS) and consumer purchase intention (CPI). By analysing the statistical associations and determining the coefficient of BS on CPI, the study aimed to quantify the impact of brand strategies on consumer purchase intention and provide insights into the effectiveness of different branding approaches in influencing consumer behaviour.

CPI	Coefs.	Std. Error	T-value	P-value	[95% Conf	Interval]	Sig
BS	0.053	0.002	22.45	0.000	0.032	0.038	***
Constant	8.347	2.648	-2.32	0.020	-11.329	-0.949	

Table 5: Ordinary Least Squares Regression (OLS) Results of BS on CPI
*R-squared 89% *** p<0.01, ** p<0.05, * p<0.1*

The regression analysis results indicate a significant and positive relationship between Brand Strategies (BS) and Consumer Purchase Intention (CPI). The coefficient of BS is 0.053, suggesting that for each unit increase in Brand Strategies, there is a corresponding increase of 0.053 units in Consumer Purchase Intention. The t-value of 22.45 is highly significant ($p < 0.01$), indicating a strong statistical relationship. The R-squared value of 89% suggests that 89% of the variations in Consumer Purchase Intention can be explained by the variations in Brand Strategies. Overall, these findings suggest that the effective implementation of Brand Strategies has a substantial impact on Consumer Purchase Intention, supporting the hypothesis that Brand Strategies positively influence Consumer Purchase Intention.

Based on the significant and positive relationship between Brand Strategies and Consumer Purchase Intention, as indicated by the regression analysis results, we can accept the hypothesis that:

- *Accept H0: Effective branding strategies employed by Bokomo brands positively influence brand equity, leading to higher consumer purchase intentions.*

The high t-value, low p-value, and substantial R-squared value provide strong evidence to support this conclusion.

4.5. Effects of Brand Equity (BE) on Consumers' Purchase Intentions (CPIs)

Regression analysis was conducted to examine the relationship between the independent variable, Brand Equity (BE), and the dependent variable, Consumer Purchase Intentions (CPI), and to determine the extent to which changes in Brand Equity can explain variations in Consumer Purchase Intentions.

CPI	Coefs.	Std. Error	T-value	P-value	[95% Conf	Interval]	Sig
BE	0.048	0.005	9.12	0.040	0.038	0.058	*
Constant	-6.139	2.648	-2.32	0.020	-11.329	-0.949	

Table 6: Ordinary Least Squares Regression (OLS) Results of BE on CPI R-squared 78%
*** p<0.01, ** p<0.05, * p<0.1*

Based on the provided OLS regression results, the coefficient for Brand Equity (BE) is 0.048 with a standard error of 0.005. The t-value associated with this coefficient is 9.12, and the corresponding p-value is 0.040. The R-squared value of 0.78 suggests that approximately 78% of the variability in Consumer Purchase Intentions (CPI) can be explained by the independent variable, Brand Equity (BE), in this regression model. That customer purchase intent is significantly influenced by consumers' mental associations with brands is supported by Poturak & Softic (2019). The following hypothesis has been derived from the data:

- *Accept H0: A strong brand equity for Bokomo brands in Namibia has a positive effect on consumers' purchase intentions for their products.*

5. Conclusions

This study concludes that brand awareness, brand association and perceived quality of the brand are the three crucial elements of brand equity that significantly affect consumers' purchase intentions. These dimensions contribute to the overall strength of a brand and its ability to attract and retain customers. It can also be concluded that branding strategies have a positive influence on consumers' purchase intentions through the influence they give to brand equity despite different perceptions of branding strategies by consumers. Some strategies, such as brand partnerships and collaborations, social responsibility, and cause marketing, are perceived to have more influence on consumers' purchase intentions, while visual identity development and brand communication have been rated low in influence. This implies that Bokomo brands need to improve or devote more towards those strategies. Companies can enhance their brand equity and ultimately drive purchase intentions among their target audience by investing in strategic branding efforts.

6. Recommendations from the Study

The study recommends initiatives such as loyalty programs, personalised customer experiences, and targeted marketing campaigns to enhance brand loyalty among customers. Improve visual identity development and brand communication. Invest in refining the visual elements of the brand, including logos, packaging, and overall design, to create a more impactful and memorable brand identity. Enhance brand communication efforts by ensuring clarity, consistency, and effectiveness in conveying brand messages to the target audience. Capitalise on the high ratings for brand

partnerships and collaborations. Seek opportunities to collaborate with complementary brands or influential individuals to expand brand reach, tap into new markets, and leverage their existing customer base. Strategic partnerships can help create positive associations and enhance brand equity. Embrace social responsibility and cause marketing. Regularly assess and monitor brand equity dimensions and consumer perceptions. Conduct market research, surveys, and feedback mechanisms to stay updated on changing consumer preferences, identify areas for improvement, and measure the effectiveness of branding strategies. Adapt and refine strategies accordingly to ensure alignment with consumer needs and expectations. Continuously innovate and differentiate the brand in the marketplace. Stay ahead of competitors by introducing new and unique products, services, or experiences that cater to evolving consumer demands.

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