Critical Factors Influencing Successful Start-Up Brands In Tanzania: Evidence From Mtwara-Mikindani Municipal

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Abstract: Brand is a financial asset for any business that is looking for a great prosperity in today's world. Despite this fact; most of businesses in start-up have drawn a slight consideration in finding out whether their brands are delivering their promise to customers. The aim of this study is to examine factors influencing successful start-up Brands at Mikindani Municipality. A survey design was adopted and a random sampling strategy was employed in selecting 270 business categories from a total population of 824 registered businesses. Structured questionnaires were used in data collection of which two hundred and seventy (270) questionnaires were returned and processed. Data were analyzed through descriptive statistics as well as Correlation and Regression analysis were also used to analyses the relationship between the variables. The result revealed that, the challenges of branding have a significant impact on Start-up brand success. Moreover, information flow, financial resources and branding strategy are the only factors that have positive influence on Start-ups brand success. Other factors like advertisement and social media channels have been negated by the study been influential factors in Start-ups brand success in this case. In addition, financial cost, Time factor and branding Information accessibility have been found to be the limiting factors to best branding activities. Furthermore, the research brought managerial recommendations; whereas people should highly make effort on acquiring knowledge on branding because as the world is evolving branding is the key feature for a successful start-ups brand and SMEs. Changing consumer perception towards Start-up brand, Take a strategic move of using IMC (Integrated Marketing Communication) as it is more effective and efficient promotion technique in communicating Start-up brand value. On the other side the government should loosen up some ends especially on issues concerned with tax to enable Start-up brand move on.

Keywords: Successful start-up brands, Branding activities, Start-up brand

1. Motivation of the study

Financial success of most businesses focuses on the total brand value which depends on the company performs in the market by taking into account of the brand value. Brand can be defined as a strategic set of logo, name and appearance which makes it unique from other products in the market (Keller, 2013; Svedberg, 2014). Branding is the art of building exceptional promise that creates unique customer value by influencing their attitude with your thoughts towards your brand, therefore it is said to be a very demanding process as one needs to know how is going to name the business and design a valuable log (Keller, 2013). Entrepreneur should know that, the best starting point in business life is branding as all best companies like Coca cola did not just make it because of great products they have, rather it's because of branding that presented them well to customers. Marketing play a great role in brand building but brand in itself speaks more than any marketing practice that ultimately governs customers loyal to brand. Marketing practices by nature motivate customers to buy certain product or service but it does not state how long the buying practice will be sustained, it is the brand success that will sustain customer buying practice for particular product or service for the rest of his/her life. According to (Glucksman, 2017), good brand leads to better customer loyalty, enhanced company image, and a more reputable identity as customers are able to distinguish between businesses with emotion and experience instead of using price points and product features. So, the concern at this point is, do entrepreneur know how to create a valuable brand that really speaks to their audience? (Heding, 2009). Different studies have gone through branding in different ways, but in this case, the study takes a step to branding by looking at factors influencing start-up

brand success. This is because the other studies on branding have barely spoken about start-ups and most of them were about businesses that existed for some length in the market. Start-ups branding can stand out in the middle of many actors in the market by communicating strategically their value to customers in the most effective way (Wong, 2005). How customers perceives and feel toward a business has been the central point in brands' definition (P. Kotler, 2006), thus most of entrepreneurs fail to add value of their products in the early stages because of brand positioning challenge with targeted customers and do not understand how the process of packaging, brand name and promotion works (Blythe, 2005). A start-up business is a newly established business in which financial investment is done by group of people or individually. It doesn't matter how large it will be, what matters is the potential it has in growing. The growth of these start-ups mostly will depend on the way it is branded apart from other factors (Rawat, 2016). Start-up businesses especially in Mtwara Mikindani municipal have been getting a lot of challenges in branding practices and one of them is doing branding activities unprofessionally as well as under employing Social media channels that enhance brand awareness in the market and offer an opportunity for interaction between customer and the business, social media channels offer an opportunity for businesses to take quick action in responding to customer request and giving feedback information that allows building of good customer relationship. Social media channels are also valuable to start-up brands as they offer a high chance for customers to participate in giving out their views on a particular brand as most of customers in today's world spend most of their time in Social Medias (Pradiptarini, 2011). Social media are those Medias that uses internet to connect customers and share different views. It easy for a business to know customers

perception towards its brand through social media as compared to traditional marketing channels like TV stations, magazines and radio stations. So, Start-ups brand are called to employ social media channels as a valuable marketing tactic for improving brands awareness in the market (Nyambu, 2013). Branding practices particularly in Mtwara region are still using old format in start-ups to convey brand value to customers and instead they should employ different design like entertainments for tipping customers, it is advised that, for greater brand awareness traditional marketing channels should go together with social media channels to enhance communication performance (Odhiambo, 2012). Other businesses have been taking the process of branding in start-up as a simple process that is why they have been through a lot of challenges and have swept away from the market face, as Rode & Vallaster (2005) says "if a start-up brand is not well developed in its early stage of life it will disappear from the market". In today's world, marketing has been very complex as it needs a lot of effort and knowledge to fight your rivals and win. Branding is in did expensive as for a start-up business to be well branded, it has to induce a large capital for branding and also manage it very well. Lack of enough seeds capital may lead to cheap branding. Branding needs to be perfect, a small mistake may lead to a large embarrassment and may cause drop of customers (Abimbola, 2001). Most of new local brands do not have reputable base that can influence customer decisions. Valuable brands needs to be built on two bases of status which are domestic status for domestic customers and a general status for distance customers' i.e. business partners (Petkova, Rindova and Gupta, 2008). So businesses in start-up need to avoid the problem of product market fit and instead they should concentrate on the brand-market fit (Ruzzier and Ruzzier, 2015). Most of Tanzania local brands are not built on a fanatical view of their founders, in steady they fulfill their brand promises on specific benefits, quality, and value by using credible, trustworthy, transparent media to communicate stories and information which ultimately makes customers to have brand conviction, develop passion, like them and rely on in their supremacy. Moreover, there is Leadership failure point as most of local business people have a serious problem in making right decisions in most of time on matters related to branding in start-ups in the area of financial management to employee management, most of local business people lack branding experience practices and assistance that is why they cannot strategies their leadership in matters arising in branding practices (Keller, 2008).

2. Objectives of the study
1. To examine the influence of financial resources toward successful start-up brand in Mtwara Mikindani municipal.
2. To examine the influence of information flow towards successful start-up brand in Mtwara Mikindani municipal.
3. To examine the influence of branding strategy towards successful start-up brand in Mtwara Mikindani municipal.
4. To examine the influence of social media channels towards successful start-up brand in Mtwara Mikindani municipal.
5. To examine the influence of advertising towards successful start-up brand in Mtwara Mikindani municipal.

3. Hypothesis of the study

Hypothesis 1
H0: Financial resources have no influence towards successful start-up brand in Mtwara Mikindani municipal.
H1: Financial resources influence successful start-up brand in Mtwara Mikindani municipal.

Hypothesis 2
H0: Information flow has no influence in brand Identity in start-up businesses in Mtwara Mkindani municipal.
H1: Information flow influence successful start-up brand in Mtwara Mikindani municipal.

Hypothesis 3
H0: Branding Strategy has no influence towards successful start-up brand in Mtwara Mikindani municipal.
H1: Branding Strategy influence successful start-up brand in Mtwara Mikindani municipal.

Hypothesis 4
Ho: Social media channels have no influence towards successful start-up brand in Mtwara Mikindani municipal.
H1: Social media channels influence successful start-up brand in Mtwara Mikindani municipal.

Hypothesis 5
Ho: Advertising has no influence towards successful start-up brand in Mtwara Mikindani municipal.
H1: Advertising influence successful start-up brand in Mtwara Mikindani municipal.

4. Rationale of the study
The study expects to add more information in the area of branding strategies in start-up businesses as the information obtained in this study contains substance that address problems facing brands in start-up businesses as well solutions which will make their start-up to grow into large and successful organizations. This is so because, it has come to the understanding that, most of Mtwara Mikindani Municipal entrepreneurs lack enough knowledge concerning branding practices in start-up. It will also assist entrepreneurs to understand various opportunities availed by social media channels as a mechanism to enhance competitive advantage over their competitor in the market.

2. Literature Review

2.1 Start-ups and Branding
Keller (2003) brought the idea of brandin by referring it as a consumer perceptive to brand attained over a period time. He said that, for a brand to be complete in itself it should be able to have unique attributes, good images, feelings development, awareness creation, added benefits and well experiences. Branding and brand distinction are a bit confusing because they are closely related to each other. Brand represents products or services while Branding is an activity like brand differentiation (Kotler, 2006). It is sayed that, 'the most valuable strategic asset of a business is a brand'. Therefore, it should be managed and sustained well by brand building strategy. It must be remembered that,

successful brands are built on the base of good brand identity and what they represent (Kapferer, 2004; Kotler, 2006 and Aaker, 2007: Ghodeswar, 2008). Todate, there are a lot of new brands in the market challenging each other hhardly together with the old ones due to the value they deliver to customers. Due to this challenge, branding in start-up is worth being reconsidered when starts executing strategies (Kapferer, 2004). Start-ups are established to cover market demands and satisfy entrepreneur's curiosity and aspiration (Salamzadeh, 2015). Start-up and entrepreneurship have the same conception. The difference is, entrepreneurship means all newly established businesses that have no intention for becoming outsized, while start-up is a newly established businesse financed by a group of people or an individual with the aim of become big one day although they are potentially prone to high rate of failure on their way. (Natasha, 2003). It has to be noted that, 'start-up looks for "scalable and repetitive production model', meaning that, they seek to employ diverse branding strategies in doing with their businesses (Madhukar, 2006; Blank, 2014).

2.2 Contemporary branding practices for Start-up.
Bresciani and Eppler (2010) suggest that, because start-up entrepreneurs are looking ahead for their businesses to grow, they must strategically plan for their branding activities such as creative logo design, innovative brand building activities like been involved in various events that will increase more awareness of the brand and take advantage of the internet as well as employing improved promotion media channels like exploiting opportunities availed by social media channels and stressing on the results measurement as a way of assessing progress. According to Petersen (2017) attitudes of people to the brand content rest on how information is presented. Consumers highly involved in the product look for referral to specific products on the brand website or blog while consumers with low interest might be more disbelieving about the product promotion in the brand content and accept it if it happens to be a recommendation, not as an attempt to sell a product. Also, while learning about products online, people value conciseness, simplicity, uniqueness, knowledge and genuineness in the brand content. Entrepreneurs can face three main problems when managing brands in start-up, one is a poor understanding of brand administration, second is time factor and deficiency of resources, and third is devotion to brand management practice is very little (Lai, 2011). Entrepreneurs needs also to understand the notions of vision, team and their communication are parts of the brand identity and learn Start-ups elements that should be developed by start-ups in their early growth to be more effective in their marketing (Biaudet, 2017).

2.3 Social Network Theory
It is concerned with how people are networked together and therefore it views social affiliations as ties between actors and nodes as an individual person within the network. It has three components which are first is centrality means position of each individuals within the network, second is cohesion means the interconnections that people have in a network, and the third is structural equivalence that speaks to various position in a network that have related character. Thus, an individual who is closer to the center of the network has a greater link with other individuals than the one who is out of the network. This theory is built on the ground that, people

value their relations and the links that prevail among them and other players in contrast to their individual attributes. This theory argues businesses to build good links with the consumers, as consumers will prefer brand they believe have strong ties with them (Sih, Hanser& McHugh, 2009).

2.4 How Social Media marketing enhance Start-up brand
The changing world has become so competitive and very complex in the aspect of marketing practices which has posed a demand for customers to be highly involved in creating brand awareness through social media channels that can reach many customers at a time, this has been attributed by the presence of many customers who use social media which in turn assist in sharing brand news to their fellows (Nyambu, 2013). Social media strategy has enhanced good communication for start-ups brands by sharing product images, valuable content, asking questions and giving out comments at very low cost, and has been chosen by many of the developed companies to enhance their promotion and campaigning activities as social media channels enable customers to interact easily with companies and do not require any payment to have a profile, in hand with that, you can track customers opinions towards the brand as well as monitoring business profile (Murphy, 2014; Mishra, 2017). So start-ups brands get to be well known due to the influence from those who writes and comment either positively or negatively on the brand which in turn influence viewer's purchasing decisions (Azarkina, Kpossa, & Lick, 2015). It should be noted that, the interaction between the business and the customer means creating a social circle which will perused a continuous purchase at the end of the day (Oyza & Edwin, 2015). Social media marketing becomes successful only by involving customers to perform certain action example, liking on the posts, retweets, shares, commenting, direct messages as well as YouTube ratings and perusing customers through posting innovative contents that can stimulate audience. Social media communications have positive influence on customer's perception towards brands equity (Schivinski and Dabrowski, 2016).

2.5 Advertisement and start-ups Brand Success
Advertising is a communication that is done over the mass media and is paid for by a specific sponsor and is persuasive in nature (Arens, 2002; O'Guinn et al, 2003). The message that is extracted from the advertisement has starring role in influencing consumer's attitude towards brand. Advertisement in itself is not enough; rather, creative and effective advertisement would induce positive feelings towards the brand which in turn enhance consumer purchase intention of the brand. Therefore entrepreneurs and marketers should see the importance of assessing the quality of information that is sent to customers whether it is Rational or Emotional or has a Moral massage content, this is so because, advertising massage has a greater chance of creating positive or negative feeling in customers minds (Whan-Park et al., 2010; Yi & Yoo, 2011; Manley, 2013). Thus, brand attitude can be defined as a favorable or unfavorable feelings held by customers over the brand (Chung, Lee & Heath, 2013).

2.6 Resources and start-ups brand
Inadequacy of time, financial resources, human capital poor structures and practices to undertake branding activities is one of the shared obstructions faced by most of start-ups

which makes owners and executives concentrate on temporary tasks and business strategies for the purpose of attaining short term profit. Conversely, the task that generate short-term profit may become a hindrance in creating enduring branding strategy like the brand identity which is one of the key elements of branding, also it may make things so hard and fail to pay attention to longstanding business (Wong & Merrilees, 2007). Vallaster (2007); Petkova (2008) says, established businesses have a lot of brand requiring like money, but due to deficiency in this kind of resources, promotion activities and designing good online site becomes very problematic (Malinowski 2015).

2.7 Information and start-ups brand
Challenges facing start-up businesses are varied and many, like lack of information, on brand strategy. Given the small number of start-up businesses in Mtwara-Mikindani municipal as compared to other start-ups from different parts of the country, teaching start-up businesses on the technical know-how will help cement a good base for small business development (Shah, 2006). Training Needs Analysis for SMEs, (2010) has identified most substantial areas for development to be in creativity and innovation, technological advancement, production and operations management, leadership, total quality management, trade promotions, laws and tax, financial management, control, organizing and personnel, sales & marketing activities such as branding and problem solving skills. SMEs also require having multiple-skilled personnel who are knowledgeable and aware of the changing structure of business and environment so that they can capture the economic advantage over time by doing product branding that has been enhanced by learning process of businesses.

2.8 Branding Strategy for start-ups brand
Having a brand strategy in the business is powerful tool to win. In the branding strategy there are factors like Employee involvement, flexibility, purpose and competitive analysis. Entrepreneurship researches have tried to cover marketing ideas related to newly establish small businesses (Williams, 2007), however, Merrilees (2007) highlight that, marketing literature lack branding issues relating to start-ups. The field came to be known in the late 1990s 1990s (Krake, 2005). Even Abimbola (2001) argued on this area by saying that, reputable researches have been established in the area of branding in general but for start-up brand is a little bit new thing and even when discussing product branding in journals and books start-ups are not identified as a distinct thing that needs to be researched and discussed well (Krake, 2005). New ventures and small business, such as start-ups, find themselves as not being a brand. However, if a start-up associates the company with a brand, then, there will be hard integration of day-to-day task (Merrilees, 2007). Products and services branding assist businesses to be differentiated and being attractive between stakeholders (Eppler, 2010). Brand has diversity of roles one being additional of possession to products or service, meaning that, powerful brand are hard to be duplicated, secondly, branding foster start-up reliability by showing that, there is an extra effort that has been taken to come up with new product or service, this in turn build confidence to buyers when they are faced with a number of choices. Thirdly, a strong brand makes product and services easily seen or identified and remembered in the market that could be important for newly

innovated. Lastly, brand facilitate efficiency in communication of information flow between start-up and its stakeholders (Aaker, 2007) Brand identity can be defined as unique features which differentiate it from other brands (Melin, 2002; Da Silveira, Lages, & Simões, 2013). The first thing for start-ups to succeed in business is to come up with unique brand identity that can easily be sported by customers (De Chernatony 2001; Kapferer 2012). So, Start-ups can create better value for product and service as well as obtaining viable position in the market place by creating a unique brand identity (Kapferer, 2012). Brand equity is an additional attributes offered in the market place by a brand (Spence & Essoussi, 2010). Brand equity is mostly important when consumer involvement is low, use of the product by users is seen by other customers, product experience can be passed from one person to another or when is hard to assess product quality before it is used (Lemon et.al. 2001). Brand position means, building a unique image of an offering in consumer's mind relative to competing brands in the market (Kapferer, 2012). It should be remembered that, some of brands positioning in start-ups becomes passive after creation which is a bad scenario, rather the brand position should play a vibrant role of actively involving and empowering customers in inventing process (Steenkamp, 2017). It is vital for start-up to position their brands creatively as this will help them trap customer emotions which end up promoting sales and build consumer loyalty to brand. Positioning start-up brand can be done in three levels: Product features or Product benefit or beliefs and values. It should be kept in mind that, package design in start-ups has a critical starring role in brand position as it mirrors out the values of the targeted segment, it communicate graphics identity of the brand and also mirrors out start-ups brand position. So, for start-ups to trap consumer emotions easily, they need to invest their efforts in selecting attractive colors scheme, identifiable brand logo, lettering designs, attractive slogan and best packaging materials (Fuchs & Diamantopoulos, 2010). The capacity of the customer to identify and remember a brand is called Brand awareness (Keller, 2008; Kotler & Keller, 2011). Building brand awareness is not an easy task and it is very expensive especially for start-ups. A brand would live or die in the mind of customers, so, when you build a super brand in start-ups you are in position to create a better brand awareness in the minds of customers (Kuan-Yin & Yin-Chiech, 2010). To succeed in building brand awareness entrepreneurs and marketers needs to invest their efforts in building online presence via the use of social networking sites like instagram, facebook etc. sponsoring social activities, events conduction under the intended brand, coming up with creative adverts as well as perusing publicity and public relations (Keller, 2008).

Figure 2.0: Conceptual Framework (2019)

3.0 Research Methodology.

3.1 Research Design
A survey design was adopted by the study with the aim of enlightening on the status quo of start-ups brands at Mtwara-Mikindani Municipal. Moreover, this design permit huge collection of quantitative in a given population from which descriptive analysis and inferential can be used (Saunders et al, 2007). For this case, this design offers an opportunity for analyzing variables as well as explaining factors influencing Start-ups Brand Success. Kumar (2011) says, this kind of design is good when someone want to elucidate on the existing challenge by stating hypothesis. Start-ups were selected because are largely found to be in country lines where more innovative new products and services are brought day by day. These facts enabled the researcher to concentrate and get more information on some of the selected start-ups. The selection also ensured coverage of each representative element characteristics and hence increased reliability for the data collected. Proximity of location to the selected areas is simple and convenient for the researcher to effectively carry out data collection.

3.2 Area of the study
Mtwara Mikindani is one of the 5 districts of the Mtwara Region in Tanzania. On the North side of the country is bordered by Lindi Region, no the Eastern side it is bordered by the Indian Ocean and on the South and West it is bordered by Mtwara Rural District. According to the 2002 Tanzania National Census, the population of Mtwara Mikindani Municipal was 92,602.

3.3 Study Population
Population of the study is a pool of persons or entities known to have similar nature (Krishnaswami & Ranganatham, 2006). Population of the study included a total of 824 business owners falling under business categories registered by Statistical Business Register Report of 2014/15 (National Bureau of Statistics, 2016) as indicated in table 3.1.

3.4 Sample size and Sampling procedures

3.4.1 Sample size
The sample size of the study was obtained by considering the formula given by Taro Yamane with the confidence level of 95% and 5% was considered as the sampling error. The formula is given below (Yamane, 1973). $n = N/ 1+N (e)^2$
Where by n = sample size

   N = Population size

   e = the level of precision (95% confidence level or 5% precision level was assumed)

$n = 824/1+824(0.05)^2$

$n = 269.281 \approx 270$

Then sample size (n) was expected to be 270 respondent obtained from the known population. Respondents of the study were randomly selected to answer series of questions concerning influential factors in start-up brand success. Simple random strategy was used with the aim of giving a chance to representative item to have equal opportunity of being included in order to lessen bias and make the analysis of results easier (Saunders et al., 2006). The obtained sample size was divided by the population under study and changed into proportion to get the representative sample size for each business category which is 32.76% found by ((270/824)*100).

Table 3.0 Sampling procedures

Business Categories under study	Population	32.76% of respondents	Adjusted Sample Size	Sampling Strategy
Mining and quarrying	18	5.89	6	Random Sampling
Construction	18	5.89	6	Random Sampling
Transportation and storage	10	3.27	3	Random Sampling
Accommodation and food service activities	237	77.64	78	Random Sampling
Financial and insurance activities	12	3.93	4	Random Sampling
Professional, scientific and technical activities	30	9.82	10	Random Sampling
Administrative and support service activities	32	10.48	10	Random Sampling
Human health and social work activities	178	58.31	58	Random Sampling
Other service activities	137	44.88	45	Random Sampling
Public administration and defense; compulsory social security	152	49.79	50	Random Sampling
Total	**824**	**269.9**	**270**	

3.6 Source of data
The researcher used both primary and secondary data. Primary data were collected directly from the field through structured questionnaires, where required responses information from staffs and management in the organizations was obtained. And the secondary data were obtained from

available documents and also being obtained from various literatures such as advertising materials, posters, and journals related on the study.

3.7 Data collection methods

Questionnaire
The structured questionnaires were distributed and respondents were required to fill them accordingly. Staffs were given those questionnaires through hand giving and collected in same way. The questionnaire had two sections, the first section was about the demographic information of the respondents, and the second section consisted of the questions based on the objectives and the questions were answered in the form of the likert scale. The study had 270 respondents, of which they returned their questionnaires which were fully filled and were processed according to the study objectives demands.

3.8 Data processing and analysis
Collected data were analyzed descriptively with the help of IBM-SPSS version 20.0 and presented in frequencies and percentages to describe data. Correlation and Regression analysis was used to establish and determine the strength of variables' relationship to draw the results and discussion for the study objectives.

3.8.1 Reliability Test
Is the strategy that is used for measures that are free from random error and the most used strategy is Cronbach's coefficient alpha by Cronbach (1951) as sited by (Cavana et al., 2001), this is used to test the internal consistent of scale items as representatives of the constructs under measures. The variables under the study were tested for consistency by using Cronbach's alpha and the value of Cronbach's alpha that falls with range of more than 0.60 is regarded as adequate (Hair et al., 2003). The Cronbach's alpha value for the given variables was 0.652.

3.8.2 Validity Test
Factor analysis is the technique that can be employed to weigh out construct validity (Cavana et al., 2001). Findings from the correlation table 4.6 shows that, some of variables are correlated at 0.05 level of significance while others are correlated statistically at 0.01 of significant level, this provide a base for continuing using Factor Analysis. This is justified by KMO (Kaiser-Meyer-Olkin Measure of sampling Adequacy) results of .573, which shows a moderate adequacy of the sample for the factor analysis. The Bartlett's Test of Sphericity was significant at 0.000. The discussion of this study is based on the factors influencing successful start-up brand at Mtwara-Mikindani Municipal Council in Tanzania.

Table 4.1 Social demographic information of the respondents

		Frequency	Percent
Respondent gender	Male	158	59
	Female	112	41
	Total	270	100
Respondent age	18- 24 years	60	22

	25-31 years	67	25
	32-38 years	86	32
	39 and above	57	21
	Total	270	100
Respondent education	Primary level	59	22
	Secondary level	82	30
	Collage	70	26
	Others	59	22
	Total	270	100

Table 4.2 Financial costs is a limitation in best branding activities

Response	Frequency	Percent
Strongly agree	186	69
Indifferent	71	26
Strongly disagree	13	5
Total	270	100

From table 4.2 it is seen that, 69% of the respondent strongly agreed that financial costs (Money) limit best branding practices, 26% of the respondents were indifferent and 5% of the respondents strongly disagreed that financial cost is not a limitation to best branding practices. The implication is, most of the respondents believe in branding but the cost of financing branding activities in start-ups is what makes them unable to practice.

Table 4.3 Time factor limit best branding activities

Response	Frequency	Percent
Strongly agree	169	63
Indifferent	76	28
Strongly disagree	25	9
Total	270	100.0

From table 4.3 it is seen that, 63% of the respondent strongly agreed that time factor limit best branding practices, 28% of the respondents were indifferent and 9% of the respondents strongly disagreed that time factor is not a limitation to best branding practices.

Table 4.4 Problems in branding information accessibility

Response	Frequency	Percent
Strongly agree	175	65
Indifferent	79	29
Strongly disagree	16	6
Total	270	100

Respondents have shown that, there is a problem of accessing information on branding issues in start-ups as 65% of the respondents had strongly agreed while 29% do not

understand whether information accessibility is important for branding activities and 6% strongly disagreed that there was no information accessibility problems.

Table 4.5 uses of media channels at Mtwara –Mikindani in building brand awareness in start-up

Social Media Channels	Frequency	Percent
Instagram	23	8.5
Facebook	25	9.2
Watsapp	21	7.7
Blogs	23	8.5
Total	**92**	**34**
Traditional media channels		
TV Stations	52	19.2
Radio stations	51	18.8
Magazines	21	7.7
News Papers	54	20
Total	**178**	**66**
Over all Total	**200**	**100**

Table 4.6 shows categories of media channels used by start-up in building brand awareness and the results shows that, 34.% of the start-ups use Social Media Channels as a platform for building brand awareness where as 66% of the start-ups us traditional media channels to build brand awareness. This implies that, Social Media Channels are underutilized in this case and it can be seen from the table above the percentage usage of each of the Social Media in enhancing Start-up Brand success. With the changing environment in communication, this may not be appropriate because traditional media are not effective in reaching audience effectively taking into account that most of audience to date spends most of their time in social Medias. Thus in this case it became difficult to find good number of audience in short time, customers cannot give their views on the brands and businesses cannot respond to customers request quickly. So it is advices to use mix of all platforms to enhance effective brand communication (Odhiambo, 2012). Social media are cheaper and best tool for marketing products and services, share content, easy interaction with customers and effective way for customer conversion (Azarkina, et al., 2015)

Table 4.6 Correlation Coefficients

Sub Scales		Financial Resources	Information flow	Branding Strategy	Advertisement	Social Media Channels
Financial Resources	Pearson Correlation	1	.014	-.069	.100	-.069
	Sig. (2-tailed)		.818	.258	.101	.258
	N	270	270	270	270	270
Information flow	Pearson Correlation	.014	1	-.045	-.007	-.045
	Sig. (2-tailed)	.818		.460	.911	.460
	N	270	270	270	270	270
Branding Strategy	Pearson Correlation	-.069	-.045	1	.134*	1.000**
	Sig. (2-tailed)	.258	.460		.028	.000
	N	270	270	270	270	270
Advertisement	Pearson Correlation	.100	-.007	.134*	1	.134*
	Sig. (2-tailed)	.101	.911	.028		.028
	N	270	270	270	270	270
Social Media Channels	Pearson Correlation	-.069	-.045	1.000**	.134*	1
	Sig. (2-tailed)	.258	.460	.000	.028	
	N	270	270	270	270	270

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

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

A Pearson correlation analysis was run to find out if there is a significant relationship between dependent variable and independent variables as given in Table 4.6. The results revealed that, the strength of correlation was very weak.

Table 4.7 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.044	40.889	40.889	2.044	40.889	40.889	2.042	40.833	40.833
2	1.097	21.945	62.834	1.097	21.945	62.834	1.100	22.001	62.834
3	.995	19.902	82.736						
4	.863	17.264	100.000						
5	4.283E-17	8.565E-16	100.000						

Extraction Method: Principal Component Analysis.

Two factors were generated basin on Varimax Rotation with Kaiser Normalization and involved all variables with factor loadings bigger than 0.5. Two factors were extracted from the total of 5 variables used in this research and in total they explain 62.834% of the variability.

Table 4.8 *Rotated Component Matrix[a]*

	Component	
	1	2
Branding Strategy	.992	
Social Media Channels	.992	
Financial resources		.772
Advertisements		.703
Information flow		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.a
a. Rotation converged in 3 iterations. From table 4.8 those values greater than 0.5 were hold up. Thus, the first factor is made up with Branding Strategy and Social Media Channels while the second factor was made up with Financial Resource and Advertisement.

4.3 Regression Analysis

According to (Orodho, 2002), Regression analysis is a statistical technique that assist in analysis to establish the level of relationships between the given variables; the intention is to see how independent and dependent variable influence each other.

Table 4.9 *Coefficient Determination Results Model Summary[b]*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.267[a]	.071	.057	.861	2.280

a. Predictors: (Constant), Social Media Channels, Information, Resource, Advertisement, Branding Strategy

b. Dependent Variable: Successful Start Ups Brand

The R value of 0.267 means the relationship between the dependent variable (Y) with the independent variable (X) is poor because the R value is far from 1. The R2 value is 0.071, meaning that 7.1% of Start-Ups Brand Success will be explained by the independent variable (Social Media Channels, Information, Resource, Advertisement and Branding Strategy). The other 92.9% of Start-Ups Brand Success will be influenced by other variables that are not included in this research. The Durbin Watson d for Start-Ups Brand Success =2.280, which does falls between the two significant values of $1.5 < d < 2.5$, for this reason, it is said that, there is no first order linear autocorrelation in the data.

Table 4.10 *F Test Results ANOVA[a]*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.051	4	3.763	5.077	.001[b]
Residual	196.416	265	.741		
Total	211.467	269			

a. Dependent Variable: Successful Start Ups Brand

b. Predictors: (Constant), Social Media Channels, Information, Resource, Advertisement, Branding Strategy

The F-ratio in the **ANOVA** table assess whether the overall regression model is a good fit for the data. The table shows that, the independent variables statistically does predict the dependent variable, F= 5.077, p <.05. Thus the null hypothesis is rejected and this explains that, there is linear relationship between independent Variables and dependent variable in this case.

Table 4.11 *Results of Multiple Linear Regression Analysis Coefficients[a]*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.553	.230		6.765	.000	1.101	2.005		
Financial Resource	-.195	.074	-.158	-2.644	.009	-.339	-.050	.983	1.017

Information Flow	.190	.060	.189	3.188	.002	.073	.308	.998	1.002
Advertisement	-.109	.072	-.091	-1.517	.130	-.250	.032	.970	1.031
Social Media Channels	.020	.071	.017	.288	.774	-.120	.160	.973	1.027
Branding Strategy	.782	.138	.735	5.108	.000	-.666	.621	.989	1.011

a. Dependent Variable: Successful Start Up Brand

The p value of the t-test (p=0.000) is less than the alpha value of 0.05 in H1,H2 and H3, thus, H1,H2 and H3 are supported. It is concluded that, financial resources, information flow and branding strategy have positive and significant effect on Start-ups brand success in Mtwara-Mikindani Municipal with β = -0.158, 0.189 and 0.735 at p values of 0.009, 0.002 and 0.000 which are lesser than 0.05. When other variables are held constant, it can be explained that, by every one unit increase in financial resources would lead to -.158 (-15.8%) units increase in Start-up brand success. On the other hand, the p values for hypotheses (H4, and H5) are higher than the alpha value of 0.05 which are 0.130 and 0.774, it is therefore said that, Advertisements and Social Media Channels are not significantly related to start-up brand success. The study also examined the problem of multicollinearity in the model to find out the degree to which independent variables are related with each other. The study found no multicollinearity of independent variables as the tolerance value ranged between 0.970 - 0.998 in which were all more than 0.10 and the VIF value ranges from 1.002-1.031 in which are all less than 10 (Hair et al., 2006). Start-ups brand Success is explained by 7.1% (R Square = 0.071) of the independent variables which is the blend of variable financial resources, information flow and branding Strategy. From table 4.11 the multiple regression equation was given as: Successful Start-up Brand=1.553+ -0.195(Financial Resource) +0.190(Information Flow) +0.782(Advertisement) +ε. These findings are supported by Wong, (2005) who said that, many of small businesses are faced with limited resources and whenever the small amount is realized, priority is directed to fixed asset and just a very small portion is directed to branding issues. It is also said that, Brand managers and small business owners have little knowledge and analysis skills that can associate their brands value together with customers' needs to fit with their business capabilities (Boatwright, 2009). Brand equity is an added value that customers are willing to pay for, so, a negative brand equity will make customer pay more for generic products as compared to branded one (Papakonstantinidis, 2017). Thus, financial resources should not be ignored by start-ups in building brand which is a case of entrepreneurs in Mtwara at Mikindani Municipality. Start-ups brands needs to be financed well for their success even Bresciani and Eppler (2010), said that, deficiency of resources specifically money and brand newness are challenging factors for start-ups and brand equity building in initial stage should be taken very serious and can only be achieved by building good brand image which will be associated with brand equity (Keller, 2009; Spence and Hamzaoui Essoussi, 2010). Entrepreneurs are also advice to make sure that, their start-ups brand information should flow well to customers so that they can shape and develop their brand identity in the market as failure of not developing a good brand Identity in the initial stage would lead to brand fading (De Chernatony, 2001; Melin, 2002; Rode & Vallaster, 2005; Aaker, 2010; Kapferer, 2012). Thus, as the right information keeps on flowing to the right audience the identity of the brand keeps on strengthened to the targeted audience. The effort devoted in building the right brand identity should be in line with the right information flow as well as organizational processes for the aim of fulfilling their promises to targeted customers by involving company's departments, intermediaries and suppliers to build customer's brand experience (Ghodeswar, 2008). Hence information flow is a useful predictor for predicting brand Identity in this case. When other variables are held constant, it can be explained that, for every one unit increase of information flow in start-up brand, it would lead to 0.189 (18.9%) units increase in start-ups brand success. It should also be noted that, activities related to advertising and promotions are crucial in branding, but not vital for startups and instead, personal selling and face-to-face contact are seen as vital parts of marketing in SMEs (Wong, 2005). From table 4.11, Start-up brand success can be improved by 78.2%. This means Branding strategy have positive and significant effect on start-ups Brand Success in Mtwara-Mikindani Municipal with β = 0.735 at p value 0.000 which is less than 0.05. So, when other variables are held constant, it can be explained that, for every improvement made, branding strategy would lead to 0.735 (73.5%) units increase in brand success of a start-ups. Thus, H_0 is rejected and H_1 is accepted because, the p-value is less than 0.01, which is 0.000. The more the firms get to involve their employees in different branding decisions and activities the more the customers get to be loyal to the brand. Saxena (2015) support the findings by explaining the outcome of employees involvement in branding strategy by saying that, if employees get committed towards delivering quality products and services, then, it would fulfill the product attributes related to customers' expectations which in turn build up trust or a sense of belief between customers and the company. On the other hand, Social media channel can improve start-ups brand success by 0.020 (2%). For every unity increase in Social Media Channel application in branding activities it will lead to 0.017 (1.7%) increases in Start-up brand success. This means Social Media Channels do not have positive and significant effect on Start-up brand success in this case due to its contribution. β = 0.017 at p value 0.774 which is higher than 0.05. Its application in this case is ignored and the reason for this might be due to poor understanding of the contribution being made by social media channels in building Start-up brand. Entrepreneurs are real advised to use their creativity in applying Social media sites as they are cheaper way for reaching many customers and are an effective tool to facilitate brand image visibility and interactivity between customers and provide a chance for bloggers to write and share some brands information as well as increasing customer conversion rate which in turn improves business sales (Bresciani & Eppler, 2010; Murphy, 2014; Azarkina, Kpossa, & Lick, 2015). Social media channels are good platforms for start-ups to use as it will help them enhance communication with their customers by exchanging views about products and services. It is very easy today to understand consumer attitudes towards your brand and make follow-up of your business profile through the use

of Social media channels (Išoraitė, 2016; Mishra, 2017). Again, start-ups brand success can be improved by -19% through the use of advertisement. This means advertisement do not have positive and significant effect on Start-Ups Brand Success in Mtwara-Mikindani Municipal. So, when other variables are held constant, it can be explained that, every one unit increase in advertisement would lead to -.091 (-9.1%) units increase in start-up brand success. Thus, H_0 is accepted and H_1 is rejected because, the p-value is higher than 0.05, which is 0.130.

5.0 Conclusion
The results of this study shows that, information flow, financial resources and branding strategy are the only factor that have positive influence in Start-Ups brand Success. Other factors like advertisement and social media channels have been negated by the study as been influential factors in Start-ups brand success in this case.

5.1 Implications of the Outcomes
The findings from this study springs out some useful insights in terms of usefulness of information flow, financial resources and branding strategy in start-ups brand success. Entrepreneurs in start-ups should put more effort in coming up with creative information flow strategies, financial resources strategies and better branding strategies as they enhance start-up brand success in the market. In hands with tha, Entrepreneurs needs to find out how they can do to improve advertisement practices and use of Social media channels as important factors that can help them influence their Start-ups brand success as they have been negated as being influential, it can be seen that, most of the challenges in start-up branding are caused by business owners. Business owners find branding too complicated because most of them have little knowledge with the process of branding and those with knowledge cannot apply the knowledge well.

5.2 Recommendations
The study recommended the following so as to work on the challenges. Entrepreneurs should take an extra effort of creating Start-up brand preference by changing consumer perception towards their brand by building brands that deliver promised value and assist customers to solve their daily lives demands. The need for using Integrated Marketing Communication is also important in communicating start-up brand value as it is confirmed to be more efficient and effective promotional technique to communicate Start-up brand value as compared to traditional marketing strategies. Business owners should be given some knowledge on the branding practices and the benefits of branding. This will enable their start-ups to evolve and grow into successful businesses. Start-ups should be given a tax relief in the early stage by taking into account of the risks they encounter, the government can loosen some ends to allow branding to grow and make their operations viable especially on the tax section. The growth of branding is mostly hindered by taxes that the government collects. For example, recently there have been companies that are force not to expose their truck board adverts just because they have to pay tax for them being seen. Business owners should take much of their time thinking of the dynamic business environmental particularly on Social media influences which have great impact in buyer's decision making. It is better to advertise their start-ups brands on social media channels due

to their influence. Start-ups brands should take the advantage of Social Responsibility strategy by getting involved in local communities activities so as to do away with commercial identity and give back some of its profit to the surrounding communities, this will give more brand mileage of been known. For entrepreneurs to be successful, they should look for assistance and be mentored on branding activities to improve their leadership skills.

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