

**The role of brand image on the consumers' product preference in Tanzania:  
the case of Inorganic Fertilizer Products**

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This study analysed the role of branding image in the consumers' product preference in Tanzania, the main focus being Southern Highlands region of Tanzania. The specific objectives of this study involved examining the influence of consumers' characteristics, symbolic values, functional values, corporate association and corporate activities on product brand preference. The data for this study were collected from Iringa, Mbeya and Njombe regions. The study involved a sample size of 150 small farm holders who were randomly selected. The study used SPSS as an analysis tool for quantitative data whereby multiple regression analysis used the standardized beta coefficients for measuring significance level. The two of the main objectives do not show to have a greater influence on consumers' product preference; however objectives with the main significance or influence on consumers' product brand preference under this study are product functionality and corporate association. To improve consumer's product brand image preference, the study recommends that out of the four objectives that were measured with this study functional values and corporate association carried higher weight and should be given strong preference with most organizations. The study recommends that fertilizers inorganic corporate should improve the quality of their fertilizers so as to make them potential to consumers and to provide them with a large number of yields and hence win over consumers' brand preference. On corporate association, the inorganic fertilizers corporate should provide good customer care including quality fertilizers so as to make customer feel a sense of belongings to such corporate and hence prefer their brand. Finally, on corporate activities the study recommends that, inorganic fertilizer producers should strive to participate in society's activities such as sponsorships of sports through corporate social responsibility, this will in turn help to build an appropriate brand name and attain customer loyalty.