1.0- Introduction

The project proposal is the introduction of the project it contains the background ,the problem statement, the research objectives and questions ,the scope of the research , the preliminary literature review ,the proposed methodology ,the significance of the research ,organization of the study and finally the limitations and delimitations and references

2.0- Background of the study

According to the business dictionary branding is about creating a unique name and image for a product in the consumer mind. It could be a name, term, and symbol. Branding is used to differentiate one organization product from another. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customer. Brand often signals as a cue or as a surrogate of product quality use by consumer in their evaluation of goods or services before they decide to purchase(Dodds et al 1991).Consumers sometimes associate themselves to a given brand when they make brand choice ( Fugate.1986).Brand contribute value to consumers image (Alreck and Settle 1999. Ataman and Ulengin 2003). Branding performs a valuable function for firms it permits consumer to be able to distinguish two different products and being able to make a choice out of the two products Ghodeswar (2008)

Consumer perception encompasses the consumer impression awareness and consciousness about a company or its offering it could be affected by advert, social media, personal experience, words of mouth and others channels of communication. Consumer perception can derive from the past consumer satisfaction or dissatisfaction about the brand; the level of the consumer satisfaction can therefore affect the consumer perception.

Voltic is sourced deep beneath the ground and comes from the heart of Ghana. The brand Voltic was introduced onto the Ghanaian market in 1995 to offer consumers consistent quality and taste. It aimed to compete with imported mineral water brands which were predominant on the market at the time. Voltic has today become a generic name for bottled water in Ghana and is the natural mineral water of choice for discerning throats that know the distinctive difference between Voltic and the other brands on the Ghanaian market. Voltic (GH) Ltd, producer of Voltic Natural Mineral Water is one of the few companies in Ghana issued with a HACCP Certificate by the Food and Drugs Board (FDB).It is the natural choice of the Ghanaian consumer especially the discerning ones. The fact that it has remained a market leader for sixteen (16) years and counting and the generic name for the category attests to this. That is why the brand still responds to the accolade ‘Don’t say water, say Voltic.’

PROBLEM STATEMENT

When we come in marketing domain branding is an essential tool to build a strong image in the mind of consumer; Branding is essentially about building emotional ties between consumer and product in the way that it will help your consumer to distinguish your brand from others. Coming in the soft drink and water industry, preferences are based on brand image, not taste (Hooley et al., 1998, p. 119). Therefore sustainable and durable branding strategies have to be set by voltic in other to positively influence the consumer and also make a difference among others brand.

Therefore how branding can influence consumer perception?

RESEARCH OBJECTIVES

Here the main objectives is to find how branding can influence consumer perception in the domain of soft drink

The exact objectives are:

* To investigate about the voltic brand and what make it unique
* To assess the effect of voltic brand on consumer perception
* To evaluate branding strategies used by voltic
* To know the main purchaser of voltic brand

RESEARCH QUESTIONS

* What is voltic brand and what make it unique?
* What is the effect of voltic brand on consumer perception?
* What are the branding strategies used by voltic?
* Who are the main purchasers of voltic brand?

THE SCOPE OF THE RESEARCH

Our research will be conducted in voltic company within Accra. We will be assessing the brand try to understand the brand and the followed process of branding and also find out the main consumer and the image they have about voltic brand.

PRELIMINARY LITERATURE REVIEW

Branding

Branding endowing products and services with the power of a brand (Kotler & Keller 2015)

Branding is the process involved in creating a unique name and image in the consumer’s mind mainly through advertising campaigns with consistent theme .Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customer also it is the perception consumer has when they hear or think of your company name, service, or product therefore branding help consumer to identify or differentiate one product from another.

Branding allow company recognition and build its reputation. Branding can build an expectation about the company services or product and encourage the company to maintain that expectation or exceed them bringing better service and product to the market place.

Consumer perception

According to the business dictionary consumer perception represent a marketing that encompasses a cutomer’s impression awareness and consciousness about a company or its offering. Customer perception is typically affected by advertising reviews, public relations, social media, personal experiences and other channels.

**The significance of the study**