

**THE EFFECT OF CORPORATE BRAND IMAGE ON CONSUMER CHOICE
OF WASHING POWDER DETERGENTS IN NYAYO ESTATE, NAIROBI
COUNTY**

BY

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university.

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This research project has been submitted for examinations with my approval as the university supervisor.

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To all I say, May the Lord God richly bless you.

DEDICATION

This research project is dedicated to my family for their love and support.

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LIST OF ABBREVIATION AND ACRONYMS

FMCG	First Moving Consumer Goods
P&G	Procter & Gamble
SPSS	Statistical Package for Social Sciences

ABSTRACT

Corporate brand image has become a useful tool that is receiving increasing attention due to its perceived positive influence on consumer brands choice and consumer purchase decisions. The study sought to determine the effect of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County. The study adopted a descriptive survey design. Primary data was utilized. Primary data was collected using a semi-structured questionnaire. The respondents were residents of Nyayo Estate, Nairobi County. Data was analysed using descriptive statistics. The study finding revealed that to a very great extent detergent quality such as meeting cleaning needs had the greatest influence on consumer choice for a detergent. The following factors influenced consumer choice to a great extent, previous experience with the detergent brand, brand (detergent) loyalty, ability to remove stains faster with one wash compared to the other brands, being aware of the perceived quality of the brand, awareness of the efficiency of that brand, ease of differentiation and positioning, affordability, its effectiveness for hand washing, price and quality factor. Study concluded that management of the washing detergents should ensure that the detergents produced deliver on performance in terms of being gentle on consumers' hands, washing out stains, product being readily available in the market, fairly priced and ability to remove stains faster, it should be easily differentiated and positioned in the current and prospective customers' mind. The study therefore recommends that for detergent producing companies to remain competitive in marketing of its products, the company should ensure that their products meet the best quality, remove stain faster, gentle on hands, charge affordable price and ensure continued innovations. Moreover, the company should give customers trust on their brand so that the customers can make sound decisions and overcome barriers such as the functional, and the physical barriers.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The rapidly expanding and highly competitive global marketplace is stimulating awareness of the significance of corporate brand image as strategic factors in consumer product choices (Steenkamp, 2012). Corporate brand image has become a useful tool that is receiving increasing attention due to its perceived positive influence on consumer brands choice and consumer purchase decisions. According to Aaker (2014) and Sthaler (2015) having a good corporate brand image enhances a brands positioning and eventually selection as a brand choice by a majority of consumers. Marketers are required to go past the variety of persuasions on purchasers and build up an understanding of how buying decisions can be made by consumers, who makes the purchasing decision, the type of buying resolution that is involved and the steps to the buying process.

This study will be anchored on social identity theory of branding postulated by Tajfel (1982). The theory explains a strong consumer-brand relationships may be attributed to individuals of social psychology and social identity. Howard-Sheth model represent consumer choice on the market. The theories will both be useful in this study as they both attempt to clarify the reasoning of product choice by purchasers under situations here there is no complete information and processing capability is reduced. According to the theories, the consumer is central to a host of information processing activities that need to be understood and exploited by manufactures if their products are to be the preferred consumer choice.

Just like other FMCG manufacturer operating in Kenyan brand, detergent producers are faced with stiffer competition both in price competition as well as brand, leadership, decreasing brand loyalty as a result of increased value-consciousness among consumers and diminishing product life cycles. Consequently, there are erratic patterns in consumer purchase decisions as cut throat competitions eats into Kenya's detergent brand. All these emerging threats have prompted many detergent brand manufacturers to adopt alternative survival strategies in an attempt to impress and retain their consumer segment. An understanding of the influences of the corporate brand image on consumer choice will greatly inform strategies geared towards enhancing long term brand survival and success in the Kenyan market.

1.1.1. Corporate Brand Image

Corporate brand image is the totality of perception or view that an organization is held in the mind of the consumer in relation to; its products, values, innovation, environment management and social responsiveness (Bhatia et al, 2013). Corporate Brand Image (CBI) comprises of organizations logo, colors, name, product and other intangible attributes of innovation, environment responsiveness and social responsibility. CBI attributes creates a perception or image towards the products and services provided by the organization. CBI acts as reinforcement towards the image of all the products and services during brand extension or introduction of new innovations to the product range (Yassen, Tahira, Gulza, & Anwar, 2011). As such, CBI is construed to be synonymous to brand image. CBI attributes are used to create distinctiveness or uniqueness of the products offered to consumers and hence form part of product brand image.

CBI projects a positive view of an organisation whose product or service quality, reliability, value for money or distinctiveness can always be trusted (Kathiravana, Panchanathama & Anushan, 2010). CBI is influenced by a number of factors which includes; innovativeness, environment management, corporate social responsibility (CSR), product safety and quality, and publicity. Innovative companies introduce new products to the market and undertake umbrella branding. Punyatoya (2010) posits that innovation increases a brand range that meets the needs of each consumer within all the market segments. The organization is viewed as one which is competent, sophisticated, caring and excites the consumers. On environmental management (Bhatia & Jain, 2013) provides that products with low power consumption, organic foods, lead free paints, recyclable paper and phosphate free detergents projects an image of a corporate which promotes green values and sustainable environment management.

Corporate Social Responsibility (CSR) activities undertaken by the organization projects image of a caring organization which goes an extra mile in providing solutions to the need of community in addition to its business activities. Consumers seek to be identified with the organisation and its products because of the positive corporate brand image derived from CSR activities (Wood, 2007). Product's quality and safety from an organisation creates an image of an organisation that is customer conscious (Kathiravana et al, 2010). Publicity affects corporate brand image when public or consumers associate the organization with information introduced in the public domain. Rahmani, Mojaveri & Ajav (2012) posits that negative information on governance, environment and health impacts negatively and at a higher rate to corporate brand image.

CBI enhances effectiveness of marketing strategies executed by the organization; increases brand loyalty, business leverage and competitive advantage (Rahmani et al, 2012). CBI allows for market penetration and introduction of new innovations or accommodation of brand extension in the market leading to increase of market share. Punyatoya (2010) provides the view that loyal customers to a corporate brand develop emotional attachment and trust to organizations product range. Corporate brand image creates a sense of brand ownership by the consumers leading to a positive attitude towards corporate and increase in the level of brand equity (Cherian & Jacob, 2012).

1.1.2. Concept of Consumer Choice

Preference of a brand and choice of a brand is the process of preference consolidations facilitating the choice task (Beach, 2013). Consumer Brand choice is concern about the choice and utilization of the brand by a buyer (Bettmanet, 2008). Preference of a brand can be seen as an inspiration of brand choice. Choices of consumers are based on preferences that are well defined through which the buyer can verify the various options to choose from (Louviere, 2013). Purchaser inclinas and decisions have a tendency to be steadier; hence inclination gives a more precise expectation of shopper decisions contrasting with state of mind.

Sagoff (2013) recommends that the connection between selection of a brand and preferring a brand is liable to economic situations. When there is a perfect market condition, the buyer will select from their preferred alternatives. While in the defective market, decision is liable to situational factors, for example, accessibility; whereby, purchasers brad choices can be conflicting with their inclinations. The strength of brand is an evidence of its success, it illustrates its capability to win the preferences of a consumer and build a relationship that is long-lasting (Kay, 2016).

Consumer brand inclination is a fundamental stride in understanding purchaser brand decision. Brand inclinations speak to buyer in a manner to support a specific brand (Overby & Lee, 2006). It refers to the conduct inclinations reflecting the intensity to which customers like one brand over another (Hellieret, 2013). In the commercial center, buyers regularly confront circumstances of choosing from a few options. The psychological segments incorporate the effective assurance of brand constituents. The level of liking or favoring a certain brand reflects consumer feeling regarding a certain brand. Decisions of purchase are the outcomes of behavior that comes first despite the variety of options and make a decision to purchase a certain brand, an outcome of the preference of a consumer (Dharet, 1999).

1.1.3 Detergents Industry in Kenya

Laundry care report (2016) indicates that laundry detergent industry in Kenya is semi-regulated with a significant proportion of approximately 20% being unregistered manufacturers. Consumers exhibit a high degree of trust on corporate brands as opposed to unbranded detergents (Angasa et al, 2013). The market share of laundry corporate brands is dominated by five major manufacturers; Unilever East Africa, Haco Tiger, Bidco, PZ Cussons and Blue Ring Products. 70% of the corporate brands are concentrated in Nairobi City county and 30% in other major towns of Mombasa, Kisumu, Nakuru and Eldoret (Laundry report, 2016). The Reja Shopper research by Consumer Insight demonstrates that Ariel, which is produced by Procter and Gamble has a 25% share in the market, while Unilever's two detergents Omo and Sunlight occupy positions two and three at 18% and 17% in the shares of the market respectively.

Reintroduction of Ariel was done in 2009 after ten years of market non-attendance. P&G pulled back the cleanser from Kenya following a showcasing war with Omo that it couldn't support. In any case, it returned, began without any preparation with a technique that is by all accounts winning and has share of the overall industry from different cleansers, including the old rival Omo is at the top.

Brands produced locally by firms in the battle to offer homecare items market comprise of Kapa Oil's Toss with a market share of 6%, and Bidco's Gental that controls 5% of the market, while Power kid, another brand from Bidco, has a market share of 3%. Other huge brands are Henkel's Persil that has a market share of 4%. PZ Cussons Ushindi clothing cleanser has market share of 6% which the examination firm notes has influenced advances in a key market to section that may see increment in its share in the market. Ushindi comes in at a respectable position. This brand depends on the wide interest at the mid to high society.

The makers of homecare items are among the biggest sponsors in their offers to offer their items. The manufacturers of homecare products are among the largest advertisers in their bids to sell their products. The homecare product manufactures have cited a business unfriendly environment that leads to rise in their costs, making their products uncompetitive locally and in the export markets. There are manufacturing plants in the country for Unilever, Kapa Oils and Bidco. P&G imports products and does not manufacture within the country despite its leadership in the market, including Ariel.

1.2 Research Problem

Brand management is a preoccupation of marketing strategies globally (Keller, 2013). Global brands like Coca cola, McDonald, Toyota and Google have enjoyed benefits of market penetration, innovation, brand extension, customer loyalty and effectiveness

of marketing strategies through corporate brands. Global brands of multinational companies are an umbrella of several products in the same or different categories which are marketed under one corporate brand. Angasa et al (2013) posits that corporate brand enables cross border and international marketing where consumers have trust on commodities or services from the country of origin. Such corporate brands enable customers to selectively discriminate among a wide range of competing products. Corporate brand image enable the consumer to build perception and attitudes about the products or services from the organization. Perceptions and attitude influence consumers' memory purchase decisions making and consumer choice.

Laundry detergents are low involvement products with a wide range of similarity. Effectiveness in performance, pricing, availability, personality and experience after use are some of the attributes used by laundry detergents manufacturers to create a positive product image. Bronnenberg et al (2017) posits that advertisement plays a critical role in providing information about the product thereby creating brand image in the mind of the consumer. The consumer relies on perception and attitudes in the corporate brand to make purchase decision and choice.

Studies on customer purchase decision have recognized the importance of corporate brand image in consumer's choice. Bronnenberg et al (2017) researched on the formation of consumer's brand preferences in Netherlands. The study was an exploratory one which reviewed literature on consumer's choice in discriminating brands in order to create preferences. The study singled out the elements of perception, awareness, and attitudes in brand image as critical to customer's choice. Patwardhan (2010) studies on secondary factors that influence buying behaviour for

soaps in India. The study used convenient sampling across various market segments. Corporate brand image factors of packaging and schemes, soap ingredients or composition, performance and popularity of the brand through advertisement were identified as factors that influence customer's choice and buying behavior. Hassain et al (2007) carried out an empirical evaluation or test on brand image, product attributes and perceived quality of a selected consumer non-durable product in Bangladesh. Detergents were one of the non-durable products included in the study. Factor analysis method was used to analyze the strength of the factors on brand image, quality perceived, and product attributes. The findings were that corporate brand image, price and quality are critical to customer's choice making.

Angasa et al., (2013) studied on factors affecting consumer perception of Kenya's manufacturing fast moving consumer goods in East African community. The study was focused on laundry product category and consumers in East Africa region. The findings of the study were that corporate brand image of goods manufactured in Kenya created a sense of trust and low risk to the consumers in the other countries, hence influences their choice making. Mulei (2005) researched on effectiveness of positioning strategies on consumer choice focusing on laundry detergents. The findings of the study were that brand image factors of; brand awareness, perceived benefits, user imagery and usage imagery are effective in laundry detergents positioning. From the above studies, it is evident that known studies have been undertaken on corporate brand image and customer's choice of washing powder detergents in Nyayo Estates, Nairobi City County. The study seeks to fill this gap by answering following research questions; what is the effect of corporate brand image

on customer's choice of washing powder detergents in Nyayo Estates, Nairobi City County?

1.3 Research Objective

The study objective was to determine the effects of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County.

1.4 Value of the Study

The findings of the study will add value to the existing body of knowledge by closing the gaps identified in the study. Findings on objectives will enforce theoretical frameworks or models used in the study. Scholars will use the findings of the study to carry out further research and add knowledge to the existing body of theories.

Consultants and practitioners in the market will apply the findings in training on the importance of corporate brand image as a strategic marketing tool. Lobby groups will apply the findings of the study to urge for legislative framework on corporate brand image to ensure ethical practices.

Policy makers are normally educated by findings of researches that endeavor to clarify a question or address a current information gap. The discoveries and proposals of this examination will upgrade viability of policy decisions made by policy makers in that policy approach decisions are boosted by genuine research discoveries. The Government of Kenya and the business arrangement producers could make informed strategy modifications either regarding approach changes, basic alterations or notwithstanding inspecting its exchange advancement strategies. Kenya's cleanser industry speculators and other industry players will discover the data valuable particularly in actualizing methodologies to upgrade hierarchical development.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

In this chapter, there is provision of theoretical literature offering a critical analysis of literature and finally the summary of the studies carried in relation to the problem under investigation and emerging research gaps.

2.2 Theoretical Foundation

This section reviews the Social identity theory of branding was first postulated by Tajfel (1982) and the Howard-Sheth model of consumer choice.

2.2.1 Social Identity Theory of Branding

The Social identity theory of branding was first postulated by Tajfel (1982). According to the theory a strong consumer-brand relationships may be attributed to individuals of social psychology and social identity. The basic premise of this theory is that individuals group within society to achieve meaningful self-definition through intergroup homogenization and intergroup difference. Other scholars have since improved on the theory such that the works of Tajfel (1982) has received much academic attention in recent years. Following this and entering the realm of branding, Bhattacharya and Sen (2003) introduced the concept of consumer company identification and postulate that individuals, regardless of formal membership ties, are able to identify with companies.

Drawing on the theory, three segments of brand identification were produced that were thought to catch the whole space of the build. In particular, mark recognizable proof was estimated to comprise of a self-mark association segment, to mirror the procedure of social grouping and connection, a brand striking nature segment, to catch

of the significance of the brand to one's self-character lastly, a brand flagging segment, to mirror the utility of the brand in flagging one's self-personality to others (Bhattacharya and Sen, 2003). 'All the three components make up a brand image that consumers identify with oneself such that one's purchase decisions is significantly influenced by the brand that one identifies with.

2.2.2 Howard-Sheth Model of Consumer Choice

Howard-Sheth Model of Consumer Choice was first postulated by Howard-Sheth (1968). This model recommends three degrees of basic leadership: The main degree portrays the broad critical thinking. The shopper has no any crucial data or information about the brand and has no any inclinations for any product. In this situation, the shopper will gather data about all the distinctive brands in the brand et prior to acquisition. The next step is a constant reaction conduct. At this point, the customer knows exceptionally well about the different brands and the various attributes of every item, and he as of now chooses to buy a particular item.

As per the Howard-Sheth model there are Inputs and yields factors. These information factors comprise of three particular sorts of jolts data sources in the shopper's condition. The advertiser as item or brand data outfits physical brand qualities and verbal or visual item attributes. The third sort is given by the purchaser's social condition (family, reference gathering, and social class). Each of the three sorts of boosts gives inputs concerning the item class or particular brands to the particular purchaser (Howard-Sheth, 1968).

The yields are the consequences of the perceptual and learning factors and how the shoppers will reaction to these factors (consideration, brand appreciation, demeanors, and intention). Exogenous factors are not specifically part of the basic leadership process. In any case, some huge exogenous elements consolidate the hugeness of the purchase, client character qualities, religion, and time weight. The essential administration process, which Howard-Sheth Model tries to clear up. In both significante and delegate helps, the model complements on material viewpoints, for instance, cost and quality. These shocks are not fitting in each overall population. While in social jars the model does not state the start of fundamental initiative in this lift, for instance, what affects family decision(Fitzerpatrik, Ibrahim & Rehman, 2011).

2.3 Dimensions of Corporate Brand Image

Keller (2013) characterized corporate brand image as the suggestion of a the customer; to a great extent a subjective and perceptual wonder that is shaped through translations of a shopper, regardless of whether considerations or passionate; not natural in the specialized, practical or physical worries of the item'; rather, it is influenced and formed by showcasing exercises, by setting factors, and by the qualities of the perceiver. The view of the truth is more critical than the truth itself.

Lin and Chang (2013) expressed that the four measurements of corporate brand image on customers are brand awareness, quality perceived, brand loyalty and exclusive brand resources, have effect on shopper decision. Observed all around, is that most makers firmly trust that branding affects purchaser decision (Ogbuji, 2011). Since numerous components constitute branding, one doesn't know whether these components assume approach parts in impacting decision or if some assume a more prominent part than others.

As indicated by Aaker (2014) the value of a brand is an arrangement of brand resources and liabilities connected with a brand, including its name and image that could be useful or inconvenient. Awareness of a brand is the capacity of a conceivable purchaser to arrange and to infer that a brand is a partner of a specific merchandise classification and there are three level of brand awareness which is brand acknowledgment, brand review at best. Brand awareness is one of the real determinants of brand value and he expressed that it can be alluded to as the level of shopper' nature with a brand. Keller (2013) as well articulated that the brand awareness associates with customers' capability to look beyond introduction to the brand when given the brand as a cure.

Keller (2015) expressed that extraordinary, great and solid brand image enables the brand to be effortlessly separated and situated in the purchaser's mind, along these lines adding to the likelihood of expanded brand value. As per Keller (2013) brand affiliations can be characterized into three classes which are qualities, advantages, and states of mind as can been seen from the buyer based brand value system. Then again Aaker (2014) expressed that there are distinctive sorts of brand affiliations, which incorporate product attributes, intangibles, costumer benefits.

Cobb-Walgren, Ruble and Donthu (2015) expressed that particular qualities an item can be additionally ordered into item related characteristics and in addition non-item related traits. This implies for item related qualities, the general elements of the item or administration are concerned. Moreover another contention about the brands exhibited by Keller, which he demonstrates that brands, can be situated regarding their extraordinary use imagery or illustrative of customers who utilize them. Non-item related characteristics "the parts of an item that identify with its purchase or

utilization are value data, packaging or item appearance data, client symbolism, and use of symbolism".

Fill (2012) contended that the cost is a vital factor, for the reason that shoppers hold desires and recognitions about the quality and estimation of a brand, in view of its cost and may arrange their insight into brands as per the value factors. He likewise focuses that User-Usage symbolism; it could be framed specifically from clients' own encounters with brand clients or in a roundabout way by methods for promoting or by some other wellspring of data, for example, verbal.

2.4 Factors Affecting Consumer Choice

There are different variables impacting the buys of purchaser these are, inside impacts and outer impacts. Lake (2009) additionally guarantees that the client decision is affected by the collaboration of relational impacts, for example, societies, subcultures, family structures, and gatherings that affect the person. Furthermore he expresses that interior impacts originate from inside the customer and they are simply the individual contemplations and sentiments, including recognition, self-idea, way of life, inspiration, feeling, demeanors and aims (Lake, 2009).

2.4.1 Environmental Influences

Buyer choice is about human responses in a business world. He communicated that people consume things and besides use and buy these things according to their necessities, slants and obtaining power and these stock that are can be consumed, strong items, strength stock or, mechanical stock. For example he showed this, what we buy, how we buy, where and when we buy, in how much sum we buy depends upon our acknowledgment, self-thought, social and social establishment and our age and family cycle, our perspectives, feelings regards, motivation, character, social class

and various diverse components that are both inside and external to us. While buying, we in like manner see as if to buying or not to buying and, from which source or merchant to buy (Solomon, 2011).

Client choice incorporates the mental systems that customers' involvement in recognizing necessities and finding ways to deal with decide these requirements, through settling on purchase decisions. For example, he similarly construes that paying little respect to whether to purchase a thing and, expecting this is the situation, which check and where. What's more Solomon (2011) describes buyer as the essential administration process and physical activity stressed in acquiring, surveying, using and disposing of items and endeavors (Hellieret, 2013).

Factors of culture are vital and he furthermore raised that the lifestyle is a bit of the external effects that impact the buyer and client choice is significantly influenced by social components, for instance, buyer culture, subculture, and social class. culture is the most fundamental purpose behind a man's needs and choice, for him each get-together or society impacts acquiring choice may differentiate essentially from country to country, or even neighborhood to neighborhood .Other than he centers outs that each culture has unmistakable subcultures, for instance, religions, nationalities, geographic territories, and racial-social occasions(Fill, 2012).

2.4.2 Social Factors

Other principal point of view for determination of customers is social parts and there is a noteworthy impact on this issue of obtaining choice of purchasers. One of the basic social factors is: reference group, family, part and status (Kotler & Armstrong, 2008). The impact of reference group which contains potential in forming a man attitude or choice changes transversely finished things and brands. For example if the

thing is unmistakable, for instance, dress, shoes, auto et cetera then the effect of reference social occasions will be high.

Reference group in like manner consolidate evaluation pioneer. With regards to the parts and status, in the overall population each individual has particular parts and status depending on the social affairs, family, clubs, affiliation et cetera to which he/she has a place. The colossal case showed by the makers that when a woman is working in a relationship as back boss and now she is expecting two sections, one of store overseer and other of mother. In this way her obtaining decisions will be influenced by her part and status.

2.4.3 Individual Factors

Research has demonstrated that customer's buying choices are additionally influenced by his own attributes, for example, age, sex, and stage in family life-cycle, education, occupation, salary, ways of life, general identity and general self-idea (Pickton & Broderick, 2011). In his examination Fill (2012) demonstrate that culture factors are basic and he likewise call attention to that the way of life is a piece of the outside impacts that effect the shopper and purchaser decision is greatly influenced by social factors, such as, culture of a purchaser, subculture, and social class.

Fill (2012) characterized culture as the most crucial motive for a man's needs and decision, for him each society influences purchase decision may vary enormously from state to state, or even locality to locality (Fill, 2012). Moreover he focuses out that each culture has distinctive subcultures, for example, religions, nationalities, geographic locales, racial groups.

2.4.4 Motivation

Hellieret, (2013) explains motivation as a sensible procedure that outcomes from profound, mental requirements and thought processes or outer powers and weights; social connections and way of life. Frequently unrecognized by an individual, it can kick-begin the shopper basic leadership process, to 'mirror a person's private needs and needs'. As per Hoyer (2009) motivation is characterized as "an internal condition of excitement that gives vitality expected to accomplish objective". They assert that the inspired buyer is invigorated, prepared and willing to take part in an objective important action.

Hoyer (2009) contends that customer can be propelled to take part in decisions, settle on choice, or process data. Lewis (2012) contends that superficial wants and practices are less persuasive elements and essential needs are more typical human. Maslow's idea of 'mental necessities,' the requirement forever essentials, underpins this option helper, in this manner the drive to fulfill thirst alone is another determinant for acquiring. People are frequently ignorant of the genuine purpose behind doing certain things, recommending genuine inspirations lie covered up in the intuitive. So other compelling variables must be inspected as reasons why individuals visit a worldwide brand over a neighborhood marked café and the other way around (Hellieret, 2013).

2.4.5 Perception

As indicated by Kavita (2009) the observation is one of the major mental elements that impact purchaser purchasing process and is the course of determination and association of natural jolts and translating them to give important encounters. Recognition draws in going after, acquiring, and preparing all together. It is likewise speaks to the mental procedure whereby individuals take data from nature and understand their reality.

2.4.6 Attitudes and Beliefs

State of mind can be characterized as a mental inclination, good or ominous, constructive or contrary towards an individual, idea, item, brand, benefit or a thought. Convictions are mental explanations which might be worried about any feature of life-religion, country, item or brand. He additionally guarantees that note that state of mind and decision are separate things. Since an individual has a specific disposition, in some cases does not imply that the individual will follow up on the mentality (Ramesh, 2008).

2.5 Empirical Review

Hassain et al (2007) carried out an empirical evaluation or test on brand image, product attributes and perceived quality of a selected consumer non-durable product in Bangladesh. Detergents were one of the non-durable products included in the study. Factor analysis method was used to analyze the strength of the factors on brand image, quality perceived, and product attributes. The findings were that corporate brand image, price and quality are critical to customer's choice making.

Fitzerpatrik, Ibrahim and Rehman (2011) studied the impact of brand image on organizational performance in Netherlands. The findings indicate that brand image contains a combination work that enables the association to talk with "one voice, one face" and that that brand image can deliver a more grounded consistency of message and enable form to brand value and make a more prominent effect on deals.

Yassen, Tahira, Gulza & Anwar (2011) studied the impact of Brand Awareness, perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: the discoveries show that brand awareness is identified with the quality of brand clew in memory which permits to purchasers to find out the brand under different circumstances.

Aaker (2014) analyzed the brand image and relationship on buyer conducts in the United States of America. He guarantees that the working of a brand affiliation is basic to build up the image of a brand and which diverse brands have distinctive relationship to imminent clients. For instance he asserts that such sort of relations can give bases to them to settle on buy choices and even wind up plainly faithful to the brand. In addition he shows that relationship towards a brand can make an incentive for the firm.

Bronnenberg et al (2017) researched on the formation of consumer's brand preferences in Netherlands. The study was an exploratory one which reviewed literature on consumer's choice in discriminating brands in order to create preferences. The study singled out the elements of perception, awareness, and attitudes in brand image as critical to customer's choice.

Mulei (2005) researched on effectiveness of positioning strategies on consumer choice focusing on laundry detergents in Nairobi, Kenya. The findings of the study were that brand image factors of; brand awareness, perceived benefits, user imagery and usage imagery are effective in laundry detergents positioning.

Angasa et al (2013) studied on factors affecting consumer perception of Kenya's manufacturing fast moving consumer goods in East African community. The study was focused on laundry product category and consumers in East Africa region. The findings of the study were that corporate brand image of goods manufactured in Kenya created a sense of trust and low risk to the consumers in the other countries, hence influences their choice making.

Muoki (2013) analyzed the part of observation on shopper the purchasing choice in Westlands area, Nairobi. This investigation was constrained to view of shoppers in components of brand value, which at last centered on the purchaser's inspiration for purchasing from a psychological esteem instead of real interest of utilization examples and decision, the discoveries however demonstrated a positive relationship between the examinations.

2.6 Summary of Literature and Research Gaps

There is restricted research with respect to corporate brand image impact on purchaser decision where most analysts have concentrated on the connection amongst branding and firm execution utilizing brand mindfulness and picture as a directing impact. Specialists, for example, Aaker (2014), Keller (2013), Cobb-Walgren, Ruble, and Donthu (2015) Lin and Chang (2013) express that the four measurements of corporate brand image on customers i.e. awareness of a brand, quality perceived, loyalty to a brand and restrictive brand resources, have effect on purchaser decision. It has been observed all around that most manufacturers emphatically trust that branding impacts customer decision (Ogbuji, 2011). Since numerous components constitute branding, one doesn't know whether these components assume measure up to parts in impacting decision or if some assume a more noteworthy part than others.

Inquiries about archived in Kenya have additionally neglected to build up the significance of the measurements of corporate brand image and their impact on customer decision. Concentrated on branding in the managing an account benefit industry, accordingly the outcomes were restricted to one monetary organization. Moreover the examination depended on a monetary investor's point of view of brand value; Muoki (2013) then again, centered on the part of discernment in the purchasing selection of shoppers because of brand value. This examination was constrained to impression of shoppers in components of brand value, which at last centered on the purchaser's inspiration for purchasing from a psychological esteem as opposed to real investment of utilization examples and decision.

In that capacity investigate into these wonders will reveal more insight all together to brand et officials to perceive the requirement for a various partner concentrate and give more confirmation on how embracing corporate brand image with directing components, for example, industry setting in business approach can improve the organization's image, and in this way upgrade purchaser decision.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This section shows the methodological technique that was utilized as a part of information gathering and examination. This incorporates research design, populace of the investigation, sampling system and test measure, research instruments, information accumulation and examination methods.

3.2 Research Design

As verified by Kothari (2004) a research design is a game plan, structure and method of examination to discover answers to inquire about inquiries and control inconsistency. Despite that, it is the course of action of action the expert receives for noting research question and it sets up the framework for ponder (Kerlinger, 1973). The research was a descriptive survey. A descriptive survey overview look into tries to acquire data that depicts existing wonders by getting some information about their recognitions, state of mind, decision or qualities (Mugenda & Mugenda, 2003). A descriptive study report configuration is regarded the best plan to satisfy, the goals of the investigation.

3.3 Target Population

Every item in consideration within any field of questioning consists of population and universe (Kothari, 2004). It is the total number of individuals or things from where a study aims at the generalization of its findings. Nyayo estate, Embakasi consists of all the 4774 units as per (<http://www.nssf.or.ke/>) and this formed the target population. Nyayo estate is largely occupied by Kenyan locals and expatriates from china, Uganda, Nigeria and Congolese. The research targets one respondent per each house unit at Nyayo Estate Embakasi, Nairobi.

3.4 Sample Design

According to Mugenda and Mugenda (2003) accords a sample size to be a smaller group or sub-group obtained from the accessible population. The total number of housing unit includes 4774 units and consists of 60 courts. This study utilized stratified sampling to represent the population in terms of each court. The population was therefore, be categorized into 60 strata.

The study took the population and used Nassiuma (2000) formula to arrive at the sample size of those to be issued with the questionnaires

The sampling formula was as below

$$n = \frac{Nc^2}{c^2 + (N-1)e^2}$$

n= is the sample size

N= is the population = 4774

c= is the coefficient of variation (0.5)

e= is the level of precision 0.05^2

$$n = \frac{4774(0.5)^2}{0.5^2 + (4774-1) 0.05^2} \quad n = 98 \text{ house units}$$

Number of units from each strata = $98/60 = 1.6 = 2$ units.

3.5 Data Collection

The main information gathering instruments incorporated the use of questionnaire administrated to the sampled respondents. The study used primary data collected using questionnaires containing both structured and unstructured questions. The questionnaire was divided into two sections. Section (A) captured information about background information of the interviewees; section (B) captured information on the effect of corporate brand image on consumer choice. The basic data collection method was be “drop and pick later” technique.

3.6 Data Analysis

Berkiwertz (1997) characterizes information analysis and methods as the gathering of strategies that depict convictions, perceive configuration, make illumination and test hypotheses. In agreement to the examination under investigation both quantitative and qualitative methodologies was utilized for information analysis. Quantitative information from the poll was coded and gone into statistical software for calculation of engaging measurements. The Statistical Package for Social Sciences (SPSS 21) was be utilized to run descriptive insights.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter focuses on data analysis, interpretation and presentation of the data collected in the study. The purpose of the study was to examine the effect of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County. The study targeted a sample of 98 households who are residents of Nyayo Estate. This chapter discusses the data analysis, findings, interpretations and presentation. It starts with descriptive statistics, followed by regression analysis of the study variables.

4.2 Presentation of the Findings

The background data obtained from individual respondents and their background was examined in this segment. The background information covered was: age bracket, level of education, detergent used by the respondents at the time of the interview, experience in using detergents by respondents and consistent use of the detergent. The results are presented according to the demographics.

4.2.1 Response Rate

The research questionnaire was given to 98 respondents at the Nyayo Estate households. A total of 73 questionnaires were duly filled and submitted. The response rate was therefore, 74.5 percent. As per Mugenda and Mugenda (1999), in research a response rate of above 60 percent is good excellent. This research recorded a response rate of 74.5 percent which was good for data analysis and therefore was enough for data analysis and interpretation. The response rate is shown in table 4.1.

Table 4.1 Response Rate

Respondents	Frequency	Proportion (%)
Target Population	98	100
Response Rate	73	74.5

The researcher administered 98 questionnaires to residents of Nyayo Estate, Nairobi County. 73 questionnaires were filled by the respondent which is an equivalent to 75% response rate.

4.2.2 Age of the Respondents

Background information on age bracket was collected. The age of the respondents was classified into six age brackets, that is, below 25 years, 26 – 30 years, 31 – 35 years, 36 – 40 years, 41 – 45 years and 46 years and above. The findings are shown Figure 4.1 below.

Table 4.2 Age of the Respondents

Age (Years)	Frequency	Percent(%)
25	24	33.33
26-30	27	36.23
31-35	11	14.49
36- 40	7	10.14
41-45	3	4.35
46 years and above	1	1.45

The figure above outlines that 36.23% of the respondents interviewed were aged between 26-30 years, followed by the age bracket of 25 years and below which scored 33.33%, this is closely followed by the 14.49% aged between 31-35 years. The age bracket of 36 to 40 years scored 10.14%, 41 to 45 years scored 4.35%, and lastly the study registered a 1.449 percent of those aged 46 years and above. It would be

interesting to find out the relationship between the brand each category tend to associate with and prove whether age could be a determining factor in picking certain products.

4.2.3 Level of Education

Information on education level of each respondent was gathered. The figure below

Table 4.3 Level of Education

Education level	Frequency	Percent(%)
O-level	32	44.44
Undergraduate degree	23	31.48
Postgraduate degree	18	24.07

Most of the respondents (44.44%) had gone past secondary education and one would assume that using the knowledge they have acquired, they would take time to understand a features of products they consume and the organizations such products are being manufactured. This was followed by 31.48% of the respondents had an undergraduate degree and lastly, 24.07% of the respondents had a postgraduate degree.

4.2.4 Detergents Used By the Respondents at the Time of the Interview

The researcher sought to find out the detergents used by the respondents at the time of the interview. The findings are shown in Table 4.4 below.

Table 4.4 Detergents Used By the Respondents at the Time of the Interview

Detergents used	Frequency	Percent (%)
Ushindi	1	1.4
Omo	18	25.7
Persil	4	5.7
Sunlight	14	20.0
Aerial	28	40.0
Toss	3	4.3
Gentle	2	2.9
Total	70	100.0

The table 4.4 above shows that 40.0% of the respondents consume Aerial detergent, 25.7 % use Omo, 20.0% use sunlight, 5.7% use Persil, 4.3% Toss and the rest- 2.9% and 1.4%- using Gentle and Toss detergents respectively. This disparity boils down to how consumers are well versed with existence of a product in the market and how much it costs vis a vis the value they get from the product. A case in point, Aerial, came after Omo, Ushindi, Toss and Ushindi. Most people are aware of the brand based on the enormous amount of promotional activities conducted and adverts carried out to enhance the level of awareness. The other factors that most people may not realize at the moment are the packaging and the way it has been positioned- “Kufua ni Aerial”- everything every mother or consumer tends to associate with easily.

4.2.5 Experience in Using the Detergents by the Respondents

In Table 4.5, the information gathered summarizes the length of time the respondents have using a particular washing detergent.

Table 4.5 Experiences in Using the Detergents by the Respondents

Years of Experience	Frequency	Percent(%)
Less than one year	4	5
1-2 years	17	24.64
3-5 years	25	36.23
6-10 years	14	18.84
11 – 15 years	5	5.29
16 – 20 years	4	5
Over 25 years	4	5

Table 4.5 shows that 36.23% of the respondents have used the detergents for a period between 3-5 years; this is closely followed by 1-2 years at 24.64%. The period of 6-10 years scored 18.84%; and the group of less than one year, 16-20 years and over 25 years scored less than 5%.

4.2.6 Consistency in Using the Product

Table 4.6 shows the level of consistent use of each of the detergents.

Table 4.6 Consistency in using the detergent

Consistent use of detergent	Frequency	Percent(%)
Consistent use	50	68.57
Inconsistent	23	31.43

68.57% acknowledged to have been using their respective detergents consistently whereas 31.43% were of the contrary opinion. Could it be true to say that the possible reason (s) for one to consistently stick to or use a product or a brand is due to its availability in the shelves, their past experience with the products or how there are positioned? An independent was used to verify this assumption and the results are as shown below.

4.3 Effect of Corporate Brand Image on Consumer Choice on Detergents

The researcher gave the residents of Nyayo estate the questionnaires who filled the information required. The responses were rated on a five point Likert scale where: 1= Not at all, 2= Little extent, 3= Moderate extent, 4= Great extent and 5= Very great extent. The mean and standard variation were calculated from SPSS and findings were illustrated in tables. From the findings, the researcher was able to analyze the responses on corporate brand image. Response on effect of corporate brand image on choice on detergents is shown on table 4.7.

Table 4.7 Effect of Corporate Brand Image on Consumer Choice on Detergents

Statement	N	Mean	Std deviation
The decision to purchase that brand is because I believe the brand has better qualities that meet my cleaning	73	4.514	0.913
My previous experience with brand	73	4.203	1.009
The decision to purchase that brand is because I am loyal to that brand	73	4.114	1.161
Availability of the brand in the market	73	4.000	1.225

The decision to purchase that brand is because it removes stains faster with one wash compared to the other brands	73	4.000	1.225
Decision to purchase that brand is as a result of being aware of the perceived quality of the brand	73	3.913	1.269
Decision of using a given brand influenced by being aware of the efficiency of that brand	73	3.855	1.396
Easily differentiated and well positioned	73	3.826	1.350
The decision to purchase that brand is because it is affordable and effective for hand washing	73	3.806	1.417
Both price and quality influence decision to purchase a detergent	73	3.627	1.347
Product design/packaging influence my decision to purchase detergent	73	3.200	1.451
The decision to purchase that brand is because it is line with my background and family cycle	73	3.157	1.630
The decision to purchase that brand is because it is in line with my personality	73	2.623	1.628
Supplier's reputation influence my decision to purchase a detergent	73	2.449	1.510
The decision to purchase that brand is because it is in line with my social class	73	2.343	1.531
Average Mean		3.831	

Residents were asked to rate some statements regarding corporate brand image and consumer choice on detergents. The respondents agreed to a very great extent (mean ≥ 4.5) that the decision to purchase that brand is because the brand has better qualities

that meet their cleaning needs as indicated by a mean of 4.51 and a standard deviation of 0.913. To a great extent ($3.51 \leq \text{mean} \leq 4.49$) consumer choice was driven by the decision to purchase that brand is because of the previous experience with the detergent brand at mean of (4.203) and standard deviation of (1.009), they are loyal to that brand at mean of (4.11) and standard deviation of (1.16), availability of the brand in the market the detergents at a mean of (4.000) and a standard deviation (1.225), ability to remove stains faster with one wash compared to the other brands at (4.00) and standard deviation of 1.22, being aware of the perceived quality of the brand at mean of (3.91) and standard deviation (1.269), awareness of the efficiency of that brand a mean of (3.860) and standard deviation of (1.396), ease of differentiation and positioning at mean of (3.826) and standard deviation (1.349), affordability and its effectiveness for hand washing scored a mean of (3.806) and a standard deviation of 1.416, price and quality factor scored a mean of (3.627) and standard deviation of (1.347).

To a moderate extent, ($2.51 \leq \text{mean} \leq 3.49$) .consumer choice on brand was influenced by product design/packaging at a mean of (3.2), the users background and family cycle at a mean of (3.157) and a standard deviation (1.63), brand being in line with their personality scored a mean of (2.623) and a standard deviation of (1.63).

To a little extent, ($1.51 \leq \text{mean} \leq 2.49$). Supplier's reputation influence consumer choice to purchase a detergent brand at a mean of (2.449) and a standard deviation of (1.510), is because it is in line with the users' social class at a mean of (2.34) and standard deviation of (1.53).

4.4 Beta Coefficient

Beta coefficient refers to how many standard deviations the dependent variable will change per standard deviation in the independent variable. It answers the question of which of the independent variables have greater effects on the dependent variable. Beta coefficient guided us on determining of which of the independent variable have a greater effect on consumer choice. A beta coefficient was run to identify how factors that influence one's choice for the detergents as indicated in table 4.8.

Table 4.8. Factors that influence one's choice for the detergents

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.292	0.351		3.682	0.001
Availability of the brand in the market	0.425	0.052	0.112	0.814	0.581
My previous experience with brand	0.245	0.062	0.545	0.397	0.584
Easily differentiated and well positioned	0.247	0.049	0.692	0.492	0.132
Product design/packaging influence my decision to purchase detergent	0.354	0.052	0.464	0.512	0.650
Both price and quality influence decision to purchase a detergent	0.322	0.042	0.392	0.366	0.742

Table 4.8 shows factors that have an effect on the choice for detergents. The findings reveal that availability of the brand in the market had (beta = 0.112 and significance = 0.581). This indicates that a change of one standard deviation, holding other factors constant would change the dependent variable (consumer choice) by 11.2%. Previous experience with brand had (beta = 0.545 and significance = 0.584), this indicates that

a change of one standard deviation, holding other factors constant would change the dependent variable (consumer choice) by 54.5%. Easily differentiated and well positioned had (beta = 0.692 and significance = 0.132), this indicates that a change of one standard deviation, holding other factors constant would change the dependent variable (consumer choice) by 69.2%. Product design/packaging scored (beta = 0.464 and significance = 0.650) this indicates that a change of one standard deviation, holding other factors constant would change the dependent variable (consumer choice) by 46.4%. Price and quality scored (beta = 0.392 and significance = 0.742) this indicates that a change of one standard deviation, holding other factors constant would change the dependent variable (consumer choice) by 39.2%.

4.5 Discussion of the Findings

From the findings above, to a very great extent detergent quality such as meeting cleaning needs had the greatest influence on consumer choice for a detergent. The following factors influenced consumer choice to a great extent, previous experience with the detergent brand, brand (detergent) loyalty, ability to remove stains faster with one wash compared to the other brands, being aware of the perceived quality of the brand, awareness of the efficiency of that brand, ease of differentiation and positioning, affordability, its effectiveness for hand washing, price and quality factor. These findings are in line with the findings of Hassain et al., (2007) who carried out an empirical evaluation or test on brand image, product attributes and perceived quality of a selected consumer non-durable product in Bangladesh. Detergents were one of the non-durable products included in the study. The findings were that corporate brand image, price and quality are critical to customer's choice making.

The findings indicate that to a moderate extent the following factors influenced consumer choice for a brand; the design and packaging of the product; the user's background such as friends; family cycle and neighbors; brand being in line with their personality. This is line with a study conducted by Mulei (2005) who researched on effectiveness of positioning strategies on consumer choice focusing on laundry detergents in Nairobi, Kenya. The findings of the study were that brand image factors of; brand awareness, perceived benefits, user imagery and usage imagery are effective in laundry detergents positioning.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

A summary of the results, conclusions and recommendations are presented in this chapter. The results are summarized in line with the objectives of the research which were to determine the effect of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County. The findings have been discussed relative to the questionnaire aspects which were on; demographic data on the respondent and the effect of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County.

5.2 Summary of the Findings

The following are the key findings of the study. The objective of this study was to determine the effect of corporate brand image on consumer choice of washing powder detergents in Nyayo estate, Nairobi County. Data was collected using questionnaires administered to residents of Nyayo estate, Nairobi County. The study targeted a sample of 98 respondents from the of Nyayo estate, Nairobi County. Out of the 98 target respondent 73 managed to respond to the questionnaires. There was a 74.5% response rate to the questionnaires.

From the findings, it was revealed that most of the respondents were aged between 26-30 years, followed by the age bracket of 25 years and below, this is closely followed by the those aged between 31-35 years. The age bracket of 36 to 40 years, 41 to 45 years, and lastly those aged 46 years and above. It would be interesting to find out the relationship between the brand each category tend to associate with and prove whether age could be a determining factor in picking certain products.

Most of the respondents achieved post-secondary education and one would assume that using the knowledge they have acquired, they would take time to understand a features of products they consume and the organizations such products are being manufactured.

On detergents being used by the respondents at the time of the interview, majority of the respondents admitted to buying aerial washing powder followed by omo and persil followed by the other washing detergent. This disparity boils down to how consumers are well versed with existence of a product in the market and how much it costs vis a vis the value they get from the product. A case in point, Aerial, came after Omo, Ushindi, Toss and Ushindi. Most people are aware of the brand based on the enormous amount of promotional activities conducted and adverts carried out to enhance the level of awareness. The other factors that most people may not realize at the moment are the packaging and the way it has been positioned- “Kufua ni Aerial”- everything every mother or consumer tends to associate with easily.

The further established that most of the respondents have used their current brand of detergents for a period between 3-5 years; this is closely followed by 1-2 years.

The study further established major factors of corporate brand image that affect the decision of a consumer to purchase a detergent brand. These factors are arranged from the factor with the most effect to the least effect. The main factor that affects consumer choice was that the brand has better qualities that meet their cleaning needs; this was followed by the decision to purchase that brand because of the previous experience with the detergent brand; followed by the decision to purchase that brand is because the respondent is loyal to that brand of detergent; availability of the brand in the market the detergents; detergents ability to remove stains faster with one wash

in comparison to other detergent brand, being aware of the perceived quality of the brand; awareness of the efficiency of the brand; ease of differentiation and positioning affordability and its effectiveness for hand washing; and price and quality factor.

5.3 Conclusion

The following conclusions were made based on the summary of the findings:

The study has demonstrated the major factors that influence the consumer to buy a particular brand of a detergent. A brand with qualities that meet their cleaning needs; previous experience with the washing detergent; loyalty towards the brand, availability of the brand in the market the detergents; ability to remove stains faster with one wash compared to the other brands; being aware of the perceived quality of the brand; awareness of the efficiency of that detergent; ease of differentiation and positioning; affordability and its effectiveness for hand washing and finally price and quality factor.

With regard to the above factors, management of this washing detergents should ensure that the detergents produced deliver on performance in terms of being gentle on consumers' hands, washing out stains, product being readily available in the market, fairly priced and ability to remove stains faster, it should be easily differentiated and positioned in the current and prospective customers' mind.

5.4 Recommendations

The following recommendations were made based on the summary and conclusions of the study: The study recommends that for detergent producing companies to remain competitive in marketing of its products, the company should ensure that their products meet the best quality, remove stain faster, gentle on hands, charge affordable price and ensure continued innovations. Moreover, the company should give

customers trust on their brand so that the customers can make sound decisions and overcome barriers such as the functional, and the physical barriers.

5.5 Limitations of the Study

The study's limitations included limited time set aside for the research and the limited scope of study. Respondents' reluctance in providing information for fear that the information may be used against them. To sought the problem, researcher carried an introductory letter from prospective university that explained the purpose of study to instill confidence.

The analyst dealt with the issue via conveying a presentation letter from the college and guaranteed them that the data they would offer would be dealt with secretly and it was to be utilized only for scholastic purposes.

The other limiting factor was response rate. Not all respondents agreed to fill in the questionnaire due to unavailability or their lack of interest.

The total numbers of the household unit was 4774. The study did not cover all he 4774 units due to time and resource factor. Time and material resources did not make this feasible and for this reason the study concentrated on a sample of 98 household units in Nyayo estate, Nairobi County.

5.6 Suggestions for Further Research

The limitations of the study provide possible areas for further research, which include a similar study in future whose objective would be to reaffirm these findings. Opportunity for further study is also available, which include carrying out a comparative study by focusing on both high end and low end estate in Nairobi County.

In addition, this being a descriptive study offers opportunity to carry out future explanatory research that aims at investigating the relationship corporate brand image and consumer choice across the washing detergent sector. Such a study would be useful for policy makers, regulating authorities and decision makers within the washing detergent sector.

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Appendix I: Questionnaire

Section A: Background Information

1. Age bracket?

25 years or less []

26-30 years []

31-35 years []

36-40 years []

41-45 years []

46 years and above []

2. What is your highest level of education?

O level []

Undergraduate Degree []

Postgraduate Degree []

Other (Specify) []

3. Which detergent are you currently using?

Omo []

Persil []

Suligh []

Aeril []

Toss []

Gentle []

4. How long have you been using washing detergents?

Less than 1 year []

1 - 2 Years []

3 - 5 Years []

6 - 10 Years []

11 - 15 Years []

16 - 20 Years []

21 - 25 Years []

Over 25 years []

5. Are you consistent in your use of that brand -----if not which other brand(s)

do you interchange it with and do=why.....

.....

.....?

Section B: The Effect of Corporate Brand Image on Consumer Choice of Detergents in Nyayo Estate in Nairobi

6. Tick in the appropriate box to indicate the extent to which you agree with the following statements. 1= Not at all, 2= little extent, 3= Moderate extent, 4= Great extent, 5= very great extent (Tick appropriately)

Statement	1	2	3	4	5
The decision to purchase that brand is as a result of being aware of the efficacy of that brand					
The decision to purchase that brand is as a result of being aware of the perceived quality of the brand					
The decision to purchase that brand is because am loyal to that brand					
The decision to purchase that brand is because I believe the brand has better qualities that meet my cleaning needs					
The decision to purchase that brand is because it is affordable and effective for hand washing					
The decision to purchase that brand is because it removes stains faster with one wash compared to the other brands					
The decision to purchase that brand is because it's in line with my background and family cycle					
The decision to purchase that brand is because it's in line with my personality					
The decision to purchase that brand is because it's in line with my social class					

Statement	1	2	3	4	5
Supplier's reputation influence my decision to purchase a detergent					
Product design/ packaging influence my decision to purchase a detergent brand					
Both price and quality decision to purchase a detergent					
The decision to purchase that brand is because is influenced by its availability in market					
The decision to purchase that brand is influenced by my previous experience in using it					
The decision to purchase that brand is because its easily differentiated and positioned					