

**AFTERCARE AS A PROMOTION STRATEGY DIRECTED AT ATTRACTING
FOREIGN DIRECT INVESTMENTS BY KENYA INVESTMENT AUTHORITY**

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DECLARATION

This research project is my original work and has not been submitted for examination to any other university.

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This research project has been submitted for examination with my approval as the university of Nairobi supervisor.

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DEDICATION

I dedicate my thesis work to my family and many friends. A special Feeling of gratitude to my loving parents, the late Tabitha Kemunto whose words of encouragement and push for tenacity ring in my ears and Mr. Peter Osoro Who have always loved me unconditionally and whose good examples have taught me to work hard for the things that I aspire to achieve. I also dedicate this management research project to my children Cassey Tabitha Kemunto and Damian Hudson Monari for being there for me throughout the entire Master's program. Both of you have been my best cheerleaders.

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TABLE OF CONTENTS

DECLARATION.....	i
DEDICATION.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT.....	viii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.1.1 Aftercare Promotion Strategies.....	2
1.1.2 Foreign Direct Investment	4
1.1.3 Foreign Direct Investments in Kenya	5
1.1.4 Kenya Investment Authority.....	6
1.2 Research Problem	7
1.3 Research Objective	8
1.4 Value of the Study	8
CHAPTER TWO: LITERATURE REVIEW.....	10
2.1 Introduction.....	10
2.2 Theoretical Foundation	10
2.3 Drivers of Foreign Direct Investment.....	11
2.4 Aftercare promotion Strategies and Foreign Direct Investment	13
CHAPTER THREE: RESEARCH METHODOLOGY	15
3.1 Introduction.....	15
3.2 Research Design.....	15
3.3 Target Population.....	15
3.4 Data Collection	15

3.5 Data Analysis	16
CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION	17
4.1 Introduction.....	17
4.2 Response Rate.....	17
4.3 Demographic Information.....	17
4.3.1 Gender.....	17
4.3.2 Age.....	18
4.3.3 Education Level	19
4.3.4 Period of Service.....	19
4.4 Aftercare Promotion Strategies.....	20
4.4.1 Strategies Offered	20
4.4.2 Level of Satisfaction	21
4.4.3 Aftercare service and its Influence on FDI.....	21
4.4.4 Level of Influence	22
4.4.5 Level of agreement of Statement on Aftercare Promotion	23
4.4.6 Factors that enhance the effectiveness of the sales promotion strategies	24
4.4.7 Statements on Aftercare Promotion Strategies	24
4.5 Foreign Direct Investment	25
4.5.1 Relationship between Aftercare Promotion Strategy and FDI	25
4.5.2 Statements on Foreign Direct Investment.....	26
4.5.3 Determinants of Foreign Direct Investment	27
4.5.4 Vitality of customer service strategies on foreign direct investment.....	28
4.7 Discussion of the Findings	29
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	31
5.1 Introduction.....	31
5.2 Summary of Findings	31

5.3 Conclusion	31
5.4 Recommendations	32
5.5 Suggestions for further Research	32
REFERENCES.....	33
APPENDICES.....	37
Appendix One: Questionnaire	37

LIST OF TABLES

Table 4.1: Level of Satisfaction	21
Table 4.2: Aftercare service and its Influence on FDI.....	22
Table 4.3: Level of Influence.....	22
Table 4.4: Level of agreement of Statement on Aftercare Promotion.....	23
Table 4.5: Effectiveness of Aftercare Promotion Strategies.....	24
Table 4.6: Statements on Aftercare Promotion Strategies	25
Table 4.7: Relationship between Aftercare Promotion Strategy and FDI	26
Table 4.8: Statements on Foreign Direct Investment.....	27
Table 4.9: Determinants of FDI.....	28

LIST OF FIGURES

Figure 4.1: Gender of the Respondents..... 18

Figure 4.2: Age of the Respondents..... 18

Figure 4.3: Highest Education Level 19

Figure 4.4: Period of Service of the Respondents.....20

ABSTRACT

The main objective of the study is to assess aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest). The research embraced a descriptive research design. Primary data was collected from managers in sales, marketing, finance and corporate affairs by use of a questionnaire. Data was analysed through descriptive statistics. Findings was presented in frequencies, percentages, means and pie-charts. The study found that aftercare promotional strategies increase customer loyalty and also increase usage by the existing investors hence market penetration. The study found that forceful evaluating methods were the aftercare services they received from KenInvest. The study also found that aftercare services aid in customer advantage experience. This occurs through seminars, trade shows and fairs that provide opportunities for customers to meet and form relationships with people from the corporate world, public institutions and other organizations. The study also established that promotional strategies influence foreign direct investment to a great extent. This leads to internal and external research followed by a process of decision-making for purchase and using the goods and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether their product has been a success or not. The study recommends that the management of organization should focus on rationale of aftercare promotion, so as to achieve a long term effect on increasing the firm's market share, improve sales volume, retain investors and reduce switching of investments.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Many organizations are encountered with momentous challenges in the area of customer service and service delivery, both within and without. As a result, promotion strategy, as one of the key elements of the marketing mix, has become an important tool for businesses (Harrington and Akehurst, 2000). Promotion strategy manages any maybe a couple of ways correspondence that happens with the end user (Kotler, 2013). Promotion is a practice that is employed in getting the message across concerning a company's products or services to the intended market and partners. In the wake of distinguishing the specific market, its crystal clear on how to get these products and services to them, however most organizations utilize a blend of publicizing, individual offering, coordinate advertising, referrals, deals advancement and advertising to advance their items or administrations. A promotional strategy includes concentrating on accomplishing speedy deals without a critical endeavour to maintain a long haul client relationship (Kotler, 2003).

The study is guided by Assimilation Contrast Theory. The theory asserts that customers attempt to avoid disunity by altering acknowledgments around an offered thing to adjust it more to cravings (Anderson, 1973). Assimilation Contrast Theory looks at how outside reference costs impact consumers' inward reference cost and resulting advancement assessments. According to this theory, an outside reference value that is respectably higher than a shopper's inside reference cost is seen as conceivable and assimilated (Anderson, 1973).

Promotional strategy makes utilization of an organization's sales potency and business advancement practices that generate a buyer's interest for a given product or service. The manufacturer markets the item to wholesalers, the wholesalers market it to retailers, and finally the retailers market the product to the end users (Kotler, 2013). This strategy tries to pitch straightforwardly to the purchaser, circumventing other circulation channels. This sort of technique concentrates on purchaser advancements and publicizing as the in all probability limited time devices. A pull selling technique is one that requires high spending on publicizing and purchaser progression to create buyer enthusiasm for a thing. If the strategy is compelling, purchasers will approach their retailers for the thing, the retailers will ask the wholesalers, and the wholesalers will request the manufacturers.

Kenya Investment Authority aims at setting up a One Stop Shop to foreign investors in which a financial specialist manages one single foundation to acquire all the vital documentation in one streamlined and facilitated prepare. The operation of this would thereby reduce the number of bureaucratic procedures that hamper investment house through increased costs and time wasted. Key departments which constitute the One Stop Shop would be brought under one roof within the auspices of the Investor Services Division. Investments are anticipated to play a crucial role in the realization of this Vision. In order to achieve the Vision objectives, the level of investments should rise above 20% of GDP in 2013, and maintain an upward trend through the Vision 2030 period. Of critical importance will be growth in public investments, targeting Public Private Partnerships, and building upon progress made in implementation of the six flagship sectors. Private sector investments are expected to maintain a steady growth of upwards of 30% of GDP, in the medium term 2013-2017 (Kenya Investment Authority Report, 2010).

1.1.1 Aftercare Promotion Strategies

According to Harrington and Akehurst (2000), aftercare refer to “every possible services provided at the organization level by Governments and their affiliates , intended to encourage both the effective start-up and the proceeding with advancement of a far-off member in a host nation or area with an intent of amplifying its obligation to the financial improvement”.

With the world turning into a universal village as fuelled by the growth of the transport, communication, infrastructural, trade and investments within and among different countries, there has been a shift in business focus from local to international markets, both for the SMEs and big businesses within a country as well as Multi-National Enterprises (MNCs). Most of these businesses have been forced to reach out to markets beyond their countries of operation so as to overcome local competition and increase their global customer base. This way, there has been a creation not only a global business environment but also a collaboration between different countries, not just those geographically neighbouring each other but also those with strong business ties so as to further ease business operations between each other so as to further enhance the business environment (Selden, 1998).

One of the benefits of a global business and globalization is that it helps bridge the GDP gap that most of our countries are unable to fill through the normal required way of re-investing at least 40% of its GDP to profit -making initiatives. Through FDI, countries are able to move to-

wards economic development, especially since such investments provide an avenue for sales, trade and government income through taxes while at the same time improving the livelihoods of citizens through offering employment opportunities and a source of income for business. Hence, governments have been tasked with seeking for strategies to attract potential foreign investors through positioning themselves as the most deal investment destination. One of the strategies that have been found to be very competitive in realizing this objective is through offering after-care service (United Nations Conference on Trade and Development, 2013).

Worldwide business involves each and every business bargain (private and State, exchanges, stores, coordination and movement) that happen between no less than two zones, countries and nations past their political cut-off points. For the most part, exclusive organizations grasp such exchanges with the end goal of creating benefits; governments set out on them for income and political points. The expression "international business" suggests every one of those business practices which fuse across exchange of items, organizations, assets between no under two countries. Exchanges of monetary assets intertwine capital, limits and people. For global production of physical products and ventures, for example, back, managing an account, protection, development and among others (Joshi, 2009).

Deciding on a promotion strategy to be used for FDI inflows in a country is one of the primary roles of the marketing department. Despite the nation's thing or organization, a strong course of action of restricted time tactics can be used to position a country in an awesome light with current customers and in addition new ones moreover. Aftercare promotional strategies seek to achieve various objectives such as increase the bit of the general business of current things through a blend of forceful evaluating methods, publicizing, bargains headway and more resources given to individual advertising. Aftercare promotional strategies also seek to increase customer loyalty and also increase usage by the existing customers hence market penetration.

Aftercare promotional strategy is the course of action of organization to customers some time as of late, in the midst of and after a purchase. According to Turban et al. (2002) aftercare is a movement of activities planned to overhaul the level of buyer reliability that is, the slant that a thing or organization has met the customer want. Customer advantage accept a basic part in an affiliation's ability to make compensation and pay (Selden, 1998). Starting there of view, after-care should be joined as a component of a general approach to manage ponder change. A cus-

customer advantage experience can change the entire acknowledgment a customer has of the affiliation.

Aftercare is unique among the most imperative components of the advancing mix for things and organizations. Astonishing aftercare makes customer steadiness. Customers today are not recently enthusiastic about the thing they are being offered yet all the additional parts of organization that they get from the appreciated they get when they enter a retail outlet, to the rebate and empower that they to get when they have a protestation about an imperfect thing that they have paid for (Peppard, 2000). All around served client will on most events represent certain compliments, guidance or unleash sudden help in type of dissensions over the past substitute items defaults they encountered in a contenders field (Cook & Hababou, 2001).

1.1.2 Foreign Direct Investment

Foreign direct investment (FDI) is the establishment by an organization of subsidiaries or presence in other countries apart from its country of origin. In most cases, such an organization may establish branches or subsidiaries of its own business in such countries with an intention of making increasing its customer base and footprint with an eventual aim of increasing sales and profits. However, other organizations may buy shares in an already existing company within the country of origin, either so as to share in the company's profits or to increase the distribution structure within such a country.

FDI has become a very important part of international business, especially because it is now viewed as having three-fold benefits, to the investor, to the country of investment and to the people of that country. The benefits to the investor, already stated, include increase in customer base, footprint in different countries, distribution structures for goods and amenities offered as well as proceeds. The company is also able to deal with both local and international competition more effectively. To the government, the benefits come in different forms including increased trade activities within the country, increase in variety of products available in the country, a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes.

On the other side, communities benefit in different ways including getting a ready market for their raw materials, hence getting more financially empowered. Further financial empowerment comes through gaining employment opportunities as well as a source of income for their fami-

lies. This way, communities in whose country a foreign investor ventures are bound to develop economically and even socially (Stein, 2013).

Other benefits of FDI in the country of investment include an influx of capital, which can fuel industrial, manufacturing and trade development through establishment of more business units within the country, all of which go a long way in enhancing fiscal growth of the nation together with the financial empowerment of its constituents. Further, such investment ensures transfer of knowledge, skills and technology into the host country, while at the same time advancing research and development activities that may go a long way to enhancing the business and trade environment within the country. Finally, foreign direct investment is a driver to the global economic integration, an important factor in enhancing development of different countries as well as the growth of the global economy.

1.1.3 Foreign Direct Investments in Kenya

Kenya was a magnet for foreign investors during the 1960's and 1970's but since then, it has underperformed drastically over the last few decades (UNCTAD, 2013). Presence of infrastructure development and liberalization of trade was the main cause of improved development but has since then ceded the leadership on FDI attraction. During the period 1980 to 1990, the foreign direct investments flow into the country deteriorated. This deterioration can be attributed to the sluggish and low growth of the economy, rising problems in the field of public governance, poor infrastructure, high cost of borrowing, inconsistency in economic policies, lack of investor confidence in the reforms and competition. Though Kenya was the lead attractor of FDI in comparison to other East African countries the relative level of inflows by developing countries standards was still very low (UNCTAD, 2013).

Kenya is now a nation on the move and has become an economy driven by exports, technology, labour as well as knowledge-based business. Kenya has now become an encouraging economy to foreign investors as it poses a great opportunity for growth and future prosperity. Foreign Direct Investment (FDI) has been seen as a key driver underlying the continued growth performance experienced within the Kenyan economy (United Nations, 2005). More pro-active strategies have been put in place to attract FDI. The government of Kenya has decided to focus on issues such as manufacturing of basic consumer goods, promoting agri-business activities, di-

versification of activities on export processing zones (EPZ) as well as focusing on making Kenya the regional service hub (UNCTAD, 2013).

1.1.4 Kenya Investment Authority

Kenya investment Authority (KenInvest) was established by an Act of Parliament, the Investment Promotion Act, 2004 of the laws of Kenya (Kenya Economic Report, 2009). KenInvest replaced the erst while Investment Promotion Centre (IPC) that was founded by the Government through an Act of Parliament, Cap 486 of 1986. The IPC was charged with the mandate of promoting private investments in Kenya; at a time when the Structural Adjustment Programmes (SAPS) of the 1980's were affecting the growth of the economy. Private investments were not spared due to a number of decontrols.

KenInvest draws her mandate of promoting and facilitating investments from the Investment Promotion Act, 2004 (Kenya Investment Authority Report, 2010). KenInvest is a state corporation under the National Treasury (Kenya Investment Economic Report, 2009). In Kenya FDIs have performed below expectations due to the combination of various factors which attract Foreign Direct Investments (FDIs). World Bank Doing Business Indicators 2013 shows that Kenya dropped in the last three years consecutively (KNBS, 2012). The rankings indicate Kenya dropped from position 109 in 2011 to 117 in 2012 and 121 in 2013. The role played by investments in economic growth cannot be overemphasized. This fact has been aptly amplified under Kenya's Vision 2030 that aims at accomplishing an all-around aggressive and prosperous nation with a high calibre of life by the year 2030.

KenInvest core functions include the power to issue an Investment Certificate (which replaced the Certificate of General Authority) with regard to any new investment, upon satisfying requirements for the same. It is optional for both foreign and local investors and the Authority is expected to give a written decision within 20 working days, subsequently getting an application for an investment Certificate, re-modelling the Authority into a one-stop shop for investors, as per the Investment Program of the Economic Recovery Strategy 2004, thereby significantly raising its profile and responsibilities, and the expectations of investors for more efficient service delivery and the power to determine whether an investment is beneficial to Kenya. To date, KIA has had mixed fortunes in the execution of its mandate under the Investment Promotion Act.

1.2 Research Problem

Customer service promotional strategy of a country seek to enhance market penetration and market development through FDIs inflows into the country. Strategies such as advertising, sales promotions, direct marketing, public relations, personal selling and also competitive pricing can be used to achieve these. Convincing an organization to meet the expenses of setting up generation in an outside nation or procuring a remote endeavour needs effective aftercare promotion strategy (Hill, 2009). Countries apply aftercare on current goods in prevailing markets and sometimes on current products in fresh markets (Ansoff, Strategic management of technology, 1987). Promotional strategies seek to enhance market penetration and market development. Strategies such as advertising, sales promotions, direct marketing, public relations, personal selling and also competitive pricing can be used to improve foreign direct investments in Kenya. Promotional strategies are applied on existing products in existing markets and sometimes on existing products in new markets (Ansoff, Strategic management of technology, 1987).

KenInvest Authority is a statutory body with a responsibility of providing After Care services for existing investments both locally and internationally. However, FDI in Kenya remains generally powerless considering the extent of its economy and its level of advancement paying little respect to recording the quickest ascent in remote direct ventures (FDI) in Africa and the Middle East, at 47 for each penny, which saw 84 projects in differing divisions started in 2015. There is need to assess the role After Care promotion strategy at KenInvest plays in FDI inflows to the country.

Mwaniki, (2003) did an empirical survey of marketing promotion techniques used by NGOs in their social campaign against HIV/AIDs in Kenya. The study found that marketing propomotion strategies had an influence on the performance of NGOs in Kenya. This study however, did not look at aftercare as a promotional strategy on foreign direct investments in Kenya. Ndegwa, (2003) did a survey on the application of promotion mix in the Agro Chemical Industry while, Githinji (2010) studied strategies used by Safaricom Limited in responding to competitive environment. There studies did not analyse how promotion strategies influence FDI inflows into the country which is the focus of this study. However, Munyoki (2011) looked at the role of the Kenya Investment Authority in attracting foreign direct investment in Kenya where he discovered several initiatives were being undertaken by the authority. The study did not specifically investigate how the authority uses aftercare as a promotional strategy which is the focus for this

study. Dinga (2009) explored the effect of outside direct investment on fiscal development of Kenya. Still the gap on promotional strategies with specific focus on aftercare strategy and FDI inflows into the country exists. In order to fill the gap, the study seeks to determine the influence of aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest). It sought to answer the question: how does aftercare as a promotion strategy influence foreign direct investments in Kenya Investment Authority (KenInvest)?

1.3 Research Objective

The objective of the study was to evaluate aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest).

1.4 Value of the Study

The results in this examination and the insights derived therein went a long way in bridging the information gap at KenInvest concerning aftercare services offered to foreign investors. This enhanced the marketing and customer service departments of the organization in identifying the most important and effective strategies that may be employed to increase customer experience and satisfaction levels ensuring repeat clients and referral of more clients to KenInvest, as well as an increased appeal of the country to foreign investors hence ensuring more foreign direct investment. This way, the organization is making major steps in achieving its corporate mandate of ensuring that the country is more attractive to foreign investors.

The study also had an effect of informing the government on two main aspects, an understanding of the performance of KenInvest on promoting Kenya as a foreign investment destination, as well as the role of the government in supporting and participating in aftercare services through availing required resources and formulating conducive investment policies. This way, the government embark on a strategy of improving its investment-related policies and offering incentives so as to enhance and promote FDI hand in hand with KenInvest. Gradually, the country is able to move towards achieving its economic and financial goals, a part of which involves FDI as one of the development strategies. Also, the country identify some of the effective strategies that may be utilized to increase its competitiveness and position Kenya as the most preferred foreign investment destination among its peers.

Further, the study had a significant impact on foreign investors seeking to venture into the country as it offers information on how aftercare can be further improved, ensuring that their needs are addressed more effectively once foreign and investment policies are re-structured to fit into the insights derived from the study, especially after KenInvest pushes for such changes to be implemented by the government. On the other hand, the study offers information to potential foreign investors on some of the aftercare services offered by the government and KenInvest hence providing critical information necessary for proper decision-making as the investors understand how much support they receive after they decide to invest in Kenya through aftercare services.

Finally, the study is important in academia as it helps bridge the information gap regarding FDI and barriers to investment as well as helping identify some of the incentives that may have been employed to increase customer satisfaction and experience hence increasing FDI opportunities. In addition, the findings of the study offer a platform for evaluating further studies that may have been undertaken by other scholars in the same field to further bridge existing information gaps in the FDI area.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

In this chapter, documented data that is connected and related with the goals of the research be looked into. Vital issues and useful issues brought out and basically analysed to decide the realities. This is a crucial area as it decides the data that connection the present review with the past reviews and associate them to what the future reviews should investigate keeping in mind the end goal to enhance the accessible information.

2.2 Theoretical Foundation

Assimilation contrast theory forms the basis of this study. Assimilation contrast theory sets that purchasers make some kind of mental relationship between presumptions about the thing and the obvious thing execution. As shown by Anderson (1973), customers attempt to avoid disunity by altering acknowledgments around an offered thing to adjust it more to cravings. Clients can moreover lessen the strain occasioned as expected because of expectations among and goods performance either by overturning the expectations so they concur with product performances or by elevating the level of fulfilment by limiting the relative centrality of the disconfirmation experienced.

Assimilation contrast hypothesis additionally looks at how outside reference costs impact consumers' inward reference cost and resulting advancement assessments. According to this theory, an outside reference value that is respectably higher than a shopper's inside reference cost is seen as conceivable and assimilated. An outer reference cost might be presented through a value notice or in-store correspondence that elements both the lower special cost and the higher normal cost. Promotion campaigns that include both the higher regular cost and lower limited time cost are successful than those that incorporate the lower special cost as it were (Blair & Landon, 1979).

Payton et al (2003) contends that Assimilation hypothesis has various deficiencies. In the first place, the approach accept that there is an association among craving and satisfaction however does not decide how disconfirmation of a longing prompts either fulfilment or disappointment. Second, the theory similarly acknowledge that purchasers are prodded enough to change either their cravings or their acknowledgments about the execution of the thing. Different examiners

have found that controlling for genuine thing execution can provoke a positive association among longing and satisfaction. Thus, doubtlessly disillusionment could never happen unless the evaluative methodology were regardless negative buyer needs.

Assimilation contrast theory is identified with this examination in that it has a tendency to clarify how the introduced reference point that fall into gatherings of people's acknowledged region prompt a critical impact. Actually, when the displayed reference point is fallen into gatherings of people's rejected range, there will be not delivered altogether the impact.

Concentrates in light of assimilation contrast theory have censured the significance of outer reference cost in affecting buyer value judgments. Though high outside reference costs are accepted to be decreased, the closeness of such costs ace greater impression of customer speculation reserves. Notwithstanding the way that this theoretical approach has been used just with respect to esteem headways, it can be extended to the appraisal of non-esteem progressions. For example, with respect to an advertisement advancement, it is significant to evaluate the farthest point and inundation measures of free thing that convey purchaser impression of assets.

2.3 Drivers of Foreign Direct Investment

Popa et al. (2010) says that FDI represented one of the most dynamic parts of the global economy, which, in the context of continuing globalization of international financial flows determines the economic participants to know the specific elements of the business and to use a specialist in international business management. Generally, Bloningen (2014) views FDI as a remote organization's speculation into business exercises by building up assembling, administration and generation organizations as backups in an alternate nation than the base camp's home. UNCTAD (2008) characterizes FDI as a long haul connection between organizations in the source nation (the financial specialist) and another organization in the host (investment nation).

There has been checked increment in both the stream and supply of FDI on the planet economy over the most recent 30 years that is from 1980's. According to UNCTAD (1998-2010), the average surge of FDI extended from \$25billion in 1975 to a record of \$1.2 trillion in 2000, going before tumbling to a normal \$620 billion in 2004. Over this period, the surge of FDI stimulated speedier than the improvement in world trade and world yield.

Kenya like most manufacturing countries is exceptionally critical about the advantages of facilitated commerce and speculation subsequent to picking up autonomy in 1963. Kenya executed exchange limitations and capital controls in 1970's and 1980's as a chief feature of an approach of import-substitution industrialization gone for obtaining local businesses and preserving the limited international export reserves. Rodrik (2014) contends this internal looking improvement procedure debilitated exchange and additionally FDI and effects affected financial development. In the period between 1990 and 1999 average FDI inflows to Kenya was US \$17 million with a corruption index of 2.8. Transparency International (2010) posited that during the period between 2000 and 2007, average FDI inflows in millions of US dollars for Kenya rose significantly to \$119 million yet the corruption index had plummeted to 1.6. To attract more FDI, the Kenyan Government has made the fascination of FDI an unmistakable approach need and to this end built up KENINVEST as a semiautonomous organization in 2004. From that point forward, FDI inflows to Kenya have seen an unflinching increment, achieving US\$ 141 million in 2009 and US\$ 133 million in 2010 (Basu and Srinivasan, 2012).

The nation got generally extensive capital inflows incompletely determined by quick development in the agrarian division, expansionary financial and fiscal approaches, reasonable spending shortfall and the import substitution industrialisation (ISI) strategy. This involved overvalued exchange rates, import tariffs, quantitative restrictions and import licensing (Ikiara et al, 2003). Other factors included large and favourable regional markets from the original East African community (EAC) which attracted FDI into the country (World Bank, 2010). However, after the 1980s, Kenya's economy was characterized by deterioration in economic performance, corruption and bad governance (Klemm and Parys, 2009).

Drawing in new financial specialists is customarily the principle movement of venture advancement. Aftercare advancements are a regularly dismissed some portion of speculation advancement. Be that as it may, compelling aftercare advancements can altogether support general internal remote direct speculation (FDI) to a nation. Youthful and Hood (1994) state that the recognizable proof of probable aftercare services, which may be given by FDI offices or Investment Promotional Agencies (IPAs) and associated firms, should be set nearby financial specialist necessities. Administrations contrast generally and are connected to speculator encounter, financial specialist strategies, speculator estimate and the innovation, advancement stage and nationality.

For a long time, efficiency as a determinant of FDI tries to exploit contrasts in variable expenses among locations. As it is concentrated on relatively unsophisticated tasks, it is especially seen in investments by firms from higher cost regions into low cost regions in order to reduce costs. The extension for productivity looking for FDI begins from advances in ICT, exchange progression and financially savvy transportation, which empower firms to exploit universal variable cost differentials. Efficiency seeking FDI has contributed significantly to the growth in intra-industry trade flows (Anyanwu, 2012; Earnst & Young, 2014).

Different from the traditional asset-exploitation motives of FDI, firms grow universally with the essential goal of gaining important information that lives abroad, as opposed to abuse existing capabilities (UNCTAD, 2012). In the growing search of many companies for an optimal network configuration to remain competitive, such strategic asset seeking motives have gained importance. A strategic asset or capabilities seeking extension would enable the speculator to get to new innovation, abilities or learning and may include the accompanying vital operations, for example, securing of key set up nearby firms; and procurement of neighborhood capacities including R&D (counting existing licenses), information and human capital.

Furthermore, market size remains an important determinant of global FDI flows. Once a specific international market reaches a certain level of importance in terms of profit generation, FDI becomes a considerable option within firms to better serve this local market. Such FDI might relate to the establishment of a local representative office or a local sales and marketing office, but also to local production if the local or regional market is of considerable size and costs can be lowered (Anyanwu, 2012; Earnst & Young, 2014).

2.4 Aftercare promotion Strategies and Foreign Direct Investment

A significant correlation exist amongst FDI and the progress of the economy of a country, with FDI being viewed as having played a chief part in many countries, as a key driver of the economy and a source of employment for many citizens as well as a source of income for many families.

At national, subnational and common level, investment aftercare capacities or projects are done by IPAs. IPAs are characterized as legislative or semi-administrative offices accused of the fascination and maintenance of FDI and the arrangement of related administrations. Much of the time this additionally includes formulating motivating force conspires and arranging the terms

of the venture with the outside financial specialist (Dreyhaupt, 2006). Building up IPAs has turned into a focal part of most nations' advancement systems. Amid the 1990s, the quantity of open part IPAs expanded significantly around the world. As per the World Bank (2005), there are presently more than 150 national and more than 250 sub-national IPAs. This pattern is moderately fresh ever since just a modest bunch of these offices happened during the past 20 years. While trying to upgrade the advantages of FDI for their nations' economies, these organizations mean to react to the necessities of potential financial specialists.

With this in mind, it has become paramount for businesses to continually seek opportunities beyond their geographical borders hence improving their performance through more sales beyond the competitive local business environments. With such a global approach to life, mainly referred to as globalization, businesses face different challenges, main ones being overcoming local competition in the countries of operation, dealing and complying with local laws and policies as well as gaining an understanding of the target consumers in the different segments so as to determine their need, likes and preferences hence formulating strategies that are important in appealing to the different consumer segments in different countries of operation.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter clarifies the approach utilized by the investigator in finding answers to the research queries. The chapter organization is sequentially arranged in the following arrangement: research design, data gathering and the analysis of the collected data.

3.2 Research Design

The research embraced a descriptive research design. As per Chandran (2004), research design is an understanding of the conditions for gathering and investigating information in a way that consolidates their connections together with the economy of the methods. The descriptive design was utilized on the grounds that it empowers one to catch every apropos part of a circumstance while utilizing a unit study and examination (Best, 2003).

3.3 Target Population

The target population is an identifiable aggregate gathering or accumulation of components that are important to a specialist and gave the data identifying with the examination (Hair, 2003). This study targeted foreign investors that have received aftercare services from KenInvest in the past 2 years were interviewed. According to KenInvest website (2017), the number of firms that received aftercare services is 10 which the study targeted.

3.4 Data Collection

Primary data was collected from managers in sales, marketing, finance and corporate affairs by use of a questionnaire. As per Shao (1999), a questionnaire is a prescribed set of questions intended for collecting info on or after respondents so as to achieve the objectives of the study. The questionnaire were organised in three sections. Section one contained the demographic information of the respondents, section two asked questions about aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest) while section three covered information on foreign direct investments.

Secondary data was obtained by utilizing research work already available in literature and other documents including company periodicals, economic survey reports and statistical abstracts.

3.5 Data Analysis

The data gathered was subjected to analysis through the usage of SPSS- Statistical Package for Social Sciences. This is because SPSS is quite elaborate and offer wide choices in analysis and presentation of data. Data was analysed through descriptive statistics. Findings was presented in frequencies, percentages, means and pie-charts.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents data findings from the field, its analysis and interpretation. The data was collected using questionnaire and analyzed using descriptive analysis. Data was on aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest). The presentation of results was in form of frequencies, percentages, means and pie-charts.

4.2 Response Rate

The study targeted managers in sales, marketing, finance and corporate affairs from 10 firms making a population of 40 respondents. From the results, all managers responded giving a response rate of 100%. This rejoinder rate agree with the discoveries by Mugenda and Mugenda who showed that a reaction rate more noteworthy than 70% is great. Subsequently the reaction rate was agreeable.

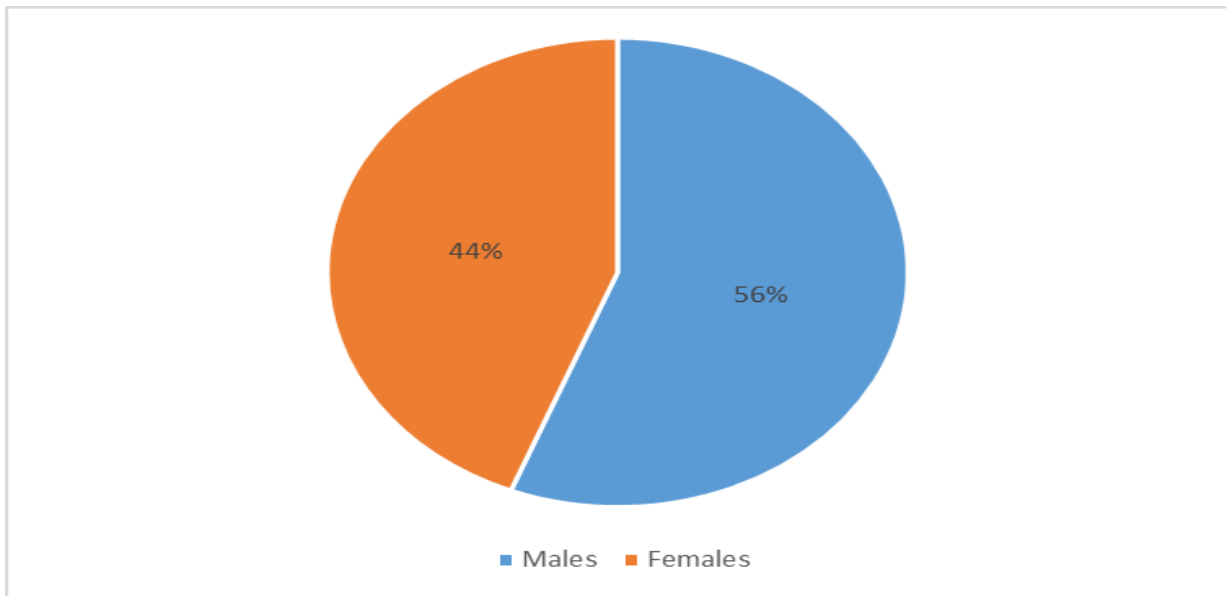
4.3 Demographic Information

Under this section, some of the basic information regarding the respondents were asked in order to establish the grounds for the study.

4.3.1 Gender

In the study, the researcher asked the respondents to indicate their gender. The responses are as follows.

Figure 4.1: Gender of the Respondents

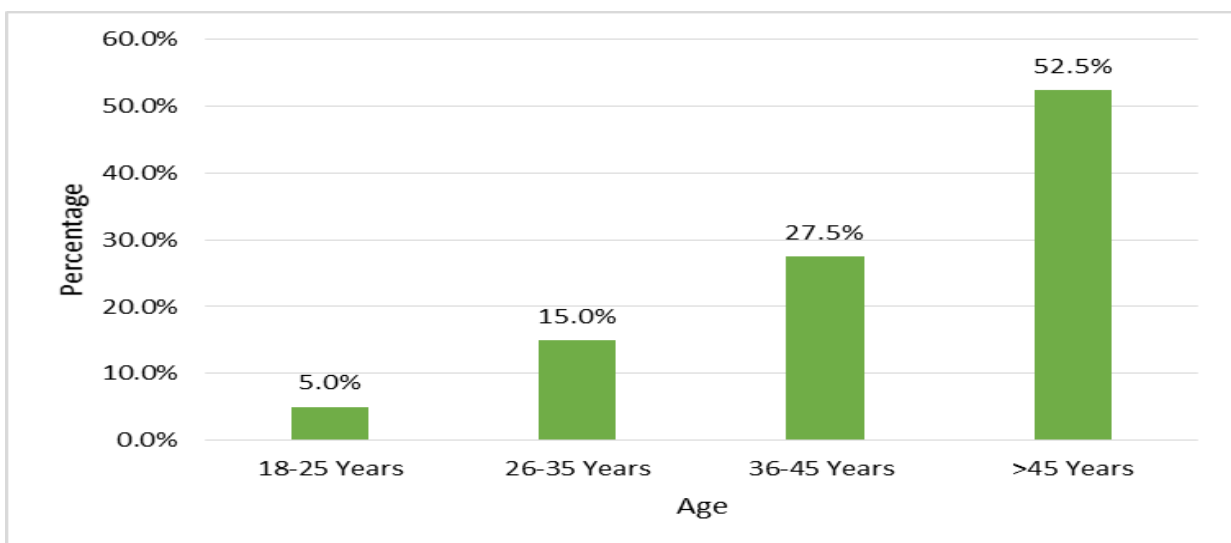


From the table above, data presented highlight that majority of the respondents (56%) constituted males while (44%) of the respondents were females. This shows that there are slightly more male involved in this study than the female employees, thus an indication that gender balance was observed.

4.3.2 Age

The respondents were asked to state their age and the results are shown in the symbol below.

Figure 4.2: Age of the Respondents

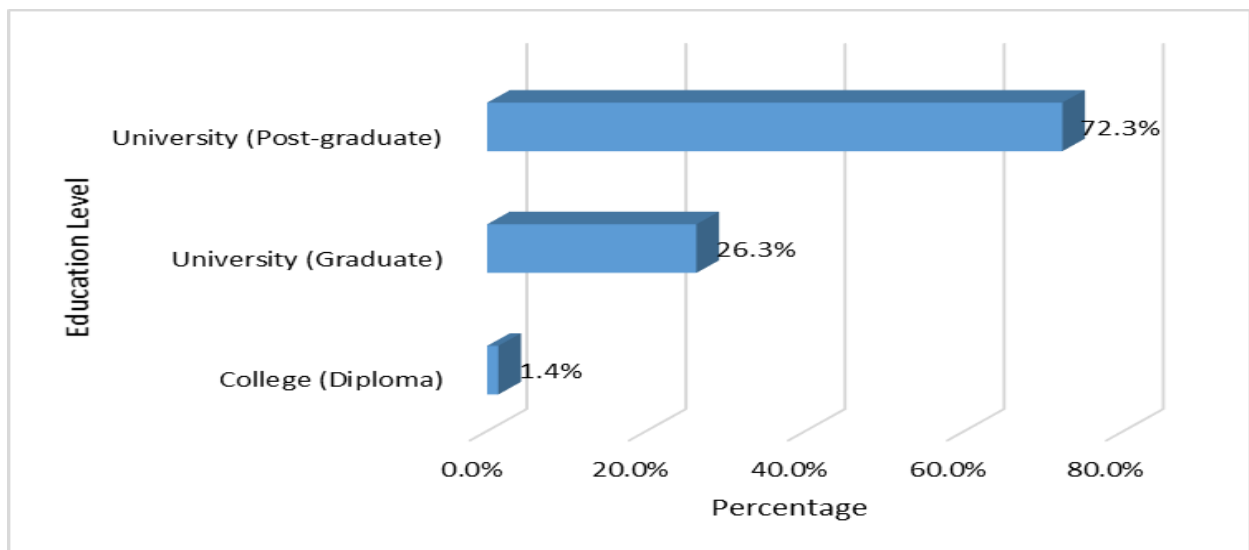


The results show that most (52.5%) of the respondents were above 45 years, 27.5% were between 36-45 years, 15% were between years while 5% of the respondents were between 18-25 years. The findings suggest that most managers were old enough to fully understand aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest). According to UNCTAD (2007), recruitment of staff aged above 40 years that may perhaps went to retreat early, or those working part-time, have a great significance in aftercare services due to their superior experience.

4.3.3 Education Level

In this study, the respondents were asked to indicate their highest level of education. The results are as follows.

Figure 4.3: Highest Education Level

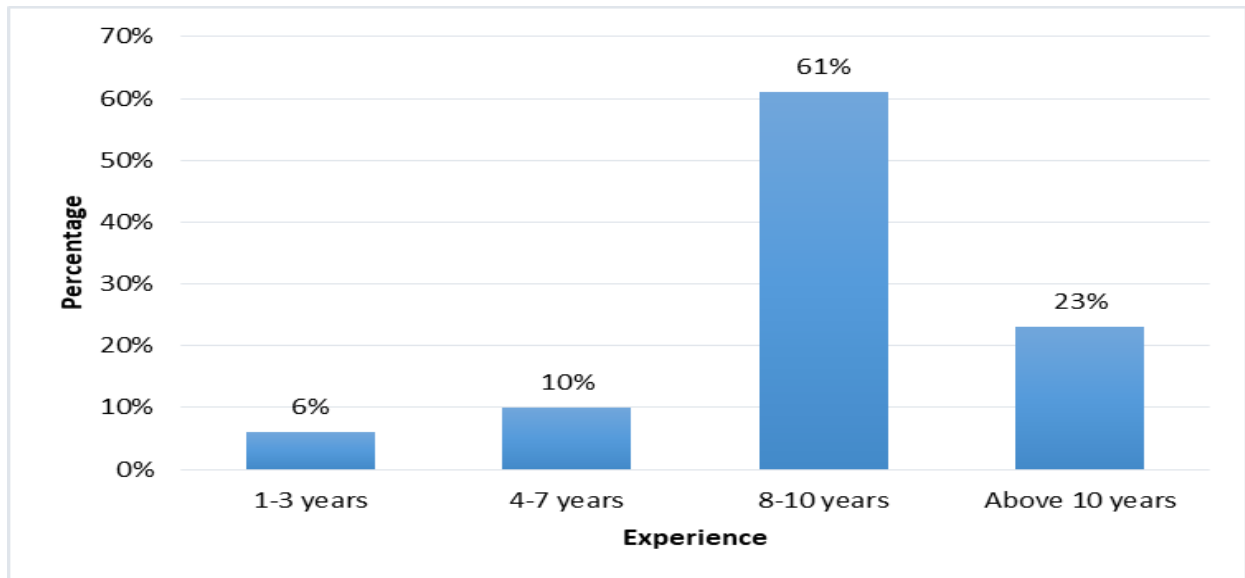


From the findings, majority of the respondents (72.3%) stated that they had achieved university's postgraduate degree as their highest education level while 26.3% and 1.4% stated that they had university's undergraduate degree and diploma as their highest education level respectively. The findings implied that most of the respondents had postgraduate degree and thus an indication that most managers were literate and could understand the matter under investigation with ease. According to Young and Hood (1994), the calibre of the staff delivering aftercare can influence decisions made by organizations.

4.3.4 Period of Service

The respondents were asked to specify their period of service in the organization. This data was analyzed and results are as follows.

Figure 4.4: Period of Service of the Respondents



The study established that 61% of the respondents had served for 8-10 years, 23% had served for a period above 10 years, 10% of the respondents had served between 4-7 years while 6% had served for a period between 1-3 years. The findings imply that a large number of the employees had served for over 8 years and thus had adequate knowledge on matters concerning aftercare and FDI. UNCTD (2007) indicate that successful implementation of services require close working relationships among employees who possess good working protocols since they will make it easy to extend to service-level agreements between stakeholders.

4.4 Aftercare Promotion Strategies

4.4.1 Strategies Offered

The study asked the respondents to indicate aftercare services they received from KenInvest. As per the results, most of the interviewees designated forceful evaluating methods as the aftercare services they received from KenInvest. Most of the respondents also indicated bargains headway as the aftercare services they received from KenInvest, while some of the respondents stated resources for individual advertising as the aftercare services they received from KenInvest.

Therefore, aftercare promotion strategies are along these lines one portion of the correspondence procedure with clients. Generally it works co-operatively with statistical surveying in an iterative input circle so the always showing signs of change necessities of clients are met by limited time exercises that objective or even expect these communicated needs. As indicated by UNCTD (2007), aftercare advancement administrations incorporate; empowering and supporting the improvement of new, updated, higher esteem included items and administrations of key an incentive to the company's system; sustaining neighbourhood providers to global norms; connecting the senior supervisors and executives of the organizations into abnormal state and national approach and impacting systems; and arrangement backing exercises.

4.4.2 Level of Satisfaction

The study further asked the respondents to indicate whether they were satisfied with aftercare services they received. The outcomes are illustrated in table 4.1.

Table 4.1: Level of Satisfaction

Level of Satisfaction	Frequency	Percent (%)
Fully Satisfied	35	87.5
Not satisfied	3	7.5
Little satisfied	2	5
Total	40	100

As per the results, majority of the respondents (87.5%) were fully satisfied with aftercare services they received, 7.5% of the respondents were not satisfied with aftercare services they received, while 5% of the respondents were little satisfied with aftercare services they received. The results therefore indicated that most managers were fully satisfied with aftercare services they received. IPAs must choose which aftercare administrations they will address and outline, and convey the suitable items with staff enrolled or extraordinarily prepared for the best level of satisfaction to be achieved.

4.4.3 Aftercare service and its Influence on FDI

The study asked the respondents to state whether aftercare service influence FDI inflows in Kenya. The results are indicated in the table below.

Table 4.2: Aftercare service and its Influence on FDI

Aftercare service and its Influence on FDI	Frequency	Percent (%)
Yes	40	100
Total	40	100

The study established as shown in Table 4.2 that all of the respondents (100%) were in agreement that aftercare service influence FDI inflows in Kenya. The findings imply that aftercare service influence FDI inflows in Kenya. This is an indication that aftercare promotional strategies increase customer loyalty and also increase usage by the existing customers hence market penetration. As such, FDI inflows are promoted thus increasing marketing among organizations.

DTI (2006) argues that there tends to be a great influence of aftercare services on an assortment of FDI matters, which can help in flagging issues and new patterns. For instance, aftercare services help to post for changes in corporate faculty, particular corporate improvements, or corporate societies that may change the circumstance. Aftercare services also has an affects the future course of the firm, the advancement of new capacities and the corporate improvement way in the host district. On the other hand, the value of appropriate aftercare services help in the estimation of yields, as well as during the time spent characterizing what those yields are, or could be relied upon to be, with the goal that the part of the IPA in aftercare turns out to be progressively certain and very much characterized.

4.4.4 Level of Influence

Furthermore, the examination requested that the respondents to demonstrate the degree to which promotional strategies influence foreign direct investment. The table below shows the findings.

Table 4.3: Level of Influence

Level of Influence	Frequency	Percent (%)
Great extent	36	90
Moderate extent	4	10
Total	40	100

As per the results, 90% of the respondents designated that promotional strategies influence foreign direct investment to a great extent while 10% specified that promotional strategies influence foreign direct investment to a moderate extent. The findings imply that promotional strategies influence FDI to a great extent in such a manner that the programmes depend on a fundamental reason that connections it with monetary advancement arrangement and incorporate a progression of advertising and limited time occasions to the focused on built up speculators (Young and Hood, 1994).

4.4.5 Level of agreement of Statement on Aftercare Promotion

The respondents were additionally solicited to call attention to their level from concurrence with the statement that “aftercare is unique among the most imperative components of the advancing mix for things and organizations”. The responses are indicated below.

Table 4.4: Level of agreement of Statement on Aftercare Promotion

Level of agreement of Statement on Aftercare Promotion	Frequency	Percent (%)
Strongly agree	26	65
Agree	14	35
Total	40	100

As per the study findings, most of the respondents (65%) strongly agreed that aftercare is unique among the most imperative components of the advancing mix for things and organizations while 35% of the respondents agreed that aftercare is unique among the most imperative components of the advancing mix for things and organizations. This is an indication that aftercare promotion services are essential for the satisfaction of customers. This is due to the fact that aftercare promotion has clear approaches and a lawful system for speculation, and also predictable tenets and directions and their reasonable and reliable application.

In addition, the aftercare benefit has opportune and available data revelation, a compelling helpdesk for financial specialists, and receptiveness to the media and the general population on speculation strategies and rehearses; and persistent discourse between the Government and the speculator group and also different partners, which nourishes into policymaking (UNCTAD, 2007). All these factors tend to create best environment for customers to thrive in thus increasing the level of foreign direct investment.

4.4.6 Factors that enhance the effectiveness of the sales promotion strategies

The respondents were additionally solicited to call attention to their level from concurrence with the statements regarding factors that may enhance the effectiveness of aftercare promotion strategies. The responses were appraised on a five point Likert scale and are as follows.

Table 4.5: Effectiveness of Aftercare Promotion Strategies

Effectiveness of Aftercare Promotion Strategies	Mean	Std. Deviation
Free gifts attached to the product	3.08	0.134
Free Samples given to individual advertising	3.66	0.657
Vouchers	4.33	0.442
Publicizing	4.08	1.327

According to the Table above, a large number were in agreement that vouchers, publicizing and free samples given to individual advertising enhance the effectiveness of aftercare promotion strategies on foreign direct investment with mean scores of 4.33, 4.08 and 3.66 respectively. Most of the respondents were neutral with the statements that free gifts attached to the product enhance the effectiveness of aftercare promotion strategies on foreign direct investment as indicated by a mean score of 3.08. The findings therefore insinuate that vouchers, publicizing and free samples given to individual advertising enhance the effectiveness of aftercare promotion strategies on foreign direct investment. This concurs with Kotler, Haider and Rein (1993) who argue that an extensive variety of associations, from both the general population and private areas, can conceivably be engaged with what is called aftercare administrations which incorporate, enrollment, money related administrations, and different business and expert administrations, for example, data and correspondence innovation (ICT) and legitimate help.

4.4.7 Statements on Aftercare Promotion Strategies

In order to further assess aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority, the respondents were requested to indicate the extent to which

they agreed with statements on aftercare promotion strategies. The responses are shown in Table 4.6.

Table 4.6: Statements on Aftercare Promotion Strategies

Statements on Aftercare Promotion Strategies	Mean	Std. Deviation
Aftercare makes customer steadiness	3.51	0.970
Customers today are not enthusiastic about the thing they are being offered	1.22	0.883
Aftercare services unleash sudden help in type of dissensions	3.01	0.966
Aftercare services aid in customer advantage experience	4.29	0.745

As per the results, a vast number of the respondents were in agreement that aftercare services aid in customer advantage experience as shown by a mean score of 4.29, aftercare makes customer steadiness as shown by a mean score of 3.51. Additionally, most of the respondents were neutral that aftercare services unleash sudden help in type of dissensions as shown by a mean score of 3.01.

However, most of the respondents strongly disagreed that customers today are not enthusiastic about the thing they are being offered with a mean score of 1.22. The findings imply that aftercare services aid in customer advantage experience. This occurs through seminars, trade shows and fairs that provide opportunities for customers to meet and form relationships with people from the corporate world, public institutions and other organizations. At such conferences, investment promoters can search for potential investors or obtain ideas on how to make the project proposal attractive to potential investors. Therefore, aftercare is a center capacity in promotion of investments. It isn't a solitary action in the IPA, so it should be completely incorporated with other exercises and activities, and must be very much organized with all the specialist co-ops inside an area or nation (UNCTD, 2007).

4.5 Foreign Direct Investment

4.5.1 Relationship between Aftercare Promotion Strategy and FDI

The study asked the respondents to state whether there is a connection amongst FDI inflows and aftercare promotion strategies in Kenya. The results are indicated in the table below.

Table 4.7: Relationship between Aftercare Promotion Strategy and FDI

Aftercare Promotion Strategy and FDI	Frequency	Percent (%)
Yes	40	100
Total	40	100

As per the results, all respondents (100%) designated that is a relationship between FDI inflows and aftercare promotion strategies in Kenya. This is because of disaggregation of significant worth chains and production of progressively particular corporate capacities to exploit the more prominent locational offering worldwide has prompted the ascent of set up FDI and the quantity of remote offshoots, hence expanding the aftercare overhauling workload.

In addition, aftercare services are related to FDI in that the former exhibits more chances to advance extra and related venture. In such a situation, for auxiliaries to develop and climb the esteem chain, Spee (2005) contends that they may need to take control over their own fates to move from branch plants or implementers to being dynamic backups, specific benefactors or key pioneers with a future in the corporate. This makes crafted by aftercare exercises progressively critical in holding and enhancing built up investors.

Lastly, there is a relationship between aftercare services and FDI through mergers and acquisitions which lead to restructuring and reorganization of operations. According to Delaney (2005), restructuring of any organization helps both parties to work intimately with remote auxiliaries in their district. This is to guarantee that they are better inserted and offer some benefit to the systems of which they are part with the goal that they don't turn into the objects of cutting back or conclusion.

4.5.2 Statements on Foreign Direct Investment

The investigation additionally looked to discover the degree to which the respondents agreed with the following selected attributes concerning foreign direct investment. The findings are insinuated in the table below.

Table 4.8: Statements on Foreign Direct Investment

Statements	Mean	Std. Deviation
FDI has become a very important part of international business	3.88	0.644
FDI increased trade activities within the country	3.58	0.097
FDI increase in variety of products available in the country	3.61	0.871
FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes	4.22	0.642

From the findings, a vast number of the respondents agreed with the statement that FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes, FDI has become a very important part of international business, FDI increase in variety of products available in the country and FDI increased trade activities within the country as shown by mean scores of 4.22, 3.88, 3.61 and 3.58 respectively. This imply that at Kenya Investment Authority, FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes, FDI has become a very important part of international business, FDI increase in variety of products available in the country and FDI increased trade activities within the country. This concurs with UNCTD's (2007) argument that since the 1980s, FDI has played a major role in both developed and developing countries' total inflows, thus promoting the global economy.

4.5.3 Determinants of Foreign Direct Investment

The study asked the respondents to indicate the highest determinant of Foreign Direct Investment. Table 4.9 illustrates the responses.

Table 4.9: Determinants of FDI

FDI	Frequency	Percent (%)
Market Size	9	22.5
Efficiency	7	17.5
Mergers and Acquisition	19	47.5
Resource and Development	5	12.5
Total	40	100

As per the results, most of the respondents (47.5%) indicated mergers and acquisition as the highest determinant of Foreign Direct Investment, 22.5% of the respondents indicated market size as highest determinant of Foreign Direct Investment, 17.5% of the respondents indicated traditional efficiency as the highest determinant of Foreign Direct Investment while 12.5% of the respondents indicated resource and development as highest FDI determinant. This is an indication that merger and acquisition was the highest FDI determinant. The findings of this study harmonises with FDI/TNC database (2007) which indicate mergers and acquisitions (M&As) make up an incredible segment of aggregate FDI, with the quantity of cross-outskirt M&A bargains achieving 6,134 of every 2005, with an aggregate estimation of \$716 billion, or about 80 for each penny of worldwide FDI inflows. In this way, inside this worldwide picture, the quantity of M&A including organizations in creating nations is likewise increasing.

4.5.4 Vitality of customer service strategies on foreign direct investment

The study sought to find out how effective customer service strategies in regard to foreign direct investment were. According to the study results, a large number of the respondents indicated that effective customer service strategies tend to support FDI and thus drive economic development which is a major focus of countries and government agencies charged with promoting and securing new investment. Furthermore, most of the respondents indicated that strategies, policies and initiatives improve promotional and organizational efficiencies and effectiveness in an increasingly competitive global FDI market.

The viability of aftercare programs are affected by the conveyance mode chose: in-house by the national Investment Promotional Agency; in-house by the subnational Investment Promotional Agency; in-house by the nearby Investment Promotional Agency; or outsourced to a national, subnational or neighborhood accomplice (open, private or non-benefit). Moreover, aftercare ser- indecencies through the record administration framework help in dividing the group of internal investors and apportioning organization overhauling to particular record chiefs. In that capacity, diverse priori-ties, targets and administration levels are concurred for various firms as far as their division characteristics accordingly advancing FDI.

4.7 Discussion of the Findings

The investigation found that there existed several aftercare promotional strategies in Kenya In- vestment Authority. This concur with Thompson (1998) who posited that aftercare promotion comprises of showcasing exercises that fortify purchaser buying and merchant adequacy and incorporates shows, public expos, coupons, challenges, tests, premiums, item exhibits and vari- ous non-repetitive offering endeavors utilized joined with different types of advancement to measure, help, supplement, or generally bolster the goals of the limited time program.

The findings found out the various factors enhancing the effectiveness of aftercare promotion which include publicizing, free samples given to individual advertising, vouchers and publiciz- ing. The findings concur with Yeshin (2006) who observed that customers have become more and more sophisticated and require higher levels of persuasion which comes as checks, uncondi- tional presents, rewards, free broadcast appointment among other aftercare special exercises. These aftercare limited time exercises make a more prominent level of prompt reaction than some other marketing correspondence action (Yeshin, 2006).

The study also established that promotional strategies influence foreign direct investment to a great extent. The findings are also in line with Belch and Belch (1998) who observed that promotional strategies influence foreign direct investment in that the way toward purchas- ing begins in the psyches of the customer, which prompts the finding of alternatives between items that can be procured with their relative favorable circumstances and inconveniences. This prompts inward and outer research took after by a procedure of basic leadership for pursue and utilizing the merchandise and after that the post buy conduct which is additionally exceptionally

important, in light of the fact that it provides some insight into the advertisers whether their item has been a win or not..

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the findings presented in chapter four according to the study objectives. This chapter also presents the conclusions and the recommendations to the study.

5.2 Summary of Findings

The study found that forceful evaluating methods were the aftercare services they received from KenInvest. The study found that most managers were fully satisfied with aftercare services they received. The study found that aftercare promotional strategies increase customer loyalty and also increase usage by the existing customers hence market penetration. The study found that promotional strategies influence foreign direct investment to a great extent. The study also found that vouchers, publicizing and free samples given to individual advertising enhance the effectiveness of aftercare promotion strategies on foreign direct investment.

The study also found that aftercare services aid in customer advantage experience. This occurs through seminars, trade shows and fairs that provide opportunities for customers to meet and form relationships with people from the corporate world, public institutions and other organizations. The study found that FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes, FDI has become a very important part of international business, FDI increase in variety of products available in the country and FDI increased trade activities within the country. It also found that merger and acquisition was the highest determinant of Foreign Direct Investment. The study found that strategies, policies and initiatives to improve promotional and organizational efficiencies and effectiveness in an increasingly competitive global FDI market.

5.3 Conclusion

The study concluded that aftercare promotion strategies are thus one half of the communication process with customers. Mostly it works co-operatively with market research in an iterative feedback loop so that the constantly changing requirements of users are met by promotional activities that target or even anticipate these expressed needs. The study concluded that FDI inflows are promoted thus increasing marketing among organizations.

The study concluded that in conferences, investment promoters can search for potential investors or obtain ideas on how to make the project proposal attractive to potential investors. The study revealed that FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes, FDI has become a very important part of international business, FDI increase in variety of products available in the country and FDI increased trade activities within the country. It also concluded that strategies, policies and initiatives to improve promotional and organizational efficiencies and effectiveness in an increasingly competitive global FDI market.

5.4 Recommendations

The study recommends that the management of organization should focus on rationale of aftercare promotion, so as to achieve a long term effect on increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

5.5 Suggestions for further Research

This research was done mainly on aftercare as a promotion strategy on foreign direct investments in Kenya Investment Authority (KenInvest). Therefore, a similar study should be done in other organizations for comparison purposes and to allow for generalization of findings in regard to aftercare as a promotion strategy on foreign direct investments.

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APPENDICES

Appendix One: Questionnaire

Section One: Background Information

1. What is your gender?

Male Female

2. Please indicate your age group

<17 Years 18-25 Years 26-35 Years 36-45 Years

>45 Years

3. What is your highest level of education?

Primary level College (Diploma) University (Graduate)

University (Post-graduate) Others (specify)

4. What is your period of service in the organization?

1-3 years 4-7 years 8-10 years Above 10 years

Section Two: Aftercare Promotion Strategy

5. Please indicate aftercare services you receive from KenInvest

.....
.....
.....

6. How satisfied were you with aftercare services you received?

Fully Satisfied Not satisfied Little satisfied

7. In your opinion, does aftercare service influence FDI inflows in Kenya?

Yes No

8. State the extent to which the promotional strategies influence foreign direct investment

Very great extent Great extent Moderate extent

Less extent Not at all

9. What is your level of agreement with the following statement, “aftercare is unique among the most imperative components of the advancing mix for things and organizations?”

Strongly agree

Agree

Disagree

10. Indicate on the scale of one (1) to five (5), where; 5 – Strongly Agree; 4 - Agree; 3 - Neutral; 2 - Disagree; 1 - Strongly Disagree, the extent to which you are aware of the following factors that may enhance the effectiveness of aftercare promotion strategies.

Aftercare Promotion Strategies	5	4	3	2	1
Free gifts attached to the product					
Free Samples given to individual advertising					
Vouchers					
Publicizing					

11. Please indicate the extent to which the following statements on aftercare promotion strategies. Where 5 – Strongly Agree; 4 - Agree; 3 - Neutral; 2 - Disagree; 1 - Strongly Disagree.

Statements	5	4	3	2	1
Aftercare promotion strategy makes customer steadiness					
Customers today are not recently enthusiastic about the					

thing they are being offered					
Aftercare services unleash sudden help in type of dissensions					
Aftercare services aid in customer advantage experience					

Section Three: Foreign Direct Investment

12. In your opinion, do you think there is a relationship between FDI inflows and aftercare promotion strategies in Kenya?

Yes No

13. By ticking in the space provided, indicate the extent to which you agree or disagree with the following selected attributes concerning foreign direct investment. Use a Likert scale of 1-5 where; 5 – Strongly agree, 4 – Agree, 3 - Not sure, 2 – Disagree, 1 – Strongly disagree.

Statements	1	2	3	4	5
FDI has become a very important part of international business					
FDI increased trade activities within the country					
FDI increase in variety of products available in the country					
FDI provides a ready market for raw materials for manufacturing companies as well as acting as a source of government revenue through taxes.					

14. From the below factors, which would you consider as highest determinant of Foreign Direct Investment?

Market Size	
Merger and acquisition	
Efficiency	
Resource and Development	

15. Please explain how effective are customer service strategies in regard to foreign direct investment?

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