

**THE INFLUENCE OF SOCIO-CULTURAL ENVIRONMENT ON ADVERTISING
CAMPAIGN BY MULTINATIONAL COMPANIES OPERATING IN KENYA**

BY

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DECLARATION

I hereby attest that this project is my own authentic compilation and no presentation of it has been done in any other learning institution.

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This project has been presented for evaluation with my assent as University Supervisor.

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DEDICATION

I dedicate this project to my loving, late parents, my guardians and my siblings for their unwavering support, continuous encouragement and motivation during my studies. I appreciate all the advice given guidance and sacrifices made for my success.

ACKNOWLEDGEMENT

I express my utmost gratitude to our Almighty God for coming this far. I also recognize my work makes who have supported me and my efforts in successfully completing my research.

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ABSTRACT

Consumers' attitudes, preferences, and purchase behavior are influential factors of marketing and advertising strategy. The socio-cultural framework outlines the continuous interaction of cultural and social factors to give us a deep understanding, in this case, its influence on behavior, attitudes preferences, marketing and advertising on consumers. The study's objective was to establish how socio-cultural environment influences advertising message adopted by MNCs in Kenya. Cross-sectional survey was used in this research. The population of the study was 150 MNCs in Kenya. Simple random sampling method was used to select 75MNC companies in Kenya. Semi structured questionnaire was used to collect primary data. The study used factor analysis to describe the influence of socio-cultural environment on advertising message by MNCs in Kenya. The findings revealed that socio-cultural environmental factors significantly influence advertising strategy of MNCs in Kenya. However, social factors such as family set up, social status and language influenced advertisement strategy at great extent as compared to cultural factors. The study concluded that Social and cultural factors are elements that pervade every sphere of society. It was recommended that global marketers pay close attention to social cultural elements of foreign markets that they are targeting and should not hesitate in devoting resources to better understanding socio-cultural environment of new markets for business success.

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LIST OF ACCRONYMS AND ABBREVIATIONS

MNCs : Multinational Corporations

PESTEL : Political- Economic – Socio- Technological Environmental and Legal Factors

KFCB: Kenya Films and Classification Board

ASA : Advertising Standards Authority

FDI: Foreign direct investment

CHAPTER ONE: INTRODUCTION

1.1 Background

Socio-cultural environment is broadly defined as both the social and cultural aspects of a people that are passed on from generation to the next. The components of socio-cultural environment include attitudes, values, beliefs, habits, lifestyles and forms of behavior constructed from religious, educational and social conditioning and culture (Bennett and Kassarian, 1972; Adeleke et al 2003). Advertising campaigns implemented by companies operating across geographical borders require effective marketing to survive in business environments that are foreign to them. Advertising is one of the fundamental elements of promotion of products and services in international business. Advertising is described as “a form of communication which is paid for by a known source with the aim to persuade a course of action in the viewer now or in the possible future” (Richards and Curran, 2002, p 74). Advertising strategy is described as a plan made to reach and convince potential customers to purchase a product or service. Advertising strategies form part of the promotional mix adopted by companies operating on a global scale. A multinational company is defined as an entity that controls operations across borders and that operates in and between various countries (Forsgren, Holm, & Johanson, 2005).

The Geert Hofstede’s Cultural Dimensions theory seeks to explain how members of a society are influenced by its socio-cultural values and how their values are related to their behavior. Factor analysis is used to derive this structure. The hierarchy of effects theory of advertising explains that for advertising to be effective and give desired results, several stages are completed and passed. The AIDA model will be covered in this study. The study also anchored on the eclectic theory of internationalization which explains why enterprises engage in foreign activities based on their ability to adopt foreign markets for their advantage.

The global environment in which multinational companies operate is unfamiliar in social, cultural, political, economic, legal and technological terms (Ogotu & Samuel, 2012). The greatest influence on multinational’s decisions to make Kenya regional head quarter is its market potentiality and availability of skilled labour (Mugeni, 2013). Entry of companies in the Kenyan market increases

competition among MNCs forcing them to develop competitive strategies to improve their position and performance in the market (Ogutu & Samuel, 2012).

1.1.1 Socio-cultural Environment

The socio-cultural environment exists in the macroeconomic environment that affects business. It is among the factors comprised in the PESTEL analysis used to analyze and monitor the external environment of an organization. Social culture consists of beliefs, customs, practices and behaviours that exist within a population. The socio-cultural environment describes aspects such as human relationships, social attitudes and cultural values within which the business exists. Culture is defined by different scholars. Culture refers to the attitudes, beliefs, values and behavioral traits common to a group of people which and at the same time different from individual to individual and is transmitted from generation to generation (Matsumoto, 1996). Hofstede and Hofstede (2005) describes culture as collective programming of the mind which distinguishes the members of one group or category of people from that of another. Another definition is that; Culture is that complex whole encompassing arts, law, customs, morals, knowledge and beliefs, and all other capabilities or habits learned by man resulting from being a member of society (Hawkins *et al* 1983).

Culture influences the way individuals think the way they feel and act in a manner which is consistent with other individuals of similar culture, having been predisposed to the belief that it is right to behave so (Parker-Pope, 1996; Fielding, 2006).The existing differences in socio-cultural values influence consumer behavior and their response to advertising of foreign products not to mention choice of information transmission for ease of interpretation.(Gurhan-Gnli and Maheswaran 2000; Pronpitakpan and Francis, 2001; Money *et al* 1998). Not only does it influence individual inclinations, but the way conclusions are also made (Aaker and Sangupta, 2000).

National cultures vary from one country to another. This is because of the unique socio-cultural elements attributed to each nation. The elements are brought out through verbal and non verbal language, values and attributes, religion, customs and manners, aesthetics, material elements, education and social institutions. The differences in national cultures between home cultures and host cultures is referred to as National culture distance (Shenkar,2001). The greater the national cultural distance experienced between an MNC and its subsidiary, the greater the gap in values,

norms and institutions that govern operations of MNCs in host countries (Griffith et al, 2006). Knowledge of a county's national socio-cultural values is crucial to promotion, because national cultural values form the basis for behaviour of most individuals when it comes to consumption of products or services (Ekerete, 2001). Once the issues regarding legal, economic and political environments are fulfilled successfully the company's future development can still stagnate if the socio-cultural aspects are not taken into consideration or over looked (Mayrhofer, 2004).

1.1.2 Advertising

Advertising has been defined in several ways, "a form of communication which is paid for by a known source with the aim to persuade a course of action in the viewer now or in the possible future" (Richards & Curran, 2002:74). Another definition is, a form of non-personal display and promotion of goods, services and ideas which is paid for by a known sponsor (Kotler and Armstrong, 2010). Advertising basically creates demand for a product and falls under Promotion within the global marketing mix.

Advertising is planned based on communication objectives. These include Informative advertising which seeks to relay information to the consumers regarding new products or new features for products already existing. It focuses on brand awareness. Persuasive advertising whose goal is to initiate purchase of a product or service by creating a liking for the product or service, preference for the product or service and finally a conviction to consume the product or service. Reminder advertising focuses on stimulating consumers to repeat purchase of goods or services and reinforcement advertising aims to make the customers feel like purchasing the product or service was the right choice. Advertising influences consumers differently, although the common goal is to increase the chances that consumers who have one way or another been exposed to advertisement will be influenced to react how the advertiser intended (Stafford and Stafford, 2003). Organizations may also aim to promote their own image by emphasizing on their strengths, friendliness of its employees and views on public issues such as drug abuse and moderation in consuming alcohol. This is referred to as institutional advertising or advocacy advertising. "Institutional advertising promotes organizational images, ideas and political issues. It can be used to create or maintain an organizational image" (Pride and Ferrell, 2010).

There are varied forms of advertising and media through which advertising takes place; just as many as the messages being delivered to a target audience by the advertisers themselves (Schmidt & Spreng, 2000). Forms of media advertising include print media which comprises of brochures, magazines and newspapers; visual media such as television and billboards; audio media such as radio (Kotler & Armstrong, Principles of Marketing, 2010). Development in technology and increased use of the internet has influenced the rise in digital advertising. Digital advertising is also called internet advertising. Digital advertising allows companies to use the internet to deliver promotional adverts to consumers and potential customers. Target markets are reached via medium such as smart phones and hand-held devices.

1.1.3 Multinational companies in Kenya

An MNC can be described as an enterprise with activities in two or more countries apart from its home country. An MNC can also be referred to as a Multinational Enterprise (MNE) or a Transnational Corporation (TNC) (Moore *et al* 2000). A multinational corporation is described as “an enterprise which to a certain level owns or controls value-added operations in a number of countries and at the same time invests in foreign direct investments (FDI)” (Dunning and Lundan, 2008, p. 3). Chandler (1986) describes an MNC as a company with international subsidiaries that operate production facilities of offices in two or more countries. Lazarus (2001) describes an MNC as the organizational body that describes foreign direct investment and has carries out business activities in several locations that are geographically separated.

Kenya’s geographical location and natural resources have enabled the country to be a preferred choice for MNCs to establish business operations. Kenya’s attractiveness as a regional hub for MNCs is a major factor for choice selection. According to the findings of a study done by Mugeni(2013) MNCs greatest influence in choosing Kenya as a regional headquarter for their operations is Kenya’s market potentiality and the decision enter the Kenya economy is also influenced by the available skilled labour in Kenya. Mugeni (2013) discovers that a number of factors contribute to the selection of Kenya as a location for development of MNCs. These factors include, i) stable and growing economy 2) ready market 3) political/economic stability 4) availability of resources and raw materials 5) human resource availability 6) entrepreneurial spirit in Kenya 7) structured financial systems 8) strategic infrastructure 9) economic liberalization and EPZ

concessions 10) Kenya's popularity and cheap labour. The number of MNCs in Kenya could continue to grow although there are significant barriers to their growth in Kenya. According to a study done, crime and insecurity, political and economic instability and institutional factors such as corruption, delayed work permits and licences among other factors form significant barriers to FDI in (Kinuthia , 2010).

Increased presence of MNCs within a country contributes positively to the overall economy of a nation because of increased foreign direct investment. FDI may contribute positively to development of an economy through growth in productivity and exports in host countries (World bank,1997). Among the benefits include modernization industries through technology transfer,skills and know how, exposure to export markets and intensifying competition (Abdi, 2015). According to Tirimba and Munene (2014) MNCs contribution to welfare schemes such as Red Cross and engaging in other social corporate responsibilities; create a multiplier effect towards reduction of poverty in host countries. MNCs utilize production factors for effectively than local firms enhancing the overall productivity of an economy (Nareli and Pineli, 2016)

1.2 Research Problem

The socio-cultural framework outlines the continuous interaction of cultural and social factors to give us a deep understanding, in this case, its influence on behavior, attitudes preferences, marketing and advertising on consumers. The primary interest is that society and culture, which includes language, values, beliefs and social customs social customs will shape understanding and perceived reality, beyond individual forces (Staiano and Calvert, 2015). Consumers' attitudes, preferences, and purchase behavior are influential factors of marketing and advertising strategy.

Advertising is among the major agents of socialization because it affects the way people think and feel and what they consider normal or abnormal just like other agents such as religion, family and education (Mill,2017). Advertising aims at targeting a specific audience to appeal to products and services being advertised to promote consumption, resulting in the impacting of social norms or what is considered acceptable (Nashombe, 2015). This reinforces that advertising has a strong effect on culture (Goldman, 1992). In 2016 the Kenya films and classification board ordered a ban on all advertisements and commercials featuring sexually suggested scenes, sexual innuendos, alcoholic

drinks, betting and gambling from being aired between 5am and 10pm, which is considered the watershed period. This was as a result of an advertisement by Coca-cola featuring a kissing scene in the advert. KFCB saw this as a violation of family values and the board acted to preserve national values and morals.

The Advertising Standards Authority (ASA) in the UK is tightening its regulation on advertisements that promote harmful gender stereotypes such as the sole role of a woman is to clean up after her family and that men fail to do domestic chores. ASA stated that “We acknowledge that airing adverts that depict gender stereotypes has the ability to reinforce views on how individuals or groups should behave or look because of their gender; and that has a potentially harmful effect on how people view themselves regarding personal potential and aspirations, including their subjective presumptions on how others should act”. Socio-cultural values and norms of the host country have an influence on successful advertising of MNCs. According to Pollay and Gallagher (1990) cultural values form the heart of advertising messages. Advertisements simply glamorize, endorse and reinforce those values.

Several studies have been done on multinational corporations operating in Kenya. A study was done by Muthoka (2008) on strategy-structure relationship of multinationals banks operating in Kenya. In 2012, Gichuki carried out a study on the effect of multinational Chinese firms in competition with the local firms in Kenya. Mutiso (2012) carried out a study on multinationals and their contribution to economies of host countries, a case of Coca-Cola in Kenya. Ogutu and Nyatichi (2012) investigated how multinational banks in Kenya adopt competitive strategies. In 2012, Mutambah undertook a study on Kenyan based multinational manufacturing companies focusing on their entry strategies used. Mutua (2013) carried out a study on how culture influences operation of selected multinationals in Kenya. There has so far not been a study carried out on the influence of socio-cultural environment on advertising message adopted by multinational corporations operating in Kenya. There currently exists a knowledge gap in this area. This research answers this question, “What could be the correlation between socio-cultural environment and advertising campaign adopted by multinationals operating in Kenya?”.

1.3 Objective of the Study

The main purpose of this research was to determine the influence of socio-cultural environment on advertising message by multinational companies with a focus on Kenya.

Specific Objectives

To determine the influence of socio-cultural environment factors that influence advertising campaign adopted by MNCs with a focus on Kenyan context.

1.4 Value of Study

The research will be valuable among various stake holders. The findings of this study will contribute to academia by adding onto existing knowledge of the concept of social culture as one of the important elements of the macroeconomic environment in which international businesses exist. It will also encourage a broader research into other elements of the macro environment which are detrimental to survival of international companies.

This study will also enable the government of Kenya to come up with relevant policies and guidelines to regulate advertising content in the country. This will enable Kenya in the long run to maintain its unique culture and values; not allowing it to be distorted through culture transfer from other countries.

Findings of this study will help MNCS in Kenya come up with effective advertising campaigns that are rich and enable them to attract the Kenyan audience at large in return persuading them to consume their products.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This segment explores theoretical background of this research and attempts to establish a link between socio-cultural environment and advertising based on existing literature with a view of establishing gaps, consensus and controversy.

2.2 Theoretical Foundation

The study will be guided by the theory of Geert Hofstede's Cultural-Dimensions Theory, Hierarchy of Effects Theory and Dunning's Eclectic Theory.

2.2.1 Geert Hofstede's Cultural-Dimensions Theory

Geert Hofstede (1984); an anthropologist and Dutch social psychologist carried out a study to establish how a society's culture influences the values of its members and how this influences cross-cultural communication. The theory originally stated that there are four dimensions used to explain cultural values. The first four dimensions were individualism-collectivism, power distance, uncertainty avoidance and masculinity-femininity. It was then reviewed in 2001 by Hofstede et al and another was added making them five dimensions. The dimensions are individualism-collectivism, power distance, uncertainty avoidance, masculinity-femininity and long-term orientation.

Power distance describes the extent to which individuals in a society who are less powerful accept inequality in power considering it to be normal. High power distance cultures are where people avoid criticizing superiors as a sign of respect. Low power distance cultures allow individuals to respectfully challenge superiors (Bergiel et al, 2012). Uncertainty avoidance describes the degree to which members of a culture generally prefer having a structured approach to circumstances rather than risk approach (Hofstede, 1984). It explains to what level a society can embrace uncertainty and ambivalence. Cultures that have high uncertainty avoidance are notably anxious when faced with situations that are unpredictable, not clear or not structured. On the other hand, cultures with low

uncertainty avoidance are notably unemotional, less aggressive, reflective and relatively tolerant (Bergiel et al, 2012). Masculinity – femininity describes the level to which it applies gender stereotypes being that masculinity is associated with values such as ambition, power, assertiveness, competition and materialism. While in contrast cultures with high femininity associate feminism with values such as preference for comfortable conditions like physical security, position security creating a friendly atmosphere” (Hofstede, 2001, p.281).

Individualism – collectivism describes the level to which a society is viewed; whether is viewed as individualistic or as a collectivist (Hofstede, 1984). In individualistic societies, members of the society are basically concerned with personal interests and those of their immediate family. In highly collectivistic societies, members are defined by actions of the group and not their own as individual actions (Bergiel et al, 2012). The long-term orientation describes the difference in views that time orientation has on work and life. It describes the difference in preferences in societies towards delayed reward versus instant reward (Hofstede & Bond, 1988; Hofstede *et al*, 1990)

2.2.2 Hierarchy of Effects Theory

This theory was developed by two marketing communications practitioners Lavidge and Steiner in 1961. It was developed in a bid to establish the communication effect of an advert on the behaviour of the consumer audience. It states that the audience of advertising and other marketing communications respond to messages in an organized way: first cognitive (thinking), second affective (feeling) and third conative (doing). Cognition is simply defined as ‘mental activity’ brought out by beliefs, thoughts and knowledge that a person has about different views in life (Barry and Howard, 1990). The affective component is any degree of feeling or emotion is attributed to the product brand while conation means either the intension to perform an action (e.g. purchase) or the action itself (Egan, 2007: 43). Among the earliest models used to explain the outcome of advertising is the model known as AIDA proposed in 1925 by Strong. The model explains the framework through which persuasive communication or advertising takes place. AIDA is the acronym which stands for Attention, Interest, Desire and Action.

Effective advertising raises attention and awareness of the brand, and then creates interest and a positive attitude towards the product. Desire is developed by the advertiser’s ability to motivate the customer to

feel something positive about the product. The last stage is action, which means that the advertisement should act as a stimulus that influences the customer to buy the product(Ekberg,2010).

2.2.3Dunning's Eclectic Theory

John Dunning was a British economist, and considered by some the father of international business. This theory was developed in 1977 and refined by him in 1988, 1993 and 2004. The theory states that there exists a systematic explanation for how enterprises manage to adopt markets to their advantage encouraging increased activity in foreign countries (Dunning 1977; 2004). Dunning's theory suggests; enterprises require some form of advantage to recoup costs involved in foreignness emphasizing the need for specific advantages of a firm (Buckley et al,1992,2004). The theory states that the decision to enter foreign markets along with the choice of entry type is dependent on a mix that includes three imperative advantages to the firm that are conditions for foreign market entry (Dunning, 1988). The advantages include location-specific advantages (L-advantage, internalization-specific advantages (I-advantage) and ownership-specific advantages (O-advantage).

The ownership advantage (O-advantage) relates to the intangible and tangible assets an organization has access to over its foreign competitors who do not have or do not possess in equal measure (Ekeledo and Sivakumar, 1998; Mtigwe, 2006). Apart from assets this advantage includes skills possessed by the enterprise, such as the ability to develop and market differentiated products and multinational experience (Ekeledo and Sivakumar, 1998). The benefit of awareness of foreign markets mitigates the uncertainty of operating in foreign markets and the cost of operation as well. The location specific (L-advantage) advantage refers to the gains that an enterprise benefits from as a result of locating its production operations in foreign market locations (Mtigwe, 2006). The firm first determines whether the target market's attractiveness aligns with its strategy. This is through identification and evaluation of target market before (Ekeledo and Sivakumar, 1998; Glückler, 2006). Reduced transaction costs through government incentives and regulations are a compelling inducement for relocation of production operations to offshore sites (Mtigwe, 2006) and can be viewed as a competitive advantage. And finally, internalization advantage (I-advantage) refers to the gains that come with retaining skills and assets within the enterprise. These advantages accrue as the

firm continues to use its O- advantages rather than letting them out through franchising or licensing agreements (Mtigwe, 2006).

Hofstede's cultural dimensions theory breaks down complex culture along five relatable categories that are used to understand a country's culture. The dimensions are often used by MNCS to further gauge the level of cultural difference between home culture and host culture which assists in strategic decision making. Hierarchy of effects theory sheds light on how advertisement stimulates its audience to carry out the desired action which is purchase of the advertised product. The study will investigate the process applied by marketing managers in capturing their audience. Dunning's Eclectic theory allows us to dissect MNCs and gain an understanding of what they gain from internationalization, what factors motivate them to internationalize and what factors enable them carry out advertising activities with ease outside their home countries.

2.3 Socio-cultural Environment and Advertising

Socio-cultural environment is a phenomenon researched across the world. A study done by Mutua (2013) discovered that education plays a major role in passing and sharing of culture. It was said that new products introduced into the market and the way they were sold and marketed to final consumer are also greatly influenced by culture. The research selected 20 MNCs and was administered using a semi structured questionnaire. Chelimo (2013) researched on the cross-cultural management practices of KCB bank on its international operations and discovered that culture has a significant contribution in the successful internationalization process implemented by companies. Culture guided KCB management on activities to do and those to avoid. The bank was assisted in understanding the people and their norms. The bank managed to develop promotional and advertising materials and activities that did not raise conflict with the host cultures. The design used was case study to closely examine the influence of cross-cultural differences on the operations of the bank. Interview guided were used for collection of data. Wangui (2013) discovered that there exists a strong link between language choice and the effectiveness of the advertising campaigns in

Kenya. It emphasizes on the value that language brings on board on the effectiveness of their campaigns. Questionnaires were administered to 15 advertising agencies in Kenya. A study carried out by Maina (2012) discloses that advertising has ventured into the domain of persuasion and with content that influences the audience's lifestyle routine and daily acts of communicative exchange. Data was collected from 50 recorded TV and Radio advertisements during commercial breaks.

According to Deari *et al* (2008) international business and settlements on price are influenced by differences in culture. Factors such as behavior, language, manners and differences in negotiation processes can influence a company's ties with a foreign country and the inability to manage misunderstandings can cause the company numerous losses. Organizations that neglect this important fact may not success in business abroad. According to Okwonkwo (2013) a study on how promotional strategies across cultures have socio-cultural, she found that a firm's products are perceived differently by people from different even when the product has a universally common use. Understanding these differences is beneficial to coming up with promotional messages along the target market's own frame of reference. A research done by Chepkangoret et al (2015) found that consumer choice of a bank has little to do with social culture of a consumer. Finding which they state are contrary to Kotler, (2016) whose argument was that buying behavior and wants are primarily influenced by culture. The study however does agree buying behavior varies from consumer to consumer depending on one's culture.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

The section focuses on procedures used when carrying out this research. It focuses on the target population, sample and sampling methods, research design, research instruments, collection and analysis of data and its interpretation.

3.2. Research design

For this research the survey method was applied in gathering data. This is because of its more specific nature in verifying insights of a problem and aiding in selecting a course of action. A descriptive research is more diligent than exploratory as it unearths the who, when, what and how details of research (Schindler and Cooper, 2006). The survey was a cross-sectional survey whereby the survey was carried out on a subset or all of a population at one specific point in time. This research design is appropriate because it assists in capturing data for the specific point in time on socio-cultural environment and advertising by MNCs.

3.3. Population under Research

This generally refers to as a set of persons or objects with common traits that are the focus of a scientific enquiry. The population of the study was all MNCs in Kenya. According to the economic survey (2007) there are 150 MNCs in Kenya.

3.4. Sample Size and Sampling Design

The study used non-probability sampling technique due to the large population of respondents. Simple random sampling method was used by the researcher where by middle level managers ie marketing managers were issued a questionnaire. Mugenda and Mugenda (2003) suggest half the population is suitable when dealing with a large population. The study therefore used a sample size of 75MNC companies in Kenya.

3.5. Data collection

The study used non-probability sampling technique due to the large population of respondents. A questionnaire is more appropriate because it is more convenient to administer and collect data so as to achieve the objectives of the study. The questionnaire was made up of three sections; the first was bio data of the respondent, the second sought to investigate the socio-cultural elements influencing advertising by MNCS and last sought to investigate the message in advertising by MNCs. The semi-structured questionnaires were administered to middle level managers in the marketing department who are involved in decision making regarding advertising strategies. Questionnaires were administered and data collected with the help of a research assistant.

3.6. Data analysis

Raw data that was collected was checked for regularity before being analyzed. Statistical methods were used to carry out the analysis of data in this research. The study used factor analysis to describe the influence of socio-cultural environment on advertising message by MNCs in Kenya.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION OF RESULTS

4.1. Introduction

This segment reveals the data of the research as received from respondents, analysis and interpretations thereafter. For the independent variables and the dependent variables results of the factor analysis and descriptive analysis, multiple regressions are presented, interpreted and discussions are made. The Statistical Package for Social Sciences (SPSS) was used for data analysis.

4.2 Response Rate

The total questionnaires issued were 75 out of which 68 responded representing 90.67% of the total target sample size were returned and analyzed. A response rate of 90.67% which is above 70% is considered very good according to Mugenda and Mugenda (2003).

4.3: Demographic Information of the Respondents

This research considered gender, age, number of years worked, education level and marital status. The findings are presented in the following sub-sections.

4.3.1 Gender of respondents

As part of the demographic information, the researcher requested the respondents to indicate their gender so as to see their distribution in MNC. The outcome is displayed below.

Table 4.3.1: Gender of respondents

Gender	Frequency	Percentage
Male	47	69.12
Female	21	30.88
Total	68	100

Out of the 68 respondents, 69% of the respondents were male and 31% of the respondents were female. This implies that there is no gender balance among employees of MNC in Kenya and that the male gender outnumbers the female gender. The finding is consistent with Proni and Proni, (2015) who found that male gender forms the majority of workforce in MNCs despite efforts to increase female gender in the workplace. However, Wangui (2013) who found out women outnumbered men in advertising sector in Kenya.

4.3.2 Age of respondents

The researcher requested the respondents to indicate their age so as see their distribution in MNC. Below figures are the outcome.

Table 4.3.2 Age of respondents

Age	Frequency	Percentage
20-30 years	16	23.53
31-40 years	43	63.24
41-50 years	6	8.82
51-60 years	3	4.41
More than 60year	0	0
Total	68	100

From Table 4.3.2, majority of the respondents were between 31 and 40 years as shown by 63.2%

and they were followed 23.5% of the respondents who were between 20 and 30 years. The findings disclosed that most of the respondents were young with over 80.0% of them being below 40 years. However, none of the respondents were below 20 or above 60 years. This finding is consistent with Achien'g (2009) who found that majority of soft drinks companies' staffs in the advertisement department were between 20 and 37 years

4.3.3 Years Worked in the Organization

The researcher sought information about their duration of employment in the specific MNC in Kenya. This item was intended to enquire about job experience as measured through the number of years worked and to establish whether the gained experience could affect their knowledge on advertisement practice. The findings are as below table.

Table 4.3.3 Years Worked in the Organization

Years	Frequency	Percentage
0-5year	5	7.35
6-10years	34	50
More than 10 years	29	42.65
Total	68	100

Table 4.3.3 shows that (92.65%) of employees in the MNCs in Kenya had been employed by the organization for over six years and that 7.35% of the employees had worked for less than five years in the MNCs. These results show that most of the employees had worked for long periods of time, thus gaining the necessary experience required to understand dynamic of socio-cultural factors and advertisement.

4.3.4 Level of Education

The researcher requested the respondents to indicate their education level so as see their distribution in MNC. The outcome is shown in below Table 4.3.4 .

Table 4.3.4: Level of Education

Level of Education	Frequency	Percentage
Diploma	13	19.12
Degree	37	54.41
Masters	17	25
Doctorate	1	1.47
Total	68	100

In terms of the level of education 54.4% of the respondents had university degree, 25.0% masters and 19.12% were having various diplomas. Only one of the respondents had PhD. The study therefore observed that MNCs in Kenya placed high emphasis on education and training as a strategy for improving marketing effectiveness and performance.

4.3.5 Marital Status of the respondents

The researcher requested the respondents to indicate their marital status so as see their distribution in MNC. The out-turn is shown here under.

Table 4.3.5 Marital Status of the respondents

Years	Frequency	Percentage
Married	45	66.18
Single	21	30.88
Divorce	2	2.94
Total	68	100

From Table 4.3.5, 66.0% of the respondents were married while 34.0% were single or unmarried. This implies that majority of the respondents could easily link social cultural factors and advertising. This implies that majority of the respondents were in family set up.

4.4 Socio-Cultural Environment Factors

The respondents marked the statement that describes their company in relation to Socio cultural elements influencing advertising with 1,2,3,4 or 5 to respectively mean: a very low extent, a low extent, a moderate, a great extent and a very great extent. Before further analysis, factor analysis was carried to find out if the factors had communalities, what variance they explained and the number of components that can be extracted from the twelve factors (variables). Afterwards the descriptive statistics which comprised of mean and standard deviation were used for the remaining.

4.4.1 Factor Analysis on Socio-Cultural Environment Factors

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Bhattacharya and Dunson (2011) recommends that factor loading values greater than 0.3 in absolute value are considered to be significant while Montgomery, Peck and Vining (2001) indicate that a factor loading of 0.40 should be used when factor analysis is used to measure construct validity and hence this study employed a brink factor loading of 0.4 to assess validity of the variable constructs. The aim of the factor analysis in the study was to remove those items that had factor loadings of less than the significant value of 0.4 and also to group those factors which are correlated. This was achieved using Extraction Method: Principal Component Analysis, Total Variance Explained and Rotation Method: Varimax with Kaiser Normalization. The results are as follows

Table 4.4.1a: Communalities Table for Socio- Cultural factors

Socio- Cultural elements	Initial	Extraction
Local language influences the message delivered in advertisements.	1.000	.984
Religion of your target audience influences the advertisement content.	1.000	.865
Kenyan cultural values influence the choice of message in advertisement	1.000	.930
Social status influences the advertising campaigns of your target audience.	1.000	.948
Target audience beliefs are considered in advertising.	1.000	.942
Marital status of target audience is considered when developing advertisement content.	1.000	.878
Advertising content is developed based on the age of the target audience.	1.000	.892
Advertisements are developed based on family set up of the target audience.	1.000	.905
It is important to consider customary beliefs when creating an advertisement.	1.000	.944
Incorporating ethnicity in advertisement reduces advert efficacy due to negative ethnicity in Kenya.	1.000	.899
Advertising content is developed based on the disposable income of the target audience	1.000	.897
Advertising content is developed based on the cultural values of the target audience	1.000	.962

Principal Component Analysis- Extraction Method.

Above table (4.4.1) findings gauges the communalities applied for each variance. Commonality refers to the amount of variation shown by each item has with other factors that are in common. For example local language influences the message delivered in advertisements has 98.4% communality with other factors. This value has the greatest communality with others, while Religion of your target audience influences the advertisement content has the lowest communality with others of 86.5%.

Table 4.1.1b: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.060	67.166	67.166	5.610	46.752	46.752
2	2.985	24.876	92.042	5.435	45.290	92.042
3	.294	2.454	94.496			
4	.194	1.620	96.115			
5	.120	.996	97.112			
6	.110	.917	98.029			
7	.071	.591	98.620			
8	.064	.535	99.155			
9	.052	.432	99.586			
10	.027	.223	99.809			
11	.016	.132	99.941			
12	.007	.059	100.000			

Principal Component Analysis.

The variance analysis shows that the twelve statements on Socio- Cultural elements can be factored into two components. The total variance explained by the extracted factors is 92.0 % of the total variance which is greater than the threshold of 50%. Component one (social factors) explains about 46.752% of the variance and component two (cultural factors) explains 45.290 of the variance. Each of the 12 variables was analyzed and associated with one of two factors based on the percentage variability. A variable is associated with a factor through which it explains variation more than the other.

Table 4.1.1c: Rotated Component Matrix

	Component	
	1	2
Local language influences the message delivered in advertisements.	.975	
Religion of your target audience influences the advertisement content.		.888
Kenyan cultural values influence the choice of message in advertisement	.943	
Social status influences the advertising campaigns of your target audience.		.947
Advertising content is developed based on the age of the target audience.		.946
Advertisements are developed based on family set up of the target audience.		.918
Incorporating ethnicity in advertisement reduces advert efficacy due to negative ethnicity in Kenya.		.926
Advertising content is developed based on the disposable income of the target audience		.914
Advertising content is developed based on the cultural values of the target audience	.940	
It is important to consider customary beliefs when creating an advertisement.	.917	
Target audience beliefs are considered in advertising.	.908	
Marital status of target audience is considered when developing advertisement content.	.953	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations

Component 1 which is social factors loads highly with the factors; Local language influences the message delivered in advertisements; Kenyan cultural values influence the choice of message in advertisement; Advertising content is developed based on the cultural values of the target audience; It is important to consider customary beliefs when creating an advertisement; Target audience beliefs are considered in advertising and Marital status of target audience is considered when developing advertisement content. All these factors were related to cultural element influencing advertisement.

Component 2 which is cultural factors loads highly with the factors; religion of your target audience influences the advertisement content; social status influences the advertising campaigns of your target audience; advertising content is developed based on the age of the target audience; advertisements are developed based on family set up of the target audience; incorporating ethnicity in advertisement reduces advert efficacy due to negative ethnicity in Kenya and advertising content is developed based on the disposable income of the target audience. All these factors were related to social element influencing advertisement.

4.4.2 Descriptive Statistics: Socio-Cultural elements influencing advertising

Weighted mean was then computed and scores placed within the different ranges of the continuous Likert scale. The scores of both very low and small extent represented variables of 0 to 2.5 as mean on the scale. On the scale, moderate extent was represented by a figure of 2.5 to 3.4 as mean. Great extent and very great extent were represented by figures of 3.5 to 5.0 as mean. Standard deviation of >0.9 implies significant difference on the impact of the variable among respondents.

Table 4.4.2: Descriptive Statistics: Socio-Cultural factors influencing advertising

	Factors	Mean	Std Dev
Social Factors	Social status influences the advertising campaigns of your target audience.	4.0147	.83742
	Advertising content is developed based on the age of the target audience.	3.8971	.77536
	Advertisements are developed based on family set up of the target audience.	3.8824	.87297
	Incorporating ethnicity in advertisement reduces advert efficacy due to negative ethnicity in Kenya.	3.8529	.86843
	Advertising content is developed based on the disposable income of the target audience	3.9118	.87648
	Marital status of target audience is considered when developing advertisement content.	3.8824	.95463

	Grand Mean and Standard deviation	3.906883	0.864215
Cultural Factors	Kenyan cultural values influence the choice of message in advertisement	3.7941	1.10032
	Target audience beliefs are considered in advertising.	3.8382	.94015
	It is important to consider customary beliefs when creating an advertisement.	3.6765	1.16467
	Advertising content is developed based on the cultural values of the target audience	3.9706	.84590
	Religion of your target audience influences the advertisement content.	3.8971	.99461
	Local language influences the message delivered in advertisements.	4.0294	.80984
	Grand Mean and Standard deviation	3.86765	0.975915

The findings in Table 4.4.2 indicated that social status influenced the advertising campaigns of their target audience to great extent (4.01) with minimal deviation. The results further revealed that advertising content is developed based on the age of the target audience at great extent (3.90) with small deviation. Similar results were obtained for advertisements are developed based on family set up of the target audience gracing a figure of 3.88 as mean and standard deviation of 0.87 indicating there was minimal deviation. Advertising content is developed based on the disposable income of the target audience is considered to large extent (3.91) with minimal deviation. Ethnicity of the target audience was considered to great extent giving a figure of 3.85 as mean and standard deviation of 0.87. Lastly, marital status of target audience is considered when developing advertisement content giving a figure of 3.88 as mean and a standard deviation of .95. The grand mean for social factors influence advertisement was found to 3.90 which implies that it influences advertising to great extent with minimal deviation.

From the findings, we can postulate that social status influences advertising campaign used by MNC. The findings agree with Tucker (2011) who found out there is evidence that using consumers' social

networks to target ads and personalizing advertising with information about friends' actions are both very effective in Multinational corporation advertisement in Malaysia. Further, advertisement message were developed based on family set up of the target audience. This agrees with Makimii (2014) who found out that married family setup are keen on specific advertisement contents as compared to single family set up. Disposable income is an important social factor that influence advertisement message. Vikander (2012) found that consumer differs in wealth and formation of advertisement message should consider the wealth difference in their target market.

4.4.2b: Cultural factors influencing advertising

The findings in Table 4.4.2 also indicated that local language influences the message delivered in advertisements to very great extent given a score of 4.02 as mean. The companies also considered religion of their target audience in coming up with advertisement content as shown by a large figure of 3.89 as the derived mean. Kenyan cultural values also influenced the choice of message in advertisement largely with a figure of 3.79 as mean and a standard deviation of 1.10 indicating great deviation. Another cultural factor that influences advertising was target audience giving a figure of 3.83 as its mean and standard deviation of 0.94 indicating great variation. Customary beliefs were considered to great extent (3.68) as important during creation of an advertisement although there was high variation (1.16). Lastly, advertising content is developed based on the cultural values of the target audience. This is relayed with a mean of 3.97 and insignificant difference of 0.84590. The grand mean for cultural elements and its influence on advertising was found to be 3.87 which implies that it to a very great extent influences advertising.

On examining whether religion and the power of religious views influences the attitudes towards advertising of contentious products, Kim et al. (2004) found out that the religiously devout respondents were more likely to find advertising of gender/sex related products, health and care products, and addictive products more offensive than the less devout followers.

According to Wangui (2013) research showed that many business firms have opted for local languages for their advertisement mix. They have realized the value that language brings on board on the effectiveness of their campaigns. The study has achieved the researcher's objective by establishing the high link between language choice and the effectiveness of the advertising

campaigns in Kenya. The advertising agencies need to develop more language oriented advertisements as they are more effective at communicating value addition to the consumers.

In advertisements, language performs informative function as it informs the audience about new products and services. Language and choice of specific words used in advertising tend to influence the attitudes of the audience towards the products or services being advertised (Arokoyo, 2011). The language used in advertisement also plays a phatic role (Arokoyo, 2011). Some of the advertisements come in such a way that people can identify with particular social groups or keep social relationships. It also implicitly has directive function as it aims at getting the addressee to do something; which is to respond to the message of the advert. Arokoyo (2011) found that more cultural cues were visible in MNC ads in Malaysia as compared to MNC ads which support the idea that culture does have an impact towards international advertising.

4.5 Advertising Strategy used by Multinational Companies

The respondents marked the statement that describes their company in relation to message conveyed in advertisement using 1,2,3,4 or 5 to respectively mean: to a very low extent, to a low extent, to a moderate extent, to a great and to a very great extent. Before further analysis, factor analysis was carried to find out if the factors had communalities, what variance they can explain and the number of components that can be extracted from the ten factors (variables). Afterwards the descriptive statistics which comprised of mean and standard deviation was undertaken for the remaining factors and extracted components.

4.5.1 Factor Analysis: Advertising Message

The aim of the factor analysis in the study was to remove those items that had factor loadings of less than the significant value of 0.4 and also to group those factors which are correlated. This was achieved using Extraction Method: Principal Component Analysis, Total Variance Explained and Rotation Method: Varimax with Kaiser Normalization. The results are as follows

Table 4.5.1a: Factor Analysis: Advertising Message

	Initial	Extraction
Advertising campaigns consistent with your company’s image.	1.000	.779
The company uses celebrity endorsement to create awareness about its products/services.	1.000	.374
Most of our advertisements are done on Radio and TV.	1.000	.818
The company usually sponsors events to create awareness of its products and services.	1.000	.519
Most of our advertisements are done on social media platforms.	1.000	.755
Sexual appeal is an important element in motivating purchase of our products /services.	1.000	.398
Our advertisements encourage purchase by triggering emotions.	1.000	.811
Our advertisements use humour to encourage purchase by target audience.	1.000	.772
We use fear in our advertisements to convince customers to buy our products /services.	1.000	.389
Our advertisements use rational appeal to reach target audience.	1.000	.574

Extraction Method: Principal Component Analysis.

Table 4.5.1 assists the researcher to estimate communalities for each variance with a threshold of 0.4 (40.0%). Small values indicate variables that do not fit well with the factor solution, and should possibly be dropped from the analysis. The communalities in the column labeled Extraction reflect the common variance in the data structure. For example, 81.18% of the variance associated with variable Most of our advertisements is done on Radio and TV is common, or shared, variance while we use fear in our advertisements to convince customers to buy our products /services had shared variance of 38.9%. After extraction some of the factors are discarded and so some information is lost. This included “we use fear in our advertisements to convince customers to buy our products /services”, “sexual appeal is an important element in motivating purchase of our products /services” and “the company uses celebrity endorsement to create awareness about its products/services”. The amount of variance in each variable that can be explained by the retained factors is represented by the communalities after extraction.

Table 4.5.1b: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.202	42.023	42.023	3.643	36.426	36.426
2	1.986	19.859	61.882	2.546	25.456	61.882
3	.951	9.507	71.389			
4	.809	8.092	79.480			
5	.745	7.453	86.933			
6	.522	5.222	92.155			
7	.361	3.611	95.766			
8	.240	2.395	98.161			
9	.114	1.139	99.301			
10	.070	.699	100.000			

Extraction Method: Principal Component Analysis

The variance analysis shows that the 10 statements on advertising message can constitute two components. The total variance of extracted factors is 61.882% of the total variance which is greater than the threshold of 50%. Component one explains about 36.426% of the variance and component two explains 25.456% of the variance. The 10 variables were all allocated differently among the two factors based on the percentage of variability; it explained the total variability of each factor.

Table 4.5.1c: Rotated Component Matrix

	Component	
	1	2
Advertising campaigns consistent with your company's image.		.881
The company uses celebrity endorsement to create awareness about its products/services.	-.169	-.588
Most of our advertisements are done on Radio and TV.	.900	
The company usually sponsors events to create awareness of its products and services.	.705	
Most of our advertisements are done on social media platforms.	.697	
Sexual appeal is an important element in motivating purchase of our products/services.	-.188	-.602
Our advertisements encourage purchase by triggering emotions.	.875	-.212
Our advertisements use humour to encourage purchase by target audience.	.717	
We use fear in our advertisements to convince customers to buy our products/services.	.110	-.614
Our advertisements use rational appeal to reach target audience.	.700	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Component 1-Company perception weighs heavily with the factor of advertising campaigns being consistent with the company's image. This component stands out with single factor as various company have different company image depending on their mission, objectives and core values.

Component 2 – Advertising medium loads highly with the factors of advertisements done on Radio and TV; The Company usually sponsors events to create awareness of its products and services; Most of our advertisements are done on social media platforms; Our advertisements encourage purchase by triggering emotions; Our advertisements use humour to encourage purchase by target audience and Our advertisements use rational appeal to reach target audience. These factors are interrelated in that the choice of advertisement media such as radio/TV, social media or event such as sponsorship would have different effects in terms triggering emotions as a result of rational appeal and use of humour to encourage purchase by target audience.

4.5.2 Descriptive Statistics: Advertising Message

The descriptive results of the two factors are extracted as shown in Table 4.8. This included the mean and standard deviation.

Table 4.5.2: Descriptive Statistics: Socio-Cultural elements influencing advertising

Component	Factors	Mean	Std Dev
1	Advertising campaigns consistent with your company's image.	4.3382	.47663
	Grand Mean and Standard Deviation	4.3382	.47663
2	Most of our advertisements are done on Radio and TV.	4.0000	.57303
	The company usually sponsors events to create awareness of its products and services.	3.8529	.62925
	Most of our advertisements are done on social media platforms.	3.9412	.54313
	Our advertisements encourage purchase by triggering emotions.	3.1618	.68263
	Our advertisements use humour to encourage purchase by target audience.	3.9559	.67876
	Our advertisements use rational appeal to reach target audience.	3.7500	.96776
	Grand Mean and Standard Deviation	3.776966	0.67909

Principal Component Analysis by Extraction method.

The findings in Table 4.5.2 indicated that advertising campaigns were consistent with company's image to great extent as expressed score of 4.34 as its mean. The standard deviation of 0.47 implies there is minimal deviation thus high agreement on the consideration of company image in advertisement message. These findings concur with McDonough & Egolf (2014) who revealed that green advertising arose as a result of an ever increasing environmentally aware public which prompted corporations "to begin to use advertising and public relations in concert to link corporate identity with social causes (such as the environment), in order to create a green company image".

These results contradict other earlier studies that indicate that green advertising is actually used for the enhancement of corporate image (Pujari & Wright, 1996; D'souza et al, 2006). These findings are congruent with those of Manrai, and Ryans (1997), who conclude that green advertising strengthens a company's image.

The results further revealed that most of advertisements are done on Radio and TV to great extent (4.00). Similar results were obtained for the company usually sponsors events to create awareness of its products and services with a mean of 3.85. Most of advertisements are done on social media platforms largely displayed by a mean score of 3.94. Advertisements encourage purchase by triggering emotions to moderate extent with a mean of 3.16. Advertisements use humour to encourage purchase by target audience largely displayed by a mean score of 3.96. Lastly, advertisements use rational appeal to reach target audience to great extent with a mean of 3.75. The grand mean for this component was found to be 3.77 which imply that it advertising message was to great extent.

It can be deduced from the findings that rational appeal appeals have been used by MNC in reaching to their target audience. Rational appeal is explained by the hierarchy of effects stages. These stages are described as awareness, knowledge, liking, preference, conviction, and purchase. An advertisement with rational appeal leads to a stronger conviction about a product's benefits, so that the purchase is eventually made. Rational appeals rely on consumers actively processing the information presented in the advertisements. This finding is consistent with George (2005) who found out that rational appeals are found to be relatively more effective in targeting specific customers. Similar results were recorded by Lee (2002) that consumers view the characteristics of a product during advertising and come up with a rational response.

The finding also revealed that radio and television are the main media where most of the advertisements are made. This is consistent with Nyanoti (2015) who concluded that Kenyan television advertisements are replete with ideological or hidden meanings that reflect the gender, racial and class power imbalances that are characteristic of the patriarchal capitalist society. On social media platforms, the findings of this study is consistent with Mwenda (2015) concluded that Safaricom has adopted well in advertising on Twitter, and takes great value from its interactions and

influence on the platform, building brand equity and pushing sales while using influencers to push their message. Also it is important to establish the influence that advertising on a particular social media has towards a target group in terms of buying behavior

Humour in the advertisement has also been used at great extent by MNCs in Kenya. The adoption of humour is based on the type of products that MNCs is marketing. These findings agree with Djambaska et al (2016) showed correlation effect and in fact humor related Ads found as much more effective than those without humor and this effect is apparent, when it comes to highly complex and sophisticated humor. Also the effect of humor is influenced by the type of product advertised. The findings are also similar to Upadhyay (2015) who established that MNCs believed that the use of humour in their advertisements enabled them to achieve their goals in communication.

4.6 Correlation analysis between socio-cultural environmental factors and advertising of MNCs in Kenya

To determine socio-cultural environmental factors that influence advertising campaign of MNCs in Kenya, Pearson correlation was performed. Pearson correlation coefficient was preferred because the variables, though at ordinal level, have been given scores. The correlation matrix produced is shown in Table 4.6.

Table 4.6 Correlation analysis between socio-cultural environmental factors and advertising of MNCs in Kenya

		Social	Cultural	Advertising
Social	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	68		
Cultural	Pearson Correlation	-.461**	1	
	Sig. (2-tailed)	.000		
	N	68	68	
Advertising	Pearson Correlation	.438**	-.247*	1
	Sig. (2-tailed)	.000	.042	
	N	68	68	68

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

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

Table 4.6 shows the correlation results which show that there was a significantly positive relationship between social factors and advertising of MNCs in Kenya. This was indicated by the p value of 0.000 obtained which is less than that of the essential value of 0.05. The positive association between social factors and advertising of MNCs measures implies that social factors such as Social status, age of audience, family set up, marital status and disposable income can affect advertisement message. These findings are consistent with Wangui (2013) who found out social factors has significant positive on effect on the advertisement message of among advertising agencies in Kenya.

Table 4.6 also shows the correlation results which show that there was a negative and significant relationship between cultural factors and advertisement of MNCs in Kenya. This was indicated by the p value of 0.000 obtained which is less than that of critical value of 0.05. The negative association between cultural factors and advertising of MNCs measures implies that cultural factors such as values, beliefs, customs, religion and language can affect advertisement message. These findings are consistent with Wang (2013) that discovered that Chinese students in Auckland could potentially perceive advertising with cultural values of Confucianism as offensive. This is due to the different values that exist between the different cultures. Some of Confucianism's characteristics of virtue, ritual and harmony were perceived as potential offensive advertising by participants. Findings in this study imply that the effectiveness of a particular ad campaign is very much related to specific elements of culture (i.e. norms, aesthetic, religion). In a way, in different cultures, different cultural elements would seem more appealing as compared to others. For instance, in Malaysia aesthetical cultural elements (i.e. colours, numbers) might be effective, but the same element might not work in another Southeast Asian culture such as Thailand or the Philippines (Mior et al., 2014)

4.7 Effect of socio-cultural environment on the advertising of MNC

To determine the power of socio-cultural factors on advertising message, the research used multiple regressions. The regression analysis was done to test the relationship among variables (independent) on the advertising message. Statistical package for social sciences (SPSS V 20.0) was used compute the measurements of the multiple regression.

Coefficient of determination is used to explain the extent to which changes in the dependent variable (advertising message) or percentage of variation of the dependent variable can explain the independent variable (socio-cultural factors).

Table 4.7a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.194	.169	.43950

a. Predictors: (Constant), Cultural, Social

The independent variable accounted for only 19.4% of the advertising message of MNCs as shown by the R². These findings show that there exists a number of other factors that this research hasn't covered which contribute 80.6% of advertising message. Further investigation can be done to discover what other factors influence advertising message.

Table 4.7b: ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.027	2	1.513	7.834	.001 ^b
	Residual	12.556	65	.193		
	Total	15.582	67			

a. Dependent Variable: Advertising Message

b. Predictors: (Constant), Cultural, Social

The significance value brought out is 0.000 which is less than 0.05. This model therefore has statistical significance in anticipating how socio-cultural factors affect the advertisement of MNC. With $F(2, 65) = 7.834$, $P = 0.01$ shows that the overall model was significant and socio-cultural factors significantly accounted 19.4% of the advertisement of MNC.

Table 4.7c: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.154	.460		6.862	.000
1 Social	.223	.068	.412	3.279	.002
Cultural	-.032	.070	-.057	-.454	.651

a. Dependent Variable: Advertising Message

Multiple regression was carried out to determine the relationship between socio-cultural factors and advertising. The results showed that with all factors considered (socio-cultural factors) at zero constant, advertising of MNCs will be at 3.154. This means that advertising is affected by other factors other than social cultural factors. Holding the independent variables at zero, the data after analysis shows an incremental change in social factors by 0.223 in advertising campaign. This further shows that social factors significantly influence advertising. However, the data findings analyzed also shows that taking all other independent variables at zero, a unit increase in cultural factors will lead to a -0.032 impact on advertising. This means that cultural factors were an insignificant factor in predicting the advertising message.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter relates to the summary of findings of the research, conclusion of the research and recommendations for further areas of research brought out by the research.

5.2 Summary of the Study

The research achieved response from 68 MNCs which is adequate for data analysis. Majority of the sampled MNCs employees were young married male of between 31 and 40 years. The results also revealed that most of them had been working in current organization for over six years which is sufficient to give information on socio-cultural factors and advertising strategy. It was also noted all of them were educated with majority having university degrees.

Factor analysis on social cultural environment resulted to two major factors. None of the elements were dropped as they had communalities which met the required thresh hold. Rotated Component Matrix was able to categorize the twelve elements in two factors namely social and cultural factors. Cultural factors comprised of local language, Kenyan cultural values, customary beliefs, target audience beliefs and marital status. All these elements were related to cultural element influencing advertisement and they accounted significantly to the total variance. Social factors comprised of religion, social status, family set up, age, ethnicity and disposable income of the target audience. Descriptive results revealed that both social and cultural factors influenced advertising strategy at great extent.

Factor analysis on advertising message also resulted to two factors. Three elements were dropped as they had communalities of less than the required thresh hold. They include celebrity endorsement, Sexual appeal and fear factor. Rotated Component Matrix was able to categorize the ten statements in two factors. Factor one comprised of advertising campaigns consistent with their company's image showing that companies portray their companies image in the mind of their consumers through advertising. Factor two comprised media of advertisement such Radio/TV, sponsorship and

social media. It also comprised of use of use humour, rational appeals and triggering emotions. Descriptive results revealed that advertising campaigns consistent with their company's image had higher extent as compared to the second component.

Correlation analysis conducted on factor analysis outcome revealed that there is positive relationship between social factors and advertising. On the other hand, there exists a retrogressive and insignificant relationship between cultural factors and advertising. Regression results revealed that social -cultural factors significantly influence advertising campaign by MNCs, however there remains a large number of additional factors apart from socio-cultural factors that also influence advertising.

5.3 Conclusion

The study concludes that socio-cultural environmental factors significantly influence advertising campaign by MNCs in Kenya. The cultural factors such as cultural beliefs and values were found to influence advertising message less as compared to social factors such as disposal income, language and age. Therefore for organization to meet their advertisement objective, they need to focus on social factors such as language bearing in mind Kenya comprises of different ethnicity.

The study also concluded that the MNCs in Kenya rarely use celebrity endorsement to create awareness about its products/services. This can be attributed to fact that celebrities are not celebrated as compared to developed market. It was also found that Sexual appeal is not important element in motivating purchase of our products /services in Kenya. This may be related with strong socio-cultural practices in various ethnicities found in Kenya. Also the censorship regulations provided by the government can also explain the limitation of using sexual appeal with specific reference to Coke advertisement which forced the MNC to avoid some contents of their advertisement. Fear in advertisement was also found to be used sparingly by MNC in their advertisement.

Social and cultural factors are elements that permeate all aspects of a society. Therefore, marketers should not underrate its effect on consumer behavior. Cultural and social dimensions vary from society to society although some dimensions such religion form a stable and consistent part of the society. Once the pivotal socio-cultural factors have been addressed, the global marketer can be

guaranteed of minimal change of these factors. Socio-cultural factors are a long-term phenomenon that marketers can't dismiss if they are to carry out successful advertising strategies to win customers in foreign markets.

5.4 Limitations of the Research

A few respondents who requested the questionnaires to be left behind took larger amount of time to relay feedback. Accessing information due to confidentiality being maintained also strained accessibility of data. It was challenging getting respondents to co-operate during data collection as they had to go out of their schedule to respond to the questionnaires. The data collected however was not compromised due to these limitations as the researcher explained the purpose of the data collection exercise.

5.5 Recommendation from the Study

The study recommends that there is need for MNCs operating in Kenya to pay attention to social factors which are essential in developing advertising campaigns. It is evident that social factors influence advertising outcome therefore MNCs should develop advertising which suit the social status of the target market. Special attention should be paid to the age, language and the disposable income of the audience

The recommendations arising out of this study include looking at the language factor in establishing the effectiveness of advertising compared with use of common languages taught in the country's education system. This way one would be able to observe the differences arising out of the study groups; one with the local language and the other with national languages.

It is advisable for global marketers to pay considerable attention and resources on understanding socio-cultural factors upon entering a foreign market, particularly where Christianity is seen to be the dominant religion. The impact of religion on value systems of a society influence marketing activities. Understanding the impact of religion on the value systems of a society are paramount to the success of MNCs in host markets and should not be ignored.

5.6 Recommendation for additional Studies

It was discovered that culture has a retrogressive relationship with advertising. Therefore, further study into which cultural factors relate adversely with advertising campaign can be done.

Research into consumer attitudes toward advertising would also be beneficial, particularly with the development of online marketing strategies which allow global marketing of products and services.

Future studies should also focus on the effectiveness of advertising on brand performance in the market. This would help measure how effective advertising is as marketing tool.

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APPENDIX I: QUESTIONNAIRE

Instructions: *(Please read the instructions given and answer the questions as appropriately as possible).* It is advisable that you read carefully and correctly fill in each section as provided.

Part A: Personal Details of the respondents

1. Indicate your gender? Female [] Male []
2. Tick the age bracket that you belong 20-30years [] 31-40years [] 41-50years [] 51-60years [] more than 60year []
3. Indicate the number of years that you have worked with this organization? 0-5year [] 6-10years [] more than 10 years []
4. Level of your education. Diploma [] Degree [] Masters []
Doctorate []
5. Indicate your marital status. Single [] Married [] Divorced []
6. Indicate your position in the organization? _____

Part B: Cultural elements influencing advertising

The following questions relate to the cultural elements that influence your advertising. To what extent do you agree with each one of them?

Use a scale where 1- To a very low extent, 2- To a low extent, 3- To a moderate extent, 4- To a great and 5- To a very great extent

Tick where you are of the opinion.

Question	Rate				
	1	2	3	4	5
Local language influences the message delivered in advertisements.- culture					
Religion of your target audience influences the advertisement content.					
Kenyan cultural values influence the choice of message in advertisement					
Social status influences the advertising campaigns of your target audience.					

Target audience beliefs are considered in advertising.					
Marital status of target audience is considered when developing advertisement content.					
Advertising content is developed based on the age of the target audience.					
Advertisements are developed based on family set up of the target audience.					
It is important to consider customary beliefs when creating an advertisement.					
Incorporating ethnic languages in advertisement reduces advert efficacy due to negative ethnicity in Kenya.					
Advertisement Language choice affects a consumer's attitude towards a product					
Language choice affects a consumer's interpretation of the advertising message					
Advertisers must consider choice of language before embarking on an advertisement					

Part C: Advertising message

The following questions relate to the message conveyed in. To what extent do you agree with them?

To what extent do you agree with each one of them? Use a scale where 1- To a very low extent, 2-To a low extent, 3- To a moderate extent, 4- To a great and 5-To a very great

Tick where you are of the opinion.

	Rate				
Question	1	2	3	4	5
Your advertising campaigns consistent with your company's image.					
The company uses celebrity endorsement to create awareness about its products/services.					
Most of our advertisements are done on Radio and TV.					

The company usually sponsors events to create awareness of its products and services.					
Most of our advertisements are done on social media platforms					
Our advertisements use rational appeal to reach target audience.					
We use fear in our advertisements to convince customers to buy our products /services.					
Sexual appeal is an important element in motivating purchase of our products /services.					
Our advertisements encourage purchase by triggering emotions.					
Our advertisements use humour to encourage purchase by target audience.					

Thank you

**APPENDIX II: LIST OF MULTINATIONAL CORPORATIONS/ENTERPRISES
OPERATING IN KENYA**

1	Unilever Kenya Ltd	26	Germany BASF	51	Microsoft
2	Standard Chartered Bank Kenya Ltd	27	Bharti Airtel	52	Bamburi Portland Cement
3	Barclays Bank Kenya	28	Cisco Systems	53	Beta Health Care International Ltd
4	British American Tobacco Kenya	29	Chartis	54	Johnson Wax (E.A) Ltd
5	Bata (K) Ltd	30	Citibank	55	Sara Lee
6	Cadbury Kenya	31	Coca Cola	56	General Electric
7	BASF	32	Eltek Kenya Limited	57	Marubeni Corporation
8	Bayer EA	33	General Electric	58	Sumitomo Corporation
9	British Airways	34	Google	59	Crown Agent
10	British Oxygen Company	35	GSM Association	60	Total Kenya
11	Itochu Corporation	36	Heineken	61	Celtel Kenya
12	Toyota Tsusho East Africa	37	Huawei	62	Reckitt & Benkiser
13	Mitsubishi Corporation	38	Intel Corporation	63	Siemens
14	Hotel Intercontinental	39	Kaspersky Lab	64	Safaricom Ltd
15	Colgate and Palmolive	40	Kiva	65	Visa Inc
16	PZ Cussons (E.A)	41	LG	66	Weetabix East Africa Limited
17	Glaxo Smith Kline	42	Mastercard	67	Bata Shoe Company
18	General Motors	43	Motorola Solution	68	Cadbury East Africa
19	TNT Express Worldwide (K) Ltd	44	Pfizer	69	Biersdoff
20	Hilton Hotel	45	Qualcomm	70	Barclays
21	Coca Cola Africa	46	Research in Motion	71	Deloitte and Touche
22	Wrigley Company E.A Ltd	47	RTI International	72	Ernest & Young
23	Proctor & Allan	48	Sage Group	73	Pricewaterhouse Coopers
24	Nestle	49	Standard Chartered Bank	74	IBM (E.A) Ltd
25	Kodak (E.A)	50	Stratlink Global	75	Ibero Kenya Ltd

Source: Author