

FACTORS AFFECTING BRAND LOYALTY OF TOILET SOAPS IN KENYA

BY

EVERLYNE W. MWANIKWA

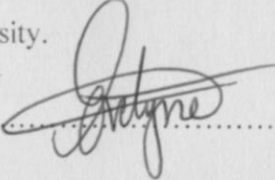
A MANAGEMENT RESEARCH PROJECT SUBMITTED IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER  
OF BUSINESS ADMINISTRATION OF SCHOOL OF BUSINESS AT THE  
UNIVERSITY OF NAIROBI

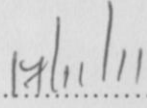
NOVEMBER 2011

DECLARATION

**STUDENT'S DECLARATION**

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

Signature.....

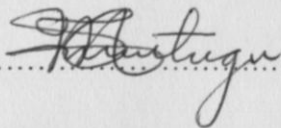
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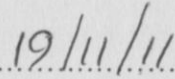
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**SUPERVISOR'S DECLARATION**

This research project has been submitted for examination with my approval as the candidate's University Supervisor.

Signature .....

Date ........

## **DEDICATION**

This project is dedicated to my loving family for their support and encouragement throughout the study.

I would like to express my sincere appreciation to my family for their understanding and support during the project.

Finally, I would like to express my sincere thanks to the supervisor for having agreed to supervise this research paper and their patience in reading the drafts and occasionally guiding me, without which the research would not have been a reality.

## ACKNOWLEDGEMENT

I thank the Almighty God for His guidance and providence which enabled me to undertake this project that was too involving in terms of time and resources.

I wish to express my sincere appreciation to my family for their understanding and support during the project.

Lastly, I would also like to express my sincere thanks to the supervisor for having agreed to supervise this research paper and their patience in reading the drafts and occasionally guiding me, without which the research would not have been a reality.

## ABSTRACT

Many soap manufacturing industries want to retain their competitive advantage by applying the right marketing techniques. The core element in the marketing mix is the company's product because it provides the functional requirements sought by customers. Marketing managers develop their products into brands which help to create a unique position in the minds of customers. Brand superiority leads to high sales, the ability to charge price premiums and the power to resist distributor power. The objective of this study was to find out the factors affecting brand loyalty of toilet soap in Kenya. The study adopted a descriptive research design approach. The study population of this study was all users of toilet soaps in Kenya. The study used a representative sample of forty (40) respondents who were issued with the research tool at the various bus stations within the Nairobi Central Business District, (NCBD) area. Primary data was gathered directly from the customers and for this study the researcher used a questionnaire which consisted of close and open ended questions. The study generated both quantitative and qualitative data due to the nature of the instrument adopted which consists of both semi-structured questionnaires and observation techniques. The study concludes that customers consider quality of the soap before purchasing. Soap brand has sufficient color choices that customers value most. It was also established that service quality affects attitude and commitment in purchasing a given soap brand to a very great extent. At the same time increased price would not hinder customers purchase intentions and that most of them would be satisfied with cleanliness of the product as well as the shop to a very great extent. The study recommends the manufacturers of toilet soap to produce high quality soaps. They need to produce the soaps in various colors and fragrances to attract customers. The manufacturers and suppliers need to ensure that the soaps are available to the customers. The study recommends that manufacturers to cut down the production cost so as to reduce the prices of the toilet soaps. The study recommends the shop attendants to keep their shops and the toilet soap as well as other products clean.

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To reap the benefits of brand loyalty toilet soap manufacturing and distributing companies must not only manage loyalty but must also define it. Sufficient knowledge on the determinants of brand loyalty is therefore necessary for those companies. According to Randall (1997) there are three main reasons why brand loyalty is important namely higher sales volume, premium pricing ability and lower risk than stock. Brand loyalty, a marketing term, is a consumer's tendency to repurchase or otherwise purchase only the brand that can be demonstrated by repeated buying of a product or service in place of other alternatives such as what he/she would otherwise buy. Brand loyalty is the ultimate goal of every marketer for a branded product. Brand loyalty is a consumer's preference to buy a particular brand in a particular category. It occurs because consumers perceive that a particular brand offers the best product design, features or level of quality at the right price.

To the manufacturer a brand is a strategy to distinguish its products or services from those of others. It's also a source of highly profitable revenue. Customers who buy a service, as well as a sign of quality, can be a source of repeat business.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

As the current economic environment becomes more competitive and introducing new brands becomes increasingly costly, companies must find new strategies to increase their capacity and competitiveness, (Lipponen, Olkkonen and Moilanen, 2004). Brands play a central role in marketing and have attracted the attention of academics and practitioners over many years (Aaker, 1991; Brodie, 2009; Erdem, 2006). Accordingly, several perspectives on brands have been found in the literature (Ambler and Styles, 1996). Traditionally, a brand is defined as “a name, term, design, symbol, or any feature that identifies one seller's good or service as distinct from those of other sellers” (Bennett, 1995). According to this approach, the brand is viewed as part of a product, and the main function of the brand is to distinguish a firm's product from competing products.

To reap the benefits of brand loyalty toilet soap manufacturing and distributing companies must not only manage loyalty but must also enhance it. Sufficient knowledge on the determinants of brand loyalty is therefore necessary for these companies. According to Randall, (2000) there are three main reasons why brand loyalty is important namely higher sales volume, premium pricing ability and retain rather than seek. Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy. Brand loyalty is the ultimate goal a company sets for a branded product. Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images or level of quality at the right price.

To the manufacturer a brand is important as it's a means of identification to simplify handling or tracing. It's also a means of legally protecting unique features of a product or service, as well as a sign of quality level to satisfied customers. Another importance of a

brand to the manufacturer is that it is a means of endorsing products with unique associations and provides a source of competitive advantage as well as financial returns

According to Erdem, 2006, this perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar. Studies show that as brand loyalty increases, consumers are less sensitive to price changes. Generally, they are willing to pay more for their preferred brand because they perceive some unique value in the brand that other alternatives do not provide. Additionally, brand loyalists buy less frequently on cents-off deals; these promotions only subsidize planned purchases. Brand loyalists are willing to search for their favorite brand and are less sensitive to competitive promotions. The result is lower costs for advertising, marketing and distribution. Specifically, it costs four to six times as much to attract a new customer as it does to retain an old one.

### **1.1.1 The Concept of Brand Loyalty**

According to Jones and Beatty, (2002), brand loyalty in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy. Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience. True brand loyalty exists when customers have a high relative attitude toward the brand exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, may cost less to serve and can bring in new customers to the firm, (Reichheld and Sasser, 1990).

The brand loyal consumer does not attempt any kind of attribute evaluation but Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behavior to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing, (Reichheld and Sasser, 1990). In

marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviors such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service, (Chaudhuri and Holbrook, 2001). Brand loyalty is the ultimate goal a company sets for a branded product. A company's main question in relation to selling their products or services use do be: "How do I get people to buy my product?" Nowadays companies still greatly appreciate the answer to this question but they have also realized that getting customers is not the only thing they need to do. In today's rapidly moving world consumers don't stick with products for life.

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Consumers initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar.

### **1.1.2 Top Toilet Soap Brands in Kenya**

The top brands of toilet soaps in the Kenyan market are Lux, Dettol Soap, Geisha, Protex, nice buoy and Imperial Leather. These are the ones available in most of the supermarkets in Kenya. Lux is a global brand developed by Unilever. Lux started as "Sunlight Flakes" laundry soap in 1899. In 1924, it became the first mass market toilet soap in the world. It is noted as a brand that pioneered female celebrity endorsements. As of 2005, Lux revenue is at 1.0 billion euros, with market shares spread out to more than 100 countries across the globe.

Today, Lux is the market leader in several countries including Brazil, India, Thailand and South Africa. In Kenya Unilever Kenya Limited is a FMCG (fast moving consumer goods) company that offers a range of toilet soaps including the 'Lux toilet Soap'. Reckitt Benckiser is a global consumer goods company headquartered in Slough, United Kingdom. It is the world's largest producer of household products and a major producer

of consumer healthcare and personal products. Its brands include Dettol (the world's largest-selling antiseptic). It has operations in over 60 countries and its products are sold in over 180 countries. In Kenya the company manufactures and distributes popular toilet soap 'Dettol Soap'.

Geisha soap is the preferred brand among many Kenyan mothers. It is loved for its gentleness, its size, its long-lastingness, and for the simple fact that it can easily be used for the entire family cleaning and lathering exceptionally well. Protex soap is an antibacterial soap which has a moisturizing formula that helps the skin to retain more moisture than before. Laboratory tests prove that Protex is effective in inhibiting the re-growth of bacteria that can infect pimples and cause other common skin infections and this is selling strategy in Kenya.

Fa, is also another top toilet soap brand normally marketed by Henkel Kenya limited. It is loved for its scent and ability to soften the skin. Lifebuoy is another brand of soap containing phenol marketed originally by Lever Brothers in England in 1895. Unilever Kenya Ltd. has re-launched its Lifebuoy soap in a bid to improve the brand's positioning in the highly competitive medicated soaps segment. The entire process includes a countrywide campaign on washing hands and publicity spends estimated to cost about KES 50 million by the end of the year 2011. PZ Cussons also expanded considerably during the 20th century, acquiring factories and establishing offices in Ghana and Kenya. The international company is a major manufacturer of personal healthcare products, and consumer goods. PZ Cussons' main brand is the Imperial Leather range of soaps, bath and shower and cosmetic products. PZ Cussons Kenya has majored in the manufacture and distribution of the common Imperial Leather toilet soap with a greater share in the Kenyan market.

## **1.2 Statement of the Problem**

Many soap manufacturing industries want to retain their competitive advantage by applying the right marketing techniques. The question as to the qualities and importance of toilet soaps has a high significance, (Nilson, 1998). At the same time the use and

demand of toilet soaps has grown tremendously in the century. Various factors affect the brand loyalty of toilet soap hence essential to evaluate their effect of them.

The core element in the marketing mix is the company's product because it provides the functional requirements sought by customers. Marketing managers develop their products into brands which help to create a unique position in the minds of customers. Brand superiority leads to high sales, the ability to charge price premiums and the power to resist distributor power. The management of products and brands is regarded a key factor in marketing success. Having appreciated that brand loyalty is an important category of brand equity, many organizations carry out occasional surveys to establish the level of brand loyalty that customers have for their products in a particular market, (Nilson, 1998).

Many scholars have carried out various studies in the area of brand loyalty. Mwangi, (2003) carried out a research on factors that determine loyalty among toothpaste users in the Westlands area and found out that customers were more sensitive to cavities and bad breath. Ndeti, (2007) studied the factors determining brand loyalty among commercial bank customers in Westlands area of Nairobi and came up with five factors influencing loyalty. These factors were prompt service, employee willingness to help, location of the bank, operating hours and availability of ATM outlets.

Ongubo, (2003) sought to highlight the determinants of brand loyalty for prescription brand medicine by doctors in Nairobi and concluded that the most important factors influencing loyalty were reasonable price, patient buying power, experience through samples given to doctor's source of medicine and medical literature about the product. Wambugu, (2002) investigated factors determining store loyalty as a case study of selected supermarket chains in Nairobi and found out that availability of all types of merchandise, location of the supermarket, convenient operating hours, prompt service and courtesy of employees were the most important factors determining loyalty to a store. This study seeks to establish the factors affecting brand loyalty of toilet in Kenya; Unilever Kenya, Bidco Company, Pwani Oil Products, Reckitt Benkisser and PZ Cussons.

### **1.3 The Objective of the Study**

The objective of this study was to find out the factors affecting brand loyalty of toilet soap in Kenya

### **1.4 Importance of the Study**

This study is on factors affecting brand loyalty of toilet soaps in selected companies operating in Kenya. The study would therefore be of importance to various toilet making soaps in Kenya for they would have an insight on the effect of various factors that affect the brand loyalty of their products. The study would also be of great benefit to other organizations on the issue of factors affecting the loyalty of their brands. This also includes manufacturers and marketers interested in building brands through brand loyalty dimensions. Brand Managers in Kenya interested in increasing their sales through brand loyalty enhancement may use this piece of information as a strong foundation in decision making. Finally, the study would be of interest and useful firstly among the academicians who may see this as a good basis to further research on brand loyalty.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter summarizes the information from the available literature in the same field of study. The chapter is therefore a blueprint of other related information on brand loyalty and the factors affecting it. The various sections discussed here are; the segmentation of brand loyalty, factors affecting brand loyalty and the conceptual framework indicating the relationship between the factors of brand loyalty. There are various factors that affect brand loyalty, however this study focused on four factors as seen below.

#### 2.2 Segmentation in Brand Loyalty

There are multiple approaches to customer loyalty. Theories of behavioral loyalty were dominating until 1970 considering loyalty as the function of the share of total purchases, function of buying frequency or buying pattern or function of buying probability (Wernerfelt 1991). These approaches looked at brand loyalty in terms of outcomes (repeat purchase behavior) rather than reasons. Contemporary researches consider and accent the psychological (mostly attitudinal and emotional) factor of loyalty (Djupe 2000; Reichheld 2003). There are also approaches comparing loyalty with marriage these different approaches allow distinguishing customers as whether behaviorally or emotionally loyal. Behaviorally loyal customers act loyal but have no emotional bond with the brand or the supplier whereas emotionally loyal customers do. Jones et al. call these two kind of loyalty accordingly false or true long-term loyalty. Hofmeyr and Rice (2000) divide customers to loyal (behavioral) or committed (emotional). Emotional loyalty is much stronger and longer lasting than behavioral loyalty. It's an enduring desire to maintain a valued relationship. The relationship is so important for the customer that he or she makes maximum efforts to maintain it, (Reichheld, 2003). Highly bonded customers will buy repeatedly from a provider to which they are bonded, recommends that provider to others, and strongly defend these choices to others insisting that they have chosen the "best" product or service, (Butz, 1996)

## **2.3 Factors affecting Brand Loyalty**

### **2.3.1 Product Quality**

Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or ‘conformance to requirement” (Russell and Taylor, 2006). Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. According to Frings, (2005), the components of product quality of fashion merchandise include size measurement, cutting or fitting, material, color, function and the performance of the merchandise. Fitting is a crucial aspect in garment selection because some fitted garments such as swimsuits and aerobic wear can ideally enhance the consumers’ general appearance.

Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product. Further, consumers relate personally to colour, and could select or reject a fashion because of color. If the color does not appeal to them or flatter their own color, they will reject the fashion, (Frings, 2005). Functional attributes in sportswear include quick-dry, breathable, waterproof, odour-resistant, lightweight, and antimicrobial and finally, durability which is the use life of garments. For instance, some consumers wear their sportswear for heavy work and some for leisure and sports, as they need a lot of movement, while durability is an important consideration in purchasing sportswear, (Garvin, 1988). Perfectionist or quality consciousness is defined as an awareness of and desire for high quality products, and the need to make the best or perfect choice versus buying the first product or brand available, (Sproles and Kendall, 1986). This indicates that quality characteristics are also related to brand loyalty.

### **2.3.2 Service Quality**

A common definition of service quality is that the service should correspond to the customers’ expectations and satisfy their needs and requirements (Gronroos, 1990). Service quality is a kind of personal selling, and involves direct interactions between salespeople and potential buyers. Consumers like to shop at specific stores because they

like the services provided and are assured of certain service privileges. The impact of salespeople-consumer relationships will generally result in long-term orientation of consumers towards the store or brand. Trust in salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being totally satisfied with the stores in the end. Additionally, personalization (i.e. reliability, responsiveness, personalization and tangibles) significantly influence consumers' experience and evaluation of service, and in turn, affects the brand loyalty of consumers (To and Leung, 2001). Gronroos, (1990) noted that the quality of a service as perceived by customers had three dimensions: functional (or process) dimension, technical (or outcome) dimension, and image. Furthermore, Richard and Allaway, (1993) argued that utilizing only functional quality attributes to explain and/or predict consumers' behavior might be a misspecification of service quality and had low predictive validity.

### **2.3.3 Price and Brand Loyalty**

For many consumers, price is a very important attribute. The attribute price can indeed be more important on decision making than that of quality, brand name and others. Generalizations about the effect of price should be tempered however because consumer reactions to a price differential clearly depend on the magnitude of the differential as well as the brand names which are considered. According to Cadogan and Foster, (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price.

In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands (Evans, 1996; Keller, 2003). Consumers' satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change (Yoon and Kim, 2000). Basically, long-term relationships of service loyalty make loyal customers more prices

tolerant, since loyalty discourages customers from making price comparison with other products by shopping around. Price has increasingly become a focal point in consumers' judgments of offer value as well as their overall assessment of the retailer (De Ruyter, 1999).

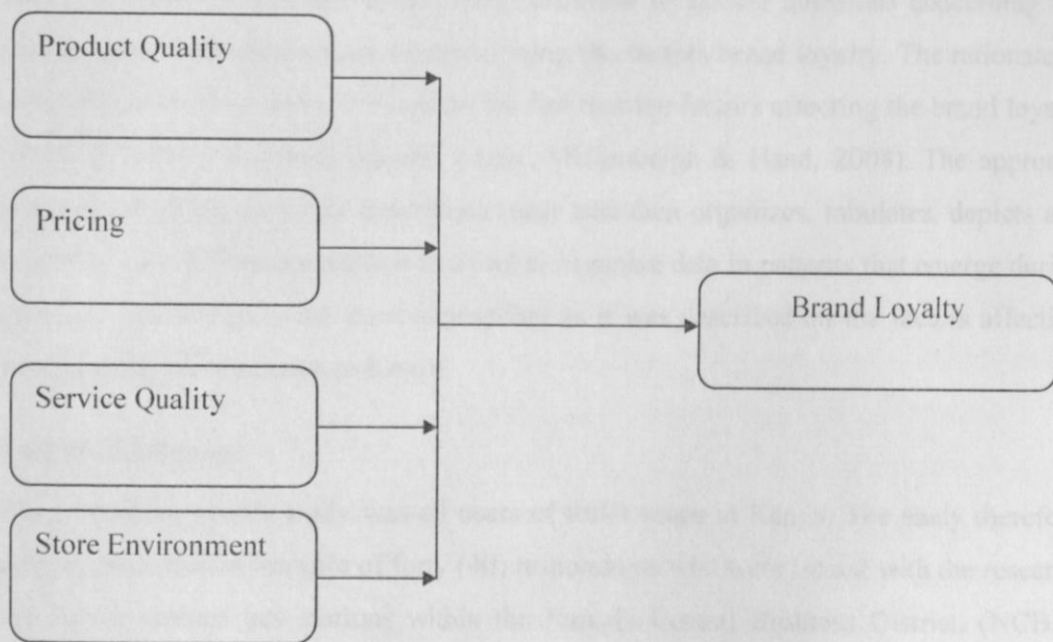
According to Bucklin, (1998), price significantly influences consumer choice and incidence of purchase. He emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is described as the quantity of payment or compensation for something. It indicates price as an exchange ratio between goods that pay for each other. Price also communicates to the market the company's intended value positioning of its product or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986). Additionally, consumers generally evaluated market price against an internal reference price, before they decide on the attractiveness of the retail price.

#### **2.3.4 Store Environment**

Omar, (1999) emphasized that the store environment was the single most important factor in retail marketing success and store longevity. Positive attributes of the store, which include store location, store layout, and in-store stimuli, affect brand loyalty to some extent. Store location and number of outlets are crucial in altering consumer shopping and purchasing patterns. If consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become loyal afterwards (Evans, 1996). Thus, a store's atmosphere is one of the factors that could influence consumer's decision making. The stimuli in the store, such as the characteristic of other shoppers and salespeople, store layout, noises, smells, temperature, shelf space and displays, sign, colors, and merchandise, affect consumers and serve as elements of apparel attributes, (Abraham and Littrell, 1995), which may in turn, affect consumer decision making and satisfaction with the brand (Evans, 1996). On the other hand, background music played in the stores affects attitudes and behaviour, (Milliman, 1982). The slow-beat musical selection leads to higher sales volume as consumers spend more time and money in a conducive environment.

There are many advantages to retailers having loyal customers. As stated by Huddleston, (2004), customer loyalty could yield a favorable operating cost advantage for retailers. Furthermore, they stressed that obtaining new customers cost five to six times as much as retaining current customers. Loyal customers can increase their purchase spending, they are low cost for retailers as compared to obtaining new customers; they accept price premiums and they have customer longevity. Research conducted by Lin and Chang, (2003) showed that the channel convenience of the brands had significant influence on buying behavior. This means that the accessibility to this product/brand in the store is important when purchasing low involvement products. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand.

#### 2.4 Conceptual Framework



**Independent variables**

**Dependent Variable**

Source; Author, 2011

Figure 2.1: Conceptual Framework

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter outlines the research methodology and research design that was used in the study. It describes the source of data, population, sampling method and data collection method. The chapter discusses the type of data that was gathered and how the data was collected alongside the methods of data analysis and presentation techniques used in the study.

#### **3.2 Research Design**

The study adopted a descriptive research design approach, (Mugenda and Mugenda, 1999), whereby the process entails data collection to answer questions concerning the current status with the purpose of determining the factors brand loyalty. The rationale of using the descriptive study is based on the fact that the factors affecting the brand loyalty can be described as manifestations, (Ader, Mellenbergh & Hand, 2008). The approach involves gathering data that describes events and then organizes, tabulates, depicts and describes data. It uses description as a tool to organize data in patterns that emerge during analysis. This design is the most appropriate as it was described on the factors affecting brand loyalty of toilet soap in Kenya.

#### **3.4 Data Collection**

The population of this study was all users of toilet soaps in Kenya. The study therefore used a representative sample of forty (40) respondents who were issued with the research tool at the various bus stations within the Nairobi Central Business District, (NCBD) area.

The study collected data information from respondents on the factors affecting brand loyalty of toilet soap in Kenya. Primary data was gathered directly from the customers and for this study the researcher used a questionnaire which consisted of close and open ended questions. Data was collected using questionnaires because it enabled the researcher to collect information more easily and within reasonable time. The semi-

structured questionnaires addressed both quantitative and qualitative information in the study. The steps that were used in data collection procedures started with the printing of the semi- structured questionnaires copies enough for the target customers. The semi-structured questionnaires were delivered to the customers mainly at the toilet soaps section at the five supermarkets. The researcher however sought the relevant authority in order to access the customers.

To ensure high validity and reliability of the data the researcher considered 10% (20 respondents) of the study population as well as the supervisors in making up the research tool. The respondents picked randomly at the bus stations. The intention was used to validate the questionnaires as a measurement tool in order for them to be an accurate indicator of what the study intended to measure, (Mugenda & Mugenda, 2003). Pilot study was carried out to clarify instructions, determine appropriate levels of independent variables, and determine the reliability and validity the research tool.

### **3.7 Data Analysis and Reporting**

The study generated both quantitative and qualitative data due to the nature of the instrument adopted which consists of both semi-structured questionnaires an observation techniques. When the researcher got the questionnaires from the respondents they were sort and arranged according to different departments. The questionnaires were coded to each set to give an easy guide to grouping the information. The collected data was processed which involved grouping the data into classes. Quantitative data collected using questionnaires, was analyzed by the use of descriptive statistics using SPSS (Statistical Package for Social Sciences), and was presented through percentages, means and frequencies. The information was also displayed by use of frequency tables, charts and other figures applicable in data presentation. Content analysis was used to analyze data collected from the open ended questions that is of qualitative nature. Content analysis used a set of categorization for making valid and replicable inferences from data to their context.

**CHAPTER FOUR**  
**DATA ANALYSIS AND INTERPRETATION**

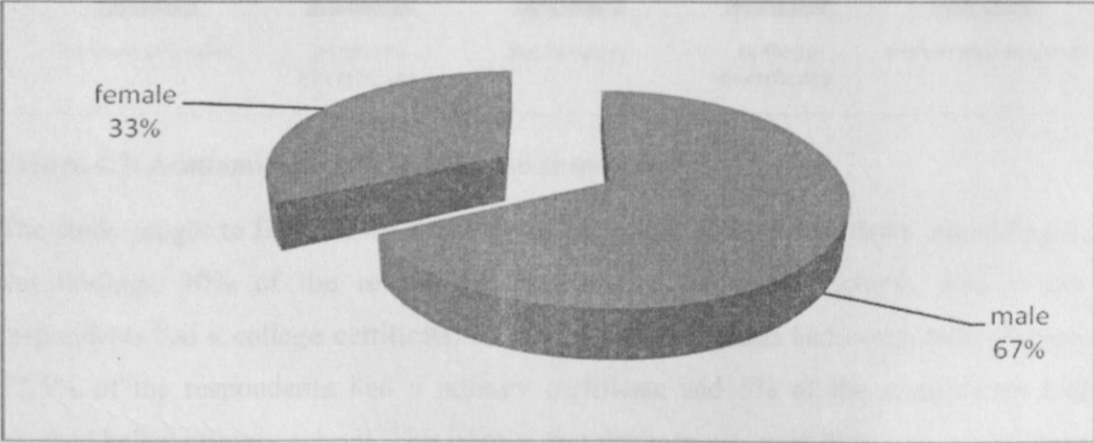
**4.1 Introduction**

This chapter presents analysis and findings of the study as set out in the research methodology. The study findings are presented on the factors affecting brand loyalty of toilet soap in Kenya. The data was gathered exclusively from the questionnaire as the research instrument. The questionnaire was designed in line with the objective of the study.

**4.1.1 Response Rate**

The study targeted 40 respondents in collecting data with regard to the factors affecting brand loyalty of toilet soap in Kenya. From the study, 40 out of the 40 sample respondents filled-in and returned the questionnaires making a response rate of 100%.

**4.2 Demographic Information**



**Figure 4.2: Gender of the respondents**

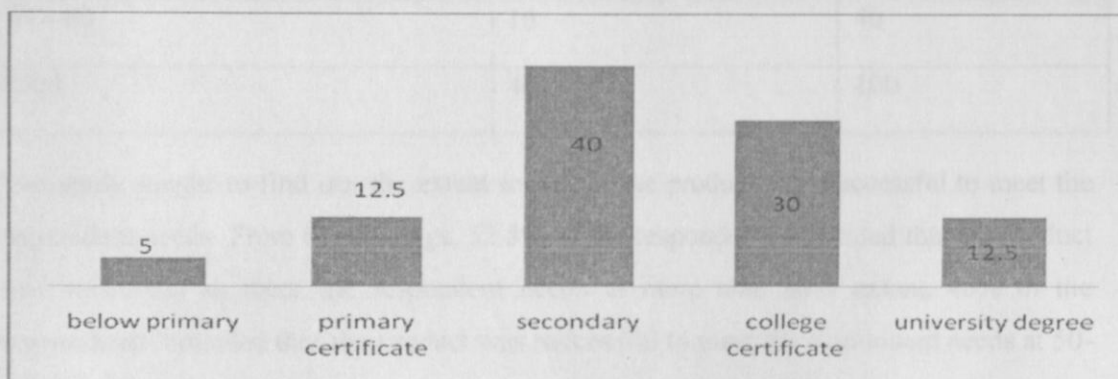
The study sought to find out the gender of the respondents. According to the findings, 67% of the respondents were male while 33% of the respondents were female.



**Table 4.1: Age of the respondents**

	Frequency	Percent
btw20 to 30 yrs	29	72.5
btw 30 to 40 yrs	9	22.5
over 50 yrs	2	5
Total	40	100

The respondents were requested to indicate their age. From the findings, 72.5% of the respondents were aged between 20 to 30 years, 22.5% of the respondents were aged between 30 to 40 years and 5% of the respondents were aged over 50 years.



**Figure 4.3: Academic qualification of the respondents**

The study sought to find out the academic qualification of the respondents. According to the findings, 40% of the respondents had reached secondary school, 30% of the respondents had a college certificate, 12.5% of the respondents had a university degree, 12.5% of the respondents had a primary certificate and 5% of the respondents had reached below primary school. This implies that the soap was used by people of different education levels both well educated and not educated.

The study sought to find out whether there were some toilet soap brands the respondents valued more than others. According to the findings all (100%) of the respondents indicated that there were some toilet soap brands the respondents valued more than others.

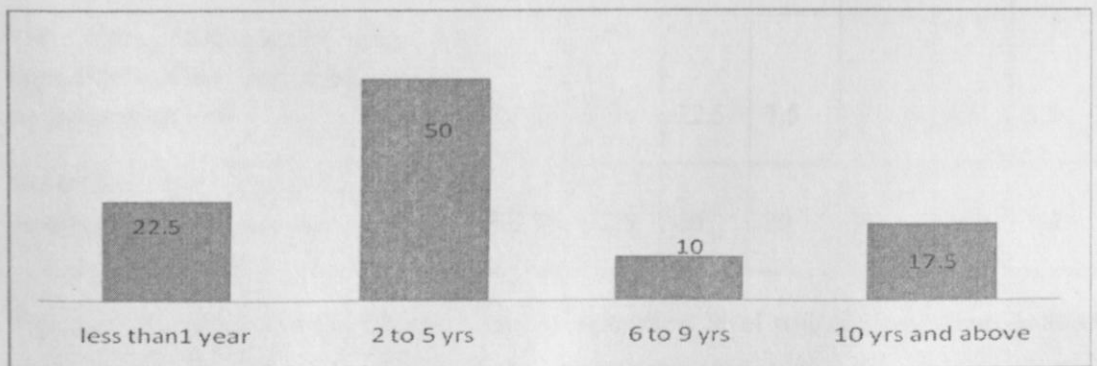
#### 4.2.1 Toilet Soap Brands

The study sought to find out the toilet soap brands preferred most. The brands preferred were Imperial, Flamingo, Dettol soap, Geisha and Fa soap. The most preferred by most of the respondents was Fa soap since it was affordable, came in different colors and fragrances and is of good quality.

**Table 4.2: Extent to which the product was successful to meet the respondent needs**

	Frequency	Percent
to the fullest extent	3	7.5
more than 80	21	52.5
50 - 80	16	40
Total	40	100

The study sought to find out the extent to which the product was successful to meet the respondent needs. From the findings, 52.5% of the respondents indicated that the product was successful to meet the respondent needs at more than 80% extent, 40% of the respondents indicated that the product was successful to meet the respondent needs at 50-80% extent and 7.5% of the respondents indicated that the product was successful to meet the respondent needs to the fullest extent.



**Figure 4.4: Duration to which the respondent had been using the brand**

The study sought to find out the duration to which the respondent had been using the brand. From the findings, 50% of the respondents had been using the brand for 2 to 5 years, 22.5% of the respondents had been using the brand for less than 1 year, 17.5% of the respondents had been using the brand for 10 years and above and 10% of the respondents had been using the brand for 6 to 9 years.

### 4.3 Factors Affecting Brand Loyalty of Toilet Soaps

#### 4.3.1 Product Quality

The study sought to find out whether the respondents considered the quality of the soap. According to the findings, 100 percent of the respondents considered the quality of the soap before purchasing it.

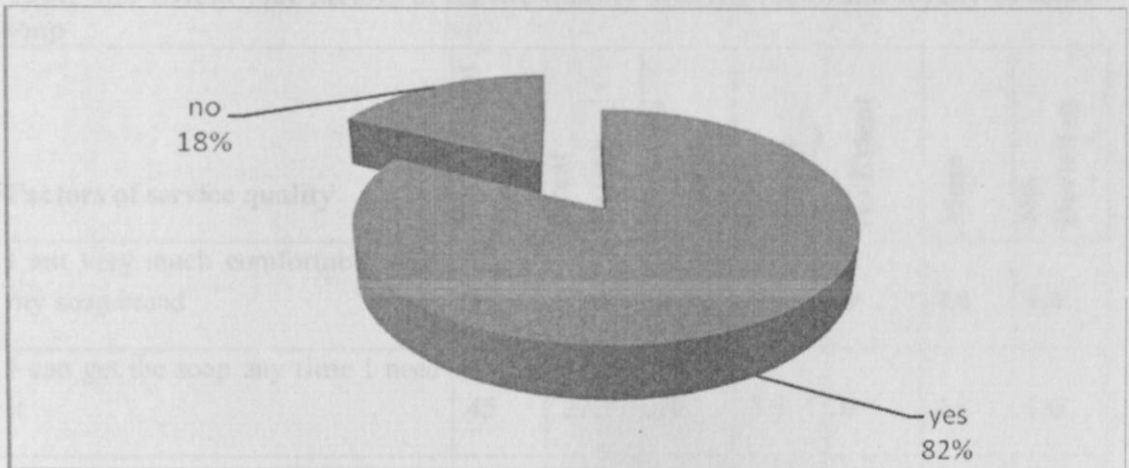
**Table 4.3:** Respondents' agreement level with statements on product quality

Factors of product quality	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation
The soap brand has sufficient colour choices that I value most	75	7.5	12.5	5	0	4.5	0.9
The materials used in making up the brand are of high quality and I like them	62.5	12.5	12.5	12.5	0	4.3	1.1
The size measurement and the ingredients of the soap brand serves my household well	57.5	7.5	22.5	7.5	5	4.1	1.3
Generally, the brand has good quality that pleases me always.	52.5	12.5	10	20	5	3.9	1.4

The study sought to find out the respondents' agreement level with statements on product quality. From the findings, the respondents strongly agreed that the soap brand has sufficient colour choices that the respondents valued most as shown by a mean of 4.5, the respondents agreed that the materials used in making up the brand were of high quality

and they liked them as shown by a mean of 4.3, the respondents agreed that the size measurement and the ingredients of the soap brand served the household well as shown by a mean of 4.1 and the respondents agreed that generally, the brand has good quality that pleases me always as shown by a mean of 3.9.

### 4.3.2 Service Quality



**Figure 4.5: If the service quality affected attitude and commitment in purchasing the soap brand**

The study sought to find out if the services quality affected attitude and commitment in purchasing the soap brand. According to the findings, 82% of the respondents indicated that services quality affected attitude and commitment in purchasing the soap brand while 18% of the respondents indicated that services quality did not affect attitude and commitment in purchasing the soap brand.

**Table 4.4: Extent that services quality affected attitude and commitment in purchasing the soap brand**

	Frequency	Percent
very great extent	29	72.5
great extent	6	15
moderate extent	5	12.5
Total	40	100

The study sought to find out the extent that services quality affected attitude and commitment in purchasing the soap brand. From the findings, 72.5% of the respondents

indicated that services quality affected attitude and commitment in purchasing the soap brand to a very great extent, 15% of the respondents indicated that services quality affected attitude and commitment in purchasing the soap brand to a great extent and 12.5% of the respondents indicated that services quality affected attitude and commitment in purchasing the soap brand to a moderate extent.

**Table 4.5: Extent that factors of service quality affected the brand loyalty of toilet soap**

Factors of service quality	Very Great Extent	Great Extent	Moderate Extent	Little Extent	No Extent	Mean	Std. Deviation
I am very much comfortable with my soap brand	55	32.5	7.5	5	0	4.4	1.0
I can get the soap any time I need it	45	27.5	20	7.5	0	4.1	1.0
Customers perceive	45	20	30	5	0	4.1	1.0
The staff in the supermarkets/shops appreciate me most any time I purchase the soap	32.5		47.5	20	0	3.5	1.2

The study sought to find out the extent that factors of service quality affected the brand loyalty of toilet soap. From the findings, customers were very much comfortable with their soap brand affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.4, customers could get the soap any time they need it affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.1, customers perceive affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.1 and the staff in the supermarkets/shops appreciate them most any time they purchased the soap affected the brand loyalty of toilet soap to a great extent as shown by a mean of 3.5.

**Table 4.6:** Respondents' agreement level with statements about service quality affects brand loyalty

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Deviation
Consumers prefer better services than any other thing	62.5	12.5	7.5	17.5	0	4.2	1.6
Trust in salespeople appears to relate to my overall perceptions of the store's service quality	50	20	22.5	7.5	0	4.1	1.0
The salesperson in the outlet are well trained and knowledgeable	45	32.5	22.5	0	0	4.2	0.8
Sales person of the store outlet are always friendly, courteous and willing to help me out	30	32.5	12.5	25	0	3.7	1.2
To me, a better service is essential maintaining my loyalty towards the toilet soap brand I buy most.	45	10	15	12.5	17.5	3.5	1.6

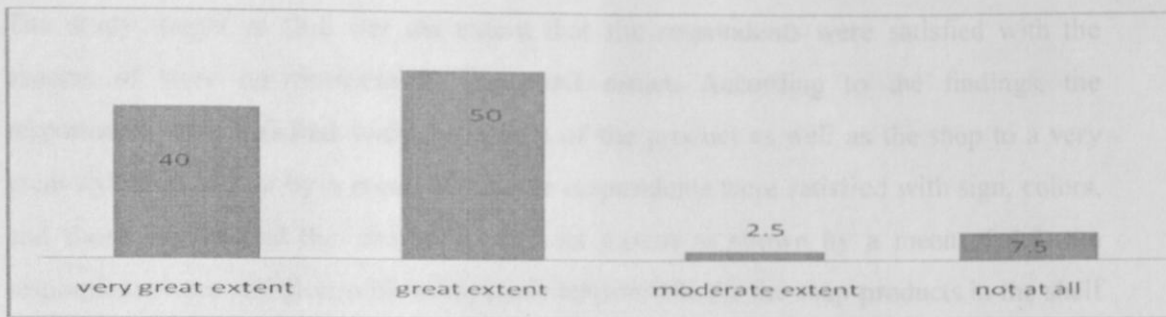
The study sought to find out the respondents' agreement level with statements about service quality affects brand loyalty. From the findings, the respondents agreed that consumers prefer better services than any other thing as shown by a mean of 4.2, the respondents agreed that the salesperson in the outlet are well trained and knowledgeable as shown by a mean of 4.2, the respondents agreed that trust in salespeople appears to relate to my overall perceptions of the store's service quality as shown by a mean of 4.1, the respondents agreed that sales person of the store outlet are always friendly, courteous and willing to help them out as shown by a mean of 3.7 and the respondents agreed that to theme, a better service is essential maintaining their loyalty towards the toilet soap brand they buy most as shown by a mean of 3.5.

### 4.3.3 Pricing

**Table 4.7: Respondents' agreement level with statements on the effects of price on brand loyalty**

Effects of price	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std. Deviation
The increased price would not hinder my purchase intentions	45	5	25	20	5	3.7	0.5
The brand provides good value for money	30	20	17.5	20	12.5	3.4	1.4
I always switch to other toilet soap brands from other manufacturers whenever the price increases	27.5	27.5	25	7.5	12.5	3.5	1.4
I consider price as a major factor in any of my purchases but my loyalty towards toilet soaps remains the same even in change of prices	22.5	20	30	12.5	15	3.2	1.3

The study sought to find out the respondents' agreement level with statements on the effects of price on brand loyalty. According to the findings, the respondents agreed that the increased price would not hinder my purchase intentions as shown by a mean of 3.7, the respondents agreed that they always switch to other toilet soap brands from other manufacturers whenever the price increases as shown by a mean of 3.5, the respondents were neutral that the brand provides good value for money as shown by a mean of 3.4, the respondents were neutral that they consider price as a major factor in any of my purchases but my loyalty towards toilet soaps remains the same even in change of prices as shown by a mean of 3.2.



**Figure 4.6: Whether the respondent consider the price of the soap products**

The study sought to find out whether the respondent considers the price of the soap products. According to the findings, 50% of the respondents indicated that the respondents considered the price of the soap products to a great extent, 40% of the respondents indicated that the respondents considered the price of the soap products to a very great extent, 7.5% of the respondents indicated that the respondents did not at all consider the price of the soap products and 2.5% of the respondents indicated that the respondents considered the price of the soap products to a moderate extent.

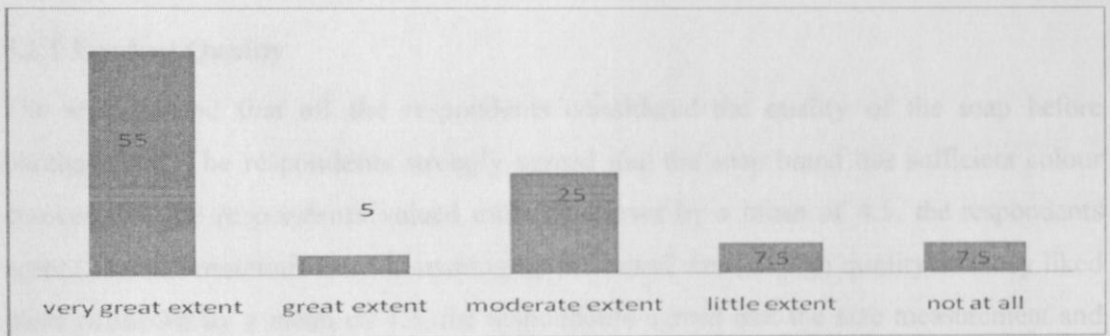
#### 4.3.4 Store Environment

**Table 4.8: Extent that the respondents were satisfied with the aspects of store environment in the retail outlet**

Aspects of store environment	Very Great Extent	Great Extent	Moderate Extent	Little Extent	Not At All	Mean	Std. Deviation
Salespeople responsible for the soap products in the shelf	47.5	22.5	17.5	5	7.5	4.0	1.3
Store Layout	17.5	22.5	50	7.5	2.5	3.5	1.0
Noise and smells	42.5	20	7.5	22.5	7.5	3.7	1.4
Temperature	37.5	17.5	12.5	7.5	25	3.4	1.6
shelf space and displays	42.5	27.5	20	0	10	3.9	1.2
sign, colors, and those who attend the shelves	47.5	30	22.5	0	0	4.3	0.8
General cleanliness of the product as well as the shop	67.5	25	5	0	2.5	4.6	0.8



The study sought to find out the extent that the respondents were satisfied with the aspects of store environment in the retail outlet. According to the findings, the respondents were satisfied with cleanliness of the product as well as the shop to a very great extent as shown by a mean of 4.6, the respondents were satisfied with sign, colors, and those who attend the shelves to a great extent as shown by a mean of 4.3, the respondents were satisfied with salespeople responsible for the soap products in the shelf to a great extent as shown by a mean of 4.0, the respondents were satisfied with shelf space and displays to a great extent as shown by a mean of 3.9, the respondents were satisfied with noise and smells to a great extent as shown by a mean of 3.7, the respondents were satisfied with store layout to a great extent as shown by a mean of 3.5 and the respondents were satisfied with temperature to a moderate extent as shown by a mean of 3.4.



**Figure 4.7: Extent that the store environment affected loyalty towards a toilet soap**

The study sought to find out the extent that the store environment affected loyalty towards a toilet soap. According to the findings, 55% of the respondents indicated that the store environment affected loyalty towards a toilet soap to a very great extent, 25% of the respondents indicated that the store environment affected loyalty towards a toilet soap to a moderate extent, 7.5% of the respondents indicated that the store environment affected loyalty towards a toilet soap to a little extent, 7.5% of the respondents indicated that the store environment did not at all affect loyalty towards a toilet soap and 5% of the respondents indicated that the store environment affected loyalty towards a toilet soap to a great extent.

## **CHAPTER FIVE**

### **SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

The chapter provides the summary of the findings from chapter four, and it also gives the conclusions and recommendations of the study based on the objectives of the study. The objectives of this study were to investigate the factors affecting brand loyalty of toilet soaps in Kenya.

#### **5.2 Summary of the Findings**

The study aimed at investigating the factors affecting brand loyalty of toilet soap in Kenya.

##### **5.2.1 Product Quality**

The study found that all the respondents considered the quality of the soap before purchasing it. The respondents strongly agreed that the soap brand has sufficient colour choices that the respondents valued most as shown by a mean of 4.5, the respondents agreed that the materials used in making up the brand were of high quality and they liked them as shown by a mean of 4.3, the respondents agreed that the size measurement and the ingredients of a soap brand served the household well as shown by a mean of 4.1 and the respondents agreed that generally, the brand has good quality that pleases me always as shown by a mean of 3.9.

##### **5.2.2 Service Quality**

The study found that 82% of the respondents indicated that services quality affected attitude and commitment in purchasing the soap brand. In addition, 72.5% of the respondents indicated that services quality affected attitude and commitment in purchasing the soap brand to a very great extent. Customers were very much comfortable with their soap brand affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.4, customers could get the soap any time they need it affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.1, customers perceive

affected the brand loyalty of toilet soap to a great extent as shown by a mean of 4.1 and the staff in the supermarkets/shops appreciate them most any time they purchased the soap affected the brand loyalty of toilet soap to a great extent as shown by a mean of 3.5.

The respondents agreed that consumers prefer better services than any other thing as shown by a mean of 4.2, the respondents agreed that the salesperson in the outlet are well trained and knowledgeable as shown by a mean of 4.2, the respondents agreed that trust in salespeople appears to relate to my overall perceptions of the store's service quality as shown by a mean of 4.1, the respondents agreed that sales person of the store outlet are always friendly, courteous and willing to help them out as shown by a mean of 3.7 and the respondents agreed that to them, a better service is essential maintaining their loyalty towards the toilet soap brand they buy most as shown by a mean of 3.5.

### **5.2.3 Pricing**

The study found that the respondents agreed that the increased price would not hinder my purchase intentions as shown by a mean of 3.7, the respondents agreed that they always switch to other toilet soap brands from other manufacturers whenever the price increases as shown by a mean of 3.5, the respondents were neutral that the brand provides good value for money as shown by a mean of 3.4, the respondents were neutral that they consider price as a major factor in any of their purchases but their loyalty towards toilet soaps remains the same even in change of prices as shown by a mean of 3.2. 50% of the respondents indicated that the respondents considered the price of the soap products to a great extent.

### **5.2.4 Store Environment**

The study found that the respondents were satisfied with cleanliness of the product as well as the shop to a very great extent as shown by a mean of 4.6, the respondents were satisfied with sign, colors, and those who attend the shelves to a great extent as shown by a mean of 4.3, the respondents were satisfied with salespeople responsible for the soap products in the shelf to a great extent as shown by a mean of 4.0, the respondents were satisfied with shelf space and displays to a great extent as shown by a mean of 3.9, the

respondents were satisfied with noise and smells to a great extent as shown by a mean of 3.7, the respondents were satisfied with store layout to a great extent as shown by a mean of 3.5 and the respondents were satisfied with temperature to a moderate extent as shown by a mean of 3.4. 55% of the respondents indicated that the store environment affected loyalty towards a toilet soap to a very great extent.

## **5.3 Conclusions**

### **5.3.1 Product Quality**

The study concludes that the customers considered the quality of the soap before purchasing it. Soap brands have attractive colour choices that the respondents valued most. The materials used in making up the brand were of high quality and they liked them. The size, measurement and the ingredients of the soap brand served the household well.

### **5.3.2 Service Quality**

The study concludes that services quality affected attitude and commitment in purchasing the soap brand to a very great extent. Customers were very much comfortable with their soap brand affected the brand loyalty of toilet soap. Availability of soaps, how customers perceived soaps and appreciation by shop attendants affected the brand loyalty of toilet soap to a great extent. Consumers prefer better services than any other thing. The salespersons in the outlet are well trained and knowledgeable. Trust in salespeople appears to relate to my overall perceptions of the store's service quality. Sales person of the store outlet are always friendly, courteous and willing to help them out.

### **5.3.3 Pricing**

The study concludes that the increased price would not hinder customers purchase intentions. They always switched to other toilet soap brands from other manufacturers whenever the price increased. The customers considered the price of the soap products to a great extent.

### **5.3.4 Store Environment**

The study concludes that the customers were satisfied with cleanliness of the product as well as the shop to a very great extent. The consumers were satisfied with sign, colors, and those who attend the shelves to a great extent. The customers were satisfied with salespeople responsible for the soap products in the shelf to a great extent.

### **5.4 Recommendations**

The study recommends the manufacturers of toilet soap to produce high quality soaps. They need to produce the soaps in various colors and flavors to attract customers due to variety. The materials used in making up the brand need to be of high quality. They need to consider size measurement and the ingredients of the soap brand. This will enhance customer brand loyalty.

The study recommends the shop attendants who sell toilet soaps to provide quality services and to appreciate their customers. The manufacturers and suppliers need to ensure that the soaps are available to the customers. The salespersons in the outlet should be well trained and knowledgeable on the brands. They need to be friendly, courteous and willing to help customers out.

The study recommends that manufacturers to cut down the production cost so as to reduce the prices of the toilet soaps. This will help the customers to remain loyal to the soap brand.

The study recommends that shop attendants to keep their shops and the products clean. The sales people need to display the soaps well in the shelves to attract customers. This will help to enhance the brand loyalty of the customers.

### **5.5 Recommendation for Further Studies**

This study has reviewed the study on out the factors affecting brand loyalty of toilet soaps in Kenya. To this end therefore a further study should be carried out to establish what attracted customers in purchasing the toilet soap.

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## APPENDIX I: LETTER OF INTRODUCTION

Date .....

### Dear Respondent

I am a student at University of Nairobi pursuing a master's degree course in marketing. Pursuant to the pre-requisite course work, I am conducting a research project on factors affecting brand loyalty of toilet soaps in selected companies operating in Kenya. The focus of my research will be the five major supermarkets in Nairobi particularly within the central business district (CBD) and this will involve use of questionnaires administered to customers.

This is to request you to kindly go through the questionnaire and fill it for research purpose. The information will be used purely for academic purposes and will be treated with confidentiality.

Everlyne W. Mwanika

Thank you in advance.

**APPENDIX II: QUESTIONNAIRE**

**Instruction**

This questionnaire consists of two parts. Please answer all the questions by ticking on the spaces provided or use the spaces left for you.

**PART A: GENERAL INFORMATION**

1. What is your gender?

Male  Female

2. Please tick (√) on the age bracket which best describes the range in which your age falls

- Between 20 to 30 Years
- Between 30 and 40 Years
- Between 40 and 50 Years
- Over 50 Years

3. What is your highest academic qualification?

- Below primary  Primary certificate
- Secondary  College certificate
- University degree  Masters

4. Are there some toilet soap brands you value more than others?

Yes  No

5. Kindly list some of the toilet soap brands you prefer most?

.....  
.....

6. Of the listed toilet soap brands in (4), which one do you prefer most

.....

7. To what extent has the product been successful to meet your needs?

To the fullest extent

More than 80% [ ]

50% – 80% [ ]

Less than 50% [ ]

Can't say [ ]

8. For how long have you been using this brand?

Less than 1 year [ ] 2 to 5 years [ ]

6 to 9 years [ ] 10 years and above [ ]

## PART B: FACTORS AFFECTING BRAND LOYALTY OF TOILET SOAPS

### a) Product Quality

9. Do you consider the quality of soap brands when doing your purchases?

Yes [ ] No [ ]

10. What is your level of agreement with the following statements on product quality? Rate where 1 is to strongly agree and 5 is to strongly disagree?

Factors of product quality	1	2	3	4	5
The soap brand has sufficient colour choices that I value most					
The materials used in making up the brand are of high quality and I like them					
The size measurement and the ingredients of the soap brand serves my household well					
Generally, the brand has good quality that pleases me always.					
Others (Specify.....)					

**b) Service Quality**

11. Does service quality affect your attitude and commitment in repurchasing the toilet soap brand your choice?

Yes [ ] No [ ]

12. If yes, to what extent?

Very great extent ( )

Great extent ( )

Moderate extent ( )

Little extent ( )

Not at all ( )

13. To what extent do the following factors of service quality affect the brand loyalty of toilet soap? Use a scale of 1 -5 where 1 is to no extent and 5 is to a very great extent

Factors of service quality	1	2	3	4	5
I am very much comfortable with my soap brand					
I can get the soap any time I need it					
Customers perceive					
The staff in the supermarkets/shops appreciate me most any time I purchase the soap					
Others (Specify.....)					

14. To what extent do you agree with the following statements about service quality as a affects brand loyalty? Use a scale of 1 to 5, where 1 is to Strongly Disagree and 5 is strongly agree

Statements	1	2	3	4	5
Consumers prefer better services than any other thing					
Trust in salespeople appears to relate to my overall perceptions of the store's service quality					
The salesperson in the outlet are well trained and knowledgeable					
Sales person of the store outlet are always friendly, courteous and willing to help me out					
To me, a better service is essential maintaining my loyalty towards the toilet soap brand I buy most.					

**c) Pricing**

15. What is your level of agreement on the following statements on the effects of price on brand loyalty? Use a scale of 1-5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree.

Effects of price	5	4	3	2	1
The increased price would not hinder my purchase intentions					
The brand provides good value for money					
I always switch to other toilet soap brands from other manufacturers whenever the price increases					
I consider price as a major factor in any of my purchases but my loyalty towards toilet soaps remains the same even in change of prices					
Others, (Specify..... .....)					

16. To what extent do you consider price as a factor when purchasing toilet soap products of your choice?

Very great extent ( )

Great extent ( )

Moderate extent ( )

Little extent ( )

Not at all ( )



### Store Environment

To what extent are you satisfied with the following aspects of store environment in the retail outlet?

Aspects of store environment	1	2	3	4	5
Salespeople responsible for the soap products in the shelf					
Store Layout					
Noise and smells					
Temperature					
shelf space and displays					
sign, colors, and those who attend the shelves					
General cleanliness of the product as well as the shop					
Others (Specify.....)					

17. In general, to what extent does the store environment affect your loyalty towards a given toilet soap brand in the retail outlet?

- Very great extent                      ( ) Great extent                      ( )  
 Moderate extent                      ( ) little extent                      ( )  
 Not at all                      ( )

THANK YOU