

**BRAND EQUITY AND CONSUMER BUYING BEHAVIOUR OF
COMMERCIAL BANK SERVICES IN NAIROBI, KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
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DECLARATION

I, Patience Kayaro Musera hereby declare that the contents of this research paper hereinafter presented together with materials annexed hereto, attachments herewith, and any such other accompaniments thereof, which may have been included herein. Constitute my original work and has neither been submitted in this university or any other for the award of a similar Master of Business Administration degree in the past and that it conforms to all the guidelines of carrying out research issued by the University of Nairobi

Signed.....

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D61/74814/2014

I Professor Mary Kinoti, hereby agree that this research project has been submitted for examination with my approval as the university supervisor.

Signed.....

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DEDICATION

This study is dedicated to my family.

ACKNOWLEDGEMENTS

The journey to completion of this course has been challenging and inspiring at the same time. The successful completion of this study has been achieved by combined efforts to some other people who helped me with their various talents, instructions, experience and above all their valuable time. I wish to express my sincere gratitude to the following individuals who in one way or another gave me valuable support during the study.

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ABBREVIATIONS AND ACRONYMS

CBBE - Consumer Based Brand Equity

CBK - Central Bank of Kenya

MFB - Microfinance Banks

CRB - Credit Reference Bureau

MRP - Money Remittance Providers

SPSS - Statistical Package for Social Sciences

CBD - Central Business District

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ABSTRACT

There has been an increase in financial access in the country over the past years and as a result an increased number of commercial banks operating in the market as well. This has led to intensified competition among these banks as they try to acquire new customers and strive to retain their existing ones. Hence the pressure to build and maintain strong brands. It is for these reasons that understanding the concept of brand equity and its influence on consumer buying behaviour is of significance. The study's design was descriptive and quantitative in nature. The design of the study was considered appropriate due to the need to quantify the relationship between variables and to obtain information concerning current status the matters in the study as well as explaining what exists in relation to variables. Primary data was collected with the use of questionnaires from bank service users in Nairobi. The questionnaire was divided into two parts with the first part having demographic information and the second part containing questions on brand equity as well as consumer buying behaviour. The data collected was analyzed by conducting a correlation analysis, followed by regression analysis using SPSS. Eventually, the results state that brand awareness, perceived quality, brand loyalty and brand association all have a positive and significant correlation with consumer buying behaviour. The regression outcome further showed that all the brand equity elements reliably predict consumer behaviour of commercial bank services in Nairobi Kenya. Further findings on the specific brand equity elements, revealed that brand association has the most influence on consumer buying behavior followed by brand loyalty and eventually perceived quality respectively. Brand awareness however had very minimal influence on consumer buying behavior.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

The need for businesses to do better has led to an increasing need of understanding their top brands. Aaker (1991) argues that brands are companies' greatest valuable asset as they face the marketing battle in a competitive business environment. This was evident in the European market as early as 1985 when a popular brand, Rowntree was purchased by Nestle` for three times its stock market value and more than twenty times of its total earnings, (Kapferer, 1999). In building strong brands, the consumers are expected to be the core contributors of the entire process; Studies done in the early 1950s by organizations trying to come up with the marketing concept which eventually evolved to the study of the concept of consumer buying behaviour confirmed that good sales are made only when products are produced with the consumer in mind (Schiffman, 2008). In reference to Keller's consumer based brand equity model, a brand's power has its dependency on what is in the mind of a consumer and their experience and knowledge of the particular brand. (Keller 2012).

The study will use Fishbein attitude model and Consumer Based Brand Equity theory to illustrate a consumer's buyer behaviour and brand equity. The Fishbein attitude model is best suited to demonstrate a consumer's buyer behaviour since it measures consumer attitude towards the act of purchasing certain categories of brands, its assumption is that the consumer will favor brands they feel are positive and have a negative attitude towards those they feel the reverse about. Consumer Based Brand Equity theory will best define what brand equity is, how to achieve it and finally its measurement and management; by seeking to answer; What's the power of a brand? How are you building a powerful brand? How are you getting brand equity?

Financial services inclusion in Kenya has risen to 82.9% of the entire population in 2019 as compared to 26.7 in 2006 (Finances Household Survey, 2019). This survey is evidence of the fact that there is an increasing demand for formal financial institutions among them commercial bank across all sectors of the economy is in Kenya. There is a need of understanding brand equity in different markets so as to be able to build successful strong brands (Yoo and Donth, 2002). Brand equity in the banking industry can only be achieved when commercial banks understand what the banking services users use and value and as a result come up with products and services that match up their consumers use and value.

1.1.1 The Concept of Brand Equity

A brand is a product a consumer would purchase that on its own way is unique and timeless (King, 1991). As manufacturers produce products and services that resemble in appearance in the market, firms need to be able to develop brand equity by differentiating and building their specific brands as a result bringing out its uniqueness to customers purchasing them. According to Aaker (1991), brand equity are assets and liabilities for companies, namely its popularity; sales value, perceived quality and what consumers associate it with that eventually contribute to its value. Whereas, Keller (1993) describes brand equity as a brand's exclusive attributes felt by the consumer. In addition, Feldwick (1996) defines brand equity in three different ways, namely: as having the ability to be separated as an asset whether a sale has taken place or not, or as part of the items on a balance sheet, or as a means by which how much a consumer is attached to a brand is measured, and lastly as a way of describing a consumer's conviction and relation to the specific brand.

Ten sets of measures are used to determine brand equity. They are further grouped into 5 categories with the first four being brand asset driven attributes and the final one is a brand market driven attribute. The attributes include: Brand loyalty which is brought about by price premium and brand satisfaction, Perceived Quality achieved as a result of brand leadership, Brand Differentiation driven by perceived brand price, identity of the company and affiliation of the enterprise. Consciousness of the product, and finally Market behaviour, determined by a brand's market share and price distribution indicators (Aaker, 1999).

Brand equity is of value not only to the consumer but to the organization owning the brand as well; in fact, it is one of those elements contributing to a customer's purchase decision. Attributes like perceived quality and awareness can help the customer make a decision on the particular brand, both positively and negatively. Perceived quality and brand association further goes to influence use and experience of the brand. Buying items such as clothing and jewelry of perceived luxury brands may make a consumer feel different or even happy (Aaker, 1991). To the firm, a brand's sales value or customer loyalty will in turn influence its revenue, this will also affect marketing strategies should the brand be considered popular or not (Aaker, 1991)

1.1.2 Consumer Buying Behaviour

Consumer buying behaviour is what is displayed by a consumer during the process of identifying a need, obtaining an item/ service to meet the need, using it and eventually the post purchase behaviour (Schiffman et al., 2008). Hawkins and Mothersbaugh (2010) also describe consumer buying behaviour as an investigation of the process undertaken by specific people and groups in selecting, securing, using and finally disposing off goods, experiences and idea so as to meet their specific desires. It is also the effect that the entire process on them together with their environment. Scholars have defined consumer buying behaviour as an ongoing process and not just a single event.

Schiffman et al., (2008) illustrates consumer buying behaviour as a three stage process; Input, Process and Output. First, information is taken in by the customer, most likely to influence the purchase process; this is information from firms' marketing efforts as well as the customers' social environmental impact. Secondly, consumers then make a decision on what they will purchase based on information gathered in the input stage, psychological aspects play a role in this stage as well. The final stage is where the actual purchase is done, the product or service is used and this influences post purchase behaviour, to repurchase the product or not, should the product or service meet the customers' needs based on their experience using the product and information gained in stage one.

In understanding consumer buying behaviour, there has been an evolution in the study of consumers and as a result a change in how businesses engage in decision making. Organizations went from manufacturing while focusing on the manufacturing process, the product itself, the selling process and then finally realized the customer is key and decided to finally produce with the customer in mind since it is what managed to produce successful results to the companies (Kardes et al., 2011). To produce what the customer needed, there was need to understand the customer, three approaches were used to study consumer buying behaviour. They evolved just like the manufacturing process; first by trying to understand consumer intentions through understanding their hidden drivers through interviews. Experiments were then conducted on consumers hoping to understand consumer buying behaviour using science; finally decided to focus on the consumption process through observation. It was finally realized that understanding consumer buying behaviour is effective when a holistic approach is used (Kardes, 2008).

1.1.3 Banking Industry in Kenya

The Kenyan Banking Act 2015 characterizes a bank as an organization that engages in or intends to participate in the banking trade. Banking activities are activities such as: The welcoming of money from the general community on deposits repayable immediately, over a certain amount of time or following a note; Obtaining of cash or cheques from the general population on current account; and finally use of funds deposited in the current accounts on behalf of the depositors at their risks as well through granting or financing as well as any other ways.

As at December 31, 2018, the Kenyan banking sector comprised of the Central Bank of Kenya (CBK), as the regulatory authority of forty three banking institutions (forty two commercial banks and one mortgage finance company). Among these there were nine representative offices of foreign banks, thirteen Microfinance Banks (MFBs), three Credit Reference Bureaus (CRBs), nineteen Money Remittance Providers (MRPs), eight non-operating bank holding companies and seventy three foreign exchange (forex) bureaus. Out of the forty three banking institutions, forty were privately owned while the Kenyan Government had majority ownership in three banks. Of the forty privately owned banks, twenty five were locally owned; the controlling shareholders are largely in Kenya, while fifteen were foreign-owned having minority shareholding in the country. The twenty-five companies operated locally included twenty-four commercial banks and one loan financial institution. Of the 14 foreign-owned companies, all commercial banks, 11 were foreign banks ' regional affiliates, while 3 were foreign banks ' divisions. All approved forex offices, microlending institutions, debit offices, cash money transfer suppliers, bank assets that are not active (Central Bank of Kenya Annual Bank Supervision, 2017)

1.1.4 Commercial Banks in Kenya

A commercial bank is a type of bank operated as a for profit business providing services such as deposit taking, trade credit and essential investment commodities (banking act 2015). In Kenya, at the end of 2017, Kenya had 40 commercial banks their net assets totaling to 4.0 trillion and a profit before tax of ksh133.2 billion. The number of local public commercial banks was three accounting for only 3.5 percent of the total value after tax in the banking sector. There were twenty two locally privately owned commercial banks accounting for 64.8 percent of the total value after tax, a rise from 2016. Fifteen of the commercial banks were

owned by foreigners accounting for 31.7 percent of the banking sectors value an increase from thirteen in 2016.

To retain existing clients or obtain new ones, banks have different products they offer. Including; Advancement of deposits, overdrafting, discounting of bills of trade, issuance of cheques, processing and payment of credit instruments, foreign currency transfer, advisory, bank assurance, remittance of money, credit cards, ATMs Cards, debit cards, home banking, online banking, mobile banking. In Kenya 75.3% of the adult population are able to use financial services, with banks taking up 55.7% of this population (CBK financial access household survey, 2016).

1.2 Research Problem

There are many competing brands in diverse markets, therefore there is need to manage these brands in ways that will result in profitability, sustainability and brand equity. However, very few studies were performed in exploration of brand equity influence of consumer buying behaviour. There are various assumptions in this relationship that need further study; one is that organizations with high brand equity perform better, mainly based on the fact that brand value is assessed separately from an organization's net income, influencing investors to make huge investments in companies with top brands even if their books record losses (Kapferer, 1999). The other one is that consumers prefer organizations with high brand equity; customers have no problem paying extra money when it comes to popular brands assuming that since the brand is popular it will meet their desired needs (Aaker, 1999).

Continual execution of the international post-crisis reforms in the Banking industry has seen it go through challenging times in the world. In Africa, it has influenced commodity prices, debt sustainability and quality of loans. These challenges have seen the need for banks to move from not only adhering to banking laws but to also assess and consider future impacts of their actions by making ethical and sustainable choices to guarantee their survival in this ever dynamic global banking environment. One of these choices made by the banker's association in Kenya in their vision for success is to centralize customer needs making it the heart of product and business model designs (Banking sector annual report 2017). The need to focus on the customer brings about the need of understanding consumer buying behaviour and its relationship with brand equity.

In the past couple of years' studies were conducted touching on concepts of brand equity and consumer behaviour. Globally, Akhtar (2016) researched on the effect Brand Equity has on Consumer Buyer decision on L'Oreal skincare products in Pakistan. Regionally, Monnavarian (2015), embarked on a study investigating the reaction of brand equity to consumer responses in service markets, around Egypt. Locally, Muigai (2017) researched on how brand equity affects consumer buying behaviour of smart phone users, specifically millennials in Nairobi Kenya. Based on previous research the focus is mostly on how brand equity influences consumer behaviour in the consumer market and less in the service market such as the banking industry.

This research seeks to answer the question is there a link between brand equity and consumer buying behaviour of commercial bank services users in Nairobi, Kenya?

1.3 Research Objectives

This research will be guided by the following objectives;

- i. To determine the relationship between brand equity and consumer buying behaviour of commercial bank services users in Nairobi, Kenya.

1.4 Value of the study

This research identifies if there exists a link between brand equity and consumer buying behaviour of commercial bank services users through the assessment of whether the various dimensions of brand equity directly or indirectly affect how the commercial bank service users make their choice when it comes to selecting banking services. The study findings will be of value to academics / researchers as it will be identify knowledge gaps necessary for further research most especially in areas of identifying the relationships between the various elements of brand equity and brand equity elements and consumer buying behaviour.

This study will also enable commercial banks develop strategies and increase more subscribers to their services hence more revenue creation and brand strength. It will also help them understand their customers more resulting in the improvement or development of more banking services suitable for their desired target market. This will improve the competitive position of these companies and ensure their survival, especially in an era of intense competition.

To the government, the study will enable policy formulation in the banking sector specifically on regulatory issues surrounding commercial banks. Policies to make service delivery better and easy access of financial services in the country as well as policies to enable banks survive even with the constant economic changes affecting the industry. The analysis will also help Central Bank of Kenya as they carry out research towards better understanding the financial market and access.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The section discusses the study-related literature review. Starting with a consideration of specific product value and customer purchase practices ideas preceded by principles then conceptual review and ultimately a compilation of literature review.

2.2 Theoretical Foundation

The following theories are relevant in the areas of brand equity and consumer buying behaviour which are the variables in this study.

2.2.1 Consumer Based Brand Equity Theory

Consumer Based Brand Equity (CBBE) model is a brand equity model or theory developed by (Keller, 1998) a marketing professor in his book "Strategic Brand Management" first published in 1998. CBBE is a four step model of achieving brand equity. Keller (2001) states that in order to achieve brand equity, organizations are expected to mould consumer's thoughts and feelings on their products and facilities. This can be achieved through building the right type of customer experience associated with the brand. Consumer Based Brand equity is demonstrated by Keller in a four level sequential pyramid, one factor cannot be achieved without the help of the previous one.

The first layer at the bottom is brand salience; a company is to establish the correct identity of the brand is the scope and complexity of brand awareness. The second level is Brand Performance and Brand Image; whereby a company has adequate brand meaning created by means of a solid, optimistic and one of a kind brand association. The third stage is brand responses where companies are to work towards eliciting positive, accessible brand responses. Feelings are in two forms as well; a positive response after using the desired brands and they meet expectations or positive feedback from those who have already used the brand in question encouraging the consumer to purchase the brand. The final level at the top of the pyramid is resonance. At this level the company seeks to know if as a result of the previous three steps, a binding bond among the consumers and the brand has finally been achieved. It is expected that if a brand successfully goes through the three levels, brand equity is the automatic result (Keller, 2001)

Aaker (1997) further states that the main assumption of this theory is that the true measure of a brand's power is dependent on how consumers are thought, their se

nsing and behavior towards products. CBBE is of relevance to this study since it will provide a basis for measuring brand equity. CBBE also provides a standard for the brands to assess their success in efforts to build identities as well as a marketing research guide.

Studies supporting CBBE based on the assumption that customers bring about brand equity include; (Aaker, 1991) and (Yoo & Donthu, 2011). Their independent studies came up with the same conclusions of the brand equity elements being influenced by consumer behaviour. Critics of the theory such as (Boo, Busser, & Baloglu, 2009) and (Nam, Ekinci, & Whyatt, 2001) argue that the application of Kellers (1993) CBBE model is limited and displays poor validity when it comes to the service sector because of the essential traits of services.

2.2.2 Fishbein Attitude Model

The fishbein model was created in 1967 by Martin Fishbein as a model used to understand and measure attitudes. In marketing it is used in attempting to explain consumer decision making through attitude measurement with the help of three variables/attitudes. Fishbein attitudes include; salient beliefs which are defined as beliefs likely to be gained by a consumer during product or service evaluation. Secondly, object attribute linkages which are the indications of a chance of importance of certain attributes associated with an attitude's object and evaluation. Finally, evaluation, which Fishbein (1967) describes as the measurement of value of the attributes. This model intends to bring down consumer attitude to a tally.

A major assumption of this theory is that the behavior of an individual towards an object affects the overall pattern of the object's answer. The willingness to conduct the action in question defines a particular activity and finally the purpose of a man, in effect, depends on his attitude towards actions and the standard of his subject. (Fishben & Ajzen, 1972, 1974, 1975). Fishbien attitude model is of relevance to this study as it will enable the understanding of the consumer behaviour process.

Several scholars support this evaluation of consumer attitude. (Smith, Terry, Mansted & Louis, 2008), (Rozenberg, 1956), (Ajzen, 1975) and (Bass & Talarzyh, 1972) among many other scholars in the area of understanding attitudes all agree with Fishbein (1976) on reducing overall attitudes into a score. There is also the belief that how a consumer has behaved previously and how they are expected to react as well in the future is of benefit towards improvement of this model.

Wilson et al., (1975) in their study “An Empirical Test of the Fishbein Behavioral Intention Model” point out Fishbein’s model’s limitation as failing to recognize behavioral intentions as what comes before a behaviour is formed, the value of specifying a situation and finally the possible effect of having expectations that are socially biased regarding the attitude object. The failure to recognize the above issues eventually lead to a weak behaviour prediction.

2.3 Dimensions of Brand Equity

Brand equity are feature components of a brand aimed at making it distinct to other products (Clow & Baack, 2005). Brand equity as a concept is explained in detail by Aaker (1991)’s Four brand equity parameters in his model of brand equity. Recent studies have come up with new ways of understanding the concept but they all retain Aaker’s 4 elements of brand equity. Namely; brand awareness, brand association, perceived quality and lastly brand loyalty. Chen & Chang (2008) broke down the dimension into two, namely; consumer perceptions that include brand quality, awareness and finally association. The second part is consumer behaviour which only includes brand loyalty.

2.3.1 Brand awareness

Brand awareness is a brand retrieval signal (Taleghani & Almasi, 2011). That is the ease with which a consumer’s brain is aware of and recognizes familiar brands. The greater the awareness, the higher the probability of a consumer’s thoughts being of the brand name and product category. Keller (1993) further emphasizes on the value of brand awareness as evident in the fact that users have a tendency to buy brands familiar to them. It is also a consumer guide in buying decisions saving the consumer both time and effort; when a consumer is dealing with an unknown brand a lot of time is spent on comparing and contrasting brand attributes such as functionality and price (Koiewski, 2012). Karam & Saydam (2015) conclude that brand awareness is found to greatly impact consumer buying behaviour because of its contribution to consumer purchase intention and repurchase behaviour.

2.3.2 Brand association

Titi & Anang (2018) refer to brand association as those memories created in a consumer’s mind by its assets and liabilities. Once these associations are recorded by the consumer over time it forms brand image (Taleghani & Almasi, 2011). Brand image is how a consumer perceives a brand from associations in memory (Chaves, 2013). These associations may be

features such as; use of technology, innovativeness, brand distinctiveness and its overall product performance. There is a possibility of brand association bringing about consumer's favorable emotions to a brand. The more favourable the experience, the stronger the brand reputation is rated (Amagbe, 2016). Brand associations are capable of determining consumer brand preference, intention to purchase, capability of paying extra money for the same product and the likelihood of recommending it to others.

2.3.3 Perceived quality

Perceived quality is the judge over a brand's excellence or its basic functionality as well as outer dimensions compared to its alternatives (Grunert, 2005). A consumer's perceived brand quality is achieved through assessment of the possible conformance of consumer opinion regarding product quality and attributes compared to its expected performance. Should there be no conformance, perceived quality adds value to a brand as it drives the consumer to purchase because of the different position they have from their competitors (Aaker, 1991). Perceived quality also gives the firm an ability to charge premiums on the brand due to its uniqueness. Swinker & Hines (2006) have classified perceived quality in four distinct categories, namely; performance, extrinsic, appearance, and intrinsic. Perceived quality impacts consumer buying behaviour directly making it the main leading factor of brand loyalty (Kotler, 2003), (Tistour, 2006).

2.3.4 Brand loyalty

Brand loyalty is the unlikelihood that consumers will be switching brands. It is achieved following a consumer's experience of a specific product (Amagbe, 2016). Oliver (1997) further emphasizes on brand loyalty as just how faithful one is in the long term to buying a specific brand resulting in similar purchases in spite of external influences from product marketing and the environmental influence. Repurchase behaviour, acceptance to pay a premium price, customer retention ratio, no product switching and brand promotion are metrics of brand loyalty. Once brand loyalty is developed brand equity is the ultimate result. Brand Loyalty greatly influences consumer buying behaviour.

2.4 Brand Equity and Consumer Buying Behaviour

In the ever changing competitive business environment, organizational survival is dependent on customer satisfaction (Hosseinabdi et al., 2015). Research shows customer satisfaction rests on several factors, among them brand equity. To achieve brand equity, companies need

to tap into their consumers' emotions due to the fact that a customer's choice to start or continue using a product involves both their emotions towards the product together with its traits such as location and price. Consumer based brand equity is a memory bank association to a specific brand existing in a consumer's mind depending on organizational brand building strategies over time and that will in turn result to brand equity factors as well as brand equity drivers (Keller, 2003). Arthur et al., (2011) further explain that consumers tend to have strong feelings about brands they are loyal to, with many choices from similar products available in the market the feelings translate to loyalty, willingness to pay premiums and even reference to fellow consumers urging them to try the preferred brands. Brands with the most customer based brand equity are those that focus on brand building through efforts to keep customer needs a priority and in turn influence consumer buying behaviour.

As manufacturers try to achieve brand equity in a business environment with similar competing products in the market, there is the need to make each as distinct as possible so as to influence consumer buying behaviour. Consumer buying behaviour can be summarized as an evaluation of a consumers thoughts, feelings and eventually select among rival brands. Understanding consumer attitudes will in turn enable companies understand why consumers think and make choices the way they do (Lindgren & Konopa, 1980).

Alam& Iqbal (2007) view an attitude as an outcome of a psychological process that is not observable or measurable but evident in human actions or words. In the marketing sector, an attitude is considered a general overview formed by a consumer about a good or service for a certain period of time (Solomon, 2008). Perner (2010) also views a consumer's attitude as a collection of their assumption, perception and observable desires towards brands. Consumer attitudes exist resulting from confidence or doubt in their experience with the product In contrast to sales efforts and techniques used by the manufacturer and persuasion from other consumers (Oskamp & Schultz, 2005). These attitudes are essential since they shape the buying behaviour of the consumer as they; consumers try to satisfy their personal motives.

Dean (2010) asserts that consumer attitudes are easy to create however very difficult to adjust, hence the need for marketers to continuously work towards shaping desired attitudes towards their brands. This is only possible if they are able to understand the reason for the present favorable or unfavorable attitude. To understand consumer attitude marketers are

expected to carry out studies on their various product attributes desirable or undesirable to their customers. These attributes may include quality, price, location, brand involvement etc. however, consumer attitudes can also be shaped by external pulls without its specific product traits such as political, economical, social, technological, environmental and legal, all together shaping consumer buying behaviour. The most favorable evaluations of the attributes will in turn result in a favorable attitude and in turn the choice of the consumer to purchase the brand (Tabassum & Rahman, 2012).

In the banking sector, a positive consumer attitude will be of great advantage to the banks as they will be able to come up with strategies to improve their brands or come up with new brands as a result achieve brand equity.

2.5 Empirical Review

Different studies have been conducted regarding brand equity and consumer buying behaviour. Meena et al., (2018) sought to comprehend the link between brand equity and a consumer's intention to repeat purchases, readiness to settle with extra fees, switch and provide the word of mouth among banking customers in Trinidad and Tobago. The study also sought to understand what role customer satisfaction plays. Their findings leaned towards the presence of a cemented bond across brand equity and a consumer's observable intention as customer satisfaction was partly a go between in this link. From the findings consumer age and education also had an impact on what the consumer bought. In another investigation Özçifçi (2017) sought to understand if brand equity affects how mobile phones are purchased among university students. This study also sought to find out which brand equity element has more impact on the purchases among the students. Findings revealed that brand awareness influences perceived consistency, but not brand loyalty or overall brand value, whereas perceived brand loyalty and overall brand quality are influenced. The analysis also reported that brand loyalty influences the perceived value of the brand.

Akhtar, et al, (2016) probed the relationship between brand equity and consumer purchase decision among users of skincare products in Pakistan. The conclusion was that for companies to influence purchase decisions of their consumers, close attention is to be paid on the brand equity dimensions; brand loyalty, awareness, quality and association since they all influence buyer buying behaviour. Abbas & Monavvarian, (2015) in their exploring of the outcome of brand equity attributes on service consumer responses in found that brand equity positively influences brand purchase intention and the readiness to settle with extra fees for

desired brands. However, a question arose as to whether brand equity positively influences brand extensions.

Locally, Muigai (2017) investigated the link between brand equity and consumer decision to buy, specifically among millennials, findings from the investigation revealed that among brand equity dimensions; brand awareness significantly impacts purchasing choices while brand association positively influences the outcome of consumer buyer behaviour. Perceived quality however has a non-statistical significance on consumer behaviour. Andai (2016) while seeking to diffuse the reaction brand equity has on how consumers settle on pay TV subscriptions in Nairobi Kenya, found out that there was significant evidence for the fact that brand equity contributes a noteworthy part in what a consumer chooses to buy. Excessive measures of brand equity have an effect on what consumers prefer and their intentions to buy. In the study's correlation analysis, findings were that there is a strong correlation between perceived quality and brand related decisions and perceived quality and finally brand association and purchase choices.

2.6 Summary of Literature Review

As companies strive to meet shareholder expectations and survive in the ever changing business environment there is need to build strong brand which will in turn result to increased revenue and profitability. From previous studies, this can only be achieved through understanding the consumer which will in turn build loyalty through satisfaction. In the banking Industry, the same assumption is applied; brand equity also influences the customer's decision when choosing banking service. A brand's influence depends on the attitude and expectations of the customer.

Measuring the parameters of brand equity is as paramount as examining it conceptually due to the fact that brand value created by organizations is one of the most essential competition tools since it defines a consumers repurchase decision and preference of specific brands. Whereas the use of multi attribute attitude models to measure consumer attitudes is of value since it will reveal pieces of information necessary for marketing applications, the high scoring and low scoring attributes are expected to give information on areas of improvement in service delivery or product design.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter addresses the development of study, population, sample size, methods of data collection and analysis of results.

3.2 Research design

Mugenda (2008) defines a research design as a step by step process in collecting desired evidence in a scientific way. The survey is going to be of a quantitative nature and it will use a descriptive research design. A descriptive research design is one used for information collection about the latest occurrence state and to also describe the existence of relationships between variables or terms in a case. This research design is ideal for this study since it determines and reports exactly how things are with the desire to understand the relationship between variables.

3.3 Population

A population is a complete party of persons, items having common characteristics (Mugenda 2008). The population intended for this research is all going to be people using commercial bank services in Nairobi, Kenya. According to the CBK Annual Bank Supervision report 2017, 55.7% of Kenyans had an account in a bank in 2017. The United Nations Population Council estimated the Kenyan population to be 52,573,937 at 1st July 2017. 55.7% of the entire population is calculated to be 29,283,683. These are the number of Kenyans that are banked. In Nairobi, 68.3% the total population have bank accounts (Finaccess Household Survey 2019). The United Nations Population Council estimates the entire population of Nairobi to be 4,556,381 as at 1st July 2019. The banked population is further calculated to be 68.3% of the total population which is 3,112,008.

3.4 Sample Size

The sample size for this study was 150, obtained from retail bank service users in Nairobi CBD. According to Ruscone (1975), in sample determination; a sample of between 30 to 500 is viewed as enough for most studies. Stratified sampling was adopted since it has an advantage of representing populations in wide and varied populations. It has the least likeability of leaving out important population segments under a study.

3.5 Data Collection Methods

Primary source of data is to be used in this study, expected to be compiled using a structured questionnaire. A questionnaire is a number of questions used to collect data from individuals. It can either be self-administered or interviewer administered. Questionnaires will be used in this study because they are more impartial and the reactions to be gathered in a standardized manner. Questionnaires are also quick in administering and collecting data from large groups of people within limited periods of time. It is to have two parts, the first one being general facts of the respondents and the other is to address the link of brand equity on consumer buying behaviour of commercial banks service users. In this section a five point likert scale questions are to be used to gather the statistics. It will enable respondents provide their degree of consensus, cooperation and dissatisfaction with the questions. The questionnaires will be distributed among the 40 commercial banks with each getting 10 to be self-administered among the service users. Assistants will approach, prospective respondent hoping to get volunteers to play a role in the study. The willing ones will then be petitioned to conclude the questionnaires and return upon conclusion.

3.6 Data Analysis

Data is to be analysed with the help of Statistical Package for Social Sciences (SPSS). Descriptive statistics is to be used by use of frequencies and percentages. Total mean brand equity ratings and standard deviations and consumer buying behaviour are to be calculated as well. Regression analysis is to be of necessity in highlighting the connection among the independent and dependent variables and Pearson correlation coefficient is to be conducted so as to show relations between brand equity elements and consumer buying behaviour.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS, INTERPRETATION AND DISCUSSION OF RESULTS

4.1 Introduction

The analysis goal mentioned in chapter one was used powered by quantitative analytics. The primary objective of this study was to establish the correlation between brand equity and customer buying behaviour of commercial bank service users in Nairobi, Kenya. SPSS was played a crucial role in evaluation.

4.2 Response Rate

A record number of 150 survey questions were submitted in Nairobi to users of commercial banking services. Table 4.1 describes the success rate.

Table 4.1: Response Rate

Response	Frequency	Percentage
Responded	107	71.4%
Not Responded	43	28.6%
Total	150	100%

Source: Research data 2019

Table 4.1 specifies that 107 of the 150 respondents were effective in presenting the required information at a response rate of 84.6%. A 50 percent level of reply is satisfactory, 60 percent decent and above 70 percent really good, according to Mugenda and Mugenda (2003). Therefore, this implies that the 71.4 percent response rate is extremely decent.

4.3 Demographic Information of Respondents

Respondents' demographic information has been examined in terms of gender, sex, employment status, education level and income as shown in the tables below.

4.3.1 Gender

Participants were asked to define their gender in the survey. Numbers are shown in the table 4.2

Gender	Frequency	Percentage
Male	39	36.4%
Female	68	63.6%
Total	107	100%

Source: Research data 2019

Table 4.2: Gender

Table 4.2 clearly indicates information on the gender of the respondents. From the data most of the data set were female with a percentage of 63.6% whereas the male respondents accounted for 36.4%. This implies there were more females than males taking part in the study. This can be due to the fact that often females are willing respondents compared to their male counterparts. It can also be due to the fact that the research assistants were female hence the female respondents related more to the assistants compared to the male.

4.3.2 Age

In the study, participants were sought to show their age. Results are presented in Table 4.3.

Age	Frequency	Percentage
18-30	16	15%
30-40	62	57.9%
40-50	23	21.5%
Above 50	6	5.6%
Total	107	100%

Source: Research data 2019

Table 4.3: Age

From the data above, majority of the respondents are indicated to be at 57.9% of the population and are between 30 and 40 years, followed by between 40 to 50 years covering 21.5% of the entire population, whereas, 15% were between 18 and 30 years and finally the least at 5.6% of the population being above 50 years old. Results indicate a majority of the population as being of middle aged respondents an indication that majority of people having bank accounts are between 30 and 40 years maybe due to their financial capability.

4.3.3 Education Level

In the study, participants were required to indicate their education qualification. Results are captured in Table 4.4.

Education Level	Frequency	Percentage
Primary	0	0

Secondary	1	0.9%
Certificate	4	3.7%
Diploma	31	29.01
Degree	44	41.1%
Masters	27	25.2%
Total	107	100%

Source: Research data 2019

Table 4.4: Education Level

Table 4.4 illustrates the interviewee's level of education. As indicated, majority of the respondents at 41.1% percent of the population had degrees, 29.01% diploma, 27% masters degree. These findings suggest most respondents had a solid academic background, compared to none of the respondents having only attained primary education, 0.9% with secondary education and another 3.7% percent with certificate education.

4.3.4 Average monthly Income

In the study, participants were required to indicate their gender. Results are captured in Table 4.5.

Average Monthly Income	Frequency	Percentage
0-40,000	29	27.1%
40,001-80,000	19	17.8%
80,001-120,000	20	18.7%
Over 120,000	39	36.4%
Total	107	100%

Source: Research data 2019

Table 4.5: Average Monthly Income

Table 4.5 shows that a most of the data set whose percentage is 36.4% of the entire population earned over 120,000 followed by between 0 and 40,000 at 27.1%, while another at 18.7% earned between 80,001 and 120,000. Finally, the remaining 17.8% earned from 40,001 to 80,000. The data is an indication that majority of bank service users are of the middle class and of low income earners as well. This is an indication of the big gap in resource allocation in the country.

4.3.5 Distribution across Banks

In the study, respondents were required to indicate their bank of choice. Results are captured in table 4.6

Bank	Frequency	Percent
Barclays Bank	10	9.4%
CBA	2	1.9%
Cooperative Bank	20	18.7%
Eco Bank	3	2.8%
Equity Bank	17	15.9%
I&M	6	5.6%
KCB	22	20.6%
NBK	3	2.8%
NCBA	7	6.5%
Standard Chartered	12	11.2%
Stanbic Bank	5	4.7%
Total	107	100.0

Source: Research data 2019

Table 4.6: Distribution across Banks

As illustrated in table 4.6 above, Majority of respondents at 20.6% banked with KCB, followed by 18.7% banking with Cooperative Bank, then 15.9% with Equity Bank and 11.2% with Standard Chartered Bank. The rest of the respondents are at below 10% with Barclays having 9.4% of the respondents, NCBA at 6.5%, I&M at 5.6%, Stanbic Bank at 4.7% of respondents, whereas NBK and Eco bank at 2.8%, and finally, CBA at 1.9%. The findings suggest that most respondents favoured KCB and Cooperative Bank.

4.4 Influence of Brand Awareness on Choice of Bank

The research was targeted at establishing the brand awareness rate on a consumer on the choice of bank among the commercial bank services users. Respondents were asked to indicate the extent to which various brand awareness variables influenced their choice of bank. Results are presented in Table 4.7.

Table 4.7: Influence of Brand Awareness on choice of Bank

Variable	N	Mean	Std. Deviation
Advertising	107	3.16	1.253
Recommendation from family and friends	107	3.44	1.319
Marketing Materials and Events	107	2.89	1.341
Uniqueness of Banking Products	107	3.76	1.212
How easy the Banks Name is to Recall	107	3.04	1.693
Valid N (Listwise)	107	3.258	

Source: Research data 2019

Table 4.7 above shows findings on the influence of brand awareness on the choice of bank. According to the findings, uniqueness of banking products is recorded to have an influence choice of bank at an average mean of 3.76, indicating it influences to a great extent. Recommendation from friends and family also indicates an influence on choice of bank however only to some extent at a mean of 3.44. Advertising is also seen to influence choice of bank to some extent at a mean of 3.16. How easy the bank name is to recall is recorded to also have an influence choice of bank to some extent with a mean of 3.04. Marketing materials and events is recorded to have no influence on choice of bank at a mean of 2.89. Overlay mean of data from the respondents indicated that Brand Awareness influenced the choice of bank among the respondents to some extent at an average of 3.258. From this data, we found that brand awareness influences consumer buying behaviour among commercial bank service users.

4.5 Influence of Perceived Quality on Choice of Bank

The research was targeted at finding out the influence of perceived quality on consumer's choice of bank among the commercial bank services users. Participants were asked to show to what degree perceived quality variables influenced their choice of bank. Results are presented in Table 4.8.

Table 4.8: Influence of Perceived Quality on choice of Bank

Variable	N	Mean	Std. Deviation
Cost of Banking Services	107	3.6636	1.31711
Image of Bank Branches	107	3.5794	1.25921
Advertising Message from the Bank	107	3.2897	1.71018
Staff Customer Support	107	3.9159	1.12536
Effective Communication From the Bank	107	4.0280	1.02293
Valid N (list wise)	107	3.6953	

Source: Research data 2019

Table 4.8 above indicates results on the influence of perceived quality on the choice of bank. According to the findings, effective communication from the bank is recorded to have the most influence on choice of bank among perceived quality variables at an average mean of 4.0280, suggesting that it greatly affects to a great extent. Staff customer support also indicates an influence on choice of bank to a great extent at a mean of 3.9159. Cost of banking services is also seen to influence choice of bank to a great extent as well at a mean of 3.6636. Image of bank branches is recorded to also have an influence choice of bank to a great extent too with a mean of 3.5794. Finally, advertising message from the bank is seen to have an influence on choice of bank to some extent at a mean of 3.2897. Overlay mean of data from the respondents indicated that perceived quality has an influence on the choice of bank among the respondents to a great extent at an average of 3.6953. From this data, we found that perceived quality influences consumer buying behaviour among commercial bank service users to a great extent.

4.6 Influence of Brand Loyalty on Choice of Bank

The research was targeted at establishing the effect of brand loyalty on consumer’s choice of bank among the commercial bank services users. Participants were asked to show to what degree brand loyalty variables influenced their choice of bank. Results are presented in Table 4.9.

Table 4.9: Influence of Brand Loyalty on choice of Bank

	N	Mean	Std. Deviation
Quality of Service From my Bank	107	4.1402	1.04112
Availability of the Bank and its Services in my Area	107	4.0841	1.08264
What Other People Think of the Bank	107	3.1402	1.21662
How well the Bank Meets my Needs as their Customer	107	4.3084	.86233
Banking Costs	107	3.8505	1.22708
Valid N (list wise)	107	3.9047	

Source: Research data 2019

Table 4.9 above shows findings on the influence of brand loyalty on the choice of bank. According to the findings, how well the bank meets my needs is recorded to have the most influence on choice of bank among brand loyalty variables at an average mean of 4.3084, indicating that it influences to a great extent. Quality of service from my bank also indicates

an influence on choice of bank to a great extent at a mean of 4.1042. Availability of the bank and its services in my area is also seen to influence choice of bank to a great extent as well at a mean of 4.0841. Banking costs is recorded to also have an influence on choice of bank to a great extent too with a mean of 3.8505. Finally, what other people think of the bank is seen to have an influence on choice of bank to some extent at a mean of 3.1402. Overall mean of data from the respondents indicated that brand loyalty has an influence on the choice of bank among the respondents to a great extent at an average of 3.9047. From this data, we found that brand loyalty influences consumer buying behaviour among commercial bank service users to a great extent.

4.7 Influence of Brand Association on Choice of Bank

The research was targeted at investigating the influence of brand association on consumer's choice of bank among the commercial bank services users. Participants were asked to show to what degree brand association variables influenced their choice of bank. Results are presented in Table 4.10.

Table 4.10: Influence of Brand Association on choice of Bank

	N	Mean	Std. Deviation
Use of Most Recent Technology in Banking	107	4.0841	1.02903
Innovative Banking Products	107	4.0280	1.00431
Custom Made Banking Products	107	3.7664	1.06912
Number of Years Bank Has Been in Operation	107	3.8411	1.23739
Consistency in Service Provision	107	4.2710	.94739
Valid N (list wise)	107	4.99765	

Source: Research data 2019

Table 4.10 above shows findings on the influence of brand association on the choice of bank. According to the findings, consistency in service provision is recorded to have the most influence on choice of bank among brand association variables at an average mean of 4.2710, indicating that it influences to a great extent. Use of most recent technology in banking was also seen to influence on choice of bank to a great extent at a mean of 4.0841. Innovative banking products is also seen to influence choice of bank to a great extent as well at a mean of 4.0280. Number of years the bank has been in operation is recorded to also have an influence on choice of bank to a great extent too with a mean of 3.85411. Finally, custom made banking products are seen to have an influence on choice of bank to a great extent as well at a

mean of 3.7664. Overlay mean of data from the respondents indicated that brand association has an influence on the choice of bank among the respondents to a very great extent at an average of 4.99765. From this data, we found that brand loyalty influences consumer buying behaviour among commercial bank service users to a very great extent.

4.8 Correlation Analysis

The study used Pearson correlation test to study the relationship between brand equity and consumer buying behaviour of commercial bank services in Nairobi Kenya. The correlation results are presented in table 4.12

		Brand Awareness	Perceived Quality	Brand Loyalty	Brand Association	Consumer Buying Behaviour
Brand Awareness	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	107				
Perceived Quality	Pearson Correlation	.512**	1			
	Sig. (2-tailed)	.000				
	N	107	107			
Brand Loyalty	Pearson Correlation	.421**	.591**	1		
	Sig. (2-tailed)	.000	.000			
	N	107	107	107		
Brand Association	Pearson Correlation	.400**	.593**	.683**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	107	107	107	107	
Consumer Buying Behaviour	Pearson Correlation	.304**	.286**	.493**	.461**	1
	Sig. (2-tailed)	.001	.003	.000	.000	
	N	107	107	107	107	107

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

Table 4.12: Pearson Correlation

Source: Research Data (2019)

The association is considered to be continuous from the table above and the coefficient of correlation varies from -1.0 (perfect negative correlation) to + 1.0 (perfect positive correlation). correlation) (Sekaran, 2015). The findings indicate that brand awareness, perceived quality, brand loyalty and brand association Everyone has a tangible and important correlation with consumer buying behaviour (.304, .001; .286, .003; .493, .000 and .462, .000) respectively. The implication is that when the brand awareness, perceived quality, brand loyalty and brand association influence positively the buying behaviour of consumers of commercial bank services in Nairobi Kenya. The findings further indicate that brand loyalty has more influence (.493), followed by brand association (.461) and the least is perceived quality (.286).

4.9 Regression Analysis

To assess the suitability of the research model, a Analysis of regression was performed. This helped to predict causal relationship between brand equity and consumer buying behaviour of commercial bank services in Nairobi Kenya. The result indicated in the Table 4.13 imply that 25.9% variations in consumer buying behaviour is explained by the changes in brand awareness, perceived quality, brand loyalty and brand association ($R^2 = 0.287$, adjusted $R^2 = 0.259$). The implication is that only 74.1% of the variations in buying behaviour of consumers of commercial bank services in Nairobi Kenya is illustrated by variations in other aspects not related to the studied variables. This means that there are other factors that significantly influence consumer buying behaviour other than the variables under study as given in the Table 4.13.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.287	.259	.66129

Table 4.13: Model Summary

Source: Research Data (2019)

4.9.1 Analysis of Variance

Variance research is given in the Table 4.14. it Refers to the value of the template ($p < 0.05$). The implication is that brand awareness, perceived quality, brand loyalty and brand association reliably predict consumer buying behaviour of commercial bank services in Nairobi Kenya.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.967	4	4.492	10.271	.000 ^b
	Residual	44.605	102	.437		
	Total	62.571	106			

a. Dependent Variable: Consumer Buying Behaviour

b. Predictors: (Constant), Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty

Table 4.14: Analysis of Variance

Source: Research Data (2019)

4.9.2 Regression Co-efficients

The Table 4.15 indicates, a unit growth in brand loyalty leads to a 34.6% positive and significant improvement in consumer buying behaviour and a unit improvement in brand association leads to a 23.3% positive and significant improvement in consumer buying behaviour as given by ($\beta=.346$, $t=2.847$, $p<0.05$; $\beta=.233$, $t=2.088$, $p<0.05$) respectively. The study indicates that brand awareness and perceived quality do not have significant effect on the consumer buying behaviour ($\beta=.125$, $t=1.260$, $p>0.05$; $\beta=-.132$, $t=-1.142$, $p>0.05$). The indication is that perceived quality have a negative impact on the consumer buying behaviour though the effect is not significant as given by the findings.

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.901	.399		2.261	.026		
Brand Awareness	.112	.089	.125	1.260	.210	.713	1.402
Perceived Quality	-.127	.111	-.132	-1.142	.256	.521	1.919
Brand Loyalty	.385	.135	.346	2.847	.005	.474	2.111
Brand Association	.254	.122	.253	2.088	.039	.476	2.100

a. Dependent Variable: Consumer Buying Behaviour

Table 4.15: Regression Co-efficients

Source: Research Data (2019)

Based on the findings, the regression model can be stated as follows:

$$Y = .901 + .125X_1 - .132X_2 + .346X_3 + .253X_4 + \varepsilon$$

Where:

Y = Consumer buying behaviour (Dependent

variable). a = Constant

β_1 , β_2 , β_3 & β_4 = Coefficient of Independent variables

X_1 = Brand Awareness

X_2 = Perceived

Quality X_3 = Brand

Loyalty $X_4 =$ Brand

Association $\varepsilon =$

Error term.

CHAPTER FIVE: SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section addresses the research results overview based on the survey's agenda. The chapter further ends, makes recommendations, presents research shortcomings and proposals for more study.

5.2 Summary of findings

Parameters used for brand equity measurement had a lot of effect on consumer buying behaviour of commercial bank services at different means and ratios among the various brand equity elements. On measuring brand awareness, it was clear that uniqueness of banking products was the greatest influence on choice of bank among brand awareness variables. Others such as recommendation from family and friends and advertising showed significant levels of influence on consumer buying behaviour as well. Effective communication from the bank was the greatest influence on choice of bank among perceived quality variables with majority of the respondents citing its necessity in their choice of bank. Others such as staff customer support and cost of banking services indicated considerable control spending actions of customers. In the assessment of brand loyalty, among the variables used, how well the bank meets my needs as a customer was considered the most critical variable when choosing a bank. Availability of the bank services in my area and quality of service influenced as well. On measuring brand association, consistency in service provision was the most influential variable followed by use of most recent technology in banking and innovative banking products.

Results from correlation indicated that all the brand equity elements; brand awareness, perceived quality, brand loyalty and brand association have a positive significant correlation with consumer buying behaviour. Brand equity is recorded to have the most influence on consumer buying behaviour. Results from the analysis of regression indicated that only a percentage Shift in product buying behaviour is clarified by changes in brand awareness, perceived quality, brand loyalty and brand association.

5.3 Conclusion

Brand equity is of importance in purchasing choices by customers. High brand equity ratings provide an effect on consumption patterns and purchasing decisions (Hoyer & Brown, 1990). Together, the brand equity elements used in this analysis to assess brand equity on purchasing choices

displayed impact on buying decisions all at various degrees as well as low influence at different levels. Brand awareness had the least effect on the commercial bank service users in regard to their choice of bank. Followed by perceived quality, brand loyalty and the element with the most impact on their choice of bank was brand association. These mean analysis findings were similar to those of regression analysis that found the same indications. A look at the results of the relationship showed a strong association between brand association and brand awareness, followed by perceived quality and brand awareness and finally perceived quality and brand awareness. Strong correspondence often occurred regarding brand association and purchasing choices.

5.4 Recommendations from the Study

It is proposed that based on the findings of this report that commercial banks should have both aspects of brand equity strengthened due to their significant impact on consumer choice of bank. The banks need to focus on achieving brand loyalty and association most specifically on making the services readily available to the consumer and also focus on improving their services and making these improvements consistent all through their branch all year round most especially since the consumers indicated consistency in service provision is of great value to them. This can be achieved through development of strategies on training staff in excellent service provision, strategies on appraisal and evaluation of service delivery.

5.4 Limitations of Study

Limitations experienced during the study include; first, collection of data from Nairobi central business district took more space and far more human capital was essential than anticipated. Secondly, the cost of carrying out the research was also a limitation in terms of the financial ramifications of the complete data collection process through to the compilation of the preliminary report. Finally collection of data proved to be a challenge as well due to the fact that some respondents were uncooperative

5.6 Suggestions for further studies

The main emphasis of this survey was brand equity connection with consumer buying behavior of commercial bank services in Nairobi. More investigations may be conducted on other networks because the dissimilar nature of service may be influenced differently and the variables used in measurement will also vary. Additional studies can be used to expand the reach of the research at the national level. A

similar study can also be carried out specifically targeting different commercial bank clients such as how brand equity would influence choice of bank among priority bankers of commercial bank service users.

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APPENDIX: QUESTIONNAIRE

Brand Equity and Consumer Buying Behaviour of Commercial Banking Services Users in Kenya

A study of Nairobi Kenya.

My name is Patience Kayaro a Master of Business Administration student at the University of Nairobi. I am conducting a study on brand equity and consumer buying behaviour of banking services users in Nairobi County. I need your assistance to enable me to complete this study by filling this questionnaire. The role of this questionnaire is to gather information on the above-mentioned topic of study; the information collected shall not be used for any other purposes rather than compiling my research project.

Your honest feedback will be most useful for successful completion of the stated study.

SECTION 1: DEMOGRAPHIC INFORMATION

Please tick (✓) ONE appropriate box below

1. Do you have a bank account? Yes [] No []

If **Yes**, please specify the bank:

If **No**, Do not continue with the questionnaire

2. Gender: Male [] Female []

3. Age:

8-30Years [] 30-40 Years [] 40-50Years [] above 50 []

4. Education level:

Primary [] Secondary [] Certificate [] Diploma [] Degree [] Masters []

5. Average income per month (in ksh):

0 – 40,000 [] 40,001 – 80,000 [] 80,001 – 120,000 [] Over 120,000 []

6. Occupation

Employed [] Self-employed [] Unemployed [] Homemaker [] Student [] Retired []

SECTION 2: BRAND AWARENESS

Brand awareness is the ability to recognize a familiar brand among competing brands.

Please indicate by ticking (√) the appropriate box to what extent that the following variables influenced your choice of bank.

(1= No Extent, 2= Little Extent, 3= Some Extent 4= Great Extent, 5= Very Great Extent).

No.	Brand Awareness	1	2	3	4	5
BA 1	Advertising	1	2	3	4	5
BA 2	Recommendation from friend(s) and family	1	2	3	4	5
BA 3	Marketing Materials and events	1	2	3	4	5
BA 4	Uniqueness of Banking Products	1	2	3	4	5
BA 5	How easy the bank name is to recall/ articulate	1	2	3	4	5

SECTION 3: PERCEIVED QUALITY

Perceived Quality is a customer's perception of the overall quality/superiority of a brand.

Please indicate by ticking (√) the appropriate box to what extent that the following variables influenced your choice of bank.

(1= No Extent, 2= Little Extent, 3= Some Extent 4= Great Extent, 5= Very Great Extent).

No.	Perceived Quality	1	2	3	4	5
PQ 1	Cost of banking services	1	2	3	4	5
PQ 2	Image of the bank branches	1	2	3	4	5
PQ 3	Advertising message from the banks advertising efforts	1	2	3	4	5

PQ 4	Staff customer support	1	2	3	4	5
PQ 5	Effective communication from the bank	1	2	3	4	5

SECTION 4: BRAND LOYALTY

Brand Loyalty is a customer's long term faithfulness towards repeat purchase of a specific brand.

Please indicate by ticking (√) the appropriate box to what extent that the following statements influenced your choice of bank.

(1= No Extent, 2= Little Extent, 3= Some Extent 4= Great Extent, 5= Very Great Extent).

No.	Brand Loyalty	1	2	3	4	5
BL 1	Quality of service from my bank	1	2	3	4	5
BL 2	Availability of the bank and its services in my area	1	2	3	4	5
BL 3	What other people think of the brand	1	2	3	4	5
BL 4	How well the bank meets my needs as their customer	1	2	3	4	5
BL 5	Banking costs	1	2	3	4	5

SECTION 5: BRAND ASSOCIATION

Brand Associations are the memories created by a brand in a consumer's mind.

Please indicate by ticking (√) the appropriate box to what extent that the following statements influenced your choice of bank.

(1= No Extent, 2= Little Extent, 3= Some Extent 4= Great Extent, 5= Very Great Extent).

No.	Brand Association	1	2	3	4	5
BAS 1	Use of most recent technology in banking	1	2	3	4	5
BAS 2	Innovative banking products	1	2	3	4	5
BAS 3	Custom made banking products	1	2	3	4	5
BAS 4	Number of years the bank has been in operation	1	2	3	4	5
BAS 5	Consistency in service provision	1	2	3	4	5

SECTION 6: CONSUMER BUYING BEHAVIOUR

Please indicate by ticking (√) the appropriate box how much you agree with the following statements

(1= Strongly Disagree, 2= Disagree, 3= Neutral 4= Agree, 5= Strongly Agree).

No.	Consumer Buying Behaviour	1	2	3	4	5
CBB 1	I am getting good services and banking products at reasonable and best rates	1	2	3	4	5
CBB 2	In future I will recommend my bank to my relatives and friends	1	2	3	4	5
CBB 3	My society influenced my choice of bank	1	2	3	4	5
CBB 4	My source and amount of income determined my choice of bank	1	2	3	4	5