

**INFLUENCE OF BRAND PERSONALITY ON GLAXOSMITHKLINE PRODUCTS IN
NAIROBI: THE CASE OF AQUAFRESH TOOTHPASTE**

BY

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DECLARATION

This research is my original work and has not been presented for award of any degree in any university.

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DEDICATION

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ABSTRACT

The proliferation of assorted brands of toothpaste products in the country has led to cut-throat competition for increased market share being witnessed among the operators in the toothpaste industry. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to their own brand. These then forms the basis for marketing, planning and action.

This was a descriptive survey aimed at investigating the influence of brand personality on GlaxoSmithKline products in Nairobi, the case of Aquafresh toothpaste. In order to undertake the study successfully the objectives that were set out included the need to evaluate the influence of brand sincerity on consumer buying decision as well as to establish the brand excitement elements on consumers.

The study surveyed 120 randomly selected consumers of Aquafresh toothpaste brand in Nairobi's Eastlands area in the Buruburu locality, it examined the role played by advertising in influencing consumers preference for Aquafresh toothpaste, which is one of the leading toothpastes in the Kenyan market.

Results revealed that both male and female of different age groups were equally influenced by advertising strategies of GlaxoSmithKline in their preference for the Aquafresh brand. Most of the consumers showed preference for Aquafresh brand of toothpaste. The major reasons advanced for the preference are the captivating advertising strategies of GlaxoSmithKline and the unique quality of the toothpaste brand. The need for high preference to advertising is therefore highlighted for companies that want to not only retain their position standing but also take positive steps to increase their market share.

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LIST OF ABBREVIATIONS

CSR	Corporate social responsibility
UNGC	United Nations Global Compact
CRM	Cause Related Marketing
BMW	Bavaria Motor Works
BPS	Brand Personality Scale
USP	Unique Sales Promotion
WOM	Word of Mouth
SPSS	Statistical package for social sciences.
gsk	GlaxoSmithKline
NFL	National football league

CHAPTER ONE:INTRODUCTION

1.1 Background of the Study

Today, increased competition in markets has saturated the possibility of brand differentiation based on traditional attributes such as price and quality (Marín and Ruiz, 2007). Brands need to be associated with symbolic values (e.g. altruism or civic mindedness) to become meaningful entities for consumers to identify with them, building stable committed relationships beneficial for both parties (Bhattacharya and Sen, 2003). In this context, linking the brand to corporate social responsibility (CSR) is a very effective positioning strategy that can become a competitive differentiation attribute (Brammer and Millington, 2006; Du et al., 2007). Over 3,000 leading companies in 116 countries have joined the UN Global Compact (UNGC, 2007a), another 1,000 follow Global Reporting Initiative (UNGC, 2007b) guidelines and 90 per cent of Fortune companies have CSR programs (Kotler and Lee, 2005). This growth in CSR culture is behind the development in business environments of promotional strategies that seek to project a socially responsible brand image through association with a social interest cause, such as cause related marketing (CRM) (Varadarajan and Menon, 1988; Till and Nowak, 2000).

There has been extensive research in recent years into the influence of CRM campaigns on consumer behaviour. Generally, individuals are favourable towards brands association with social causes in CRM strategies (Webb and Mohr, 1998; Till and Nowak, 2000; Lafferty and Goldsmith, 2005). However, they are initially skeptical about this type of practice (Dean, 2003; Forehand and Grier, 2003), due to an initial intuitive belief that company social strategies are motivated by egoistic interest rather than a true desire for social commitment (Webb and Mohr, 1998; Speed and Thompson, 2000). Any judgment that helps to deactivate this natural skepticism towards the brand will improve consumer response to CRM campaigns (Lafferty and Goldsmith, 2005; Trimble and Rifon, 2006). In this regard, the literature suggests that brand credibility in a CRM message is one of the most powerful indicators for helping consumers to deactivate suspicious judgments about the brand (Varadarajan and Menon, 1988; Trimble and Rifon, 2006), playing a leading role in the mechanism which makes a CRM campaign more persuasive and influential on consumer response.

Various studies have analysed possible antecedents to brand credibility in CRM (Rifon et al., 2004; Becker-Olsen et al., 2006; Lafferty, 2007), focusing almost exclusively on the influence of company-related variables (e.g. cause-brand fit, altruistic attributions or brand reputation). However, literature has not paid much attention to the effect of consumer demographic and psychographic characteristics on CRM response (Webb and Mohr, 1998; Cui et al., 2003).

In this regard, the individual's value structure exerts a powerful influence on the individual's cognitions, attitudes and behaviours towards the brand and the social cause (Fishbein and Ajzen, 1975). Personal values have been defined as organised sets of preferential standards used in making selections of objects and actions (Rokeach, 1973). Thus, values are motivational constructs: they guide the selection of actions and assessment of objects, persons and events in relation to their association with these abstract goals or preferences (Schwartz, 1992). In a broader research context, it has been demonstrated that personal values influence ethical consumption behaviour (Anderson and Cunningham, 1972; Shaw et al., 2005), responses to CSR initiatives (Basil and Weber, 2006; Bigne' et al., 2005), pro-environmental attitudes and behaviour (Fraj and Marti'nez, 2006; Schultz and Zelenzy, 1998) and attitude towards fair trade (de Pelsmacker et al., 2005; Doran, 2009). However, in the field of CRM, the influence of individual values on consumer response has received scarce attention and equally so, the impact of brand personality on products.

1.1.1 The Concept of Brand Personality

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Etzel et al., 1997). We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). (Dunn et al. 1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

A brand is a name given by a manufacturer to one (or a number) of its products or services. Brands are used to differentiate products from their competitors. They facilitate recognition and where customers have built up favorable attitude towards the product, may speed the individual buyers through the purchase decision process. Individual purchasers will filter out unfavourable or un-known brands and the continued purchase of the branded product will reinforce the brand loyal behaviour. Without brands, consumer could not tell one product from another and advertising then would be nearly impossible (Bhattacharya and Sen, 2003).

A brand allows the consumer to express his or her own self (Belk, 1988), through associating oneself with the brand personality (Aaker, 1997). Consumers often acquire relationships with brands similar to forming a relationship with other people and the personality traits of each partner affect the relationship (Aaker et al., 2004; Fournier, 1998). Research proposes that consumers consider brands as having various personalities, such as Absolute Vodka being hip and cool (Aaker, 1997). Numerous sports teams are notorious for their brand personality. The NFL's Oakland Raiders personify a tough, outlaw personality. Another example is the once titled "America's Team," the Dallas Cowboys that carried a wholesome, All-American personality for many decades.

Brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997). Aaker's research identified five dimensions of brand personality with multiple facets. Sincerity is viewed as down-to-earth, honest, and wholesome. Brands such as Hallmark, Coca-Cola, and Disney rate high on this trait. Excitement is defined as daring, spirited, imaginative, and up-to-date as demonstrated by Target with its high-energy advertising campaign.

Competence is defined as reliable, intelligent, and successful. The Wall Street Journal is a brand that rates high on competence. Sophistication is seen as upper class and charming. BMW and Lexus are two luxury car brands that rate high on sophistication. The (Aaker 1997) brand personality dimensions, comprised of multiple facets, and were originally developed to apply to traditional, tangible brands. However, a sports team is an intangible, quasi-brand to which the multi-faceted dimensions of brand personality may not directly apply. Consequently, we investigate the facets of each dimension that are most applicable in a sports context: wholesome, imaginative, successful, charming, and tough.

Advertising has the potential to shape consumers' beliefs and behaviors. Although the impact of advertising upon consumer behavior is understood to be cumulative, researchers have devised models to demonstrate the hierarchical effects of advertising on purchase intention. Much of this work builds upon that of (Mitchell and Olson 1981), who extended classic attitude theories (Fishbein and Ajzen, 1975) to examine the ways in which attitudes toward advertisements may influence brand attitudes and purchase intentions. Although several different models of advertising effects have been proposed, most posit that brand awareness or attitudes may inform consumers' attitudes toward advertisements; and or that attitudes toward advertisements may generate brand awareness or contribute to development of brand attitudes. In turn, when taken together, consumers' attitudes toward advertisements and their attitudes toward brands may shape their purchase intentions (Pelsmacker and Van Den Bergh, 1996; Mackenzie et al., 1986; Mitchell and Olson, 1981; Percy and Rossiter, 1992; Shimp, 1981).

1.1.2 The Background of GlaxoSmithKline

GlaxoSmithKline is a research based pharmaceutical company made up of two main business centres in one, the consumer health care and the pharmaceutical business. The pharmaceutical sector is the core business of GlaxoSmithKline on which GlaxoSmithKline was founded by Joseph Nathan when he started dried milk powder production in Newzealand, exporting to London. Glaxo was registered by Joseph Nathan and Company as Phamas a trademark for dried milk. Later on in the Burroughs, Wellcome subsidiary was created in New York.

In 1945 Beecham Group Limited was established, replacing Beecham Pills limited and Beecham Estates limited later known as Beecham Group public limited company and incorporated Beecham Research Laboratories. In 1947, Glaxo Laboratories Limited absorbed the Joseph Nathan company and became the parent company. In 1989, SmithKline Beecham and The Beecham Group public limited company merged to form SmithKline Beecham public limited company. 1995 Glaxo and Wellcome merged to form Glaxo Wellcome and in 2000 GlaxoSmithKline was formed through the merger of Glaxo Wellcome and SmithKline Beecham and it is now known as GlaxoSmithKline, gsk.

GlaxoSmithKline thrives on three strategic priorities which are aiming to increase growth, reduce risk and improve gsk's long-term financial performance. And they include growing a

diversified global business, delivering more products of value and simplifying GlaxoSmithKline's operating model. GlaxoSmithKline is diversifying business by creating a more balanced product portfolio and moving away from a reliance on traditional western markets as well as investing in key growth areas such as Emerging Markets. Delivering more is based on the aim to sustain an industry-leading pipeline of products, ensuring that they demonstrate value for healthcare provider since research and development strategy is built around focussing on the best science, diversifying through externalisation of research, and improving the returns on investment. Since GlaxoSmithKline is a large and complex organisation the operational model is being transformed to reduce complexities, improve efficiency and reduce costs

The key challenges that GlaxoSmithKline faces includes the fact that patents on many medicines that have driven sales growth in the industry over the past decade are coming to an end. These medicines may not be replaced by products of equivalent financial size. In addition, there are increasing pressures on pharmaceutical companies to deliver products with demonstrable benefits over current treatments. Therefore there is need to justify that GlaxoSmithKline products represent the greatest value for healthcare providers. At the same time, the pharmaceutical sector has been exposed to controversy regarding ethical and patient safety issues. As an industry, GlaxoSmithKline is in danger of eroding what trust there already is when building stronger relationships with governments, regulators and the general public. These factors have combined to move the industry from one which was expected to deliver high growth at low risk, to the very opposite. The corporate mission of GlaxoSmithKline is to improve the quality of human life by enabling people to do more, feel better and live longer.

Within the consumer healthcare business there is Aquafresh which is one of the world's largest oral care brands. Its range includes toothpaste, toothbrushes, mouthwash, and on-the-move oral care products. The unique red, white and blue striped toothpaste makes the product visually distinctive, but also underlines the triple benefits of strong teeth, healthy gums and fresh breath – whole mouth protection

In Kenya, Aquafresh commands a significant market share of 33% (ACNielsen report Dec 2010).It has various variants that are tailored to suit the ever changing needs of the consumer and

they include Aquafresh fresh and minty, Aquafresh Lemon, Aquafresh extreme clean and Aquafresh herbal which is the newest range among the variants.

In the product portfolio, Aquafresh makes up 15% of the total consumer health care business and attracting a 35% of the advertising and promotion budget. It has a contribution of 45% to the revenue streams in the consumer health care business. And it therefore calls for prudent justification to continue giving this brand a support of 35% of the total promotion and advertising budget instead of other brands.

1.2 Statement of the Problem

At GlaxoSmithKline, the power of brand personality lies in its long term sustainability in heritages by the interaction between the brand and its environment. Beyond that, it is almost impossible for competitors to copy paste brand personality. Consequently, brand personality provides a platform to leverage brand identity, brand communication and even set the basic guidelines for marketing programs (Aaker, 1996). As for Aquafresh as a brand, the brand awareness reflects the knowledge and prominence of the brand –the capacity to recognize in the mind of customers.

The level of brand awareness is heavily affected by the synergy of the brand name itself and the attached symbols, imagery and a brand slogan within a given condition (Aaker, 1996). The three stripes on the toothpaste ,red white and blue reinforce the three benefits the brand communicates and positions itself with.

(Aaker's 1997) brand personality scale (BPS) measures the extent to which a given brand possesses any human personality traits. Aaker's work has inspired a spate of studies that seek to validate and refine the BPS across a variety of contexts and cultures; however, research in this vein generally diagnoses the nature of brand's personality –not its impact on brand performance. Consumer researchers suggest that numerous benefits may accrue to brands with strong, positive brand personalities .A favourable brand personality is thought to increase consumer preference and usage (Sirgy, 1982), increase emotions of the consumers (Biel, 1993), increase levels of trust and loyalty (Fournier, 1998), encourage active processing on the part of the consumer (Biel,

1992) and provide a basis for product differentiation (Aaker, 1996). Moreover, brand personalities, like human personalities, are thought to be comprised of traits that are relatively enduring.

A study by Oladusu (2003) on a Coca-Cola brand in East Africa revealed that the personality traits of the Coca-Cola brand are perceived positively by the consumers surveyed. Indeed, six out of nine personality traits got a score above the average of three. Coca-Cola is perceived as a creative, original, friendly and rather charming, elegant and conscientious brand.

The study revealed that for Coca-Cola, brand personality can be considered as a tool that helps, in the prospect of a long-term relational process, the transition from one stage of the relationship to another (trust – attachment – commitment) and contributes gradually to establishing a strong link between consumers and the brand based on the personality traits that are used. As all the nine personality traits of the Coca-Cola brand influence directly or indirectly at least one of the three relational consequences studied, none should be dismissed in order to develop or strengthen the relationship to the brand.

Those personality traits can be used simultaneously or separately, depending on the relational stage preferred by managers. This research thus offered various relational paths, from brand personality to the trust, attachment, and commitment to the brand variables.

A consumer research in Uganda suggests that among Gen Y consumers, apparel represents a spending priority. Older members of this cohort – college students aged 18-30 – spend 12 percent of their discretionary income on apparel and footwear (Crane, 2007).

Younger members of Gen Y – teens aged 12-17 – spend an even greater percentage their discretionary income on apparel, with male consumers allocating 52 percent of their expenditures and female consumers allocating 75 percent of their expenditures to apparel purchases (Paul, 2001; “The Gen Y budget,” 2002). Beyond advertising and promotional communications, these apparel purchases may be driven in part by factors such as perceptions about product or brand attributes and perceptions related to business practices, specifically apparel production methods.

Little is known about why consumers infuse human traits into brands. Further, there is a dearth of research that empirically demonstrates the utility of developing a strong, positive brand personality; that is, what is the effect that brand personality will have on consumer related outcomes. While marketing practitioners seem to readily accept the notion that brand personality is related to favourable advantages, support for this assumption is primarily anecdotal and these relationships have not been subjected to extensive empirical testing (Aaker, 1999; Batra et al., 1993; Haigood, 1999).

This poses the question, what is the impact of brand personality on GlaxoSmithKline products in Nairobi, the case of Aquafresh toothpaste?

- i. What is the influence of brand sincerity on consumer buying decisions?
- ii. How does the brand excite the consumers?

1.3 Objective of the Study

- i. To evaluate the influence of brand sincerity on consumer buying decisions
- ii. To establish brand excitement elements on customers.

1.5 Importance of the Study

The study may assist the management of GlaxoSmithKline to address the shortcomings in the advertising and sales promotion of its brand of toothpastes; challenges experienced in the implementation of advertising policies, and provide guidance in the up scaling of its advertising activities for increased sales levels.

Policy makers such as the government may find the study invaluable in the implementation of policies aimed at streamlining advertising activities in various sectors within the country. The policy makers will also obtain knowledge of advertising and sales promotion dynamics and the responses that are appropriate and specific for various industries in Kenya, they may therefore obtain guidance from this study in designing appropriate policies that may ensure the effective implementation of the advertising strategies.

The study may also be useful to scholars and academicians. It may provide information to potential and current scholars on advertising and sales promotion and those who wish to use the findings of the study as a basis for further research on advertising.

CHAPTER TWO:LITERATURE REVIEW

2.1. Brand Equity

The concept of brand equity has been the subject of a number of studies and has been viewed from a number of perspectives. It has been described frequently as the value a brand name adds to a product (Aaker A, 1996). That value can be a halo extending beyond the current product category to other product classes.

Generally, brand equity results from all the activities needed to market the brand. Therefore, it can be viewed in terms of the brand-focused marketing effects of those activities (Lassar et al 1995). It has received a great deal of attention recently for several reasons, the foremost of which is the increasing strategic pressure to maximize marketing productivity.

That pressure yields managerial attempts to gain advantage by increasing efficiency. In addition, references to marketing success based on synergy, consistency, and complementarity (Park and Zaltman, 1987) have tended to support a deeper understanding of the underlying components of products, and have awakened marketing managers to survival opportunities in an era of flat markets, increasing costs, and greater international competition.

The literature on brand equity shows two major focuses. Some authors have focused on the financial aspects of brand equity, more pertinent to determining a brand's valuation for accounting, merger, or acquisition purposes (Ailawadi and Lehmann 2003). Others have focused on the consumer behavior effects specific to a particular brand. For marketers, the consumer effects are the appropriate focus and include a number of cognitive effects.

The underlying basis of brand equity is consumer memory. Much of the cognitive psychology literature has been devoted to the study of memory structure and the process of memory. Most of the widely accepted work involves a conceptualization of memory structure involving associative models. An associative model views memory as consisting of a set of nodes and links (Wyer and Srull, 1989, Keller, 1993).

Nodes are stored information connected by links of varying strengths. When the consumer thinks about a product, or recognizes a problem, a "spreading activation" process connects node to node

and determines the extent of retrieval. For example, if a consumer's automobile is damaged in an accident, he or she will encode the information in a node in memory, which may activate other nodes including those devoted to insurance agency information, the dealership which sold the last car, advertising information about a new model, and others.

The factor which mediates which and how many nodes are activated is the strength of association between the nodes. Once the consumer thinks of the need for a new car, specific information most strongly linked to the new car model will come to mind. The information will include features like price, styling, and the consumer's past experience with it, word of mouth, and other information.

Brand equity can also be bought by licensing the use of a strong brand for a new product. As in line extensions by the same company, the success of brand licensing is not guaranteed and must be analyzed carefully for appropriateness. For multiple brands, it involves the use of single brand identity whereby a separate brand for each product for example GlaxoSmithKline offers uniquely positioned brands such as Aquafresh, lucozade, ribena, panadol and Eno. There is also the use of the umbrella approach whereby all products are under the same brand for example Sony offers many different product categories under a single brand name.

Under multiple brand categories, different brands for different product categories. On the other hand, there is family names which uses different brands having a common name stem for example nestle uses Nescafe, Nesquik, Nestea for beverages. So, after brand equity building, how is the brand protected? In order to significantly build and protect brand equity, the marketing mix should be well focused. For example, if a brand is positioned as a premium product, the product quality should be consistent with what customers expect of the brand, low scale prices should not be used completely, the distribution channel should be consistent with what is expected of a premium brand and the promotional campaign should be consistent associations.

2.2 Advertising and Consumer Behaviour

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets)

interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behaviour: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996) and also noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances.

It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to make and to give preferred trends in product development and attributes of the alternative communication method. Consumer behaviour analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer (or group of consumers).

Economic theory has sought to establish relationships between selling prices, sales achieved and consumers income, similarly, advertising expenditure is frequently compared with sales. On other occasions, financial accounting principles maybe applied to analyse profit and losses. Management ratios, net profit before tax, liquidity and solvency ratios can all be investigated. Under the situations the importance of the consumer's motivations, perceptions, attitudes and beliefs are largely ignored. The consumer is assumed to be "rational" that is, to react in the direction that would be suggested by economic theory and financial principles. However, it is often apparent that consumer behaviour does not fall neatly into these expected patterns. It is for this reason that consumer behaviour analysis is conducted as yet another tool to assess the complexities of marketing operations (Kotler and Lee, 2005).

2.3. Advertising as a Brand Driver

Advertising is heavily used in the process of personality creation. This follows logically from the fact that personalities are particularly useful for the creation of brand associations. Brand

associations influence the “evaluation of alternatives” stage in basic consumer buying behavior models.

At this stage, and for these goals, advertising is considered to be the most effective communication tool. Perhaps the most visible and best known way of personality creation is by means of celebrity endorsers. Public heroes, sports people, pop stars and movie stars have been hired to lend their personality to a brand for a long time and this practice is still growing in popularity today. Yet, basically all advertising influences the brand personality, not only when an endorser is used.

In the process of personality creation, in reference to advertising and marketing, communication approaches are largely used to create brand personality. Many researchers including (Brassington and Pettitt 2003), (Erdogan, Baker and Redenbach 2000) have found that brands are sensitive to communication and anchors which catalyze consumer behavior. It may be observed that a general model of advertising has been integrated with a model of brand personality creation as discussed in some of the studies.

Based on that model a number of propositions are derived and presented through analysis of the role of brand personality in the creation of brand equity, thereby linking the core issue to one of general and increasing importance. Brand management has developed to take advantage of new loyalty marketing vehicles. (Baldinger and Robinson 1996) have observed that, brand managers are supplementing their mass-media advertising with more direct communications, through direct and interactive methods to build and maintain consumer loyalty.

Simultaneously, however, brand managers have to face more threats to their brands, especially parity responses from competitors. Brand loyalty can yield significant marketing advantages including reduced marketing costs, greater trade leverage, resistance among loyal consumers to competitors’ propositions, and higher profits.

Preference for convenience, novelty, chance encounters and repertoire buying behavior are but some reasons for this. A new approach for measuring, analyzing, and predicting a brand’s equity in a product market defines the brand equity at the firm level as the incremental profit per year obtained by the brand in comparison to a brand with the same product and price but with minimal brand-building efforts.

At the customer level, it determines the difference between an individual customer’s overall choice probability for the brand and his or her choice probability for the underlying product with

merely its push-based availability and awareness. The approach takes into account three sources of brand equity; brand awareness, attribute perception biases, and non-attribute preference and reveals how much each of the three sources contributes to brand equity.

In addition, the proposed method incorporates the impact of brand equity on enhancing the brand's availability. The method provides what-if analysis capabilities to predict the likely impacts of alternative approaches to enhance a brand's equity (Na et al., 1999; Knox and Walker, 2001; Rajagopal and Sanchez, 2004).

2.4. Inter-relationships of Consumer and Brand Personality

Consumers often anthropomorphize brands by endowing them with personality traits, and marketers often create or reinforce these perceptions by their brand positioning. Brand personality traits provide symbolic meaning or emotional value that can contribute to consumers' brand preferences and can be more enduring than functional attributes (Redenbach 2000).

Successfully positioning a brand's personality within a product category requires measurement models that are able to disentangle a brand's unique personality traits from those traits that are common to all brands in the product category. Consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands. The dimensions of brand personality are defined by extending the dimensions of human personality to the domain of brands (Kotler and Lee, 2005).

2.4.1. Personality Attributes in Branding

Human personality traits are determined by multi-dimensional factors like the individual's behavior, appearance, attitude and beliefs, and demographic characteristics. Based on the trait theory, (Batra et al. 1993) observed that there are five stable personality dimensions, also called the "Big Five" human personality dimensions. The "Big Five" human personality dimensions are Extroversion/introversion, Agreeableness, Consciousness, Emotional stability, and Culture. Based on these human personality dimensions, (Aaker 1997) identifies the new "Big Five" dimensions related to brands. These are Sincerity, Excitement, Competence, Sophistication, and Ruggedness.

This pattern suggests that these brand personality dimensions might operate in different ways or influence consumer preference for different reasons. Sincerity, excitement, and competence represent an innate part of human personality whereas sophistication and ruggedness tap dimensions of individual desire. Hence, the following proposition has been considered as the customers identify brands that have similarity to their own personalities and represent closeness in terms of the psychographic and emotional attributes.

Brands influence consumer decisions to buy in any of the above ways, or through combinations of them, sometimes with tremendous persuasive appeal. The brand-person associations can also have a more personal nature. Brands can be associated with people who use or used that particular brand, for example a close friend or a family member. Also, brands received as gifts can also be associated with the person from whom the gift was received. These personal associations serve to animate the brand as a vital entity in the minds of the consumers.

The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as gold credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have achieved something. They act as extensions of the personality, so it really is “all in the mind”, and the key to brand management and development is a clear understanding of what benefits the customer is looking for. Asking consumers what comes to mind when they hear the name of a big brand such as BMW or Gucci, they will reply with a list of attributes which go far beyond the physical tangible aspects of product and delivery, but if there is one word which brings all these things together in people’s mind, it is value (Dean, 2003; Forehand and Grier, 2003).

Time and again, research shows that the real driving force behind market leadership is perceived value – not price or inherent product attributes (Redenbach, 2000). As long as a brand offers customers a superior perceived value, good market performance will follow, which makes consistency a highly important feature of brand behavior. Hence it may be stated that consumers cultivate relationship with the brands that involve in life style, gender, age, educational background, social values and culture.

2.4.2 Brands and Conventional Knowledge

Brands are also successful because people prefer them to ordinary products. In addition to the psychological factors already mentioned, brands give consumers the means whereby they can make choices and judgments. Based on these experiences, customers can then rely on chosen brands to guarantee standards of quality and service, which reduces the risk of failure in purchase. Today's world is characterized by more complex technology, and this can be extremely confusing to the people who are not technology minded.

Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety of competitive products and helping consumers reach better, and quicker decisions. (Fournier 1998) has described animism as another process mechanism that directly explains the specific ways in which the vitality of the brand can be realized. Over time, the personalities of the spokespersons are transmitted to the brand. Obviously, this aspect is much less under the control of marketers. Indirectly, the brand personality is created by all the elements of the marketing mix. (Batra et al. 1993) suggest that the personality of a brand is created over time, by all the constituents of marketing-mix.

2.4.3 Brand Relationship Typology

There is a relationship between the brand-as-person and the customer, which is analogous to the relationship between two people. The brand personality provides depth, feelings and liking to the relationship. A friendly relationship can involve very different brand personalities. Some friends are fun and irreverent. Others are serious and command respect. Others are reliable and unpretentious. Still others are just comfortable to be around. A focus on the friend relationship rather than the brand personality can allow more scope and flexibility in the implementation of the brand identity. The focus is upon consumer perceptions, attitudes, and behavior towards the brand; attitudes and perceptions of the brand itself are hidden behind the closed doors of the organization. Yet the relationship with another person is deeply affected by not only who that person is but also what that person thinks of you (Fournier 1998).

Similarly, a brand-customer relationship will have an active partner at each end, the brand as well as the customer. Thus the scanning of data and framing hypotheses about the types of

relationships that exist becomes essential. In the latter stage, respondents may be allocated to relationship categories on the basis of the hypothesized relationship groupings. In the process, the relationship typology is refined. The relationships are then formalized into specifications, and coders classify the respondents into those relationships. The groups are then profiled. Often the relationship groupings correspond to like, dislike, and neutral segments. This discussion reveals that higher investment in consumer-brand relationships pulls greater loyalty in the competitive environment (Redenbach, 2000).

The type of relationship that customers possess with the brands based on the loyalty levels is an extremely significant parameter for the marketers. (Duncan and Moriarty 1998) point out that each of the new generation marketing approaches include customer-focused, market-driven, outside-in, one-to-one marketing, data-driven marketing, relationship marketing, integrated marketing, and integrated marketing communications that emphasize two-way communication through better listening to customers and the idea that communication before, during and after transactions can build or destroy important brand relationships. The way consumers perceive brands is a key determinant of long-term business consumer relationships. A large proportion of consumer brand perception is obtained under low-involvement conditions and is therefore not consciously processed by the consumer's brain. Such associations tend to be stored in terms of metaphors and importantly, they tend to aggregate in clusters.

The brand personality has product attributes, corporate image and brand attributes resulting from the other two variables. The customer needs, perceived use value associated with the product, and the attitudinal variables of the customer form the core of customer personality. The relationship between the brand and customer personalities has three dimensions – strong, vacillating and weak. The strong hold of the relationship leads to loyalty development while the weak links form the discrete relationship. The vacillating dimension thereof cultivates the risk of brand switching due to uncertainty of consumer decision to get associated with the brand or otherwise (Bhattacharya and Sen, 2003).

2.5. Media Influence in Brand Relationship Development

Brand personality refers to the emotional side of a brand image. It is created by all experiences of consumers with a brand, but advertising plays a dominant role in personality creation. Successful

brands eventually have the opportunity to take on brand leadership positions. This is often expressed in advertising as a product superiority driver; and it works as consumers often prefer the market leader because they assume it is better. Strong brand positions can be built on anything enduring, including images or simply the biggest selling.

The message must be presented consistently in all marketing initiatives. There are two central elements to brand personalities: the type of benefits offered by the brand and the type of consumer who will value them. Advertisements which show nothing but product features trying to appeal to consumers rationally. Usually the focus would be the unique sales proposition (USP) or a selling idea which can differentiate the brand from its competitors. It has been observed that the consumers will come up with the descriptions like “fun-loving, enjoyable, American style” while people will think of “rebellious and younger generation oriented” when talking about the product (Kotler and Lee, 2005). Furthermore, everyone wants something that can reflect or further improve his/her self-portrayal; brand personality which is created and perceived through advertising becomes a vital concern in our purchasing decisions. Advertising builds the emotional image of the brand and the brand personality associated thereof provides depth, feelings and liking to the relationship. A brand personality thus can make a brand more interesting and memorable and become a vehicle to express a customer’s identity. In view of the above discussion it may be delineated that advertisements or market communications help building the brand personality of the product when consumer correlates the human qualities to the products that is advertised.

2.6. Reach of the Brand

The “voice of a brand” is part of the promise and experience of a brand. Customers hear the voice in automated service systems, at retail, in the media and elsewhere. The tone, content and nuances of that voice are critical. The meaning or user understanding on the product is also an important source of brand personality creation in the advertisement or any type of media communication (Paul K 2006).The communication represents the product’s meanings – the claimed image of the product. Although the definition of advertising from a semiotic perspective states that the advertisement represents the actual product image, the advertisement represents the product only when there is harmony between the actual and the claimed image of the

product. The spokesman or anchor in advertising provides the most direct way to build this relationship with consumers and bridge the brand and the mind of the consumer.

This is the consumer-brand fusion process that leads to the brand behavior in the market in the short and long-run dynamics. The key function of advertising is to communicate the brand and the promise that can be delivered to the customers. The advertisement of a product has two dimensions – representing the core promise of the product and creating the consumer personality by transferring the personality traits (Bridson and Evans, 2004). This process enhances the customer-brand relationship. Personification of brand through advertisement or market communication is actualized when there is match between the personality of the advertised product and of the customer.

A consumer-brand relationship becomes functional after the purchase is realized by the customer on an appropriate opportunity. The opportunity may be derived through the marketing constituents like availability, financial schemes for the buying and pre- and post-sales services. There are models that follow the same line of reasoning, that there is input, transformation, and output in the model (David,2001). The input of the model refers to the advertising exposure, transformation refers to advertising processing, and output refers to advertising responses.

Branding has to do with customer perceptions and their behaviors when buying; it is not a characteristic of a product, a graphic design, a company or a category. In branding the term “media” refers to communication vehicles such as newspapers, magazines, radio, television, billboards and direct mail. Advertisers use media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. It has been observed that effective consumer-brand relationship can be established after the buyer realizes the purchase and simultaneously transfers the brand personality (Van Osselaer and Alba 2000).

2.7. Communication Sensitivity and Brand Personality

Brand-extension strategy in a competitive environment is comprised of two crucial strategic decisions: against which competitive brand to position the new product; and how to position the new product. (Hauser and Shugan 1983) discuss that the first decision that envisages the

competitive-target decision requires an understanding of the competitive structure and an analysis of the opportunities and threats associated with selecting a certain position and the latter is concerned with the selection of product attributes or benefits that provide a differential advantage for the new product compared to the competitive offerings. The positive advertising and communication help in building and nurturing the brand personality in the competitive situation in a market. The intimacy theory of communication builds the brand personality more effectively across varied consumer situations than exchange or seduction theory. Drawing from psychology and social psychology, it presents intimacy attributes relevant to services marketing – the five Cs of communication, caring, commitment, comfort, and conflict resolution, which play a vital role in brand personality.

The concept of sensitivity of communication maybe described as the brand personality is perceived by the consumers when the advertisement is positive to their own personality and endorses the intimacy attributes with the communication.

The consumers expect to gain something from engaging in word-of mouth (WOM) or that they indirectly satisfy a desire when providing personal opinion to others through WOM, regardless of the root of the motivation. Incentive programs may therefore work as an extrinsic motivator, and people may engage in more WOM behaviors when incentives are delivered, and this motivation may increase as the incentive increases. There is a positive relationship between the size of the brand and promise offered therein, and a consumer's likelihood to generate WOM.

The development of message strategy is linked with an advertiser and media factor. It depends on what an advertiser needs and how the message for advertising can be carried on to the media effectively. A compromise to these factors would help in developing the most effective message idea, as a result of facts judged about products, markets, consumers and competitors. In this process the strength of background information is the foundation of building message ideas.

It has been argued that cognition and effect influence each other, and consequently can be seen as two components of one system. The underlying idea is that thoughts are not free of feelings and vice versa. Thus, advertising processing and response are a combination of both cognition and affect. Consumers use both their cognitive and affective systems to process advertising, and advertising responses can be both cognitive and affective.

2.8. Cognitive Dimensions in Branding

The cognition and emotion form a complex and inseparable relationship within higher-order human cognitive behavior. Higher-order image processing exists in emotions. In the central route of the elaboration likelihood model, emotions play a substantial role in understanding product features. From this perspective, understanding process of the advertisements may be considered as a higher order cognitive learning process on brands which includes not only reasonable understanding of functional benefit, but also an understanding of benefit based on user and usage imagery and brand personality. The processing of advertising comprises the sequence of cognitive variables and does not give importance to the constituents of it. Both impact on the consumer's attitude and behavior and the level of this impact do not depend on the order of the advertising processes. However, in case of advertising campaigns with multiple and different messages, the order effects may be important. (Van Osselaer and Alba 2000) discuss that though the companies have full discretion in designing campaigns, it is all the more interesting to see if it makes a difference whether they start building brand personality by appealing to affective or cognitive reactions. Therefore, the brand personality is influenced largely by the affective and cognitive attributes in the process of the advertising communication.

The cognitive response theory can be easily applied to marketing and advertising because it provides many important insights about persuasion variables and further more attempts to make predictions about variables such as distraction, repetition and issue involvement. Advertisers want the cognitive response that triggers something in the consumer's brain that gives them a favorable attitude about whatever is being advertised. One major reason cognitive responses are important to advertising is distracters. A distracter is a variable that inhibits the generation of cognitive responses. There are certain characteristics of the stimulus that itself may enhance or hamper the elaboration of the message. A second category of factors consists of the characteristics of the individual and finally the situational factors may be important. Several types of situational factors can be discerned. The environment of the subject at the time of exposure may influence message elaboration.

Advertisements and point of purchase communications are frequently combined into clusters of messages, such as a commercial block on television, radio, or in a movie theatre. The media

context can be an important situational factor. Media context is defined here as the characteristics of the content of the medium in which an ad is inserted as they are perceived by the individuals who are exposed to it. Media context is important. A message style that contrasts with the nature of the context may lead to positive advertising effects.

This phenomenon may be explained by (Meyers-Levy and Tybout 1997) as the contrast effect which explains that the novelty of advertising and the unexpectedness of the information given in its context often lead to increased attention, because the advertisements is perceived as innovative and interesting. It has been observed that for the individuals with low product category involvement, advertising messages shown in a congruent media will lead to more positive attitudes towards the advertisement. The customers will tend to do more content analysis thereof and exercise the brand recall messages in reference to the communications that suite and vis-a`-vis for the customer having high product category involvement. The comprehension to the customer on the brand and his response on the brand knowledge influence the creation of brand personality through marketing communications either by advertising or inter-personal communications such as word-of-mouth.

2.9. Brand Portfolio and Advertising

It is believed that the brand portfolio strategies will help in searching for the efficient frontier for the brand set – the boundary where brand managers can maximize their returns for any level of portfolio risk. However the scope of brand portfolio does not restrict membership to the brands owned by the company. The brand portfolio on the contrary, includes every brand that plays in the consumers' decision to buy. However, (Hill and Lederer (2001) indicate in their study that not every brand the company owns should be the portfolio. Brand portfolios connect the nature and identity of individual brands with the market categories they serve.

These issues provide a company with the basis for building effective customer response, profitable growth involving market categories, and in some cases, for business innovation. Making a brand more valuable is a key business objective. However, this objective must be driven by more than marketing integration and commitment to the promise of brand experience. The competitive environment of the given company is characterized not only by interactions

among different companies within a given industry, but also by interactions among different brands produced by a single company.

It is necessary to review the firm's advertising decisions under conditions of random and customer segment specific sales response to advertising within the context of multi-brand competition in order to diagnose the impact of advertising on the brand and customer portfolios thereof. Hence, the brand portfolio of a company is developed over the competing effective marketing communication as it influences the growth of sales and consumer decision in favor of the brands that are advertised close to the congruent media.

CHAPTER THREE:RESEARCH METHODOLOGY

3.0 Introduction

The chapter presents the research design and methodology of the study. It describes the way the study was designed, data collection techniques, and the data analysis procedure that were used.

3.1 Research Design

This was a descriptive survey aimed at investigating the impact of brand personality on GlaxoSmithKline products in Nairobi, the case of Aquafresh toothpaste. According to (Cooper and Schindler 2003), a study concerned with finding out who, what, when, where and how of a phenomenon is a descriptive study, which is the concern of the study.

3.2. Population

The population of study consisted of Aquafresh consumers within Nairobi. It comprised of the various classes of demography in the population which includes class A social class. This is the affluent and the well to do members of the society. Secondly, class B was incorporated as well. This was made up of middle and upper middle class of the population and lastly class C was included too.

3.3. Sample

Sampling is the process of selecting units (e.g. people, organizations) from a population of interest so that by studying the sample, we may fairly generalize our results back to the population from which the sample was chosen. A sample is expected to mirror the population from which it emanates; however, there is no guarantee that any sample will be precisely representative of the population from which it comes from (Mugo 1995). According to (Mugo 1995), in drawing a sample for study, such a sample must be specific enough to provide readers a clear understanding of the applicability of your study to their particular situation and their understanding of that same population. A simple random sample is obtained by choosing elementary units in such a way that each unit in the population has an equal chance of being selected. Stratified sampling was therefore used in this study specifically in selecting a total of 120 consumers of toothpaste users in which case each strata represented a demographic class,

whereby class A was Buruburu phase 5 all the way to class C which was Mutindwa in the same locality of Buruburu.

3.4. Data Collection

Data was collected from consumers within Nairobi. Fully structured questions were used to collect data from the respondents. With fully structured questions, a respondent's response may give an insight into his/her feelings, background, interests and decisions and give as much information as possible without holding back. At the same time, with the use of structured questions, if the researcher is after information that he finds easier for administration purposes, he would use this method since the questionnaires and interviews are followed by alternative answers. The questionnaires were self administered by the respondent so they can fully and sincerely respond thereby giving sufficient information without the influence of interviewers.

The data was collected from Buru Buru estate in Nairobi with an aim of cutting across the demographic divide of Class A up to class C consumers of toothpaste. Since the data was collected on a door to door basis, the decision maker, influencer, buyer or the opinion former` responded so as to convey their trigger factors towards Aquafresh in their approval of it as toothpaste.

3.5. Data Analysis

The questionnaires were edited for accuracy, uniformity, consistency and completeness and arranged to enable coding and tabulation before final analysis. Descriptive statistics was used to analyze the quantitative data by way of percentage or proportion and frequency distribution. The data analysis tools of Statistical Package for Social Sciences (SPSS) was used, to give a deeper insight into the responses from the respondents into the subject of the research.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the quantitative analysis of data collected from consumers of Aquafresh toothpaste in Nairobi. It gives the findings from the questionnaires and other observations that were encountered during the fieldwork. The data has been categorically analyzed to give clear and vivid findings of the study. The study sampled a total of 120 respondents, there was 100% response rate since all the 120 respondents filled and returned the questionnaires.

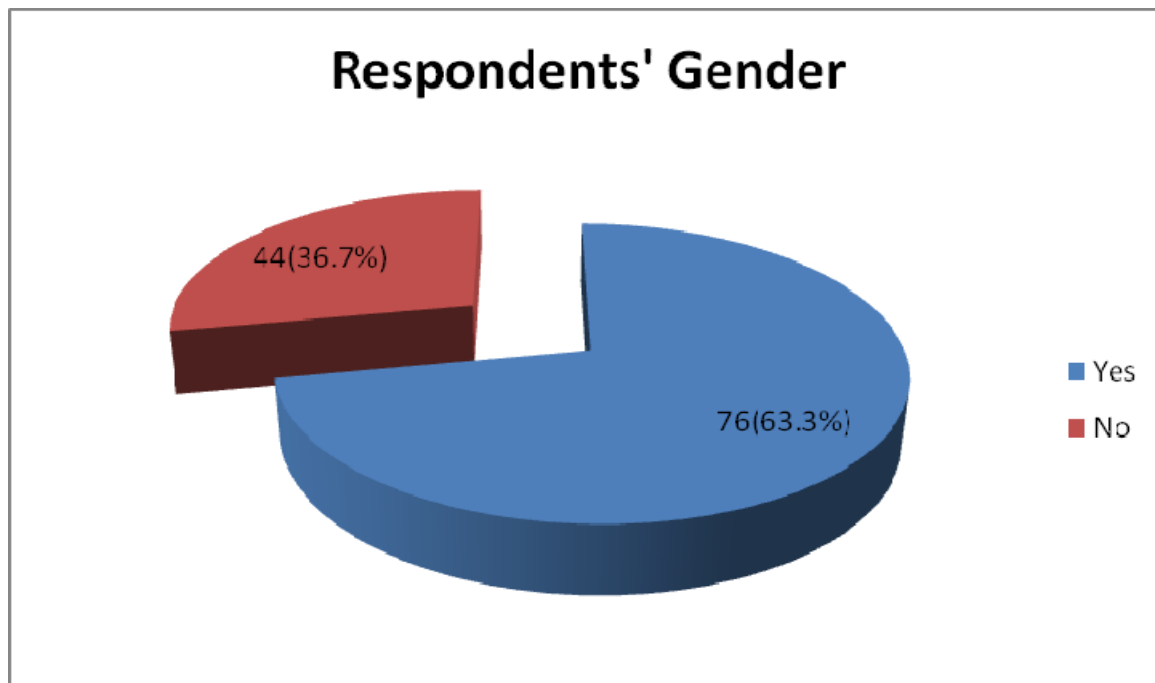
4.2 Demographic Information of the Respondents

Table 4.1: Respondents' area of residence

AREA OF RESIDENCE	FREQUENCY	PERCENTAGE
BURUBURU PHASE ½	35	29.2%
BURUBURU PHASE 3/4/5	56	46.7%
BURUBURU MUTINDWA	29	24.1%
TOTAL	120	100.0

The data on table 4.1 above shows the respondents' areas of residence, a greater proportion 56(46.7%) reside in Buruburu phase 3/4/5.

Figure 4.1: Gender of the Respondents'



The researcher sought to determine the gender of the respondents, from the findings on figure 4.1, drawn above, 76(63.3%) are male while 44(36.7%) are female implying that the females are the main consumers of Aquafresh brand of toothpaste.

Table 4.2: Age bracket of the Respondents

AGE BRACKET	FREQUENCY	PERCEENTAGE
Below 25 years	25	20.8%
25-35 years	66	55.0%
36-45 years	16	13.3%
45 years and above	13	10.8%
Total	120	100.0

Findings on Table 4.2 drawn above, revealed that a greater proportion of the respondents 66(55.0%) were aged between 25-35 years, 25(20.8%) were aged below 25 years and 16(13.3%) were aged between 36-45 years. This implies that the main consumers of Aquafresh are in the age bracket of 25-35 years, the toothpaste brand is not popular among individuals aged above 45 years.

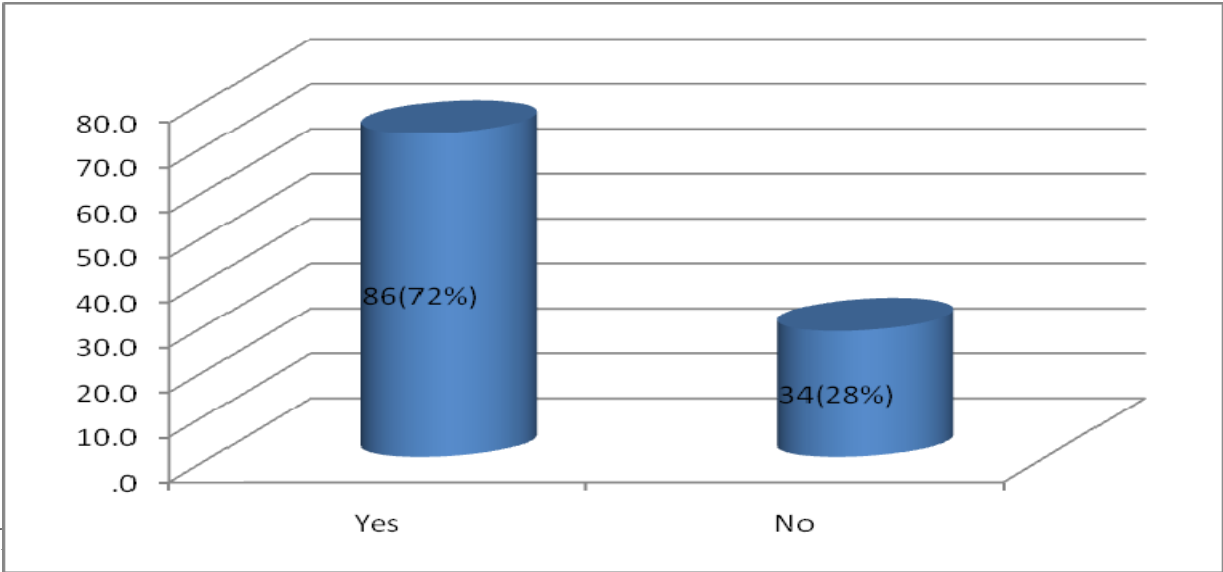
Table 4.3: Respondents' Education level

EDUCATION LEVEL	FREQUENCY	PERCENTAGE
College certificate	6	5.0%
College/university Diploma	50	41.6%
Bachelors degree	36	30.0%
Masters Degree	23	19.2%
Secondary/Primary education	5	4.2%
Total	120	100.0

Findings on table 4.3 reveal that a greater proportion of the respondents 50(41.6%) have college/university Diplomas, 36(30.0%) have bachelors degrees while 23(19.2%) have masters degrees. This suggests that the respondents were well conversant with the issues relating to brand quality, advertisement and therefore made right decision while choosing their favourite tooth paste brand.

4.3 The influence of sincerity advertisements and consumer buying decisions

Figure 4.2: Influence of advertisement of consumer buying decisions



from the findings on figure 4.2, 86(72%) of the consumers admitted that advertising influences their buying decisions, however 34(27.5%) of the respondents object. This implies that advertisements put forward have to a great extent influenced consumer buying decisions.

Table 4.4: Influence of advertisement

RATE OF INFLUENCE	FREQUENCY	PERCENTAGE
Very high	23	19.1%
High	62	51.6%
Moderate	24	20.0%
Low	8	6.7%
Negligible	3	2.5%
Total	120	100.0

A greater proportion of the respondents 62(51.6%) consider the rate at which advertising influence their buying decisions to be high, 23(19.1%) of the respondents however, feel that the impact is very high. This implies that advertising is a very effective tool that influences consumer buying decisions as well as brand loyalty.

Table 4.5: Impact of GlaxoSmithKline advertising on consumer decision to purchase Aquafresh toothpaste

RATE	FREQUENCY	PERCENTAGE
Very effective	12	10.0%
Effective	67	55.8%
Moderate	28	23.3%
Negligible	13	10.8%
Total	120	100.0

The researcher sought to establish the level of impact of GlaxoSmithKline advertising strategies on the consumers decisions to purchase Aquafresh brand of toothpaste, from the findings on table 4.5, majority of the respondents 67(55.8%) indicated that the impact is effective while 28(23.3%) indicated that the impact is moderate. Only 13(10.8%) indicated that the impact is negligible. This implies that the advertisements done by GlaxoSmithKline have been effective.

Table 4.6: Duration of Consumers' Knowledge of Aquafresh brand of toothpaste

DURATION	FREQUENCY	PERCENTAGE
Less than 2 years	23	20.8%
2-5 years	24	13.2%
5-10 years	62	50.2%
More than 10 years	3	10.8%
Total	120	100.0

The research sought to find out the duration the respondents have known Aquafresh, findings on table 4.6 reveal that a greater proportion 62(50.2%) of the respondents have known Aquafresh brand of toothpaste for a period of 5-10 years. This product does not seem to follow the product lifecycle model going by the experience and increased demand for it inspite of long years of its introduction in the market. The assertion that some products may not follow the product lifecycle model is true in this case.

4.4 Impact of excitement as a brand personality

Figure 4.3: Whether Aquafresh is an exciting toothpaste brand

The findings on figure 4.3 reveal that majority of the respondents 102(85%) consider Aquafresh brand of toothpaste to be an exciting toothpaste brand. This implies that majority of the consumers are excited with this product and hence this has a greater impact on the brand personality.

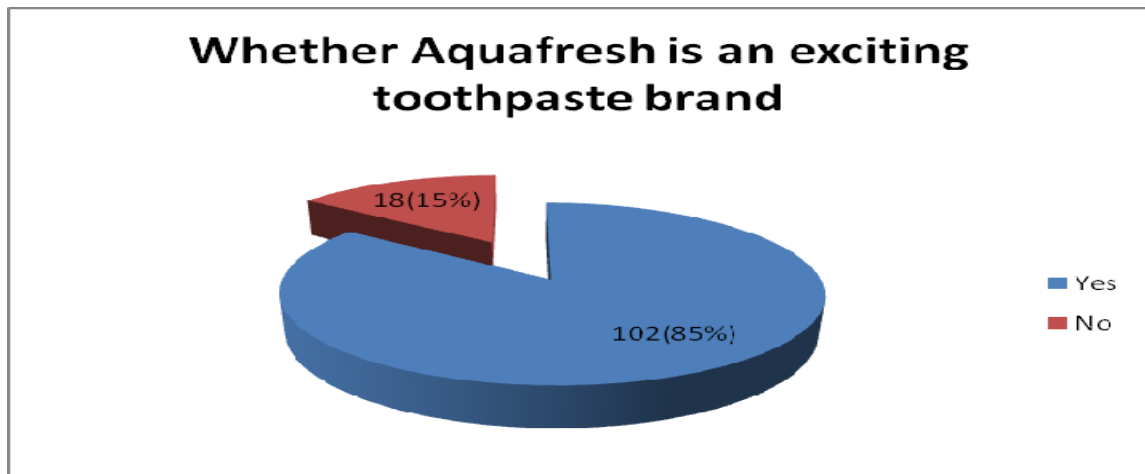
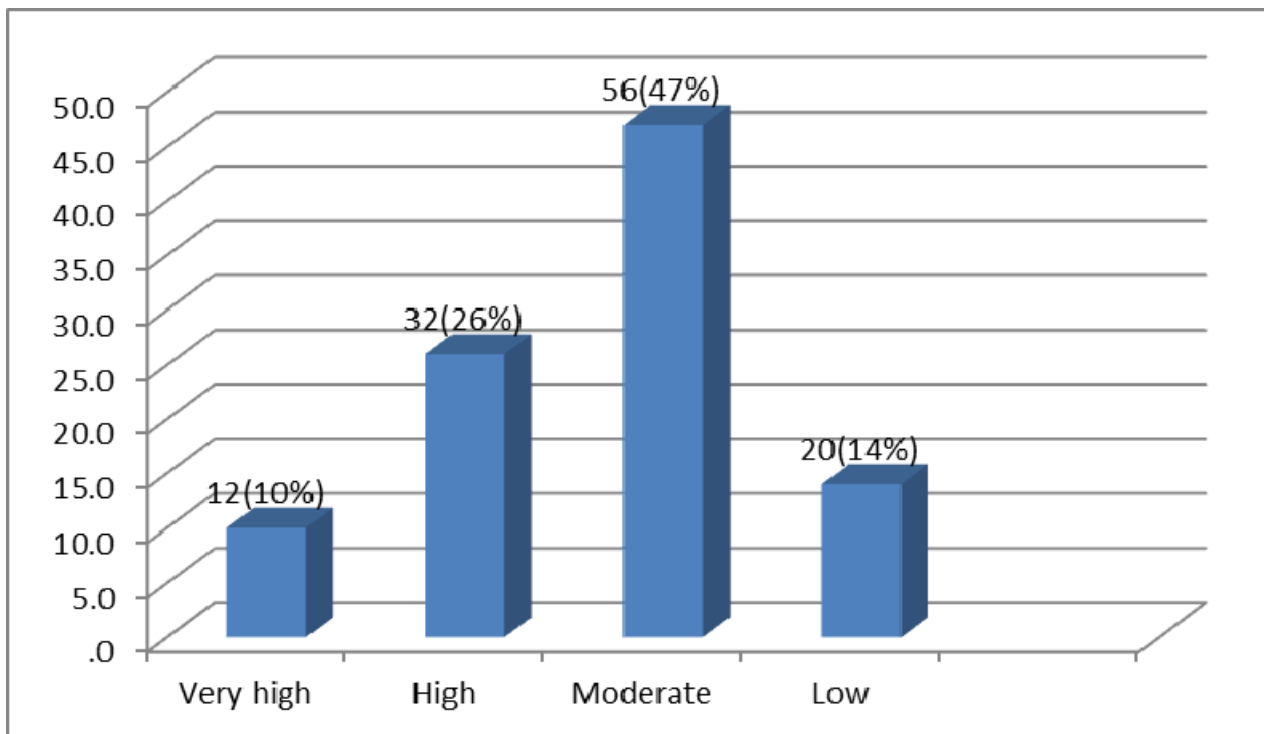


Table 4.7: Reasons for being loyal to Aquafresh brand

REASONS	FREQUENCY	PERCENTAGE
Imaginative	23	20.8%
Unique	62	55.0%
Trendy	24	13.3%
Cool	3	10.8%
Total	120	100.0

Table 4.7 presents the reasons why consumers of Aquafresh are loyal to the brand, the findings reveal that a majority of the respondents 62(55%) are loyal to the brand because it is unique while 23(20.8%) consider the product imaginative. GlaxoSmithKline has made their product unique making Aquafresh be preferred to other brands of toothpaste by consumers resulting to brand loyalty.

Figure 4.4: Level of excitement on Aquafresh toothpaste brands



Findings on figure 4.4 reveal that majority of the respondents 57(47%) are moderately excited by the toothpaste brand.

Table 4.8: GlaxoSmithKline’s ability to maintain exciting Aquafresh toothpaste brands

OPINION	FREQUENCY	PERCENTAGE
Strongly agree	34	28.3
Agree	51	42.5
Neither agree nor disagree	24	20.0
Disagree	8	6.7
Strongly disagree	3	2.5
Total	120	100.0

The findings on table 4.8 reveal that GlaxoSmithKline has maintained exciting Aquafresh toothpaste brand as agreed by a greater proportion 51(42.5%) of the respondents, 34(28.3%) however, strongly agree. This implies that the company has made efforts to ensure that Aquafresh brand remains the most proffered brand by consumers.

Table 4.9: Aquafresh as a contemporary toothpaste

EXTENT	FREQUENCY	PERCENTAGE
Very large extent	34	28.3%
Large extent	49	40.8%
Moderate extent	23	19.2%
Little extent	14	11.7%
Total	120	100.0

The researcher finally sought to establish the extent to which Aquafresh has remained a contemporary toothpaste, the findings on table 4.9 reveal that a greater proportion of the respondents 49(40.8%) feel that the brand has remained a contemporary toothpaste to large extent while 34(28.3%) consider this to a very large extent. However 14(11.7%) feel that the toothpaste brand has remained contemporary toothpaste to a little extent. This implies that

Aquafresh indeed has remained to be contemporary toothpaste owing to the marketing strategies of GlaxoSmithKline advertising as well as the ability to make the brand more unique in the market.

CHAPTER FIVE:SUMMARY,CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the researcher presents the summary of the important elements of the study, discussion of major findings and interpretation of the results. The chapter further presents the conclusions drawn from the research findings as well as recommendations for improvement and suggestions for further research.

5.2 Summary

The study was conducted with an aim of establishing the influence of brand personality on GlaxoSmithKline products in Nairobi, the case of Aquafresh toothpaste. This was guided by objectives that included to evaluate the influence of brand personality on consumer buying decisions as well as establishing brand excitement elements on customers.

In that light, the study revealed among other revelations that advertisement is the main source of the toothpastes awareness. Majority of the consumers have known the toothpaste through advertisement and it therefore forms a great deal of disseminating the brand knowledge.

Of the other elements that were under study, was excitement and its influence as a brand personality element. The study showed that excitement was high due to the toothpastes uniqueness and this has contributed greatly towards brand loyalty.

In addition, sincerity has been driven by advertising and quality giving the brand the success it currently has. The direct implication of this is that price and other variables do not have consequent reaction to the brand and consequently affecting the sincerity perception customers have.

5.3 Discussion of the findings

This section gives a discussion based on the facts of the specific objectives of the research, it provides an interpretation of the results comparing them to the literature review of the specific objectives.

5.3.1 Influence of brand sincerity on consumer buying decisions

According to the respondents, advertising and quality are the major factors responsible for the success of brand sincerity. Advertising has the potential to shape consumers' beliefs and

behavior though the impact is cumulative (Aaker, 1997). Very few subjects feel other reasons such as price, packaging and availability for their choice of the brand. This is because brands are sensitive to communication and anchors which catalyze consumer behavior (Brassington and Pettitt, 2003, Erdogan, Baker and Redenbach 2000). The implication of this is that price and other variables seem not to count much to the consumers as long as the quality of a product is maintained and the brand is also supported by heavy advertising reminding and persuading consumers to continue to buy.

Considering the number of years this product has been in existence vis-à-vis the time it has been known by the respondents, majority of the consumers claimed to have known Aquafresh for between 5 and 10 years. And for Aquafresh to have been in existence for more than 20 years and still remain the delight of many consumers of toothpaste products, it is evident that the brand has enjoyed a relatively prolonged life cycle.

The results of the study also showed that advertising of various kinds served as the respondents' major source of awareness of Aquafresh. The company has put in place effective advertising strategies for its products. Combinations of different media, both electronic and print are employed by GlaxoSmithKline in advertising Aquafresh plus supplementing mass media with more direct communications through direct and interactive methods to build and maintain consumer loyalty (Baldinger and Robinson, 1996).

Regarding trust in the brand, it seems difficult for companies to tell consumers that their brands are benevolent (Gurvies and Korchia, 2002). This study does contribute an element of response on this point for the Aquafresh brand. It could indeed develop or increase some personality traits such as creative or conscientious, or yet not be perceived as being introvert (the introvert personality trait having a significant negative influence on benevolence).

Unsurprisingly, the Aquafresh brand should not appear as being a brand that tries to mislead its clients since this personality trait has a direct and negative influence on the relational consequences considered in this research – except for benevolence and attachment. But it should not appear either as being withdrawn or shy if it tries to appear benevolent, or manipulative, arrogant, and pretentious, if it tries to establish a continuance commitment with consumers.

5.3.2 Impact of excitement as a brand personality

From the findings of the study the impact of excitement as a brand personality is high as the consumers consider the toothpaste brand to be unique. Consumers often anthropomorphize brands by endowing them with personality traits, and marketers often create or reinforce these perceptions by their brand positioning, (Redenbach 2000). The connection between excitement and brand personality is emerging as an important dimension of consumer behavior.

Although other scholars have demonstrated the importance of excitement regarding consumers' response to brands and their marketing activities, the findings of this study demonstrate that excitement contributes greatly to consumer loyalty towards a brand. Consumers perceive the brand on dimensions that typically capture a persons' personality, and extend that to the domain of brands. The dimensions of brand personality are defined by extending the dimensions of human personality to the domain of brands (Kotler and Lee,2005).

According to Lacoueilhe (2000), the existence of a link between attachment and excitement is important to the extent that attachment to a brand helps understand how a consumer can be loyal to a brand whereas it is difficult to differentiate it from its competitors, when only the usefulness or functional characteristics of the brand are taken into account. Lacoueilhe and Belaid (2007) indicated the causal direction of this link and stressed that attachment is likely to feed the attitudinal facet of brand loyalty.

The findings reveal that trust is a determinant of excitement towards Aquafresh brand. Indeed, excitement comprises potential vulnerability, uncertainty, and consumers will be less excited when trust is not well established. If the consumer believes he can trust the brand, he solves the issue of uncertainty by engaging in a relationship with it. Thus consumer's excitement to a brand would be the consequence of his trust in it (Gurviez and Korchia, 2002; Lacey, 2007).

5.4 Conclusions

Quite a number of important conclusions can be drawn from the findings of this study which have policy implications for the company under study and others in the industry. Brand preference does exist in the toothpaste industry. Many consumers do not buy whatever is with available or affordable if a product is good value for its price, it will command brand loyalty. This is because a brand allows the consumer to express their own self through associating

oneself with the brand personality (Aaker 1997). However, advertising helps in projecting product quality and value before the consumers. This is what is applicable to Aquafresh presently.

Advertising has a major influence on consumers' preference for Aquafresh and it has, in no small measure, contributed to its success. Brand awareness or attitudes may inform consumers' attitudes toward advertisements and or attitudes towards advertisements may generate brand awareness or contribute to development of brand attitudes. In turn, when taken together, consumers attitudes toward advertisements and their attitudes toward brands may shape their purchase intentions (Pelsmacker and Van Den Bergh,1996 ;Mackenzie et al,1986;Mitchel and Olson,1981; Percy and Rossiter,1992;Shimp,1981). The same thing goes for its quality. Having been known for more than between 5-10 years by majority of the respondents and still remain their favorite toothpaste, the brand has definitely enjoyed a prolonged life cycle apparently being regenerated by advertising. The stage a product is in its life cycle is very important to a marketer as it helps in determining the type of marketing strategies to be embarked upon in respect of the said product. From this study, Aquafresh is apparently a mature product and the company's management must ensure that it does not slip to decline stage as this may mark the beginning of its demise

With regards to consumer buying decisions, the study revealed that advertising had a high influence on consumer buying decisions. Television is currently the most potent of all media used in advertising a product. In view of this, more consideration should be given to television as a medium of advertising by GlaxoSmithKline. This may be because Television combines motion, sound, and special visual effects. The product can be demonstrated and described on television, it also offers wide geographic coverage and flexibility as to when the message can be presented. However, this is not saying that other media should be used. In fact, the company should continue to employ integrated advertising of their product. More budgets could be devoted to television advertisements in view of the consumers' preference on it. Moreover, advertising campaign should not be selective or age-oriented, as it has been shown from the study that advertising is very effective in influencing consumer buying decisions.

5.5 Recommendations

Towards this end, the management is advised to carry out the following:

- (i) Conduct research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand.
- (ii) Develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should both be persuasive and reminder-oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands. Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class.

5.6 Limitations and suggestions for future research

This research had a number of limits, which constitute areas for future research. First of all, the study was carried out on a convenience sample. Even if the young consumers surveyed, aged below 25 years, are part of the target of the Aquafresh brand, it would seem interesting to replicate this survey on a much more diversified sample of consumers. Then, only one brand was studied, Aquafresh, preventing both the generalization of the results and the demonstration of the differentiating nature of brand personality.

Other brands, either in the same category of products, or in other categories of products, should be taken into account in future studies. Lastly, the influence of brand personality on other consequences should be studied (satisfaction, loyalty and preference, for instance). The influence of brand personality could also vary depending on various consumers' characteristics (involvement and brand sensitivity, for instance), this would let a company to act more specifically depending on the target.

More generally, future research in this area of brand personality should attempt to identify the antecedents of this concept in order to develop or increase some relevant personality traits. Communication has often been mentioned amongst these, but other variables of the marketing mix could also be taken into account. Pantin-Sohier and Bre'e (2004) have recently shown the influence of product shape and colour on the perception of brand personality traits. Aaker (1997)

also suggested the persons associated with the brand such as users, company employees, and brand ambassadors. With regard to this, Ambroise et al. (2007) showed that there was a transfer of personality perceived by consumers from celebrity to brand on some traits of the personality barometer. The study of the consumers' perception of the personality of the ambassadors of Aquafresh brand of toothpaste, for instance, and of its influence on the brand's perceived personality could constitute an interesting line of future research.

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APPENDICES

APPENDIX 1: RESEARCH QUESTIONNAIRE

Section 1-Screener section

Are you a resident of _____(Tick where appropriate).

RESIDENCY	YES	NO
BURUBURU PHASE ½		
BURUBURU PHASE 3/4/5		
BURUBURU MUTINDWA		

Do you regularly use toothpaste,if not what do you use? _____

Yes

No

Section 2 - Personal information

Please answer by ticking in the box corresponding to your answer [√]

(A) GENDER

Male

Female

(B) AGE

Below 25

25-35

36-45

45 and above

(C) HIGHEST ACADEMIC QUALIFICATION

College certificate

College/University Diploma

Bachelors Degree

Masters Degree

Secondary/Primary Education

None

Section II – The influence of Sincerity on advertisements and Consumer Buying Decisions

1. Does the advertisement of the toothpaste brands influence your buying decisions?
 Yes No

2. How would you rate the influence of the advertisements on your buying decisions?
 Very high High Moderate Low Negligible

3. In your opinion, how would you rate the impact of GlaxoSmithKline advertising strategies on your decision to purchase Aquafresh brand of toothpaste?
 Very effective Effective Moderate Negligible

4. For how long have you known Aquafresh?
 Less than 2 years
 2-5 years
 5-10 years
 More than 10 years

Section IV –Impact of excitement as a brand personality.

5. Do you consider Aquafresh to be an exciting toothpaste brand?
 Yes No

6. If Yes, what are the reasons for being loyal to the brand?
 Imaginative Unique Trendy Cool

7. How would you rate your level of excitement on Aquafresh toothpaste brands?
 Very High High Moderate Low

8. What is your opinion on the following statement: GlaxoSmithKline has been able to maintain exciting Aquafresh toothpaste variants.

Strongly agree

Moderately agree

Neither agree nor disagree

Moderately disagree

Strongly disagree

9. In your opinion to what extent has Aquafresh remained contemporary toothpaste?

Very large extent

Large extent

Moderate extent

Little extent

Thank you for your cooperation. God bless you.