

**THE MORALITY OF THE ADVERTISING PRACTICE IN KENYA  
AS PERCEIVED BY THE ADULT RESIDENTS OF NAIROBI**

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**BY**

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**A MANAGEMENT RESEARCH PROJECT SUBMITTED IN  
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DEGREE OF MASTER OF BUSINESS ADMINISTRATION,  
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**DECLARATION**

This research project is my original work and has not been submitted for a degree in any other University.

Signed: .....  .....

Catherine Kajuju Muriungi

Date: ..... *4<sup>th</sup> Oct 2002.* .....

This research project has been submitted for examination with my approval as University supervisor.

Signed: .....  .....

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Date: ..... *4th October 2002* .....

## **DEDICATION**

To my parents

Eva and Muriungi

For raising me well

And putting such premium on my education

## **AKNOWLEDGEMENTS**

I wish to acknowledge gratefully the contribution of several people who each in their special way helped me to complete this project.

My supervisor, Dr. Martin Ogutu, for the extraordinary kindness and patience he extended to me as I carried out this research while expecting, and later, nursing my son.

My husband Kimathi for his moral and material support throughout the MBA course. Also, for being there to share my joy when things were going well and my anguish when things were not going so well. I appreciate the time he spared to drop and pick me up from class and the library.

To all members of my family, my parents, my sisters and brothers and my in-laws who encouraged me and prayed for me to complete this course.

Most importantly, my thanks are due to God, who gives me life, health and strength.

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## ABSTRACT

This survey sought to find out the degree of morality perceived by the residents of Nairobi in the advertising practice in Kenya, the specific ethical issues on which advertising was perceived to be particularly unethical and the relationship between the respondents perceptions and selected demographic characteristics.

There is a need to keep track of consumers' perceptions of the ethicality of advertising through research because the effectiveness of advertising in its various functions, including cultivation of brand attitudes, would be severely compromised by audiences antagonistic towards it.

Data for the study was collected by use of a self-administered questionnaire, delivered by the drop-and-pick method.

Analysis of the data revealed that advertising in Kenya was generally perceived not to be ethical. It was judged to be particularly unethical in its effect on children and on the dimension of bad taste. Low levels of immorality were perceived on its portrayal of women, where it was found not to promote a negative image of women.

A relationship was found between respondents' perceptions on the ethicality of advertising and their gender and level of religiousness, but no clear relationship with age was found.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to the targeted consumers. Companies must also communicate with present and potential customers and other stakeholders (Kotler, 1999). Every company is inevitably cast into the role of communicator and promoter. The vital role of the communication aspect of marketing has further been emphasized by Hutt (1985), who observed that:

*“Experience has taught marketing managers that even the best products do not sell themselves. The benefits, problem solutions and cost efficiencies of these products must be effectively communicated...”*

Marketing communications are carried out by use of five tools or elements, conventionally referred to as the marketing communication or promotion mix. These tools include advertising, sales promotion, publicity, personal selling and direct and online marketing. Of all these, advertising is the most stimulating to the general public in terms of interest, enthusiasm and controversy (Ahmed, 1992). It is, no doubt, the most conspicuous and obtrusive of all marketing functions. Much of the controversy relating to the institution of advertising centres on the social impact of advertising, and on its impact on consumer welfare.

Kotler (1999) defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. The functions of



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Kotler (1999) defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. The functions of

advertising in the marketing task are to inform, persuade and /or remind consumers of the company's market offering. Advertising is therefore, a central communication tool in the marketing effort. It would be the hope of marketers then, that consumers perceive advertising positively in order that its above mentioned functions are carried out effectively.

But advertising is a controversial subject about which people tend to form strong, and often contradictory opinions (Batra et al, 1991). A study on attitudes towards advertising in Kenya found that a majority of respondents (54%) were negatively predisposed to advertising (Ahmed, 1992).

The moral criticism of advertising is based on the view that business and therefore marketing, is a societal enterprise, occurring within society and with the society's permission and is therefore subject to the moral code of that society (Camenish, 1991).

Bauer et al argue that advertising is more than advertisements alone. It is an institutional part of our society, a social force affecting and affected by the society's style of life.

Kotler, (1999) also argues that advertisers and their agencies must be sure their creative advertising does not over step social and legal norms.

The need to understand how consumers perceive the ethicality of advertising in any society rests on the importance of consumer attitudes in consumer behaviour. In direct

relation to advertising, Solomon (1996) observes that a consumer's evaluation of a product can be determined solely by their appraisal of how it is depicted in advertising. Rather, the feelings engendered by an advertisement have the capacity to directly affect brand attitudes. Thus, advertisers need to be careful that their advertising does not offend consumers as these feelings may be transferred to the brand.

## **1.2 Statement of the problem**

The literature reviewed in the background for this study indicates that the importance of advertising as a marketing communications tool cannot be gainsaid. It informs, persuades and reminds consumer of the enterprise's market offering.

Its success in carrying out these functions hinges on consumer attitudes to the institution of advertising. But over the years, advertising has been widely criticized about its impact on society and consumer welfare.

The effectiveness of advertising in its functions would be severely compromised by a public antagonistic towards this vital tool of marketing (Ahmed, 1992). Here lies the need to keep track of consumers' perception of the ethicality of advertising through research. Pollay (1987) suggested the need for research with a view to resolving the controversies over the social consequences of advertising. Such research has been extensively carried out in the west, but there is a paucity of such research in the third world, (Quraeshi, 1991) including Kenya. Some research has been conducted on consumer attitudes towards the socio-economic role of advertising in Kenya (Ahmed,

1997), but up to date research in the area of consumer perceptions on the ethicality of advertising in Kenya, and any relation that such perceptions may have to demographic profiles is lacking.

In order to shed light on these issues, this research aimed to answer the following questions.

Is advertising in Kenya perceived to be ethical or not? Are there specific aspects of advertising in which it is judged to be particularly unethical?

Are there consumer demographic characteristics that underlie such perceptions?

### **1.3 Objectives of the study**

1. To determine how ethical the residents of Nairobi generally perceive the advertising practice in Kenya to be.
2. To find out how favourable or unfavourable the perceptions of consumers are on specific ethical issues in advertising in Kenya.
3. To identify any demographic characteristics that may underlie such perceptions.

### **1.4 Importance of the study**

1. To advertisers, knowledge of what aspects of advertising offend consumers will assist them to develop advertising campaigns that do not irritate their target audiences.

2. This study is also significant to public policy makers in deciding what regulatory measures, if any, are necessary in order to protect the public from any harmful effects of advertising.
3. To academicians, this study is important in that it provides insights into the behaviour of the Kenyan consumer.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

In this chapter, the social criticism of the institution of advertising that has been symptomatic of the public's perception of the institution will be reviewed. This will involve outlining and discussion of various ethical issues in advertising that are frequently used as evaluative criteria on the social impact of advertising, and which are often instrumental in shaping the public's perception of advertising.

#### 2.2 Advertising and Society

For decades, indeed centuries, broad social issues have been raised concerning the role of advertising in society. As far back as 1759, Samuel Johnson suggested that advertisers had moral and social questions to consider, saying the following regarding the advertising trade:-

*"...But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question....., whether they do not sometimes play too wantonly with our passions."* (Johnson, 1759.)

Since then advertising has been studied, analyzed, defended and attacked by individuals representing a wide spectrum of professional interests, and the general public.

The moral criticism of advertising appears to rest on the increasing acceptance of the argument that business derives its charter to exist from its society, and is therefore subject

to the moral code of that society. Rather, that business, and therefore marketing, is a societal enterprise, occurring within society and with society's permission (Camenish, 1991). Bauer and colleagues (1991) argue that advertising is more than advertisements alone. It is an institutional part of our society, a social force affecting and affected by our style of life.

In his book, "Confessions of an Advertising Man," Ogilvy asserts that advertising should be reformed. He cites a poll that found that academicians and other thought leaders held unfavourable attitudes towards advertising, and concludes that reform is necessary for the advertising trade in America.

According to Camenish (1991), it should neither be impossible nor pointless to attempt an analysis to decide if specific forms of advertising are morally defensible for those who are prepared to acknowledge that marketing must be seen in the context of the larger society or the sorts of communities humans are trying to build.

Kotler, (1999) argues that advertisers and their agencies must be sure their creative advertising does not over step social and legal norms. He further observes that marketing activities have a profound impact on society, business competition and consumer welfare, and that in order to improve their practice, marketing managers should be aware of the major criticisms of their impact.

In a discourse on the use of fear appeals in advertising, Spence and colleagues (1972) contend that concern for consumer welfare includes an obligation to critically evaluate marketing techniques that have indeterminate psychological effects on consumers.

But besides it being the moral duty of advertisers to observe social norms in their practice, advertisers should observe ethics because it makes good business sense. One authority has remarked that ethics in business is not an option, it is not only necessary but an absolute requirement for success.

According to Cooke (1991), good ethics is good business.

Laczniak and colleagues (1991) also argue that besides the obvious answer that being ethical is simply the proper thing to do, marketers should be ethical because not being so will generate significant personal, organizational and societal costs. These would include litigation/law suits, loss of goodwill among vital publics and resentment towards advertising among audiences.

Therefore, any evaluation of the morality of advertising should be conceptualized in the now wide and universal acceptance among business people and business critics that marketing activities must be done in such a way that they do not overstep social norms. This acceptance is evidenced further in the wide inclusion of the study of ethics in business courses all over the world. Advertising and marketing ethics is being legitimized as a regular subject for teaching and research (Batra et al, 1999).



## **2.3 The Ethical Issues in Advertising**

There is considerable overlap between what many consider to be ethical issues in advertising and the issues of manipulation, taste, advertising's effects on children and its effects on societal values and lifestyles (Batra et al, 1999). Other issues include deception in advertising.

### **2.2.1 Manipulation**

Perhaps the essence of a free market place and a free society is the freedom to make decisions of various kinds, or in the context of advertising, to select or not select a particular brand. There are those who fear that this freedom is circumscribed by the "power" of advertising – that advertising is so effective that it can manipulate a buyer into making a decision against his or her will or at least against his or her best interests in allocating financial resources.

Advertising should provide clear, honest information relevant to the goods or services being marketed in order to safeguard the potential customers' freedom in the transaction, or even enhance it. Yet advertising is often seen as consisting of techniques to "hook" the potential customer on the product or service in a way that diminishes clear, rational decision making.

The charges of manipulation revolve around three issues:-

- (a) The use of motivational research or subliminal advertising.
- (b) The use of indirect emotional appeals.

(c) The power of scientific advertising to persuade.

(a) Motivational research is an approach that draws on the Freudian psychoanalytic model of consumer decision making. It assumes that important buying motives are subconscious, in that a respondent cannot elucidate them when asked an opinion of a brand or product class. The feeling was that advertising can identify subconscious motives and, by playing on these motives, influence an unsuspecting public.

But according to Batra and colleagues (1999), there is an overwhelming consensus among the advertising professional community that subliminal perception simply does not work. This view is backed up by failure of the theory of subliminal communication in the context of advertising to hold up to research or testing.

However, although marketing researchers have accepted the reduced scope of motivational research, the layperson is still haunted by the spectre of “hidden persuasion”.

(a) Emotional appeals

The communication of factual information about a product’s primary function is usually accepted as being of value to the consumer. However, when advertising utilizes appeals or associations that go beyond such a basic communication task, the charge of manipulation via emotional appeals is raised.

According to Scitorvsky (1951):

*"...If advertising is mainly suggestive and confined to emotional appeal, however, it is likely to impede rational comparison and choice, thus rendering the market less perfect".*

Critics of this view argue that if humans were merely "homo economicus", they would be content with products that serve only the primary identifiable functions, for example any automobile that could move them from point A to B. But humans are social animals choosing products that satisfy whatever other social and emotional needs are dominant in them at a particular point in time. For example, they may want an automobile that earns them the esteem of their peers. The argument is that it is legitimate to appeal to these other needs, not only to objective economic facts (Ahmed, 1992).

(c) There also exists a general claim that advertisers have the raw power to manipulate consumers. They can bombard consumers with large numbers of advertisement exposures. Others argue that these advertisers can use highly sophisticated scientific techniques to make such advertising effective. But the fact is that consumer choice behaviour is determined by many factors in addition to advertising – the advice of friends, decisions and lifestyles of family members, prices and so on.

### **2.1.1 Bad Taste in Advertising**

Advertising can be in bad taste in three perspectives; in its content, location and intrusiveness.

**(a) Content**

The use of objectionable appeals such as eroticism and nudity to “sexual sell” goods that have no relation to sex, for example, consumer durables has been criticized. Some advertising professionals argue that advertisements, as long as they are not obscene, reflect society and its collective lifestyles. They observe that nudity and the risqué are part of the contemporary world in which advertising is embedded. But others agree that sex is overused and suggest that effective advertising can be created without titillating.

Fear appeals have also been criticized. There exists the possibility that such appeals may create emotional disturbances or a long run anxiety condition in some audience members (Batra et al, 1999), especially if the person cannot redeem himself from the fearsome situation portrayed, for example by buying on insurance cover.

**(b) Location**

Nowadays the public is becoming increasingly outspoken about the visual pollution of scenic beauty by outdoor advertising material (Boddewyn, 1981). Billboard advertisements, wall posters and paintings, and other such material spoil the aesthetics of urban areas and increasingly, rural areas, by cluttering the environment.

The location of advertisements to interrupt TV and radio programming or magazine reading can also be annoying.

But it may not be possible to produce advertising that receives universal approval on the dimensions of taste. (Ahmed, 1992).

**(c) Intrusiveness**

To some people, advertising, especially television advertising, is often like a visitor who has overstayed his welcome. It becomes an intrusion.

Grey (1973) postulates a life cycle where an advertising campaign moves with repetition from a period of effectiveness and presumably audience acceptance, to a period of irritation. It is in the best interest of advertisers to be concerned not only with the irritation caused by specific campaigns, but also with that caused by the impression of advertising in general.

**2.2.3 Advertising to Children**

The criticism of advertising to children can be viewed from the following perspectives:

First, the children tend to watch a lot of television (about 25 hours per week in America) and see very many commercials per year. A large number of these commercials are for highly sugared products that have been proved to be harmful to health.

Second, there is evidence that some preschool children cannot understand the selling intent of commercials and cannot distinguish between fantasy and reality.

Third, children between the ages of seven and twelve have difficulty balancing appeals for highly sugared products with long-term health risks like tooth decay.

Fourth, there are no counter-ads for healthy foods like fruits and vegetables. And fifth, much of children's advertising is deceptive in that it omits significant information, such as the complexity and safety of operating toys.

The controversy in children's advertising has generated an ongoing stream of research in the west on the effect of children's advertising. One such research series found that advertising can influence children to select the advertised products like highly sugared cereals and candy, over more nutritious products. (Goldberg et al, 1977).

#### **2.2.4 Effects on Values and Lifestyles**

Because of the wide exposure it receives and its role as a persuasive vehicle, it is argued that advertising has an impact on the values and lifestyles of society. Pollay (1986), states that appeals to mass markets tends to promote conformity, appeals to status promote envy, pride and social competitiveness, appeals to fear promote anxiety, appeals to sexuality promote promiscuity and appeals to newness promote disrespect for tradition, durability, experience or history.

Three issues that have attracted particular attention are:-

- (a) The relationship of advertising to materialism.
- (b) The role advertising has played in creating harmful stereotypes of women.
- (c) The possible contribution of advertising to promoting harmful products.

**(a) Materialism**

Materialism is defined as the tendency to give undue importance to material interests. Presumably, there is a corresponding lessening of importance to non-material interests like love, freedom, and intellectual pursuits.

Jones (1969) develops the argument that advertising, especially television advertising, is a contributing force to materialism.

*“The conscious appeal in the television commercial...is essentially materialistic. Central to the message...is the premise that it is the acquisition of things which will gratify our basic and inner needs and aspirations.”*

Morrisson (1969) argues that the modern affluent consumer is a victim of synthetic desires, which are created, rather than satisfied by increased production. Another marketing educator has remarked that:-

*“Herein lies a challenge for marketing. To justify and stimulate our age of consumption...to enjoy (the affluent life) without pangs of guilt”.*

Associating advertising with materialism, of course, does not demonstrate a causal link. Further, advertising does not have the power to dominate other social forces like family, church, literature and so on.

**(b) Promoting harmful stereotypes of women**

The accusation that advertising has contributed to the role stereotyping of women has been supported by several studies. The conclusions are that advertisements reflected the stereotypes that women do not do important things, are dependent on men, are regarded by men primarily as sex objects and are typically home makers.

But it is known that role portrayals of women in advertising which are consistent with the roles played by women in the viewing audiences is more effective than when the roles are inconsistent. Thus, advertising showing women in traditional roles is less effective with an audience of professional women and vice versa.

But questions remain as to whether advertising should take up the role of breaking down or countering role stereotypes.

**(a) Promoting harmful products**

There is global concern with the problems of alcohol and cigarettes.

The basic argument is that alcohol, like cigarettes, is a “harmful” product. Alcohol is unhealthy for the individual and is indirectly responsible for injuries and deaths resulting from drunken driving. Why encourage people to use alcohol via advertising? The use of a sports star whom kids admire to advertise alcohol suggests that alcohol is not only harmless, but that it is associated with fun-loving, healthy people.



The counter arguments are that there is no evidence that advertising, which is geared to brand choice rather than increasing consumption, affects total alcohol consumption.

### **2.2.5 Deception**

There is no doubt that some untruthful advertising does appear occasionally in the media. It is also commonly agreed that untruthful advertising should be prohibited in some way. But it is rare that people are complaining about outright untruthful claims. Rather, the concern is over what might be termed as subtle deception or misleading adverts. These arise out of the preponderant use of evaluative rather than factual message content in the ad copies.

But it is a recognized fact that a deceptive advertisement can work not more than once. If the product fails to reach the standards claimed in its advertisements, a consumer is unlikely to purchase it again.

It is critical that advertising claims are controlled where the consumer is less able to evaluate a product's features against the claims made for it, such as is the case for pharmaceutical products.

## **2.3 Consumer Attitudes Towards Advertising and Marketing Strategy**

Marketers are interested in defining and measuring consumer attitudes because attitudes can help "predict consumer behaviour, describe consumer segments and evaluate marketing strategies" (ibid). A whole universe of consumer behaviours are related to

attitudes – including intentions to buy, consistency of purchases, recommendations to others, top rankings, brand beliefs and evaluations, (Shiffman et al, 2000).

According to Meyers and colleagues (1977), attitudes directly affect purchase decisions and these in turn, directly affect attitudes through direct experience in using the product or service selected.

In a broad sense, purchase decisions are based solely upon attitudes existing at the time of purchase, however these attitudes might have been formed.

Attitudes can be defined as an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some “object”. In the study of consumer behaviour, “object” should be interpreted to include, among other marketing-related concepts, advertising.

According to recent research, a consumer’s attitude toward an ad is influenced by several factors among them the viewers attitudes towards all ads in general, and his/her attitude toward the advertiser.

The attitudes towards the ad, in turn, are transformed to or associated with the brand in the ad. There is a direct causal link between the attitude toward an advertisement and attitude and behaviour toward the brand.

Mitchel et al (1982) demonstrated that the attitude towards an ad provided an impact on brand attitudes over and above any ability of the ad to communicate information about the brand.

Other studies have found that attitude toward an ad affect brand choice (Biehal et al, 1992).

It is clearly important, in understanding how an ad ultimately affects brand attitude, to see what kind of attitude people develop toward the ad itself. If the feelings the ad creates are positive, the way the ad is made is evaluated as favorable, then the ad should elicit a favorable attitude towards itself. This favorable attitude could then get transferred to the brand.

Aaker and colleagues (1985) found that ads with higher irritation (and therefore lower likeability) tended to portray an unbelievable situation, personal put downs, graphic physical discomfort and tension, sexually suggestive scenes or sensitive products with a product-focused message. The assumption is that this dislikeability could be transferred to the brands in ads.

Some other research has found that ads in general seem to have little impact on attitude toward a specific ad, but attitudes to specific types of advertising (e.g. sexual advertising) may have some impact on the attitude towards a specific ad (Muehling, 1987, 1986). If

corroborated, these findings would establish that individuals who profess to “hate” advertising in general, would still be likely to like a specific ad.

### **2.3.1 The relationship between attitudes towards advertising and demographic variables**

As regards the relationship between attitudes towards advertising and personal demographic variables, Muehling and colleagues (1993) have found that older and/or more educated consumers are less likely to like ads.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This study was a descriptive survey of adult consumers in Nairobi regarding their perceptions on a range of moral issues in advertising.

#### **3.1 Population**

The target population for this study were adult residents of Nairobi. Adult residents of Nairobi were defined as all members of all households in all the residential estates of Nairobi who were aged 18 years and above on the date they were interviewed. The list of residential estates in Nairobi was adopted from a previous study by Mburu (2001) and is appended.

#### **3.2 Sample Design**

A sample of 200 respondents was selected for the research. This sample size is the lower threshold recommended for regional studies in human problems (Sudman, 1976).

A sample of 12 residential estates was selected from an alphabetical listing of all the 118 estates in Nairobi by means of systematic sampling. Every 10<sup>th</sup> estate was selected, starting from the third on the list.

The estates thus selected were:-

Akiba (South C), Dandora Phase 1, Golf Course, Kaloleni, Kileleshwa, Maasai Gardens, Ngumo, Pioneer, Savannah, Ufunguo, Waithaka, and Ayany.

The 200 respondents were then selected from the above 12 estates by judgemental sampling with each estate producing an equal number of 17 respondents. The first 17 adults found in the households and who accepted to be interviewed were selected. The data collection was conducted on weekends in order to ensure a large number of adult residents were at home.

Judgmental sampling was preferred over the probability methods because it was difficult to estimate the number of households in each estate, or find an appropriate ordering of households due to the mushrooming of unplanned dwellings in the city.

Also, it was difficult to determine the number of adult residents in each household without first conducting a count, which was found to be impractical.

### **3.3 Data collection**

Data was collected from the sample of respondents by use of the appended questionnaire.

The questionnaire was administered by the researcher and two research assistants trained by the researcher for the purpose.

The questionnaire was divided in two parts; A and B. Part A used a five point Likert type scale to capture specific elements of perception regarding a range of moral issues in advertising. Part B sought bio-data on the respondents that might explain their perception of the morality of advertising in Kenya. 107 out of the 200 issued questionnaire were returned duly completed, giving a response rate of 53.5%.

### **3.4 Data Analysis**

Response categories were assigned values of 1-5 to correspond with perception of immorality to no extent at all, and to a very great extent.

Data was summarised by way of tables, and mean scores. A mean score for each statement was generated by use of the SPSS.

## CHAPTER FOUR

### DATA ANALYSIS AND FINDINGS

#### 4.1 Introduction

The literature reviewed for this study brings out several issues upon which advertising can be judged as either moral or immoral. These issues include:

1. Manipulation of consumers either by use of indirect emotional appeals, the power of scientific advertising to persuade or by use of subliminal advertising.
2. Bad taste in advertising including use of objectionable appeals, pollution of the environment, intrusiveness and irritation.
3. Deception
4. The impact of advertising on children.
5. The effect of advertising on societal values and lifestyles, for example its contribution to the role stereotyping of women, promotion of the materialistic culture and promotion of harmful products like cigarettes.

This research sought to find out the extent to which consumers found the advertising practice in Kenya to exhibit the above phenomena and therefore, to be either moral or immoral.

This was done by use of a series of negative statements addressing the said moral issues. The respondents were expected to rate, on an ascending scale of 1 to 5, the extent to which they found the statements to describe advertising in Kenya. A score of 1 on any of the negative statements meant that the respondents found the statement to describe



advertising in Kenya to no extent at all, and therefore on the particular moral issue addressed in the statement found advertising to be very ethical. Conversely, a score of 5 meant that the respondent found the statement to describe advertising in Kenya to a very great extent, and therefore, found it to be very immoral as far as the issue addressed in the statement was concerned.

The responses were analysed by use of the SPSS and the results are shown in the table below, summarised in mean scores for each statement and the standard deviation in responses on each statement, as well as the grand mean for each of the ethical issues in advertising.

#### 4.2 Consumers' perceptions on selected moral issues in advertising

**Table 1 Consumer perceptions on selected moral issues in advertising**

	<b>Issues in advertising</b>	<b>Mean</b>	<b>Std. deviation</b>
	<b>Issue One: Manipulation</b>		
1.	Advertisements can make one buy something they had not planned to buy.	3.0	1.36
2.	Advertising works on people's emotions not intellect.	<u>3.51</u>	1.21
	<b>Mean of means.</b>	<b><u>3.25</u></b>	
	<b>Issue Two: Bad taste in advertising</b>		
1.	Billboards and posters on walls clutter the urban environment	3.0	1.39
2.	There are too many billboards and posters in the city nowadays,	3.54	1.29
3.	The number of commercial breaks in the course of programs is too high.	3.5	1.4

4.	Advertisers repeat the same commercial too many times.	4.0	1.19
5.	The number of advertisements that are sexually explicit is too high.	3.26	1.36
6.	There is too much advertising in Kenya nowadays.	<u>3.95</u>	1.12
	<b>Mean of means</b>	<b><u>3.54</u></b>	
<b>Issue Three: Deception</b>			
1.	Advertisements often do not portray an honest picture of products advertised.	3.3	1.32
2.	There is too much exaggeration in advertising today.	3.52	1.33
3.	Products often do not perform as well as their advertisers claim	<u>3.71</u>	1.26
	<b>Mean of means</b>	<b><u>3.51</u></b>	
<b>Issue four: The impact of advertising on children</b>			
1.	Children tend to want to eat advertised food product rather than unadvertised ones.	3.83	<u>1.2</u>
2.	Advertisements can lead children to demand to be bought the advertised products	<u>4.18</u>	<u>1.08</u>
	<b>Mean of means</b>	<b><u>3.97</u></b>	
<b>Issue Five: Effect on values and lifestyles</b>			
1.	Advertising makes people want what they really do not need.	3.75	1.19
2.	The roles played by women on advertisements do not resemble their real life roles.	2.9	1.48
3.	Advertising portray a negative image about women	2.81	1.5
4.	Advertisement alcohol promotes drunkenness.	3.2	1.5
5.	Advertising cigarettes promotes smoking among young people	<u>3.23</u>	1.5
	<b>Mean of means</b>	<b><u>3.176</u></b>	

The results show that the respondents feel that there is too much advertising in Kenya nowadays, attaining a mean score of 3.95 and a standard deviation of 1.12 out of a possible 5. Advertising in Kenya was also perceived as promoting materialism in that it made people want what they do not really need. This statement scored a mean score of 3.75. Advertising was also judged to play on people's emotions, not their intellect with a mean score of 3.5.

The respondents felt that there were too many billboards and posters in the city. This statement scored a mean score of 3.45 out of 5. Advertisers were found to repeat the same commercial too often to a rather great extent with the respondents scores on this issue averaging 4.0 out of a possible 5.

Other statements scoring high means scores, and therefore in which advertising in Kenya was judged to be immoral related to the impact of advertising on children. The statement "Advertisements can lead children to demand to be bought the advertised product" scored a high mean score of 4.11. Respondents also believed that children tend to want to eat advertised food products rather than unadvertised ones. Their scores on this statement averaged 3.85.

Advertising was also believed to be deceptive. Respondents scored a mean score of 3.71 out of 5 on the statement "products often do not perform as well as their advertisement claim".

On the issue of the contribution of advertising to the negative role stereotyping of women respondents found advertising to be quite moral. The statements pertaining to this issue, statement 12 and 13, both had mean scores below 3.

Notable also is the mean score of 3 on the statement "Billboards and posters on walls pollute the urban environment". This probably means that the respondents find the billboards to have some aesthetic value.

From the foregoing, it is clear that consumers perceive immorality in advertising in all the five moral issues in advertising as all five issues have grand means above three.

The impact of advertising on children is found to be quite adverse. The grand mean on the relevant statements is rather high, 3.97 out of a possible score of 5. It is note worthy also that these statements had standard deviations that were among the lowest in all the statements on the questionnaire. This shows that the respondents felt almost the same on these issues.

Advertising was also judged to be generally in bad taste. This issue scored a grand mean of 3.54 which tends towards high.

Similarly, advertising was found to be deceptive. The pertinent statements received a grand mean of 3.51.

The area in which advertising tended to be judged to be a bit moral is in the area of its effect on societal lifestyles and values (Issues of promotion of the material culture,

negative role stereotyping of women and promotion of harmful products) with a grand mean of 3.176 which is rather average. The largest variation in respondent scores was also found in this issue, lying around 1.5.

On charges of manipulation, advertising also received a fair evaluation on its morality with a grand mean of 3.25 but this also indicates that advertising was found to be towards being manipulative. But there was a rather large variation in scores with standard deviation above 1.2.

Therefore, the respondents ranked the five issues upon which advertising can be judged to be moral or immoral in the following manner:

**Fig. 1: Extent of immorality perceived on each of the 5 ethical issues in advertising**



### 4.3 Overall perception of the morality of advertising in Kenya

The analysis performed so far, while providing insights into consumer perceptions on each of the aspects of advertising ethics raised by the questionnaire, by no means provide a neat and tidy answer to what the predominant perception of consumers regarding the morality of Kenyan advertising is in general.

To have such an answer each respondent's scores on all the 18 statements on Part A of the questionnaire were summed up and their mean found. Then all 107 means from 107 respondents were summed up and their grand mean found by dividing the sum of means by 107 respondents to provide a grand mean of the scores as follows:

$$P = \frac{\sum_{i=1}^{n=107} M_R}{N}$$

Where P = overall perception of consumers on the morality of advertising in Kenya

$$M_R = \text{Respondent mean scores} = \frac{369.336}{107} = 3.5$$

$$N = \text{Total no. of respondents} = 107$$

The average score among all respondents was therefore 3.5 out of a possible 5. This shows clearly that the respondents perceived the advertising practice in Kenya to lack morality to a rather great extent.

⑥

**4.4 Relating respondents perception of the morality of the advertising practice in Kenya to selected demographic variables.**

**4.4.1 Gender**

More of the respondents in the study were male than female as shown in table below:

**Table 2: Distribution of respondents by gender**

	Number	Percent
Male	65	61%
Female	42	39%

The summary of responses of both male and female respondents are compared in the table below:

**Table 3: Comparison of the responses of male and female respondents**

	Moral Issue	Male		Female	
		Mean score	Std. Dev.	Mean score	Std. Dev
	<b>Issue one: Manipulation</b>				
1.	Advertisements can make one buy something they had not planned to buy.	2.8	1.3	3.10	1.45
2.	Advertising works on people's emotions not intellect.	<u>3.48</u>	1.29	<u>3.50</u>	1.13
	<b>Mean of means.</b>	<b><u>3.14</u></b>		<b><u>3.3</u></b>	

<b>Issues Two: Bad taste in advertising</b>					
1.	Billboards and posters on walls clutter the urban environment	2.88	1.44	2.81	1.33
2.	There are too many billboards and posters in the city nowadays,	3.51	1.15	3.57	1.43
3.	The number of commercial breaks in the course of programs is too high.	3.31	1.42	3.69	1.39
4.	Advertisers repeat the same commercial too many times.	3.88	1.21	3.83	1.17
5.	The number of advertisements that are sexually explicit is too high.	3.22	1.33	3.33	1.39
6.	There is too much advertising in Kenya nowadays.	3.78	1.18	4.12	1.06
<b>Mean of means</b>		<b>3.43</b>		<b>3.56</b>	
<b>Issue Three: Deception</b>					
1.	Advertisements often do not present an honest picture of products advertised.	3.31	1.33	3.17	1.32
2.	There is too much exaggeration in advertising today.	3.58	1.31	3.43	1.35
3.	Products often do not perform as well as their advertisers claim	<u>3.73</u>	1.28	3.67	1.24
<b>Mean of means</b>		<b>3.51</b>		<b>3.42</b>	
<b>Issue four: The impact of advertising on children</b>					
1.	Children tend to want to eat advertised food product rather than unadvertised ones.	3.8	1.31	3.86	1.20
2.	Advertisements lead children to demand to be bought the advertised products	4.00	1.27	4.21	1.02
<b>Mean of means</b>		<b>3.9</b>		<b>4.035</b>	
<b>Issue Five: Effect on values and lifestyles</b>					
1.	Advertising makes people want what they really do not need.	3.75	1.16	3.71	1.25
2.	The roles played by women on advertisements do not resemble their real life roles.	2.97	1.49	2.67	1.48



3.	Advertisements portray a negative image about women	2.60	1.48	3.02	1.52
4.	Advertising alcohol promotes drunkenness.	3.23	1.52	3.14	1.65
5.	Advertising cigarettes promotes smoking among young people	<u>3.23</u>	1.48	3.10	1.53
	<b>Mean of means</b>	<b>3.174</b>		<b>2.128</b>	

Female respondents scored a higher grand mean and therefore perceived a higher degree of immorality than males on three issues, it manipulation, bad taste and the impact of advertising on children; with grand mean scores of 3.3, 3.56 and 4.035 respectively while males had 3.14, 3.43, and 3.9 respectively.

Male respondents perceived more deception in advertising in Kenya than females with grand means of 3.54 and 3.42 respectively. Scores in the issue of adverse effects of advertising on societal values and lifestyles were not high for both sexes but males scored a little higher. An exception in this category was on the statement “advertising portrays a negative image about women” where female respondents scored a much higher score of 3.02 than males at 2.60. This indicates that female respondents found advertising in Kenya to portray a negative image of women but males did not.

Statements in which variation in responses, indicated by the standard deviation were lower for both genders were on there being too much advertising in Kenya (1.18 for males and 1.06 for females); females respondents were largely agreed that advertisements

can lead children to demand to be bought the advertised products. The standard deviation in this statement was 1.02 for females.

Both genders scored highly on the above statement with means of 4.00 for males and 4.21 females out of the possible scores of 5 and on the statement “there is too much advertising in Kenya nowadays” with means of 3.78 for males and 4.12 for females.

Advertising was also found to make people want what they really found not need. Males scored 3.75 in this statement against the female score of 3.71. The scores were also equally high for males as for females on the statement, “advertisers repeat the same commercial too many times”.

Low scores of immorality were recorded among both sexes on the issues of role stereotyping of women, billboards and posters cluttering the environment and advertisements making people buy what they had not planned to buy.

Overall perception of the morality of advertising in Kenya among both genders.

Using the formula

$$P = \frac{\sum_{i=1}^n M_R}{n}$$

We find the overall perception score  $P_m$  among male respondents to be

$$\frac{219.835}{65} = 3.38$$

and overall perception score PF among females to be

$$\frac{149.501}{42} = 3.56$$

Female respondents therefore perceived a greater degree of immorality in the advertising practice in Kenya than the male respondents, with grand mean scores of 3.56 and 3.38 respectively. Both genders generally found advertising in Kenya not to be high on morality as their scores were much closer to 5, the score indicating low morality than 1, the score indicating high morality.

#### 4.4.2 Age

The table below shows the distribution of respondents according to age.

**Table 3: Distribution of respondents by age**

	<b>Number</b>	<b>Percentage</b>
18 – 25	67	62.6
26 – 35	28	26.1
36 – 45	7	6.5
46 – 55	5	4.7
56 – 65	-	-
65 and over	-	-

The responses of the various age groups are summarized and compared in the table below:

**Table 4: Comparing the respondents' perceptions by age**

Moral issue	Age group							
	18 – 25		26 – 35		36 – 45		46 – 55	
	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev
<b>Manipulation</b>								
Advertisements can make one buy something they had not planned to buy.	2.96	1.33	<u>2.93</u>	1.41	3.00	1.41	3.20	1.79
Advertising works on people's emotions not intellect.	3.42	1.24	<u>3.57</u>	1.20	3.29	0.95	3.60	1.67
<b>Mean of means.</b>	<u>3.19</u>		<u>3.25</u>		<u>3.145</u>		<u>3.4</u>	
<b>Bad Taste</b>								
Billboards and posters on wall clutter the urban environment	2.93	1.43	2.71	1.41	2.86	0.9	3.00	1.58
There are too many billboards and posters in the city	3.58	1.33	<u>3.61</u>	1.31	3.43	1.27	2.40	1.34
The number of commercial in the course of programs is to high	3.27	1.45	3.70	1.38	4.00	1.29	3.20	1.30
Advertisers repeat the same commercial too many times.	3.82	1.19	3.96	1.00	3.29	1.89	4.00	1.30
The number of advertisements that are sexually explicit is too high.	3.43	1.31	3.18	1.36	3.00	1.63	2.80	1.79
There is too much advertising in Kenya nowadays.	3.91	1.15	4.00	0.94	4.14	1.46	3.20	1.64
<b>Mean of means</b>	3.49		3.53		3.45		3.13	

<b>Deception</b>								
Advertisers often do not present an honest picture of the products advertised	3.21	1.33	2.96	1.35	3.00	1.53	4.20	1.1
There is too much exaggeration in advertising nowadays.	3.49	1.33	3.93	1.09	3.29	1.50	3.80	1.1
Products often do not perform as well as their ads claim	3.5	1.15	4.04	1.1	3.71	1.1	3.8	1.7
<b>Means of means</b>	<b>3.4</b>		<b>3.64</b>		<b>3.33</b>		<b>3.9</b>	
<b>Impact on Children</b>								
Children tend to want to eat advertised food products rather than unadvertised ones.	3.69	1.21	4.25	1.04	3.57	1.81	3.00	2.00
Advertisements can make children to demand to be bought the advertised products.	4.01	1.24	4.36	0.87	4.43	0.79	3.6	1.67
<b>Means and Means</b>	<b>3.85</b>		<b>4.305</b>		<b>4.00</b>		<b>3.3</b>	
<b>Effects on values and lifestyles</b>								
Advertising makes people want what they really do not need.	3.58	1.23	4.11	0.96	3.57	1.27	4.20	1.1
The roles played by women on advertisements do not resemble their real life roles.	2.72	1.38	3.36	1.54	2.71	1.60	3.00	1.5
Advertising presents a negative image of women	2.58	1.5	2.89	1.50	3.43	1.72	4.00	1.00
Advertising alcohol promotes drunkenness.	3.30	1.57	3.39	1.57	2.00	1.15	3.00	2

Advertising cigarettes promotes smoking among young people	3.30	1.57	3.25	1.76	3.43	1.27	3.6	1.67
<b>Mean of means</b>	<b>3.096</b>		<b>3.4</b>		<b>3.028</b>		<b>3.56</b>	

All age groups scored rather low means scores on the issue of manipulation compared to the other issues. Age 46 – 55 scored the highest with a mean of means of 3.4.

Highest scores were seen in the impact of advertising on children with age 26 – 35 having a mean of 4.305 out of 5 on this issue. This means they find advertising in Kenya to impact very negatively on children.

There was no clear trend of age affecting ones perceptions on the issues raised in part A of the questionnaire but age 26 –35 appear to consistently score higher on most issues, meaning they tend to find advertising not to be ethical.

### **Overall perception of the morality of advertising in Kenya among the age groups.**

Applying the formula:

$$P = \frac{\sum_{i=1}^n M_R}{N}$$

We find overall perception score  $P_{18-25}$  among respondents in age 18 – 25 to be 3.41,

$P_{26-45}$  to be 3.63

$P_{36-45}$  to be 3.39

$P_{46-55}$  to be 3.46

Respondents aged between age 26 – 35 therefore had a less favourable perception of the morality of the advertising practice in Kenya than any other group.

Age group 36 – 45 had the most favourable view of advertising as regards its morality.

#### 4.4.3 Religiousness

Respondents were asked in part B of the questionnaire, how religious they perceived themselves to be on a scale of 1 to 5 where one indicated that the respondent considered themselves to be very religious and 5 indicated that the respondent considered themselves not to be religious at all. The distribution of respondents was shown below:

**Table 5: Distribution of respondents by level of religiousness**

Extent of religious	Number	Percentage
1. (Very religious)	29	27
2.	40	37
3.	24	22
4.	7	6.5
5. (not religious at all)	7	6.5

Comparison is made between the two groups at both ends of the rating scale, that is between respondents who consider themselves very religious and those who consider themselves not religious at all. Their responses are summarised below:

**Table 6: Comparing respondents' perceptions by level of religiousness**

<b>Moral issue in advertising</b>		<b>Very religious</b>		<b>Not at all religious</b>	
	<b>Issue : Manipulation</b>	<b>Mean score</b>	<b>Std. Dev.</b>	<b>Mean score</b>	<b>Std. Dev</b>
1.	Advertisements can make one buy something they had not planned to buy.	3.6	1.40	3.14	1.68
2.	Advertising works on people's emotions not intellect.	3.52	1.19	3.57	1.4
	<b>Mean of means.</b>	<b>3.49</b>		<b>3.4</b>	
<b>Bad taste</b>					
1.	Billboards and posters on wall clutter the environment.	3.48	1.28	3.29	1.38
2.	There are too many billboards and posters in the city	3.86	1.35	2.86	1.21
3.	The number of commercial breaks in the course of programs is too high.	3.57	1.45	2.86	1.07
4.	Advertisers repeat the same commercial too many times.	4.39	0.88	3.14	0.9
5.	The number of advertisements that are sexually explicit too high.	3.71	1.12	2.29	1.25
6.	There is too much advertising in Kenya nowadays.	3.86	1.24	3.86	1.35
	<b>Mean of means</b>	<b>3.81</b>		<b>3.05</b>	
<b>Deception</b>					
1.	Advertisements often do not present an honest picture of products advertised.	2.93	1.47	3.14	1.22
2.	There is too much exaggeration in advertising today.	3.61	1.17	4.00	0.82
3.	Products often do not perform as well as their advertisers claim	3.43		3.57	
	<b>Mean of means</b>	<b>3.51</b>		<b>3.42</b>	



<b>Impact on children</b>					
1.	Children tend to want to eat advertised food rather than unadvertised ones.	3.82	1.28	3.71	1.38
2.	Advertisements lead children to demand products	4.07	1.00	4.43	0.53
	<b>Mean of means</b>	<b>3.95</b>		<b>4.07</b>	
<b>Effect on values and lifestyles</b>					
1.	Advertising makes people want what they really do not need.	3.93	1.12	4.00	0.82
2.	The roles played by women on advertisements do not resemble their real life roles.	2.68	1.56	3.43	1.81
3.	Advertisements present a negative image of women	3.21	1.57	3.29	1.5
4.	Advertising alcohol promotes drunkenness.	3.00	1.52	3.14	1.65
5.	Advertising cigarettes promotes smoking among young people	3.21	1.57	3.29	1.5
	<b>Mean of means</b>	<b>3.21</b>		<b>3.37</b>	

The very religious respondents scored generally highly on all 18 statements, with mean scores above 3 out of five except on the issue of whether or not advertisers generally present honest views of the products advertised. Here the very religious respondents scored a mean of 2.93 out of 5, meaning they felt that advertisers often present an honest view of products.

They also felt that the roles played by women in advertisements do resemble their real life roles.

High scores were found on statements relating to the effect of advertising on children among both groups.

Overall perception score among the very religious was 3.54 out of five while that of those not at all religious was 3.25. This indicates that the very religious respondents perceived advertising in Kenya to be less moral than the respondents who felt they were less religious.

This indicates that the very religious respondents perceived a greater degree of immorality in advertising in Kenya than the respondents who considered themselves to be not at all religious.

## CHAPTER FIVE

### SUMMARY, DISCUSSIONS AND CONCLUSIONS

#### 5.1 Summary, Discussions and Conclusions from the Study

In this chapter, the findings of the study are summarized and discussed, and relevant conclusions drawn there from. These are related to the study's objectives.

The first objective of this research was to find out how ethical the residents of Nairobi generally perceive advertising in Kenya to be. This information was sought by means of 18 negative statements pertaining to the various parameters along which the morality of advertising is judged viz manipulation of consumers, bad taste in advertising, deception, the impact of advertising on children and the effect of advertising on societal values and lifestyles. The respondents rated, on an ascending scale of 1 to 5, the extent to which they found the negative statements to describe advertising in Kenya. A score of one on one extreme indicated that they find the statement not to describe advertising in Kenya at all, and therefore, found advertising to be highly moral on the said statements. A score of five indicated that the respondents perceived a high degree of immorality in advertising along the relevant parameters.

The results were summarized in mean scores, and a final grand mean of 3.5 was derived. Therefore the average score among all respondents was 3.5 out of a possible 5. This shows clearly that the respondents perceived a rather high degree of immorality in the advertising practice in Kenya.

These findings tally with previous research done to determine the attitudes of Kenyans towards advertising that found that a simple majority of 53% had negative attitudes towards advertising.

We can therefore conclude that advertising is seen not to give due consideration to the welfare of Kenyan society or to observe the various norms that safeguard the welfare of the society. This is a serious indictment of advertising practitioners, especially these days when businesses are finding it a necessary requirement for success to be socially responsible. It is also a serious issue because consumer protection and other lobbies are gaining power to affect the operations of businesses.

The second objective sought to find out whether or not there were areas in which advertising in Kenya was found to be particularly moral or immoral. The 18 negative statements in part A of the questionnaire were grouped for purposes of analysis into five ethical issues in advertising discovered in the literature review.

The highest mean scores were obtained on the impact of advertising on children i.e. 3.97 out of 5. This means that respondents found advertising to be quite immoral in its effect on children for example in making them want to eat advertised food products rather than unadvertised ones.

The other four issues, in order of the degree of immorality perceived were that advertising is in bad taste, is deceptive, manipulates and affects societal values and lifestyles.

Therefore, the area in which respondents found advertising to be unethical is in its adverse effect on children, for example convincing them to want to eat advertised foods, which are usually highly sugared, and therefore, unhealthy. These include highly sugared breakfast cereals, candies, ice cream, chocolates and crackers.

Writers on the subject contend that there are no counter ads for nutritious foods like vegetables and fruits. Advertisers could play a positive role in this area by sponsoring public health education campaigns to promote such healthy foods to children.

Another issue that received considerable attention in the additional comments respondents made in the questionnaire is the use of sexual connotations in advertising. Respondents largely condemned the use of nudity or semi-nudity and sexual suggestiveness saying it was offensive and insensitive to certain religious sentiments.

We can therefore conclude that respondents found advertising to be particularly immoral in its effect on children.

The third objective was to identify any demographic variables that may underlie such the respondents perceptions on the morality of advertising.

Female respondents scored higher grand means than males on the most of the five moral issues. Overall, the females also scored a higher grand mean of 3.56 than males whose grand means was 3.38.

There was no clear trend of age affecting ones perceptions on the issues raised in part A of the questionnaire but age 26-35 appeared to consistently score higher on most issues. These findings were in contrast to the literature reviewed, which indicated that older people tend to be more negatively predisposed to advertising.

Overall perception score among the very religious respondents was 3.54 and that among those not at all religious was 3.25. This is a significant difference. As said, the very religious respondents tended to cite the use of the 'sexual sell' to be particularly offensive in their additional comments.

We are therefore drawn to the conclusion that gender and level of religiousness affects a consumer's perception of the morality of advertising to a significant extent. The relationship warrants further research.

## **5.2 Limitations of the study**

This was an exploratory study that dealt with a very wide area of advertising ethics. Given the breadth of the subject area, there is the possibility that some relevant questions were left out of the questionnaire.

The study was also limited to people living in Nairobi, and there is the possibility that people living in other parts of Kenya hold a different view from the one presented here.

### **5.3 Suggestions for further study**

There is need for a more in-depth study that covers more of the issues in advertising, and provides a cause – and – effect relationship to consumers perceptions of the morality of advertising.

Future research could also uncover any other human characteristics that could affect people's perceptions of the morality of advertising for example occupational and educational status.

There is room for studies also to find out what effect consumers' perceptions of the ethicality of advertising has on consumer behaviour, for example on consumers intentions to buy advertised products and the effect of such perceptions on brand attitudes.

### **5.4 Implications for policy and practice**

As said, the residents of Nairobi generally perceive advertising to be immoral. This should be of great concern to advertisers and advertising agencies because these perceptions may colour the way advertising messages are evaluated and responded to by consumers. To increase the believability and credibility of advertising messages, it is necessary to take steps to improve these consumer perceptions. The first step would be to remove the elements of the advertising practice that are seen in bad light. For example,

to remove or reduce objectionable appeals like sexual and fear appeals, to be more sensitive to the vulnerability of children to advertising messages, to take due care of the environment and to reverse the material culture that advertising is accused of cultivating.

If advertising practitioners do not take steps to correct their perceived disregard of societal norms, then governments and public lobbies may take up the role of protecting the society from the adverse effects that advertising may be seen to have. But regulation and control would not be in the best interests of advertising practitioners, and it would probably be best to self-regulate before legal sanctions are imposed.



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APPENDIX I



**UNIVERSITY OF NAIROBI**  
**FACULTY OF COMMERCE**  
**MBA PROGRAM – LOWER KABETE CAMPUS**

Telephone: 732160 Ext. 208  
Telegrams: "Varsity", Nairobi  
Telex: 22095 Varsity

P.O. Box 30197  
Nairobi, Kenya

DATE.....

**TO WHOM IT MAY CONCERN**

The bearer of this letter ..... *C.K. Muringi* .....  
Registration No: ..... *D/617523/99.* .....

is a Master of Business Administration (MBA) student of the University of Nairobi.

He/she is required to submit as part of his/her coursework assessment a research project report on some management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate if you assist him/her by allowing him/her to collect data in your organization for the research.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organizations on request.

Thank you.

**DR. MARTIN OGUTU**  
**CO-ORDINATOR, MBA PROGRAM**

## APPENDIX II

### QUESTIONNAIRE

#### PART A

To what extent do you perceive the following statements as describing the advertising practice in Kenya?

Please rate your perception on a scale of 1 to 5 where 1 no extent at all and 5 = a very great extent.

	1	2	3	4	5
1. There is too much advertising in Kenya nowadays.	[ ]	[ ]	[ ]	[ ]	[ ]
2. Advertising presents an honest picture of the product advertised.	[ ]	[ ]	[ ]	[ ]	[ ]
3. There is too much exaggeration in advertising today.	[ ]	[ ]	[ ]	[ ]	[ ]
4. Advertisements can make a person buy something they really do not need.	[ ]	[ ]	[ ]	[ ]	[ ]
5. Advertisements often convince me to buy something I had not planned to buy.	[ ]	[ ]	[ ]	[ ]	[ ]
6. Advertising works on people's emotion, not intellect.	[ ]	[ ]	[ ]	[ ]	[ ]
7. Billboard advertisements and posters on walls make the environment untidy.	[ ]	[ ]	[ ]	[ ]	[ ]
8. There are too many billboards and posters in the city.	[ ]	[ ]	[ ]	[ ]	[ ]
9. The number of Commercial breaks in the course of programs is too high.	[ ]	[ ]	[ ]	[ ]	[ ]
10. Advertisers repeat the same commercials too many times.	[ ]	[ ]	[ ]	[ ]	[ ]
11. The number of ads that are sexually explicit is too high	[ ]	[ ]	[ ]	[ ]	[ ]
12. The roles played by women on advertisements do not resemble their real life roles.	[ ]	[ ]	[ ]	[ ]	[ ]
13. Advertising portrays a negative image of women.	[ ]	[ ]	[ ]	[ ]	[ ]
14. Children tend to want to eat advertised food products rather than unadvertised ones.	[ ]	[ ]	[ ]	[ ]	[ ]

15. Advertisements can lead children to demand to be bought advertised products [ ] [ ] [ ] [ ] [ ]
16. Advertising of alcoholic drinks promotes drunkenness. [ ] [ ] [ ] [ ] [ ]
17. Advertising of cigarettes promotes smoking among tang people. [ ] [ ] [ ] [ ] [ ]
18. Products often do not perform as well as their advertisements claim. [ ] [ ] [ ] [ ] [ ]

**PART B**

1. Please indicate your name (optional) .....
2. Please indicate your gender by ticking in the appropriate box.  
 Male [ ] Female [ ]
3. Please indicate your age by ticking in the appropriate box.  
 18 – 25 years [ ]  
 26 – 35 [ ]  
 36 – 45 [ ]  
 46 – 55 [ ]  
 66 and over [ ]
4. Kindly indicate your level of formal education by ticking in the appropriate box.  
 Primary [ ]  
 Secondary [ ]  
 College [ ]  
 Polytechnic [ ]  
 University [ ]  
 Graduate University [ ]
5. Do you profess any religion?  
 Yes [ ] No [ ]

6. If yes, which religion? .....
7. On a scale of 1 to 5 where 1 = very religious and 5 = no religious at all, how would you rate yourself?
- |     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 1   | 2   | 3   | 4   | 5   |
| [ ] | [ ] | [ ] | [ ] | [ ] |

8. Please indicate where you live (Estate) .....

9. How long have you lived in Nairobi? .....

10. If you wish to give any comments regarding any issue raised in the questionnaire, please use the space below:

.....

.....

.....

.....

.....



## APPENDIX III

### LIST OF ESTATES IN NAIROBI

Airport View  
Akiba (Langata)  
Akiba (Nairobi South C)  
Avenue Park  
Ayany  
Baba-ndogo  
Bahati  
Belle-vue  
Buru Buru Phase I, II, III  
Buru Buru Phase IV  
Buru Buru Phase V  
Dagoretti  
Dandora Phase I  
Dandora Phase II  
Dandora Phase III  
Dandora Phase IV  
Dandora Phase V  
Donholm  
Eastleigh  
Embakasi Highrise  
Garden Esate  
Golden Gate  
Golf Course  
Harambee  
Highway Estate Phase I  
Highway Estate Phase I  
Highview  
Huruma Site & Service  
Jamhuri  
Kabete  
Kahawa West  
Kaloleni  
Kangemi  
Karen  
Kariobangi Civil Servants  
Kariobangi North  
Kariokor  
Kawangware  
Kayole Phase II  
Kayole Site & Service  
Kibera Highrise

Kileleshwa  
Komarock Infill B  
Komarock Phase II  
Komarock Phase II infill A  
Komarock Phase III  
Kyuna  
Landi mawe  
Langata Civil Servants  
Lavington  
Loresho  
Maasai Estate  
Madaraka  
Majengo  
Makadara  
Makongeni  
Mariakani  
Marurui  
Mathare North  
Mathare Valley Site & Service Scheme  
Mawenzi Gardens  
Mbotela  
Muthaiga  
Muthurwa  
Mvuli Avenue  
Mwiki  
Nairobi West  
New Pumwani (California)  
Ngara  
Ngumo  
NSSF Complex (Sololo/Hazina)  
Ofafa Maringo  
Ofafa Jerico  
Onyonka  
Otiende  
Outering Estate  
Pangani  
Park View  
Parklands  
Pioneer  
Plainsview  
Pumwani Highrise  
Reality (Nairobi South C)  
Ridgeways  
Riverbank (Embakasi)  
Riverbank (South B/Kariba Estate)

Rubia  
Saika  
Satellite  
Savannah  
Shauri Moyo  
Southlands Phase I  
Southlands Phase II  
Starehe  
Sunview  
Tena  
Thika Road Site Estate  
Thome  
Thome  
Ufunguo  
Uhuru Gardens  
Umoja I  
Umoja II  
Umoja innercore sector 1  
Umoja innercore sector 2  
Umoja innercore sector 3  
Ushirika  
Uthiru  
Villa Franca  
Waithaka  
Wendani  
Westlands  
Woodley (Joseph Kangethe)  
Zimmerman  
Ziwani

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