

v A SURVEY OF ATTITUDE OF CONSUMERS TOWARDS THE
PROMOTION MIX BY CO OPERATIVE BANK OF KENYA LTD
ON JUMBO JUNIOR PRODUCT

BY
NANCY J. KIPCHILLAT

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DECLARATION

This research project is my original work and has not been presented for examination in any other university.

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Date 3 o \ \ »

NANCY J. KIPCHILLAT

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

Signed H t ^ y y v I t A

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MARGARKT OMBOK

Lecturer: LX-partment of Business Administration

.School of Business, University of Nairobi

DEDICATION

This study is dedicated to my parents. To my loving mum Sally Kipchillat who has endeavoured through prayer and words of encouragement that has enabled me to go through the program. To my late father Stephen Kipchillat who had tirelessly encouraged me to pursue higher education. Above all to the almighty God who is and has been my provider throughout the program.

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ABSTRACT

This survey was conducted to establish the attitude of consumers towards the promotion mix by Co-operative Bank of Kenya Ltd on Jumbo Junior product. Specifically, the objective of this study was to establish the extent of consumer awareness, determine the consumer feelings and determine actions towards the Jumbo Junior product promotion* conducted by Co-operative Bank of Kenya. The study covered the three components of attitude mainly the cognitive, affective and conative in relation to promotion tools of advertising, sales promotion, publicity and public relations, personal selling and direct marketing.

The population of interest for this study comprised the entire Jumbo Junior account holders (parents) who bank with branches of Co-operative Bank at Cannon House, Co-operative House and University Way. A sample size of 200 customers was used. Primary data was collected from 162 respondents selected from random sampling from the predetermined branches of Co-operative bank of Kenya.

Primary data was used in the study and this was collected using a questionnaire comprising both open and closed ended questions. Collected data was analysed by use of descriptive statistics. These include tables, bar charts and percentages to represent response rate on information collected. Tables of frequencies were summarised to determine consumer attitude towards promotional tools used by Co-operative bank on its Jumbo Junior product. The response rate was 81% against a target of 200 respondents.

The findings of the study were that the consumers are aware and knowledgeable about Jumbo Junior product promotions used by Co-op Bank. Advertising scored the highest with 80%, followed closely by Direct Marketing at 79%. Publicity and Public Relations at 61%. Sales promotion at 21% and Personal selling at 16%. Consumers also showed preference for Advertising, Publicity and Public Relations and Direct marketing in that order as the respondents agreed strongly to the statements stated about the promotional tools respectively. However, low preference was registered in personal selling and sales promotions in that order. The research further revealed that 57% of the respondents were

influenced by product promotions to open the Junibo Junior account. It is therefore necessary that marketers develop product promotions that emphasise on influencing the consumers' attitude positively and should incorporate gender and age to be able to reach consumers effectively.

This study was conducted in Nairobi and in selected branches of Co-operative bank and therefore cannot be used to generalise the observed consumer's attitude to apply in rural areas and other industry players. The study also covered the three components of attitude that consumers may express towards a product or an object.

It is recommended that any further study should be widened to cover other banks that provide a similar product in Kenya, to see whether the said promotional tools effective in Jumbo Junior product are also effective to their children's banking products.

It is also advisable that specific component of attitude is studied towards a specific promotional tool and its effects analysed specifically to determine its effects to Jumbo Junior or better still towards children's banking products and how positive attitude can be generated.

CHAPTER ONE

INTRODUCTION

1.1 Background

In the 21st Century there is no escaping universal trends and forces like globalization, technology and liberalisation. It has had significant impacts on all economies of the world with major effects on efficiency, productivity and competitiveness (Intnligator. 2001). In order to achieve success the organisations need to know how to manage these universal trends and reflect them in their marketing activities (Held, 1999). Globalisation has influenced the relative growth of nations, regions and cities around the globe. Places that were prominent participants in the growth that accompanied the industrial revolution have not necessarily maintained their status and economic power in what is often termed the post industrial or information society (Held, 1999; Boyd, 1995). To avoid obsolescence and promote innovation, a firm must be aware of technological changes that might influence its industry. Creative technological adaptations can suggest possibilities for new products, improvements in existing products or in the manufacturing and marketing techniques (Pearce and Robinson, 1997)

As countries adopt trading blocks, pressure on developing countries such as Kenya reinforce? the need to align and identify with blocks like PTA, COMESA and East African Community. Many organisations now consider the pursuit of global strategies as offering distinct benefits of cost reduction, improved quality, better ability to meet customer needs and increased competitive leverage (Johnson and Scholes, 2001). Liberalisation of the world economy has reduced trade protection leading to a more liberal world trade system. This has effectively increased the movement of capital and other factors of production. Businesses have found themselves in a more competitive environment than before or even collaborating with new global players (Stoner et al. 2001). Organisations, which were mainly focused on the local market, have extended their range in terms of markets and

production facilities to a national, multi-national, international or even global reach.

Organisations in Kenya have had to adopt various strategies in dealing with the challenges brought about by globalisation and technological development (Kibera and Waruingi, 1998). To deal with challenges of globalisation and liberalisation, firms are adopting joint venturing strategy. This involves joining with nationals in foreign market to set up production and market facilities. This means that a partnership is formed comprising selected foreigners and nationals (Kibera and Waruingi, 1998). To deal with the challenges related to technological development, firms are engaging in technological forecasting which can help protect and improve profitability of firms in growing industries. It alerts strategic managers to both impending challenges and promising opportunities (Pearce and Robinson, 1991). Other response strategies may take the form of venturing into new product development, business diversification, brand extensions, pricing strategies, promotions and brand repositioning or re-branding (Roller, 2001). Co-operative Bank has responded to these challenges on one of its products, the Jumbo Junior account through promotion mix which includes advertising, sales promotion, public relations, personal selling and direct marketing.

1.1.1 The Concept of Attitude

According to Kotler et al. (1999), a person's buying choices are influenced by four major psychological factors- motivation, perception, beliefs and attitudes. Schiffman et al. (1992), explains that as an outcome of psychological processes, attitudes are not directly observable but are inferred from what people say or from their behaviour. Consumer researchers like Kotler (2001), tend to assess attitudes by asking questions or making inferences from behaviour. A major point of convergence between the definitions by Schiffman et al. (1992), and Kotler (2001), is the assiduous manner the individual displays favourable or unfavourable behaviour towards an object or idea in determining his/her attitude towards it.

According to Batra, Myers and Aaker (2003), attitude is a central concept in the entire field of social psychology, and theories and methods associated

with its explanation and measurement have largely evolved from the work of social psychologists and psychometricians. Organizations are concerned with attitude of customers because it shapes the customers' tastes, preferences and determines their purchasing behaviour; this makes organizations to give customer attitudes a priority like most marketing decisions. Co-operative Bank is no exception when it comes to customer attitudes to its products.

1.1.2 Promotion Mix

According to Cravens et.al. (2003). a well-defined product that meets customer needs is important for effective marketing but not sufficient for market success. They further alluded that customers must know that the product is available and must understand its benefits and its advantages over the competitors, and therefore promotion comes in to inform and remind prospective customers of the company's offer and advocate a position in the minds of its audience. Kotler (1999) says that marketers have at their disposal four major methods of promotion taken together, they form the promotion mix. He mentions them as advertising, sales promotion, public relations and personal selling. As with Boyd et. al. (1995). the promotion mix comprises elements like: Personal Selling, Public Relations, Direct Mail, Trade Fairs and Exhibitions, Advertising and Sponsorships.

Kotler (2003) defines promotion as controlled, integrated program of communication designed to present an organisation and its products to its prospective customers. He further explains that the value of promotion for service is to show the benefits of purchasing the service and assist in stretching the availability, location, and consistency of quality. McCarthy (1991) defines promotion as communicating information between seller and potential buyers or others in the channel to influence attitudes and behaviour. He further alludes that it is informing customers that the right product is available at the right price and at the right place. Terrell (1982) explains that promotion is used for various reasons, say. increase public awareness of the organisation and its products or brands, to advocate customers of product features or to persuade customers to make certain decisions. Churchill and Peter (1995) gave the benefits of promotion as delivering messages to their

right market, increasing awareness of the product, increasing demand for a product, distinguishing a product from competitor product and increasing the likelihood that members of the target market will favourably be predisposed to it.

1.1.3 The Co-operative Bank of Kenya

According to Mukulu (2005), the banking industry facilitates economic growth, world trade and international investment through its connection with other banks globally. He further alludes that the banking environment is highly competitive and has witnessed the introduction of new products to fight for the small finite markets. He mentions technology as the key driver for new products. There are forty-six banks and non-bank financial institutions, fifteen Micro-finance institutions and forty-eight foreign exchange bureau* in Kenya according to Andrew Mulici, former Governor Central Bank of Kenya in his interview with M1, 2005. The former governor confirmed that thirty-five of the banks, most of which are small to medium sized are locally owned. He further stated that the industry is dominated by a few large banks most of which are foreign owned, though some are particularly locally owned and that six of the major banks are listed in the Nairobi Stock exchange.

The Co-operative Bank of Kenya ('the Bank') was incorporated in Kenya under the Co-operative Societies Act, and is also licensed to do the business of banking under the Banking Act. The Bank represents a group of wholly - owned subsidiary companies, namely: Co-operative Bank, a fully fledged commercial bank offering the whole range of banking services. Co-op Trust Investment Services Limited, the fund management subsidiary, and Co-operative Consultancy Services (K) Limited, the corporate finance, merchant and investment banking subsidiary. The Co-operative Bank is 100% privately owned by over 57,000 Kenyan shareholders. Out of these, Co-operative Societies and unions own 65%, while individual members of co-operatives own the remaining 35%, making Co-op Bank the largest private indigenous bank in Kenya (Fronrunner, 2005).

According to Ogwac (2006), the banking industry has become competitive due to changes in the regulatory framework, liberalization, declining interest margins due to customer pressure, mergers and increased demand for investment option products that have led to introduction of children's products by majority of commercial banks. The competitive pressures have left cooperative bank to re-look at its strategy by moving from just having innovative products like Jumbo Junior to process innovation and service innovation (Co-op Bank, 2005). The report further explains that the 2006 strategy for the bank is to focus on the way work is done, making it better, faster and cheaper. It will further focus to understand the customer through research and continuous contact and using that intimacy to deliver better services. The bank hopes that these twin innovations will enable it achieve differentiation and an unassailable competitive advantage over its competitors.

1.1.4 The Jumbo Junior Product

Jumbo Junior is a special savings account designed for children and offered by Cooperative Bank of Kenya (Frontrunner, 2006). The report further explains that the product was launched in 1995 and celebrated its 10th anniversary in December 2005. The product was introduced to inculcate a savings culture in Kenyan children and the bank has been focused and the only player in the banking industry that has grown the product despite being an expensive brand to maintain (Co-op Bank, 2004). As per a brief written to the Agency (Co-op Bank, 2006), the product has grown to become a leading banking product for children in Kenya, the product continues to face a myriad of challenges both internally and externally. Internally, the marketing budget for the product faces a threat to be reduced substantially owing to the belief that the segment it serves is not profitable and externally the belief by other banks that this is a segment to indulge in. It is in the latter reason that the segment has registered introduction of more than six new products to serve the sector in the first half year of 2006. In this regard, therefore, the challenge facing the bank is to maintain its leadership position despite the influx of

competition and the threat internally to reduce the marketing budget of the product.

In the past ten years, Jumbo Junior has relied on promotion to create a positioning difference in the minds of consumers of banking products. It has used the promotion mix as follows; Advertising - ABL (Above the Line) - Radio, TV, Print, Billboards BT1. (Below the Line) - Brochures, Posters: Sales promotion Supa Strika; Publicity- Yearly fun day, discounts at entertainment venues, bookshops, and Hospitals; Personal Selling - Presentations made at schools and kindergartens; Direct Marketing Mail Marketing through Birthday cards (Co-op Bank, 2006)

The Jumbo Junior brand has been getting the highest marketing budget allocation compared to other brands in the bank despite its sluggish growth. The challenge facing the bank now is on how to stand out in the suddenly crowded market that it has been dominating for a long time (Co-op Bank 2006). The need to understand customer attitudes towards the promotions done by the bank on the Jumbo Junior product is the only way to map the way forward in this crowded market. According to Mogusu (2006) for many years, Co-operative Bank's Jumbo Junior account was a popular product in a niche that is now emerging lucrative to bank executives. He further mentions that the dominance of the bank in the children's segment is being challenged by Barclays Bank (Eagle Junior), Standard Chartered Bank (Safari Junior), KCB (Cub Account), Consolidated Bank (Solid Junior), NIC Bank (NIC Young Movers), 1 & M (Young Savers) and Fidelity Bank (Smart savers) who have taken the same positioning of fun and togetherness to sale their newly re-launched children's savings products.

1.2 Statement of the Problem

The banking environment remains highly competitive and has witnessed the introduction of new products and the banks fighting for small finite markets (Mukulu, 2005). Co-operative Bank has several products serving the banking needs of Kenyans which include Savings account, Current account, Salary account, Ilaba Na Haba, Co op Card and Jumbo Junior account for children (Frontrunner, 2005). It is through these products that the bank contributes to

the growth of the Kenyan economy through provision of credit facilities, mobilisation of deposits and employment. In addition to this general contribution, the bank inculcates a savings culture through the Jumbo Junior account targeted at children.

The Jumbo Junior account has been the leader in the children's segment, for over ten years now until recently when it faced a challenge on its market share through competitors re-launching their existing brands using the same platform of fun and togetherness as Jumbo Junior. Apart from playing a role of building the Co-operative Bank brand image, Jumbo Junior account is also profitable and a source of cheap deposits to the bank. In addition to this, the brand plays an economic and social role by teaching Kenyan children to save and Kenyan parents to be responsible enough to think about the future of their children respectively. Finally the brand plays a strategic role to the bank by establishing brand loyalty from the young Kenyans to grow with the bank even to the future. (Co-op Bank. 21)06).

Competition in the children's banking segment has been rampant especially in the past six months of year 2006, hence the challenge to Co-operative Bank to sustain leadership, brand loyalty, and eventually brand profitability. As a result of this, therefore, there is need to assess the relevance of the earlier promotions done for the product and there is no better way to do this than to establish the attitude of consumer's towards promotions earlier done by the bank on us Jumbo Junior account.

Promotional strategies play a major role in delivering information to the consumers who in turn develop beliefs and preferences of a brand based on the information they have processed. These beliefs and preferences define consumer's attitudes towards a brand. In turn their attitudes towards a brand often directly influence whether they will buy it or not buy it (Asset, 1998). It is therefore important for companies having done promotions to determine consumer attitudes towards their promotion efforts (Kotler, 2001). Promotions are said to be effective in changing consumer attitudes towards brand beliefs, evaluation, intention to buy and finally buying it. Promotions

therefore help change attitudes, which are sometimes fairly entrenched in consumer's mind (Asscl. 1998).

Jumbo Junior promotions have been aimed at changing banking beliefs that banking is a boring affair hence the need to introduce fun. In the past ten years of the product's existence there has been no research to determine consumer's evaluation of the promotions earlier conducted on the Jumbo Junior product by Co-operative Bank of Kenya. Asscl (1998) says that evaluation is central to the study of attitudes because it summarizes consumer's predisposition to be favourable or unfavourable to the product / object being measured. He further alludes that beliefs are only relevant to an extent that they influence evaluations, which are primary determinants of intended behaviour, hence concluding that beliefs influence attitudes and attitudes influence intention to buy.

A study by Chaudhary (1993) focused on customer attitude towards airline marketing; Gacen (2003) did a survey on consumer attitudes towards retail media advertising by tobacco Firms; Njuguna (2004) did a study on attitude of electricity consumers towards Energy Efficiency messages in lighting activities, the case of KPLC's, Domestic customers in Nairobi. Since all the studies carried out were not on a banking product, their findings may not be applied on the Jumbo Junior case.

Since Jumbo Junior product was introduced, the bank has been engaging the market through brand promotion efforts; however no study has been done to determine consumer attitudes towards these promotions. According to Asscl (1998). Marketers use attitudes to determine the effectiveness of the components of the marketing mix. In this case the promotion mix. He further alludes that to marketers, gaining positive consumer attitudes is critical to success. The study therefore intends, to close the gap by seeking answers to the following question:

What are the consumer attitudes towards the promotions done by Co-operative Bank of Kenya on the Jumbo Junior product?

1.2 Objective of the Study

The main objective of this study is to determine the altitude of consumers towards the promotional mix of Jumbo Junior product offered by Co-operative Bank of Kenya.

Specifically to:

- i. Establish the extent of consumer awareness on the promotions conducted for the Jumbo Junior product by Co-operative Bank of Kenya (Cognitive)
- ii. Determine the consumer's feelings on the promotions conducted for the Jumbo Junior product by Co-operative Bank of Kenya (Affective)
- iii. Determine the consumer actions towards the Jumbo Junior product based on the promotions conducted for the product by Co-operative Bank of Kenya (Behavioural)

1.4 Importance of the Study

The findings of the study may be useful to the following:

- i. Co-operative Bank of Kenya in determining the effectiveness of the product promotions conducted in the past for the Jumbo Junior product.
- ii. Co-operative Bank of Kenya in determining practical solutions and facilitating development of relevant policies for the promotions to be conducted in future for the Jumbo Junior product based on consumer altitudes.
- iii. Other organisations that may want to have knowledge on customer attitude towards product promotions conducted for financial products,
- iv. Future researchers and scholars in using the study as a source of reference and stimulating interest for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Meaning and Nature of Attitude

According to Batru, Myers and Aaker (2003), attitude is a central concept in the entire field of social psychology and theories and methods associated with its explanation and measurement have largely evolved from the work of social psychologists and psychometricians. Schiffman et. al. (1992), describes an attitude as a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object (e.g. a brand, a service or retail establishment). Kotler (2001) defines an attitude as a person's enduring favourable or unfavourable evaluations, emotional feelings and action tendencies toward some object and idea.

Schiffman et.al. (1992), further explains that as an outcome of psychological processes, attitudes are not directly observable but are inferred from what people say or from their behaviour. Consumer researchers therefore, tend to assess attitudes by asking questions or making inferences from behaviour. A major point of convergence between the definitions by Schiffman et.al. (1992) and Kotler (2001), is the manner the individual displays favourable or unfavourable behaviour towards an object or idea in determining his/her attitude towards it.

Scholars (Schiffman et.al. 1992) have identified the following main characteristics of attitudes: Attitudes are a learned predisposition: There is a general consensus that attitudes are learned. Attitudes relevant to purchase behaviour are formed as a result of direct experience with the product, information acquired from others, and exposure to mass media such as advertising. Therefore attitudes have a motivational quality that is they might propel the consumer toward a given behaviour (Schiffman et.al. 1992). Attitudes have consistency: An attitude is relatively consistent with the behaviour it reflects. However attitudes are not necessarily permanent as they do change. Normally we expect consumer attitudes to correspond with

behaviour. Therefore when consumers are free to act as they wish, we anticipate that their actions will be consistent with their attitudes. However, circumstances often vary; hence it is important to consider the influence of the situation on consumer attitudes and behaviour (Schiffman et.al. 1992).

Situations are events or circumstances that, at a point in time, influence the relationship between attitudes and behaviour. A situation can cause consumers to behave in a manner seemingly inconsistent with their attitudes. For instance let us assume that a consumer purchases a different brand of coffee each time his inventory runs low. Although his brand switching may seem to reflect a negative attitude or dissatisfaction, it actually may have been influenced by a specific situation, such as the need to economize (Schiffman et.al. 1992). Similarly, individuals can have different attitudes toward a particular behaviour, each corresponding to a particular situation. It is also important to understand how consumer attitudes vary from situation to situation. Consequently, it is important when measuring attitudes, to consider the situation in which behaviour takes place to avoid misinterpreting the relationship between attitudes and behaviour (Schiffman et.al. 1992).

The commonly held view about the structure of an attitude is that it comprises of three closely interrelated components, which have been referred to as the Tricomponent Attitude Model or the ABC Model of Attitude; affective. Behaviour/Conative and Cognition (Batra et.al. 2003; Assael. 1998)

The cognitive component refers to awareness, comprehension, knowledge, belief or disbelief about an object, product or brand. The underlying assumption is that the overall liking component i.e. affective is based on the cognitive component. However, recently there have been arguments that people generally develop overall attitudinal liking for objects without first cognitively evaluating them as good with such overall attitudes being based purely on emotions and feelings rather than some rational, cognitive belief or benefit -based evaluation (Batra et.al. 2003). The affective component refers to evaluation, liking or preference towards an object. Attention is usually focused on this component, which involves assessing the degree of positive

or negative feelings for an object (Batra et.al.2003). The Conative component refers to action tendencies such as intentions, behavioural, trial or purchases in respect of an object, product or brand. It therefore involves the consumer's tendency to act toward an object, which is often measured in terms of intention to buy (Assael. 1998). For purposes of this study ABC Model will be used extensively. Attitudes of consumers towards the promotion mix by Co-operative Bank of Kenya on the Jumbo Junior product will be measured in the context of affective, behavioural and cognition components.

2.1.1 Attitude Development

There are several ways in which attitudes are developed. According to Assael (1998), these include Personality, Family Influence, Peer group pressures information and experience. He explains that personality traits such as aggression, submissiveness, authoritarianism or extroversion may influence attitudes towards products or brands. In addition, the family influences the purchase decision of an individual and that there is a high correlation between children's attitudes and those of their parents. He further alludes that there is pervasive group influence on buying behaviour and thus peer groups are much more likely to influence attitudes and purchase decisions than advertising. He concludes that past experience and information received by consumers also influence their brand attitudes towards products.

On peer group influence. Kotler (2001) argues that the extent to which another person's attitude reduces one's preferred alternative depends on two factors i.e. the intensity of the other person's negative attitude towards the consumer's preferred alternative and the consumer's motivation to comply with the other person's wishes. Kotler (2001). concludes that the influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all.

On the other hand. Schiffman et.al. (1992) divided attitude development into the following three broad areas that is classical conditioning, instrumental conditioning and finally cognitive learning theory. He further explains that attitude development or formation refers to the shift from NO attitude toward

a given object J_0 having SOME altitude toward it. The basic learning processes as explained by the following learning theories therefore guide attitude formation.

Classical conditioning: An originally neutral stimulus, such as the brand name of a new product, can produce a favourable or unfavourable attitude if it is repeatedly followed by or associated with some kind of positive or negative reinforcement. For example, marketers who associate their new products with admired celebrities try to create a positive bond between the celebrity, who already enjoys positive attitude, and the 'neutral' new product. In this way they expect to transfer recognition and goodwill from the celebrity to their products so that prospective customers will more quickly form a positive attitude toward the new product (Schiffman et.al. 1992).

Instrumental conditioning: This involves when sometimes customers buy a brand without necessarily having an attitude toward it. For example, they may purchase it because it is the only product of its kind left on a store shelf or to make a trial purchase. They are likely to develop a favourable attitude toward it, if they find the brand to be satisfactory (Schiffman et.al. 1992).

Cognitive learning theory: This refers to situations where consumers are quite involved in the purchase decision, and cognitions are likely to be a major input in the formation of attitudes. The more information an individual has about a product or service, the more likely he or she is to have an attitude toward it - either negative or positive (Schiffman et.al. 1992).

Identification of the sources from which consumers obtain information advice and influence is equally important in attitude development. The principal sources include the following according to Schiffman et.al. (1992). **Direct and past experience:** The primary means by which attitudes about a brand are formed is through the direct experience of trying and evaluating them. If a brand proves satisfactory, it is likely that consumers will form positive attitudes and possibly purchase it when they again have the need for it. **Personal influence:** Contact with other people especially family, close friends and admired individuals, attitudes that influence people's lives are formed. The family is particularly an important source of influence on the formation

of attitudes given that it provides us with many of our basic values and a wide range of less central beliefs.

Exposure to mass media: This is an equally important source of information that influences attitudes particularly in a country where people have easy access to newspapers and an almost infinite variety of general and special-interest magazines and television channels.

Schiffman et.al. (1992) identified personality factors as the third stage of attitude development. For example, introverted people are likely to express their introversion in negative attitudes toward flashy cars, dancing classes and public activities. Similarly, attitudes towards new products and new consumption situations are strongly influenced by the personality characteristics of consumers.

2.1. 2 Functions of Attitude

Schiffman et.al. (1992) classifies attitude functions strategies into the following categories: Changing the Basic Motivational Function: Making new needs prominent is one way of changing attitudes toward a product. The functional approach is one theory of attitude change that demonstrates how changing basic motivations can change attitudes. According to this approach, attitudes are classified in terms of the following four functions:

The Utilitarian Function: People hold certain brand attitudes partly because of a brand's utility. If a product has helped us in the past, even in a small way, our attitude toward it tends to be favourable. One way of changing attitudes in favour of a product is by showing people that it can serve a utilitarian purpose they may not have considered. The Ego Defensive Function: This involves protecting people's self-image from inner feelings of doubt. For example, advertisements for cosmetics and personal hygiene products, by acknowledging this need, increase both their relevance to the consumer and the likelihood of a favourable attitude by offering reassurance to the consumer's self-concept.

The Value-Expressive Function: Attitudes are one expression of general values, lifestyle and outlook. For example, if a consumer segment generally holds a high evaluation/attitude toward owning the latest electronic devices, then attitudes toward new electronic devices are likely to reflect that orientation. The Knowledge Function: Individuals generally have a strong need to know and understand the people and things with whom they come into contact, especially when such people and things might influence behaviour. The 'need to know,' which is a cognitive need, is important to marketers concerned with product positioning. Most brand positioning are attempts to satisfy consumers' needs to know and to improve their attitudes toward the brand by clarifying its advantages over competitive brands.

Secondly, Schiffman et.al. (1992) mentions associating the product with a Special Group, Event or Cause as a function of attitude change. He says that attitudes are related, at least in part, to certain groups or social events and that it is possible to alter attitudes towards products by pointing out their relationships to particular social groups, events, or causes.

Thirdly, relating to Conflicting Attitudes is another strategy to changing attitudes according to Schiffman et.al. (1992). He alludes that attitude change strategies can also be designed to take advantage of actual potential conflict between attitudes and if consumers can be made to see that their attitude towards a brand is in conflict with another attitude, they may be induced to change their evaluation of the brand.

Fourthly, altering Components of the Multi-Attribute Model is another strategy of changing attitude according Schiffman et.al. (1992). Multi-Attribute Attitude Models have important implications for attitude-change strategies. Using the popular Fishbein attitude-toward-object model. Schiffman et.al. (1992). identified changing the relative evaluation of attributes, changing brand beliefs, adding an attribute and finally changing the overall brand rating as some of the strategies for bringing about attitude change.

Changing the relative evaluation of attributes according to Schiffman et.al. (1992) comes about where the market for many product categories is structured so that different consumer segments are attracted to brands that offer different beliefs or features. When a product category is naturally divided according to distinct product features or benefits that appeal to a particular segment of consumers, marketers usually have an opportunity to attempt a 'crossover.' that is to convince consumers who prefer one version of the product (e.g. brewed regular coffee) to shift their favourable attitudes toward another version of the product (e.g. brewed decaffeinated coffee), and vice versa. Such a strategy is tantamount to altering the relative evaluation of conflicting product attributes.

Schiffman et.al. (1992), describes changing brand beliefs as a strategy that concentrates on changing beliefs or perceptions about the brand itself. Advertisers constantly remind their audiences that their product has 'more' or is 'better' or 'best' in terms of some important product attribute. He describes adding an attribute as a strategy that consists of adding either an attribute that has previously been ignored or one that represents a technological improvement or innovation and changing the overall brand ranking as an attempt to alter consumers' overall assessment of the brand directly without attempting to improve or change their evaluation of any single attribute. Lastly he describes changing beliefs about competitors' brands as involving changing consumer beliefs about the attributes of competitive brands. He further says that this strategy has become more heavily utilized as the popularity of comparative advertising grows. However, it is cautioned that the strategy can boomerang by giving visibility to competing brands and claims.

According to Hawkins et.al. (1998) Elaboration Likelihood Model (ELM) is another strategy of changing attitudes. It proposes the more global view that two distinctly different routes change consumer attitudes to persuasion. The 'central route' is relevant when the consumer's motivation or ability to assess the attitude object is high that is, attitude change occurs because the consumer seeks information relevant to the attitude-object itself. On the

other hand, the 'peripheral route' is pertinent to attitude change when a consumer's motivation or assessment skills are low - that is. attitude change occurs without the consumer focusing on information relevant to the attitude-object itself.

2.1.3 Attitude Measurement

A variety of techniques have been devised to measure attitudes. This diversity stems, in part, from lack of consensus about definition of the concept. According to Batra et.al. (2003). the simplest way to measure attitude towards an object (brand, store, product class or whatever) is to ask the respondent whether he or she likes or dislikes. There are no explicit attribute criteria given on which evaluation is made and respondents are simply asked to answer 'yes' or 'no' - and these responses are used to determine the brand attitude.

Given that attitudes are hypothetical constructs that are not directly observable their strength and direction can only be inferred. Much as determining the effect of say advertising and sales promotion on attitudes is important to a marketer, the measurement of the direct behavioural expression of an attitude (i.e. the action arising from the holding of the attitude) is usually extremely difficult. Attitude measurement techniques concentrate on what individuals describe as being their 'feeling' towards the attitude object concern. The most widely used approach to attitude measurement is the attitude scale. They are usually concerned with measuring the valence - i.e. the degree of positive or negative feelings (Williams 1997. Hawkins et.al. 1998). Interest centres on attempting to capture the degree of attitude, is by asking a question in the form of a scale. A respondent could, for example, be asked to express how much he or she liked a brand on a scale ranging from 'very much' (1) to 'very little' (7) (Batra et.al.2003).

According to Batra et. al. (2003) IACRT Scale is one of the methods used to measure attitudes and it is probably the most commonly used technique for scaling, having been developed by Ukert in 1932. Usually the individual is

asked not only if they agree or disagree to the statement, but also to indicate the extent to which they agree by choosing one of the following five categories: Strongly agree; Agree; Neutral/Don't Know; Disagree; and Strongly disagree.

This produces a numerical score and a value is given to each category. The item scores should have a common basis so that a high score on one item should not be neutralized by a low score on another item if attitude is in similar direction. A high overall score can be interpreted as a positive attitude to topic and a low overall score as a negative attitude. The pattern of responses is far more meaningful. However, the disadvantage is that the technique cannot produce equal intervals and thus score four (4) does not represent an attitude twice that of a score two (2) (Williams. 1997). The Likert Scale is one of the techniques used in this study to measure existing attitudes towards Co-operative Bank Jumbo Junior account promotions.

Guttman's Scalogram Analysis is another technique. This technique, designed by sociologist Louis Guttman in 1950. is based on the cumulative ordering of items. It aims at determining the underlying order within a series of questions by means of obtaining dichotomous responses i.e. the respondent is required to answer 'yes' or 'no' to each question. Scalogram Analysis is a very useful technique for examining small shifts or changes in attitudes and while such scales do not have equal-appearing intervals, they are generally reliable (Williams. 1997).

However, validity depends largely on the item content. The procedure involved in the construction of a scalogram is laborious and there is no guarantee that a useful scale will result. The results must be dichotomous but this is not always possible because of the wide variety of responses that may be produced by a particular question, hence translating all possible into dichotomous results involves a considerable amount of extra work (Williams. 1997).

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Thurstone Scale was designed by Thurstone and Chave in 1929. The technique requires the collection of as many statements as possible about the issue towards which attitudes are to be measured. These statements must be simple and unambiguous and must distinguish between different attitudes that people may hold towards the issue. A large number of people preferably over 100 sort the statement into 11 piles, representing a scale from an extremely favourable to unfavourable attitude towards the issue. Each statement is assigned a value indicating the degree to which it represents a favourable or unfavourable attitude (Williams, 1997). Cooper and Schindler (2003) state that overall, the technique is no longer widely used in applied management research these days. The construction of the scale is cumbersome, costly and time consuming. Its importance of this historic method is therefore its influence on the Likert and Semantic Differential scales (Cooper et al. 2003).

Osgood Semantic Differential Scale is another technique developed by Osgood et al. 1957. It comprises a number of semantic scales based on bipolar objectives (e.g. good/bad, hot/cold, etc). The respondents are asked to rate a concept in terms of a positioning between +3 and -3. Proponents of the technique identified three main clusters of similar scales, which they labelled: Evaluation, Potency and Activity. This accounted for nearly 50% of the total meaning of the concept - irrespective of the concept, the adjectives used or the respondents interviewed (Williams 1997). The disadvantage with the scale is that, the evaluation of one dimension affects the evaluations of other dimensions, a phenomenon known as the 'halo effect'. However the technique has become one of the most popular attitude scaling used in market research (Williams, 1997). According to Schiffman et al. (1992), semantic differential can be used to develop graphic consumer profiles of the concept under study. Semantic differential profiles are also used to compare consumer perceptions of competitive products, and to indicate areas for product improvement when perceptions of the existing product are measured against perceptions of the "ideal" product.

Kelly's Repertory Grid Technique was designed as a means of "mapping" the individual's personal constructs their interrelationships and changes over

time. Kelly defined construct as 'a way in which two things are alike and in the same way different from a third.' Thus a construct is a dichotomy - it is either present or absent (Williams. 1997). In applying the test, the respondent is asked to consider three objects, persons, products, etc. and to state in which way two are alike and also different from the third. Successful application over time can be used to study changes in attitudes as a result of advertising or sales promotion. The technique is a powerful tool because it indicates individuals' subjective perceptions and has the advantage of being flexible since it can be used for various types of investigations (Williams. 1997).

Rank Order Scales is a technique where subjects are asked to rank items such as products or retail stores in order of preference in terms of some criterion, such as overall quality of price/value for the money. Rank order scaling procedures provide important competitive information and enable marketers to identify needed areas of improvement in product design or product positioning (Schiffman et al. 1992). Apart from using self-report attitude scales, attitudes are also measured by observation/inference and qualitative research methods.

Schiffman et al. (1992) argue that since we cannot get inside consumers' heads and observe their attitudes directly, we must rely on indirect measures of attitudes. One such measurement approach is to observe consumers' behaviour and to infer their attitudes from their behaviour. However, although observational research is a useful research technique, drawing conclusions about consumers' attitudes from their behaviour is often quite difficult and very likely to be subjective. It is difficult for an observer, even a highly trained one, to be confident about the attitudes inferred from a single action, in a single situation. Therefore, since researchers seldom have the opportunity to observe the same consumers repeatedly, it is common practice to employ observations as a supplement to other research approaches, rather than as the primary research method (Batra et al. 2003).

Attitude researchers have found qualitative research methods, such as depth interviews, focus-group sessions and projective tests, to be very useful in

understanding the nature of consumer attitudes. While these research methods may differ in composition, they all have roots in psychoanalytic and clinical aspects of psychology and stress open-ended and free-response types of questions to stimulate respondents to reveal their inner thoughts and beliefs (Hawkins et.al. 1998).

These techniques are regularly employed in the early stages of attitude research to pinpoint relevant product-related beliefs or attributes and to develop an initial picture of consumer attitudes. This is especially for the beliefs and attributes they associate with particular products and services (Schiffman et.al. 1992).

2.2 Promotion mix variables

Lancaster et al. (1999) says that promotion is a form of corporate communication that uses various methods to reach a targeted audience in this case Jumbo Junior account holders with a certain message in order to achieve specific organisational objectives. Marketers have at their disposal major methods of promotion. Kotler (2001) identifies marketing variables and tools that constitute the promotion component of the marketing mix as Advertising, Sales Promotion, Public Relations and Publicity and Personal selling. Lancaster et al. (1999) has an additional component of Direct Marketing to the promotion mix list of Kotler (2001)

2.2.1 Advertising

Alexander (1965) defines advertising as any paid form of non -personal communication about an organisation, product, service, or idea by an identified sponsor. The non personal component means that advertising involves mass media: TV, Radio, Magazines, Newspapers, Bill Boards, and Neon Lights etc. which can transmit a message to large group of people at the same time. Advertising messages may promote the adoption of goods, services, persons, or ideas. Notwithstanding its various forms and uses, advertising has the following qualities: *Public presentation:* Advertising's public nature confers a kind of legitimacy on the product and also suggests a standardized offering. Since many people receive the same message, buyers

know their motives for purchasing the product will be publicly understood. *Pervasiveness*: Advertising permits the seller to repeat a message many times and allows the buyer to receive and compare the messages of various competitors. *Amplified expressiveness*: Advertising provides opportunities for dramatizing the company and its products through the artful use of print, sound and colour. *Impersonality*: The audience do not feel obligated to pay attention or respond to advertising, given that it is a monologue and not a dialogue. (Kotler. 2001)

According to Kotler (2001), advertising sales message is disseminated through the mass media—as opposed to personal selling—it is, therefore, viewed as a much cheaper way of reaching consumers. However, he alludes that its non-personal nature means it lacks the ability to tailor the sales message to the message recipient and, more importantly, actually get the sale. Therefore, advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions, not creating sales. Advertising's contribution to sales is difficult to isolate because many factors influence sales. The contribution advertising makes to sales are best viewed over the long run (Lancaster and Massingham. 1999).

Through the use of symbols and images, advertising can help differentiate products and services that are otherwise similar. Advertising also helps create and maintain brand equity. Brand equity is an intangible asset that results from a favourable image, impressions of differentiation, or consumer attachment to the company, brand, or trademark. Brand equity is established and maintained through advertising that focuses on image, product attributes, service, or other features of the company and its products or services (Lancaster and Massingham, 1999).

According to Kotler (2003), cost is the greatest disadvantage of advertising. The average cost for a 30-second spot on network television increased fivefold between 1980 and 2003. He further alludes that credibility and clutter are other disadvantages and that consumers have become increasingly sceptical about advertising messages and tend to resent advertisers' attempt to

persuade Advertising is everywhere, from network television, to daily newspapers, to roadside billboards, to golf course signs, to stickers on fruit in grocery stores, and clutter encourages consumers to ignore many advertising messages (Hawkins et al. 1998)

2.2.2 Sales Promotion

According to Lancaster et al. (1999), sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product's movement from producer to consumer. He further explains that sales promotions may be directed at the consumer or the trade. Consumer promotions such as coupons, sampling, premiums, sweepstakes, price packs (packs that offer greater quantity or lower cost than normal), low-cost financing deals, and rebates are purchase incentives in that they induce product trial and encourage repurchase. Consumer promotions may also include incentives to visit a retail establishment or request additional information. Trade promotions include slotting allowances, allowances for featuring the brand in retail advertising, display and merchandising allowances, buying allowances (volume discounts and other volume-oriented incentives), bill back allowances (pay-for-performance incentives), incentives to salespeople, and other tactics to encourage retailers to carry the item and to push the brand (Lancaster and Massingham, 1999).

Two perspectives may be found among marketers regarding sales promotion. First, sales promotion is supplemental to advertising in that it binds the role of advertising with personal selling. This view regards sales promotion as a minor player in the marketing communication program. A second view regards sales promotion and advertising as distinct functions with objectives and strategies very different from each other. Sales promotion in this sense is equal to or even more important than advertising. Some companies allocate as much as 75 percent of their advertising/promotion budget to sales promotion and just 25 percent to advertising. Finding the right balance is often a difficult task. The main purpose of sales promotion is to spur action. Advertising sets up the deal by developing a brand reputation and building

market value. Sales promotion helps close the deal by providing incentives that build market volume (Batra. 2000; Myers. 2000; Aaker. 2001).

Sales promotions can motivate customers to select a particular brand, especially when brands appear to be equal, and they can produce more immediate and measurable results than advertising. However, too heavy a reliance on sales promotions results in "deal-prone" consumers with little brand loyalty and too much price sensitivity. Sales promotions can also force competitors to offer similar inducements, with sales and profits suffering for everyone (Roller. 2003).

2.2.3 Public Relations and Publicity

According to Kotler (2003), Public relations is a management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the publics upon which its success or failure depends. He further explains that whereas advertising is a one-way communication from sender (the marketer) to the receiver (the consumer or the retail trade), public relations considers multiple audiences (consumers, employees, suppliers, vendors, etc.) and uses two-way communication to monitor feedback and adjust both its message and the organization's actions for maximum benefit. He mentions that the primary tool used by public relations practitioners is publicity and says that publicity capitalizes on the news value of a product, service, idea, person or event so that the information can be disseminated through the news media. This third party "endorsement" by the news media provides a vital boost to the marketing communication message and that is credibility.

Consumers develop "communication-avoidance routines" where they are likely to tune out commercial messages. As advertising loses some of its cost-effectiveness, marketers are turning to news coverage, events, and community programs to help disseminate their product and company messages. Some consumers may also base their purchase decisions on the image of the company, for example, how environmentally responsible the company is. In this regard, public relations plays an important role in

presenting, through news reports, sponsorships, "advertorials" (a form of advertising that instead of selling a product or service promotes the company's views regarding current issues), and other forms of communication for example what the company stands for.

The appeal of public relations and publicity is based on the following qualities: *High credibility* - News stories and features are more authentic and credible to readers than advertisements; *Ability to catch buyers off guard* - Public relations can reach prospects that prefer to avoid salespeople and advertisements; and *Dramatization* - Public relations has the potential for dramatizing a company or product (Kotler. 2003)

2.2.4 Personal Selling

Batra (2001) defines personal selling as all person-to-person contact with customers with the purpose of introducing the product to the customer, convincing him or her of the product's value, and closing the sale. Roller (2003) alludes that personal selling has the following distinct qualities: *Personal confrontation* - Personal selling involves an immediate and interactive relationship between two or more persons. Each party is able to observe the other's reactions at close hand; *Cultivation* - Personal selling permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship and response - Personal selling makes the buyer feel under some obligation for having listened to the sales talk.

The role of personal selling varies from organization to organization, depending on the nature and size of the company, the industry, and the products or services it is marketing. Many marketing executives realize that both sales and non-sales employees act as salespeople for their organization in one-way or another. One study that perhaps supports this contention found that marketing executives predicted greater emphasis being placed on sales management and personal selling in their organization than on any other promotional mix element. (Kotler. 2001).

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Sales and marketing management classifies salespersons into one of three groups: creative selling, order taking, and missionary¹ sales representatives. Creative selling jobs require the most skills and preparation. Missionary sales representatives service accounts by introducing new products, promotions, and other programs. Orders are taken by order takers or by distributors (Roller. 2001).

The nature of personal selling has evolved along with other disciplines, in terms of diversification of sales channels and trends. Recent trends in personal selling include relationship selling, consultative selling, team selling, sales force automation and telemarketing. These trends view the sales forces in a more holistic view, as a process and not an event, with the ultimate goal of ensuring that the consumer begins to view the sales process as an integral and essential component of the purchase decision (Kotler, 2001).

2.2.5 Direct Marketing

Direct marketing, the oldest form of marketing, is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Users of direct marketing include retailers, wholesalers, manufacturers, and service providers, and they use a variety of methods including direct mail, telemarketing, direct-response advertising, and online computer shopping services, cable shopping networks, and infomercials.

Traditionally not viewed as an element in the promotional mix, direct marketing represents one of the most profound changes in marketing and promotion in the last 25 years. Aspects of direct marketing, which includes direct response advertising and direct mail advertising as well as the various research and support activities necessary for their implementation, have been adopted by virtually all companies engaged in marketing products, services, ideas, or persons. Direct marketing has become an important part of many marketing communication programs for three reasons (Lancaster et.al. 1999).

Direct marketing allows a company to target more precisely a segment of customers and prospects with a sales message tailored to their specific needs and characteristics. Unlike advertising and public relations, whose connections to actual sales are tenuous or nebulous at best, direct marketing offers accountability by providing tangible results. Whereas network television in the past offered opportunities to reach huge groups of consumers at a low cost per thousand, direct marketing can reach individual consumers and develop a relationship with each of them (Schiffman and Kanuk 1992).

Research indicates that brands with strong brand equity are more successful in direct marketing efforts than little-known brands. Direct marketing, then, works best when other marketing communication such as traditional media advertising supports the direct marketing effort (Hawkins et.al.1998). Direct marketing has its drawbacks also. Just as consumers build resistance to the persuasive nature of advertising, so have they with direct marketing efforts. Direct marketers have responded by being fewer sales oriented and more relationship oriented. Also, just as consumers grew weary of advertising clutter, so have they with the direct marketing efforts. Some direct marketers have responded by regarding privacy as a customer service benefit (Schiffman and Kanuk 1992).

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This was a descriptive study aimed at determining the attitudes of consumers towards promotion activities done by Co-operative Bank of Kenya on its Jumbo Junior product. Such a study aims at determining answers to questions like who, what, which and sometimes how of a phenomenon (Cooper et.al.2003) - which is in line with the proposed research. Chemayiek (2005), Njuguna (2004), and Gacen (2003), used similar design successfully in their studies.

3.2 The Population

The population of interest in this study comprised all the Jumbo Junior account holders (Parents) who bank with branches of Co-op Bank at Cannon house, Co-operative house and University way, because they were the three branches that held the highest number of Jumbo Junior accounts in Nairobi. Frontrunner (2006), reports that out of 35,000 number of Jumbo Junior accounts 60% were in Nairobi Branches and 40% in Upcountry Branches of Co-operative Bank of Kenya respectively. It further reports that 57% of the accounts in Nairobi Branches of Co-op Bank were in three branches, that is Cannon house, Co-operative house and University way.

3.3 Samples und Sampling Design

A sample of 200 Jumbo Junior account holders who were parents were studied. Convenient sampling was used to select the respondents at the banking halls. As a way of pre-selection, only those who did their banking with the Jumbo Junior account were allowed to fill the questionnaire. A similar sample size was successfully used by Chemayiek (2005). According to Kotler (2001), although large samples give more reliable results than small samples, it is not necessary to sample the entire target market and that if well

chosen; samples of less than one percent of a population can often give good reliability.

3.4 Data Collection Method

Primary data was collected using a structured questionnaire. The respondents were actual Jumbo Junior account holders (parents) at Cannon house. Co-operative house and University way branches of Co-operative bank of Kenya. In each of the tltrec branches, customers who transacted at the banking hall with the Jumbo Junior account were asked to fill the questionnaire. Majority of the questionnaires (50%) were delivered to Cannon house branch because the branch held 50% of the Jumbo Junior accounts compared to the other two branches that took 25% each of the questionnaires. The profile of the customers in the three branches was not different from each other and thus the distribution of questionnaires above, justified the need for quick response.

The questionnaire was designed based on the research questions in the study. It was divided into three parts; Part A contained general information on the respondents. In part B. awareness of product features was tested using the dichotomous questions where respondents answered yes or no. Respondents were also requested to indicate the source of awareness of the product features in which options were provided for them to tick appropriately. Rank Order scale was also used to test the preference of sources of awareness. Pan C used Likert scale to determine the altitudes of respondents on the various promotional tools used by Co-operative Bank on the Jumbo Junior account.

3.5 Operational Definition of Variables

Three levels of attitude were measured, namely; Cognitive, Affective and Behavioural. The properties of each arc elaborated as illustrated in table 3.5.1. The questions relevant to these properties arc contained in the fourth column and were used to facilitate data analysis. A combination of Dichotomous, Rank Oder Scale. Likert Scale and open ended questions were used to measure attitude towards the Jumbo Junior product promotions by Co-op Bank. Likert scale is the most commonly used technique for measuring

attitudes (Williams. 1997). Appendix 2 provides the questionnaire that was used for the interview.

3.6 Data Analysis

Descriptive statistics was used to summarise and analyse the data. This was in form of tables, frequencies and percentage scores. Pan A of the questionnaire was analyzed using frequency distribution and percentages. Data in part B and C was analyzed by frequencies, percentages, mean score and standard deviation, to determine the attitude of respondents towards Jumbo Junior promotion mix tools.

CHAPTKK FOUR

DATA ANALYSIS AND FINDINGS

Introduction

This chapter contains the summanes of data findings together with their possible interpretations. The questionnaire was divided into three parts. Pari A collected the general information of the respondents, Part B information on the cognitive component and Part C on the affective and behavioural components of attitude.

4.1. Response Rate

The response rate was 162 out of the target 200. this represented 81%. This compares with previous studies such as Wanjonga (2002) with 82% and Gaceri (2003) with 96%. All the respondents were parents who had Jumbo Junior accounts at Co-operative Bank branches of Cannon House, University Way and Co-op House branches. Once the questionnaires were filled in and collected, they were edited and coded for completeness and consistency. All the questionnaires collected were used for the data analysis below.

4.2 Demographic characteristics of the respondents

The general demographic characteristics of respondents i.e. age of the respondent, age of the child, level of education, gender of the respondents, gender of the respondent's child, number of respondent's children, number of children with Jumbo Junior account, decision maker regarding opening of the JJ account, reason lor opening the account and the period of operating the account was analysed as below.

4.2.1 Age of the respondents

In order to determine the age of the respondents, they were required to indicate their age in the provided brackets.

Table 4.2.1 Age of the respondent*

Age	Frequency	Percentage
Below 25	9	6
26 - 30	48	30
31-35	31	19
36 - 40	39	24
41 -45	9	6
Above 45	26	16
Total	162	100

Source: Response data

It is clearly seen from the above table that majority of the respondent's who are parents of Jumbo Junior account holders are of ages between 26 to 30 years represented by 30% (48) followed by age 36 to 40 years with 24% (39). This could be because the younger the parent the more emotionally attached to their children and thus start early to save for their children.

4.2.2 Age of the child

The respondents were required to indicate the age of their child in the provided brackets. This was to determine the age of the Jumbo Junior children who were studied.

Table 4.2.2 Age of the child

Age	Frequency	Percentage
Below 5	70	43
6 - 10	43	27
11-15	17	10
16- 18	32	20
Total	162	100

Source: Response data

The statistics indicated in the table above, clearly shows that majority of the respondent's children are aged below 5 years represented by 43% (70) followed by age 6 to 10 years with 27% (43). This means that 70% of Jumbo Junior children are below 10 years old and that the account attracts children below 5 years whose parents still have good plans by starting to save for them early.

4.2.3 Level of education of the respondents

The respondents were required to indicate their level of education in the provided brackets. This was to determine the level of education of the respondents that were studied.

Table 4.2.3. Level of education of the respondents

Age	Frequency	Percentage
No formal Education	4	2
Primary Level	9	6
O level	18	11
A level	9	6
College	61	37.5
University Degree	61	37.5
Total	162	100

Source: Response data

From the findings, parents who have opened Jumbo Junior accounts are of college and university degree level with each category represented by 37.5% (61). This could be because they have more income meant for savings and are more knowledgeable on the essence of savings than any other category.

4.2.4 Gender of the respondents

The respondents were asked to indicate their gender as this would be used to determine their composition. The results are presented in the table below

Table 4. 2. 4 Gender of the respondents

Gender	Frequency	Percentage
Male	65	32
Female	97	68
Total	162	100

Source: Response data

It can be observed from the findings summarised above, that females form the highest percentage at 73% (68) of the Jumbo Junior parents. On the other hand, males were only 32% almost half of the female respondents. This means that savings to children is mostly done by women

4.2.5 Gender of the respondent's child

The respondents were required to indicate the gender of the child as this would be used to determine their composition. The results are presented in a table below

Table 4.2.5 Gender of respondent's child

Gender	Frequency	Percentage
Male	65	40
Female	97	60
Total	162	100

Source: Response data

From the findings, females formed the highest percentage at 60% (97) of the Jumbo Junior children. On the other hand, male were only 40% almost half of the female respondents. This means that girls form the highest composition of Jumbo Junior accounts compared to boys.

4.2.6 Number of Children of the respondents

The respondents were asked to indicate the number of children they have. This was to determine the potential of the account. The results are presented in the table below

Table 4.2. 6 Number of Children of the respondents

Number of children	Frequency	Percentage
One	84	52
Two	39	24
Three	13	8
Four	22	14
More than four	4	2
Total	162	100

Source: Response data

From the table above, it can be observed that majority of the Jumbo Junior parents have one child represented by 52% (84). followed by those with two children at 24% (39). This means that most of the Jumbo Junior account holders have only one child.

4.2.7 Number of Children with Jumbo Junior accounts

The respondents were asked to indicate the number of children they have opened for Jumbo Junior accounts. The parents with children more than one were expected to respond to this question

Table 4.2.7 Number of Children with Jumbo Junior accounts

(lender	Frequency	Percentage
One	104	64
Two	31	19
Three	9	6
Four	18	11
All	0	0
Total	162	100

Source: Response data

Majority of the parents with one child opened for them a Jumbo Junior account represented by 64% (104). followed by those with two children at 19% (31). This means that the lesser children one has the more affordable to

them to save for future use and emotionally attached they are to open for them a Jumbo Junior account.

4.2.8 Decision to open the Jumbo Junior account

In order to establish the decision of Jumbo Junior account opening, the respondents were asked to indicate the person who decided that a Jumbo Junior account be opened. The results are presented in the table below

Table 4.2.8 Decision to open the Jumbo Junior Account

Decision Maker	Frequency	Percentage
Self	130	80
Child	14	9
Other	18	11
Total	162	100

Source: Response data

From the findings, 80% (130) of the parents decided on their own to open the Jumbo Junior account. This shows that the parent is the sole decision maker of opening a Jumbo Junior account; this could be because the action has implications on their finances.

4.2.9 Reasons for opening the Jumbo Junior account

In order to establish the drive behind the account, the respondents were required to indicate the reasons as to why they opened a Jumbo Junior account. The results are presented in the table below

Table 4.2.9 Reasons for opening the Jumbo Junior account

Reason	Frequency	Percentage
Savings	53	33
Education	87	54
Fun	0	0
Others	22	13
Total	162	100

Source: Response data

It can be observed from the findings above that majority of the parents who opened the Jumbo Junior account to save for their child's education, were 54% (87). This was followed by those who wanted to teach their children how to save at 33% (53). Interestingly, none of the parents indicated to have opened the account to enable the child to have fun as represented by 0% (0).

4.2.10 Period of operating the Jumbo Junior account

The respondents were asked to indicate the period they have operated the Jumbo Junior account. The results are presented in a table below

Table 4.2.10 Number of Children with Jumbo Junior accounts

Period	Frequency	Percentage
Less than one year	79	49
Between 2 to 3 Years	44	27
Between 3 to 4 Years	26	16
Between 4 to 5 Years	0	0
Above 5 Years	13	8
Total	162	100

Source: Response data

It is clearly seen that majority of the respondents have operated the account less than one year represented by 49% (79). followed by those who have operated the account for between 2 to 3 years at 27% (44). This shows that majority of Jumbo Junior account holders have only held the account for less than one year.

4.3. Cognitive or Knowledge Component

The Cognitive component of attitude that is the awareness and comprehension of Jumbo Junior promotion activities carried out by Co-op bank were tested. It was done through enquiring their recognition of advertising messages, sales promotion, publicity, personal selling and direct

marketing. Sources of awareness was also tested to establish effectiveness of channels of communications used by the bank.

4.3.1. Awareness of advertising message

The respondents were required to indicate whether they were aware of the advertising message 'We take Kids Banking Seriously'. This was to find out their knowledge on Jumbo Junior advertising message.

Table 4.3.1 Awareness of Jumbo Junior advertising message

Answer	Frequency	Percentage
Yes	126	78
No	36	22
Total	162	100

Source: Response data

Majority of the respondents (78%) indicated to be aware of the Jumbo Junior advertising message. Only 22% were not aware of the advert.

4.3.2. Awareness of Jumbo Junior slogan

The respondents were asked to indicate whether they were aware of the Jumbo Junior slogan carried mainly by the product adverts. This was to find out their recognition of Jumbo Junior advertising by Co-operative Bank.

Table 4.3.2 Awareness of Jumbo Junior slogan

Answer	Frequency	Percentage
Yes	135	83
No	27	17
Total	162	100

Source: Response data

From the table above, we are able to see that majority of the respondents (83%) actually are aware of the Jumbo Junior slogan as carried by the product adverts, Only 17% are not aware of the advert.

4.3.3. Awareness of Jumbo Junior Sales promotion in Supa Strika Magazine

In order to determine the awareness of the Jumbo Junior Sales Promotion, the respondents were required to indicate whether they were aware of the sales promotion carried out by Co-operative bank.

Table 4.3.3 Awareness of Jumbo Junior Sales promotion in Supa Strika Magazine

Answer	Frequency	Percentage
Yes	32	20
No	130	80
Total	162	100

Source: Response data

Majority of the respondents (80%) actually were not aware of the Jumbo Junior sales promotion earned out through the Supa Stnka Magazine. Only 20% were aware of the sales promotion

4.3.4 Awareness or Jumbo Junior Sales promotion prizes

In order to establish the levels of awareness on the Jumbo Junior sales promotion, respondents were required to indicate whether they were aware of the prizes given out in the Supa Stnka Sales promotion.

Table 4.3.4 Awareness of Jumbo Junior Sules promotion prizes

Answer	Frequency	Percentage
Yes	26	22
No	126	78
Total	162	100

Source: Response data

Prizes used during sales promotion were not known by majority of the respondents with only 22% being aware and 78% not aware.

4.3.5 Awareness of Jumbo Junior Yearly Fun Day at Splash

The respondents were asked whether they were aware of the yearly fun day held at Splash for Nairobi account holders. This was to determine their awareness of the fun day.

Table 4.3.5 Awareness of Jumbo Junior Yearly Fun Day at Splash

Answer	Frequency	Percentage
Yes	135	83
No	27	17
Total	162	100

Source: Response data

Majority of the respondents (83%) actually are aware of the Jumbo Junior Yearly Fun Day held at Splash for Nairobi Jumbo Junior account holders. Only 17% were not aware of the Yearly Fun Day.

4.3.6. Awareness of Jumbo Junior Yearly Fun Day at Upcountry

The respondents were asked whether they were aware of the yearly fun day held at selected venues countrywide for upcountry account holders. This was to determine the awareness of the yearly fun day held for customers who have Jumbo Junior accounts in upcountry.

Table 4.3.6 Awareness of Jumbo Junior Yearly Fun Day at Upcountry

Answer	Frequency	Percentage
Yes	62	38
No	100	62
Total	162	100

Source: Response data

The findings indicate that that majority of the respondents (62%) actually are not aware of the Jumbo Junior yearly fun day held at selected venues

countrywide for Upcountry Jumbo Junior account holders. Only 38% were aware of the yearly fun day.

4.3.7 Awareness of Jumbo Junior Benefits like Negotiated Discounts

The respondents were asked whether they were aware of the discounts negotiated for them by the bank for books, uniforms, entertainment, and hospitals. This was to determine the awareness of the benefits offered by the Jumbo Junior account.

Table 4.3.7 Awareness of Jumbo Junior Benefits like Negotiated Discounts

Answer	Frequency	Percentage
Yes	96	59
No	66	41
Total	162	100

Source: Response data

From the table above, we are able to see that only 96 (59%) of the respondents were aware of the Jumbo Junior account benefits like negotiated discounts whereas 66 (41%) were not aware.

4.3.8 Awareness of Jumbo Junior Discount Providers

In order to determine the awareness and knowledge of the discount providers, respondents were required to indicate whether they were aware of the discounts providers in Nairobi, identified as Savannis Book Centre, Uniform Distributor*. Splash and Gctrude Children's Hospital.

Table 4.3.H Awareness of Jumbo Junior Discount Providers

Answer	Frequency	Percentage
Yes	92	57
No	70	43
Total	162	100

Source: Response data

The findings indicated that only 92 (57%) of the respondents were aware of the Jumbo Junior account providers whereas 70 (43%) were not aware.

4.3.9 Awareness of Jumbo Junior Sales Presentations in Schools and Kindergartens

The respondents were required to indicate their awareness of the sales presentations carried out by Co-op Bank staff in schools and Kindergartens. This was to determine their awareness and knowledge of the Jumbo Junior Sales Presentations.

Table 4.3.9 Awareness of Jumbo Junior Sales Presentations in Schools

Answer	Frequency	Percentage
Yes	26	12
No	136	84
Total	162	100

Source: Response data

From the table, majority of the respondents (84%) were not aware of the sales presentations done by Co-op Bank staff in schools and kindergartens. Only 12% were aware of the sales presentations.

4.3.10 Awareness of Jumbo Junior Birthday Card sent to account holders every birthday anniversary

In order to determine the level of awareness of the Jumbo Junior direct marketing, respondents were required to indicate whether they were aware of the birthday card mailed to Jumbo Junior account holders every birthday anniversary.

Table 4.3.10 Awareness of Jumbo Junior Birthday Card sent every birthday

Answer	Frequency	Percentage
Yes	126	78
No	36	22
Total	162	100

Source: Response data

From the findings, we are able to see that majority of the respondents (78%) were aware of the birthday cards mailed to Jumbo Junior account holders every birthday anniversary. Only 22% were not aware of the birthday cards.

4.3.11 Awareness of Jumbo Junior Birthday Card timely receipt

The respondents were asked whether they were aware of the birthday card received by Jumbo Junior account holder every birthday anniversary. This was to determine the awareness of the direct marketing done by the bank.

Table 4.3.11 Awareness of JumiMi Junior Birthday timely receipt

Answer	Frequency	Percentage
Yes	130	80
No	32	20
Total	162	100

Source: Response data

From the table above, we are able to see that majority of the respondents (80%) are aware of the birthday cards receipt by Jumbo Junior account holder every birthday anniversary on time. Only 20% were not aware of the birthday cards received by Jumbo Junior account holder every birthday anniversary on time.

4.3.12 Sources of awareness of Jumbo Junior Promotional tools

The respondents asked to tick in the box provided accordingly on their source (s) of awareness of the Jumbo Junior aspects. This was to determine the effectiveness of the advertising medium.

Table 4.3.12 Sources of awareness on Jumbo Junior promotional tools

Source	Frequency	Percentage
Television	31	19
Radio	14	9
Newspapers	24	15
Magazines	12	7
Posters	5	3
Brochures	14	9
Word of Mouth	10	6
Street Banners	6	4
End of Year Fun Day (Party)	16	10
Discount Provider	6	4
Co-op Bank Staff	13	8
Mail	8	5
Others	3	1
Total	162	100

Source: Response data

We can from the findings above that majority of the respondents 30 (19%) indicated the source of their awareness to be television, followed closely by radio with 23 (15%) respondents. Others were radio and brochures with 14% each and Yearly fun day with 10%. This shows that advertising and publicity have worked well for the Jumbo Junior product.

4.4 Affective or emotional component

The affective component of attitude was tested to determine the respondents liking and preference of Jumbo Junior account promotional tools.

4.4.1 Consumer Liking and Preference of the promotions

A product's promotion mix mouses u sense of consumer liking and preference for the product for the respective product. The study sought to establish the extent to which the respondents agreed with statements depicting the various aspects of Jumbo Junior promotions conducted by Co-operative Bank. The results for the same are presented in a table below.

Table 4.4.1 Consumer hiking and preference of the promotions conducted by Co-operative Hank

Issue	Mean	Std. Deviation
Message appeal	4.3636	.78335
Slogan	4.3889	.64488
Use of Supa Strika for sales promotion	3.7500	1.24434
Sales promotion Prizes	3.6667	1.06134
Fun day Venue	4.3824	.60376
Fun day	3.9429	.96841
Discounts	3.8286	1.07062
Discount providers	3.6765	1.03633
Sales presentations	3.8125	.82060
Sales staff	3.8125	1.02980
Birthday Card	4.0588	.88561
Timely delivery of Birthday Cards	3.8824	1.03762

Source: Response data

Findings in Table 4.4.1 indicate that the Jumbo Junior slogan 'The big savings account for little people' was the most appreciated by the respondents with a mean score of 4.3889. The other variables in the order of preference and liking were the feeling that the choice of Splash as a venue for the annual Jumbo Junior fun day is excellent with a score of 4.3824. an appealing account-advertising message scoring 4.3636 while the issuance of Jumbo Junior birthday cards scored a mean of 4.0588.

On the other hand, the results indicate that the prizes offered to winners of the Jumbo Junior account promotion was the most least liked and preferred variable by the respondents having a mean score of use of 3.6667.

However, as shown from the findings, there is some degree of variation in the liking and preference of the various aspects of Jumbo Junior account advertising among the respondents. The results indicate that there is a significant variation in the attitudes towards the use of Supa Strikas for sales promotion. Sales promotion Prizes, discounts and their providers, presentations by sales staff, as well as the timely delivery of birthday cards as they all had standard deviations of more than one (Std. Dev.>1.0). For the other promotion variables, findings indicate that the variability of the respondents' attitude towards them is insignificant as they have standard deviations of less than one (Std. Dev.<1.0),

4.5 Conative or behaviour tendency component

The section covered the respondent's action, behaviour and tendencies such as channel of communication that influenced them the most, use of account benefits, opened account or saved more in the Jumbo Junior account as a result of promotions earned out by the bank. The channel of promotion that influenced them the most was also tested. The findings are presented below:

4.5.1 Channel of communication that influenced consumers the most to act

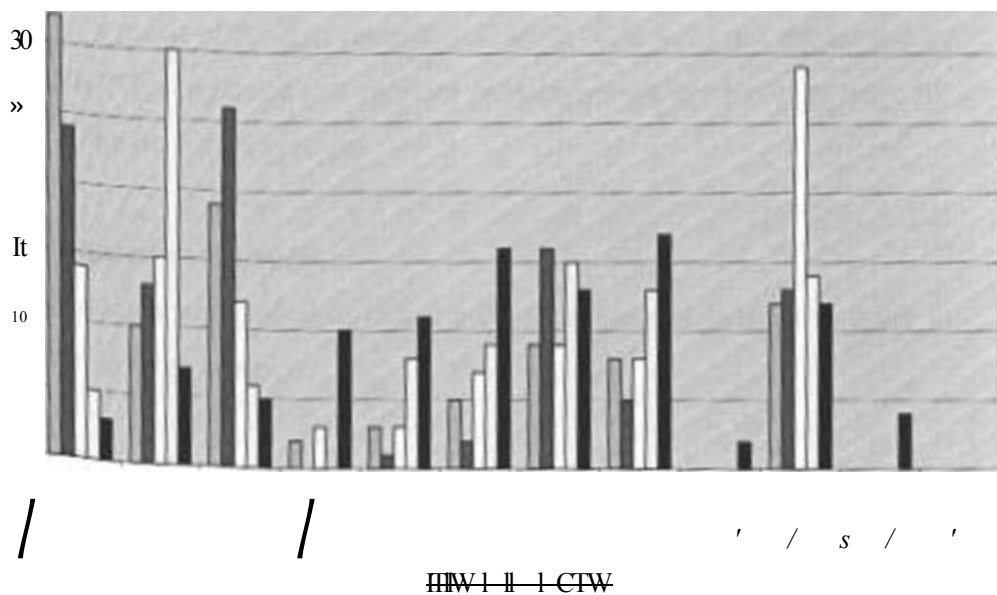
In order to know what channel of communication influenced consumers the most, respondents were required to rank the sources accordingly. This was to test if the tools used by the bank to promote Jumbo Junior were effective.

T L |

^a 4.5.1 Channel of communication that influenced consumers the most to act

Channel	Rank 1 %	Rank 2 %	Rank 3 %	Rank 4 %	Rank 5 %
Television	32	24	14	5	3
Radio	10	13	15	30	7
Newspapers	19	26	12	6	5
Maga [?] Inc _s	2	0	3	0	10
Posters	3	1	3	8	11
Brochures	5	2	7	9	16
Word of Mouth	9	16	9	15	13
Co-op Bank Staff	8	5	8	13	17
Street Banners	0	0	0	0	2
End of Year Fun day "	12	13	29	14	12
Discount Provider	0	0	0	0	4
inhcis	0	0	0	0	0
Total	100	100	100	100	100

(Chart 4.5.1 Channel of communication that influenced consumers the most to act



In the chart 4.5.1 above, respondents considered television the communication channel that influenced them the most, to use Jumbo Junior account benefits as shown at the highest percentage of 32% in rank I, Newspaper was ranked second with 26%, followed by fun day ranked third with 29%. Radio was the highest in rank four at 30%, whereas in rank five co-op bank staff was rated high at 17% followed closely by word of mouth at 13%. This clearly shows that advertising, publicity and personal selling had the highest impact on customer behaviour in that order.

4.5.2 Consumer action based on behaviour

The respondents were required to indicate whether the Jumbo Junior account promotions have in any way influenced them to open a Jumbo Junior account. This was to test the effectiveness of promotions done on the product.

Table 4.5.2 Consumer action based on behaviour

Answer	Frequency	Percentage
Yes	92	57
No	70	43
Total	162	100

Source: Response data

Findings indicate that 57% of the respondents opened the Jumbo Junior account as a result of product promotions, while 43% were not influenced by promotions. This indicates that product promotions are not the only drive for opening a Jumbo Junior account.

4.5.3. Frequency of Savings

The respondents were asked to indicate the frequency of savings in order to know their savings habits.

Table 4.5.3 Frequency of Savings

Frequency of Savings	Frequency	Percentage
Weekly	17	10
Monthly	101	62
Quarterly	26	16
Half Yearly	9	6
Yearly	9	6
Total	162	100

Source: Response data

A large majority of the respondents save on a monthly basis as represented by 62%, followed closely by 16% who save on a quarterly basis.

4.5.4 Mode of Savings

The respondents were asked to indicate the mode they use to make their savings to the Jumbo Junior account. This was to know their behaviour towards savings and more so how to communicate to them appropriately.

Table 4.5.4 Mode of Savings

Frequency of Savings	Frequency	Percentage
Cash Deposit in the bank	123	76
Standing order	26	16
Elcbank Emptying	13	8
Total	162	100

Source: Response data

From the table above, a large majority of the respondents make their savings through cash deposits in the bank (76%). followed closely by those who save using standing order at 16%. Only 8% of the respondents indicated to make their savings through the clcbank-emptying day.

4.5.5. Promotion tool that influenced consumers

The respondents were asked to indicate the promotion that influenced them the most to the choice of saving's frequency and mode. This was to test whether the promotions done by the bank were useful in anyway to Jumbo Junior account holders.

Table 4.5.5 Promotion tool that influenced the consumers the most

Promotion Tool	Frequency	Percentage
Advertising	66	40
Sales Promotion	0	0
Publicity	48	30
Personal Selling	0	0
Direct Marketing	0	0
None	48	30
Total	162	1(H)

Source: Response data

From the table above, a large majority of the respondents (40%) indicated that advertising influenced them the most to their choice of saving's frequency and mode. It was followed closely by those who were influenced by publicity at 30% and those influenced by none at also 30%.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The study aimed at establishing the attitude of consumers towards the promotion mix by Co-operative Bank of Kenya. The study laid emphasis on the three aspects of attitude which are cognitive, affective and behavioural and how each category is linked towards the promotion mix of the Jumbo Junior product by Co-operative Bank.

5.2 Discussion

The aim of the study was to determine the attitudes of consumers on the promotions conducted by Co-operative Bank of Kenya. Since such attitudes could not be directly observed they were inferred by what target respondents said and their behaviour that they indicated. As the product grows and competitors flock into the children's segment. Co-operative Bank will continue spending on consumer promotions without assessing the effectiveness it has on its product growth. It is therefore necessary that this paper assesses the attitude consumers have towards past promotion mix of the Jumbo Junior product in order to guide future promotions.

The response looked at the cognitive aspect of attitude aimed at determining consumer awareness and comprehension of advertising, Sales Promotion, Publicity, Personal Selling and Direct Marketing. The response revealed that advertising awareness was high with 78% on the message and 83% on the slogan; making an average rate of awareness of 81%. Sales promotion was unpopular with the respondents totalling 80% not aware about the sales promotion earned out in Supa Strika Magazine and only 20% being aware. A score of 78% also indicated that they were not aware of the prizes given out during the Jumbo Junior sales promotion. Under Publicity and Public Relations, awareness rates were high with 83% being aware of the fun day held yearly at Splash, however majority of the respondents were not aware

that the same function was being held countrywide, represented by 62%. The awareness of discounts offered to account holders almost look a similar split with 59% and 41% not aware. A similar split was also seen in the awareness of discount providers with 57% aware and 43% not aware. Personal selling was not known by many respondents with 84% of the respondents having not heard of the sales presentations in schools and Kindergartens. Direct Marketing received high ratings of awareness with 78% having knowledge of account holders (children) receiving their annual birthday cards for their birthday anniversaries. A score of 80% indicated to be aware of their Jumbo Juniors receiving on time the birthday cards.

The affective component was studied to determine which of the promotional tools used by Co-operative bank on its Jumbo Junior product was preferred by the consumer. Advertising led with most respondents appreciating the Jumbo Junior Slogan at a mean score of 4.3636. Publicity came second with a feeling that the choice of Splash as a venue for fun day was excellent at 4.3824. Direct Marketing took the third position in terms of preference represented by Birthday cards at 4.0588 mean score. Personal Selling and Sales promotion followed respectively. This is in line with Assel (1998) where he observed that affective, feeling, liking and preference are embodied positive or negative feelings of emotional reactions to an object being measured. He further alludes that the component is central to the study of attitudes because it summarizes consumer's predisposition to the object.

The behavioural aspect of attitude aimed at determining consumer intentions, trial or purchase of the product. From the research it indicated that 57% of the respondents were influenced by the promotions to open the Jumbo Junior product whereas 43% were not. This shows that product promotional mix was not the only influence towards the Jumbo Junior account being opened. It was also found out that 62% of the respondents save monthly into their Jumbo Junior account by way of cash deposit to the bank account (76%). The respondents attributed this behaviour to advertising (40%), Publicity (30%) and none of the promotional tools (30%). Surprisingly, direct marketing did not influence them to act in any way towards the use of the Jumbo Junior

account despite high scoring in preference. According to Roller (2000), when marketers promote, they might want to put something into consumers mind, change attitude or get the consumer to act, results will therefore depend on the objective of the promotion. According to Arcus (1997), attitude is the acquired mental position we hold in regard to some idea or objects. He further says that it is the positive or negative evaluations, feelings or action tendencies that we learn and cling to.

5.3 Conclusion

From the results discussed above, it is evident that consumers are aware of the promotion mix used by Co-operative Bank on its Jumbo Junior product starting from advertising, publicity and public relations, direct marketing, sales promotion and personal selling in that order. The research also found out that consumers preferred advertising, publicity, and direct marketing to personal selling and sales promotions. Regardless of these however, slightly above half of the respondents were influenced by product promotions to open the Jumbo Junior account. Advertising and publicity played a major role in driving action whereas direct marketing did not despite its preference. Personal selling and Sales promotions are two of the promotional tools identified as making minimal impact towards influencing action to use of the Jumbo Junior product.

5.4 Recommendations

According to the results of the study, it is clear that consumer attitude towards advertising earned out by Co-op Bank on its Jumbo Junior Product is positive and thus the bank should continue using advertising as a tool of communication for the Jumbo Junior product. Consumers were also positive towards the Publicity and Public Relations tool. The main activity that influenced this positive scoring is the Yearly Fun day, However, improvements in terms of awareness for the product discount and discount providers as another driver of Publicity is required Direct Marketing though ranked third in terms of preference did not change any behaviour of the consumer, this might indicate that the actions towards the product are predetermined and more so influenced by promotion tools that not only target

the individual but the mass market. This is seen in the performance of personal selling and sales promotion, which are rated poorly by consumers.

In conclusion, the Promotional tools that seem effective to the Jumbo Junior Product are Advertising and Publicity / Public Relations. The product seems to be a social product that is influenced by emotional decisions rather than rational decisions thus Co-operative Bank should embrace emotional advertising in addition to publicity / public relations. The use of direct marketing, personal selling and sales promotion as a tool of promotion should be minimised as they do not drive action to use of the Jumbo Junior account.

LIMITATIONS TO THE STUDY

The study was carried out only in Nairobi. The consumer attitudes in Nairobi may differ from those in upcountry and especially considering that the disposable income may vary. The study being carried out in selected branches of Co-operative Bank may have caused the respondents to be biased.

The use of Jumbo Junior product in the children's banking segment to do the study may have lacked comparison with other competing products

The study was a survey and pre-determined questionnaires were used. This may have limited respondents from bringing up other relevant issues, which the researcher may not have mentioned.

SUGGESTIONS FOR FURTHER STUDY

The study should be widened to cover other banks that provide a similar account, to see whether the promotional tools, suggested to be effective to the Jumbo Junior product, are also effective to their children's banking products. It is also advisable that specific component of attitude is studied towards a specific promotional tool and its effects analysed specifically to determine their effects to Jumbo Junior or better still towards children's banking products and how positive attitude can be generated.

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APPENDICES

Appendix I Operational definition of variables

Attitude Component	Expanded Definition	Promotion Mix	Relevant issues	Relevant Questions
Cognitive	Awareness Comprehension	Advertising	<ul style="list-style-type: none"> • Message • Slogan 	<ul style="list-style-type: none"> • 2 i • 2ii • 3ai..3av
		Sales promotion	<ul style="list-style-type: none"> • Supa Smka sales promotion • Prizes 	<ul style="list-style-type: none"> • 2iii • 2iv • 3aiii • 3aiv • 3avii
		Public Relations/Publicity	<ul style="list-style-type: none"> • Venue /Frequency • Countrywide event • JJ benefits • Negotiated discounts. • Discount providers 	<ul style="list-style-type: none"> • 2v • 2vi • 2vii • 3aix • 3ax
		Personal Selling	<ul style="list-style-type: none"> • Sales Presentations 	<ul style="list-style-type: none"> • 2xi • 2iv • 2xv • 3axi
		Direct Marketing	<ul style="list-style-type: none"> • Mailing of Birthday card • Receipt of card on Time 	<ul style="list-style-type: none"> • 2x • 2xi • 3axii
Affective	Evaluation Liking Preference Attention Positive Negative Feelings	Advertising	<ul style="list-style-type: none"> • Message appeal • Slogan 	<ul style="list-style-type: none"> • 4i • 4n
		Sales promotions	<ul style="list-style-type: none"> • Use of Supastrika • Pnzes 	<ul style="list-style-type: none"> • 4iii • 4iv
		Publicity (Fun day, discounts)	<ul style="list-style-type: none"> • Venue/l'imc • Fun day activities • Negotiate discounts • Discount Providers 	<ul style="list-style-type: none"> • 4v • 4vi • 4vii • 4viii

Behavioural	Actions Intentions	Personal Selling Direct Marketing All the promotion mix variables	<ul style="list-style-type: none"> • Usefulness of presentations • Knowledge of Product features • Birthday card • Time of receipt • Use of JJA/c benefits • Opened A/C • Saved more 	<ul style="list-style-type: none"> • 4ix • 4x • 4xi • 4xii 3b 5 & 9
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Appendix 2

Letter of Introduction

Nancy J. Kipchillat
School of Business
CVO MBA Office
Dept. of Business Administration
University of Nairobi
P.O. Box 30197
Nairobi
August 2006

Dear Respondent,

Ke: Collection of Survey Data.

I am a postgraduate student at the University of Nairobi - School of Business. In order to fulfil the degree requirement, I am undertaking a Management research project to investigate the attitude of consumer's towards the promotion mix by Co-operulive Bank or Kenya on its Jumbo Junior Account. You have been chosen to be part of this study. This is to kindly request you to assist me collect the data by filling out the accompanying Questionnaire, which will be collected before you leave the bank.

The information you provide will be used exclusively for academic purposes. My supervisor and I assure you that the information you give will be treated with strict confidence. At no time will your name appear in my report. A copy of the final report will be availed to you upon request.

Your co-operation will be highly appreciated.

Thank You in advance

Yours Faithfully,

Nancy J. Kipchillat
MBA Student

Appendix 3

Questionnaire

Please respond to the questions given to the best of your knowledge as directed by the question.

PART A:

1. Personal Information

i. Your name.....(Optional)

ii. Your Child's Name.....(Optional)

iii. Your Jumbo Junior Account Number.....(Optional)

iv. Please indicate your age bracket (Optional)

Below 25 years ()	26 - 30 years ()
31-35 Years ()	35 - 40 Years ()
41-45 Years ()	Above 45 Years ()

v. Please indicate the age bracket of your child

Below 5 years ()	6 - 10 year? ()
11-15 Years ()	15-18 Years ()

vi. Please indicate your level of education

No formal Education ()	Primary level ()
O level ()	A level ()
College ()	University Degree ()

vii. Please indicate your gender

Male ()	Female ()
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viii. Please indicate the gender of your child

Male ()	Female ()
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ix. Marital Status (Please tick the appropriate)

Single () Married () Divorced () Separated () Widowed ()

x. How many children do you have? (Please tick the appropriate)

One () Two () Three () Four () More than Four (please specify)

xi. Do all your children have a Jumbo Junior account? Yes () No () If no, please give reasons (Only for those parents/guardians with more than one child)

xii. Who decided that you open a Jumbo Junior account? (Please tick the appropriate)

Self () Child () Other () (Please specify)

xiii. Kindly indicate the reason why you opened the Jumbo Junior account

xiv. For how long have you operated this Jumbo Junior account?

(Please tick the appropriate)

Less than one year () Between 2 to 3 years ()

Between 3 to 4 years () Between 4 to 5 Years ()

Above 5 years ()

PART B

2. Please indicate if you are aware of the Jumbo Junior account on the following aspects. (Kindly tick where appropriate)

No	Issue	Yes	No
1.	I am aware of the Jumbo Junior advert - ' <i>We take Kids Banking Seriously</i> '		
ii.	I am aware that the Jumbo Junior Slogan is ' <i>The Big Savings Account for Little people</i> '		
iii.	I am aware that a Jumbo Junior promotion was conducted in the Supastnka Magazine.		

IV.	I am aware that Jumbo Junior account holders who participated in the Jumbo Junior/Supastnka promotion won prizes like Cash. Play stations and T-shirts		
V.	I am aware that Jumbo Junior account holders in Nairobi are treated every year to a Fun day at Splash in the month of December by Co-operative Bank of Kenya		
vi.	I understand that Jumbo Junior account holders who hold accounts in Co-op Bank Branches located upcountry, are also treated to a fun day in selected venues near their branches every year in the month of December by Co-operative Bank of Kenya		
vii.	I am aware that a Jumbo Junior account holder benefits from negotiated discounts at selected providers for Books, uniforms, entertainment and Hospitals		
viii.	I am aware that in Nairobi, a Jumbo Junior account holder can get discounts at Savanis Book Centre. Uniform distributors. Splash and Gctrude's Children's Hospital.		
ix.	I am aware that sometimes Jumbo Junior Sales Presentations are conducted in schools and Kindergartens by Co-operative Bank Staff		
x.	I am aware that Jumbo Junior account holders are mailed a birthday card every birthday anniversary ¹		
xi.	I am aware that my child receives his/her birthday card on time every birthday anniversary from Jumbo Junior by Co-operative Bank		

3a). Please tick the appropriate source (s) of your awareness of the Jumbo Junior aspects as indicated in question 2 above.

No	Issue	tick
	i. Television	
	ii. Radio	
	iii. Newspapers	
	iv. Magazines	
	v. Posters	
	vi. Brochures	
	vii. Word of Mouth	
	viii. Street Banners	
	ix. End of Year Fun Day (Party)	
	x. Discount Provider (Please specify)	
	xi. Co-operative bank staff	
	xii. Mail	
	xiii. Other-Specify	

3b). Which of the following communication channels influenced you the most to know about the Jumbo Junior product benefits and to use them more (Tick where applicable, and rank 1,2,3... starting from the highest)

Television	
Radio	
Newspapers	
Magazines	
Posters	
Brochures	
Word of Mouth	
Co-op Bank Staff	
Street Banners	
End of Year Fun Day	
Discount provider	
Others (Please specify)	

PART C

4. Please indicate the extent to which you agree or disagree with the following statements regarding the promotions conducted by Co-operative bank on its Jumbo Junior product, on a scale of 1 to 5. Where 1 = strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree, 4 = Agree and 5 = Strongly agree. (Tick where applicable)

No	Issue	(5)	(4)	(3)	(2)	(1)
i.	The Jumbo Junior account advertisement that says <i>'We take Kids Banking Seriously'</i> is appealing					
ii.	I like the Jumbo Junior slogan <i>'The big savings account for little people'</i>					
iii.	I feel the use of Supa Strika Magazine for the Jumbo Junior promotion is appropriate in reaching many children in Nairobi					
iv.	I liked the prizes offered to winners of the Jumbo Junior account promotion					
v.	The choice of Splash as a venue for the Jumbo Junior Fun day held every year is good.					
vi.	The Jumbo Junior Yearly Fun day is interesting and fun filled					
vii.	I like the discounts offered to the Jumbo Junior account holder's					
viii.	The discount providers are supportive to the Jumbo Junior account holders who seek to use the offer					
ix.	The presentations conducted by staff in schools and Kindergartens is educative					
x.	Co-op Bank staff who do presentations at schools and Kindergartens are usually knowledgeable on Jumbo Junior product					

	features and benefits					
xi.	The Jumbo Junior birthday card that my child receives every birthday anniversary is appealing.					
xii.	My child receives the Jumbo Junior birthday card on time for his/her birthday celebration.					

5. Did the Jumbo Junior account promotions influence you in any way to open the Jumbo Junior account? (Please tick where applicable)
Yes () No ().
6. If yes, name the specific Jumbo Junior promotion that influenced you the most
7. How often do you save for your child? (Please tick where applicable)
Weekly () Monthly () Quarterly () Half Yearly () Yearly ()
8. What is the mode of your savings as indicated in question 7 above
Cash deposit in the bank () Standing order () Elcbank
Emptying ()
9. Kindly indicate the Jumbo Junior Promotion that has influenced you the most to your choice of frequency of saving and mode as indicated in question 7 and 8 above

10. Please give any other suggestions, opinions or comments towards the product promotions done on the Jumbo Junior Product by Co-operative Bank of Kenya.

Thank you very much for your time, patience, understanding and contribution.

Yes, we know. You thought savings Accounts were dull things for
 R ^ ^ F w biK people. Not true!
 Jumbo Junior is a children's savings account from
 Co-operative Bank for children under 18 years,
 lis easy to open and ureal fun to run.

Benefit to the child

You automatically became a member of the Jumbo Junior Club,
 which entitles you to:

- A free Elebank tor you to save your money at home
- A free birthday Card from the club every year
- Discounted entry fee* to entertainment spots like Splash WaterwurkJ
- free entry to the Jumbo lunior yearly Fun Day, which is held countrywide

Benefit to the parent/guardian

Banker's chcques at a special price - to pay School fees. nwdk al hills or insurance

- Discount* at major bookshops, unilorm shops and hospitals around the country
- Competitive interest rates - interest Ciedited quarterly
 - A Debit card which can be used to:
 - 1 Pay directly for shopping fuel meals, hospital emergencies and other expenses
 2. Access cash dt any Coop Bank AIM and other Viso branded AIMs countrywide

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Mumias
Mital Bookshop
10% off on all books

Athi River
L. Shule Bookshop

Nyahururu
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2. Nyahururu Station Bookshop
10% discount on all books

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10% discount on all books

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1. Kenethi Bookshop
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10% discount on all books

Kisumu
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10% discount on all books

Hombaki
Menemasu Hygiene
10% discount on all books

Mombasa
1. Kant Stationers
10% discount on all Stationery and books
2. Salwany Books and Stationers
10% discount on all Stationery and Books
3. City Bookshop Ltd
10% discount on all Stationery except books

Uniform Distributors
Nairobi
All branches of Uniform Distributors Ltd
10% off on all uniforms

Nyeri
Gokweya Uniform Distributors
10% discount on all uniforms

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