

**"A SURVEY OF FACTORS THAT INFLUENCE CONSUMERS'
CHOICE OF CIGARETTE BRANDS IN NAIROBI"**

BY

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**A Management Research Project submitted in partial fulfillment of the requirements of
the Masters Degree in Business Administration (MBA), Faculty of Commerce,
University of Nairobi**



MAY, 2005

DECLARATION

This Management Research Project is my original work and has not been submitted for another degree qualification of this or any other University or Institution of learning.

Signed *Jacinta* Date: 28/10/05

MWENDE JACINTA

This Management Research Project has been submitted for examination with my approval as the University Supervisor

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DEDICATION

I dedicate this Research Project to God Almighty for the significant grace, mercy and blessings that have seen me through this program.

To my loving husband, Stanley Mutua for consistent support all round. To my little sons, Emmanuel Muuo and Caleb Mumo who despite their ages have been very understanding and a source of motivation

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I would like to extend my appreciation to my Supervisor, family, colleagues, friends and all those who contributed tremendous inputs towards my completion of this Research Project.

Special thanks to my Supervisor, Mrs. Margaret Ombok for her tireless assistance and support on the project super vision, experience and initiatives, which guided me through out the entire research.

Secondly, I am grateful to my MBA colleagues whose assistance on this project cannot be overlooked.

Thirdly, I am grateful for the support of my relatives and work colleagues, specifically Ms. Eddah Kariuki who greatly assisted me with the paper work.

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Finally, thanks to the Almighty God for giving me sufficient grace

ABSTRACT

Consumer choice is very important in marketing of a given product and must be taken into account for any business to succeed. According to Aaker (1991), consumers are indifferent to a brand and they in fact, buy with respect to the features, price and convenience with little concern to the brand name.

The aim of the study was to investigate the factors that influence consumers' choice of cigarette brands in Nairobi.

In order to achieve this objective, random sampling was conducted in 10 selected estates, 2 estates from the low- income groups and 8 estates from middle and upper income groups. In each of the 10 selected estates, one bar was used as a source of locating respondents. In each bar, 10 respondents were studied giving a total of 100 respondents. Judgmental sampling technique was used to identify respondents that qualified for the study. The respondents were screened to ensure that only smokers were interviewed. A semi-structured questionnaire was used to collect the primary data. The questionnaire was divided into two parts. Part A was used to determine general information of the cigarette consumers. Part B was used to capture the information on the factors that influence consumers' choice of cigarettes brands and to generate information on factors considered as the most important in influencing consumers' choice

A response rate of 100% was achieved. The collected data was analyzed by use of frequencies and percentages to represent response rate on information collected.

Major research findings indicate that of the respondents 82% were Male while the Female accounted for 18%, majority of the smokers were between the age of (31 – 35) years, 50% of the respondents had an average Monthly income of above Kshs. 50,000, 59% of the respondents were married and 36% were single, 95% had an educational level of Secondary School and above and 93% had smoked cigarettes for more than 2 years. The research findings showed that 75% of the respondents were loyal to one brand of cigarette because of affordable price, high satisfaction derived from smoking, high quality, adequate menthol, and taste, while the remaining 25% were switching off between different brands because of similar taste and Strength of the kick. The following factors were found to be very critical in brand choice: Design of the packaging, Appealing image, Strength of the Kick, Burning rate, Filter size, Flavor of the brand, Age of the brand in the market, Satisfaction derived from smoking it, Brand name, Reasonable prices, Information about the brand, Information of

product given by sales personnel, Association with a given class, Availability/ Accessibility, Reference groups, Belief held about the product, Alternative available to choose from and The Level of income.

The study was conducted in Nairobi Region and therefore cannot be used to generalize the smokers' choices in other regions in Kenya. The study was broad in that it dealt with many different factors that influence smokers in making decision of the brands of cigarettes to smoke.

Future studies should be carried out in all parts of the country, that is, both in urban and rural areas and the sample size increased as this would provide a better representation of the overall tobacco industry

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CHAPTER ONE

INTRODUCTION

1.1 Background

The power of globalization of markets and other forces such as information technology, deregulation, changes in legislation and stiff competition has made consumers more educated, more inquisitive and demanding (Capron and Holland, 1999). The marketing environment has therefore changed, posing serious challenges to the survival and profitability of firms. It is for this reason that firms have embarked on serious marketing strategies to ensure their survival and competitive advantage. For instance, an increasing number of firms have created world brand products that are manufactured, packaged and positioned in exactly the same way regardless of the country in which they are sold (Mbau, 2000).

Liberalization is another major force that has led to stiff competition (Mburu, 2001). According to Gitangu (1996), liberalization is a term that today is hardly skipped by any publication that is economic oriented, whose consequences transcend to every member of the society. As a result, this has called for companies to come up with strategies to defend their market share as well as keep their customers not only satisfied but also delighted. Pezzullo (1998), recognizes that customer satisfaction is the business that all businesses are in.

To cope up with the competitive challenges, firms have undertaken various strategic measures. Majumdar (1996) states that there is need to provide better quality price ratio (value for money). That marketers are now trying to maintain minimum quality standards, reduce overheads and keep the end price low. As consumers are bombarded with cheaper substitute products to choose from, they become more aware of their tastes and preferences (Kotler, 1995). To win the consumers, businesses have to ride on a unique selling proposition (USP) to stay ahead of the competitors (Hewett, 2002). According to Randall (1994), any brand, which succeeds overtime, has something about it, which is better than its competitors. The advantage must be salient to consumers or to the trade, and can flow from the product itself or from other factors such as technology, production cost, consumer franchise and distribution among others. Companies have further employed sales representatives countrywide who sell and market on day-to-day basis. According to Shimp (2000), public relations are also an integral part of sales representative's job since it is an organizational activity involved with fostering goodwill between a company and its public. Beyond covering new customers and making sales, today the professional way of handling customers

is by building long-term relationships. According to Ferrell (1993), companies build relationships by listening to their customers, assessing customer needs and organizing the company efforts to solve customer problems.

Other response strategies that firms have had to seek to counter these imperative changes include: Re engineering, restructuring and innovation in an effort to focus on providing quality and variety to the more discerning consumer. According to Charles and Gareth (1998), most firms are now focusing on quality, variety, differentiation, understanding the customer by way of marketing and investing in technology among others.

1.1.2 Role of consumer choice in marketing

Kibera and waruingi (1988) states that it is important for marketers to analyze consumer behavior for several reasons namely: -The way that buyers behave towards a firm's marketing strategy or strategies has a great impact on its success. A major component of the marketing concept is that a firm should create a marketing mix that satisfies consumers. He further states that to gain insight into what satisfies consumers, marketers must exercise the main factors that affect whether, what, where, when and how consumers buy, by gaining a better understanding of the factors that influence consumer behavior, a marketer is in a better position to predict how consumers will respond to the company's marketing strategy. To provide satisfaction effectively in the market place, marketers must understand how all their marketing activities are perceived because perceptions greatly influence consumer choice of a product or service (Kibera and Waruingi, 1988).

According to Aaker (1991), consumers are indifferent to a brand and they in fact, buy with respect to the features, price and convenience with little concern to the brand name. There is likely little equity. If on the other hand they continue to purchase the brand even in the face of the competitor with superior features, prices and convenience, then substantial value exists in the brands and perhaps in its symbol or slogans. This is the case with cigarette brands. Thus, marketers are increasingly finding themselves operating in categories with little or no differentiation among products. Given that the majority of brands exist at the maturing stage of the product life cycle, gaining an understanding of consumer decision-making under conditions of limited inter-brand differentiation would be seen to be an important prerequisite for devising marketing strategies aimed at enhancing the sale performance of parity products (Kotler and Armstrong, 2001).

1.1.3 The Tobacco Industry.

Tobacco industry plays an important role in a country's economy. Numerous governments of rich and poor nations rely on the tobacco taxes as a significant source of revenue, and while tobacco farmers, manufacturers, importers/exporters and consumers may want explicit limitations on taxation, the fact remains that these taxes greatly enhance tobacco's socio-economic importance to many nations. Kenya is the leading producer of tobacco in Africa, growing more than 4, 000 hectares, the Kenya tobacco industry produces about 100million a year for the country's economy (International Tobacco Growers Association, <http://www.forces.org/assorted/tob-dev.htm> 22nd June 2005).

Developing Nations have always relied heavily on the export of agricultural products as one of their few viable sources of foreign exchange earnings, and indeed, tobacco makes significant contributions to the economy of many of these developing Nations through foreign exchange receipt and sales on the international market. In 1987, the world's developing countries received more than USD 1.7 billion in foreign exchange receipts from tobacco sales on the international market (International Tobacco Growers Association, <http://www.forces.org/assorted/tob-dev.htm> 22nd June 2005).

Employment is an indispensable benefit of the tobacco industry. According to Giathi (2004), Mastermind Tobacco (K) Ltd. has contracted 2,500 farmers who earn approximately Kshs 220 million annually. The company employs and feeds close to 2500 families, while B A T has 15,000 contracted farmers who earn Kshs. 700 million

In Kenya the main players in the tobacco industry includes British American Tobacco, Mastermind Tobacco Kenya, Tanzania cigarette Co /Japan Tobacco International-Kenya, Island Tobacco, (GOK, 2002). This competition makes advance marketing an important tool for these companies to survive in the market. Apart from this competition from within the tobacco industry, there is also competition from other similar products like cannabis sativa, which is becoming very rampant in the world today. This calls for aggressiveness in marketing and use of latest marketing strategies to overcome this stiff competition in the market.

Companies to counter competition have used a strong corporate identity. Fill (1998) defines corporate identity as the formation of the cues by which stakeholders can recognize and

identify the organization. He further states that the organization's history; its beliefs and philosophy, ownership and people form corporate identity.

As a result of cutthroat competition within the industry, B.A.T.'s current market share in terms of sticks sales volumes is 69% out of 6.3 billion total cigarettes sticks sales (Sokoni, 2001). Still competition within the industry has made differentiation very difficult. Most cigarette brands are packaged in the same way, same colours, sizes and even the pricing is almost the same. The effect of this is that some consumers are unable to differentiate one brand of a competitor from another. As a result, companies in the industry are faced with the challenge of building strong customer loyalty to their brands. According to Kotler (1998), customer loyalty is one of the most important issues facing businesses in the 21st century. Companies must retain the loyalty of their customers to ensure repeated business since the future is uncertain.

Another response strategy used in the industry has been to enhance brand loyalty. Assael (1998) defines brand loyalty as representing a favourable attitude towards a brand as a result of consistent purchases of a brand over time. For a customer to be loyal, he or she must hold a favourable attitude towards the brand, in addition to purchasing repeatedly (George Day, 1969). This has become critical since retaining the current customers is a more efficient strategy than attracting new customers. According to Rosenberg (1983), fast moving consumer goods that sell products with short cycles can use short-term promotional techniques to stimulate loyalty and repeat purchases

According to Stanton (1991) as quoted by Giathi (2004), customer's services refer to the activities that increase the quality and value that the customer receives when they use the product. The higher the value and quality, the higher the loyalty. Baker (1992) argues that customers have become more knowledgeable, confident and are demanding for their rights. They simply want goods and services that can satisfy them and others. A dissatisfied customer tells nine out of ten people about his dissatisfactions Albrecht (1985) as quoted by Giathi (2004).

1.2 Statement of the problem

Despite the anti-smokers intensive campaign against smoking worldwide, the truth is that tobacco is the most valuable non-food cash crop in the world, and a major contributor to global economy (International Tobacco Growers Association, <http://www.itga.com/>)

www.forces.org/assorted/tob-dav.htm 22nd June 2005). In Kenya, the tobacco industry has evolved from a B.A.T. monopoly to an industry with several players. This has resulted to cut throat competition compelling companies to focus more on the customer than ever before. Marketers in the tobacco industry are focusing on consumer preference as a consumer factor influencing the type of cigarette sold in the market. In many countries, consumer choice is leading to a general reduction of tar and nicotine as per consumer preference (Sally et al, 2001). According to Christopher et al (1997) as quoted by Giathi (2004), the survival of any company will depend upon the company's effort in moving close to its customers, fully understanding their needs and wants.

Studies on the tobacco industry by Mwangi (2002), Gaceri (2003) and Giathi (2004) focused on the effects of tobacco regulation on the marketing mix of tobacco firms in Kenya, the attitude of consumers towards retail media advertising by tobacco firms in Kenya, and the loyalty status of consumers to various cigarette brands in Kenya respectively. None of the above studies focused on the factors that influence consumers choice of cigarette brands. Although Apungu (2003) focused on the factors that influence customer choice of Petrol stations in Nairobi, Petrol Stations and cigarettes are different commodities and therefore one cannot generalize on Apungu's findings to apply to cigarette consumers.

Given the nature of competition between companies and even between brands of the same company in the Tobacco industry in Kenya, there is need for companies to employ strategies that will enable them to expand their market share. These marketing strategies would meet customer needs while ensuring competitiveness. The starting point therefore would be to understand the factors that influence consumer choice of cigarette brands. This study therefore sought to fill the gap by seeking answers to the following research question

- (i) What are the factors that influence consumers' choice of cigarette brands in Nairobi?

1.3 Objective of the study

The objective of this study was;

- (i) To establish the factors that influence consumers' choice of cigarette brands in Nairobi.

1.4 Significance of the study

The findings of the study would enhance the manufacturers of cigarettes in understanding consumer behaviour as regards the choice of the respective cigarettes brands. Indeed an understanding of the issues in question is critical for the cigarette manufacturers to develop competitive strategies for survival, retention and particularly expanding market share.

The study findings may also point to the marketers of cigarettes the specific elements of the marketing mix that are critical in maintaining and increasing market share. While marketing professionals can use the findings to influence consumer decision making, consumers too, can benefit by understanding their own behavior. If consumers are informed about some of the factors that influence their decisions, with such knowledge, they may be able to make better and more thoughtful decisions.

Finally this study may be of great importance to future researchers and academicians who might be interested in pursuing this subject further on.

CHAPTER TWO

LITERATURE REVIEW

2.1 Consumer Choice

Consumer choice is very important in marketing of a given product and must be taken into account for any business to succeed. According to Aaker (1991), consumers are indifferent to a brand and they in fact, buy with respect to the features, price and convenience with little concern to the brand name. There is likely little equity. If on the other hand they continue to purchase the brand even in the face of the competitor with superior features, prices and convenience, then substantial value exists in the brands and perhaps in its symbol or slogans.

Fredrick (1990) states that making the product available at all times so that the customer has a choice is one of the very important marketing strategies a manufacturer can use and can help achieve unique competitive advantage. To provide satisfaction effectively to the consumers, marketers must understand how all their marketing activities are perceived because perceptions greatly influence consumer choice of a product or service

2.2 Factors Influencing Consumer Choice

These will include; marketing mix factors which includes price, packaging, promotional activities, characteristics and quality of cigarettes. Other factors include internal factors, external factors, personal factors, Socio-economic factors, Psychological and cultural factors among others.

2.2.1 Marketing mix factors

Brand choice

The degree to which a consumer fully explores one phase before commencing a subsequent phase however, is dependent on the level of intensity afforded each step as a result of the familiarity with the decision, and the perceived risk as may be affected by cost, visibility, and the degree of all or nothingness. According to Rapler (2004), each of these phases is arguably internalized as the consumer proceeds from one step to another. Noteworthy among these phases however, is the “information search phase”, which is the critical stage within this continuum that may present the best opportunity for brands to insert themselves for “influence” during the purchase decision process. This can be achieved either directly through its communication to consumers or indirectly through influencers familiar with the

brand. To make consumers directly aware, brands typically employ a strategy that attempts to create awareness, craft positive perceptions and generate response through one or more elements of a marketing mix that will lead to purchase intent, trial and brand-championing post-purchase behavior. Measured by reach and frequency, the intent is to create top-of-mind awareness during the information search phase of a relevant deficit (Rapler, 2004).

Marketers are increasingly finding themselves operating in categories with little or no differentiation among products. This may be particularly true with respect to mature product categories, such as those associated with cigarettes. Given that the majority of brands exist at the maturity stage of the product life cycle, gaining an understanding of customer decision making under conditions of limited inter-brand differentiation would seem to be an important prerequisite for devising marketing strategies aimed at enhancing the sales performance of parity products (Kotler and Armstrong, 2001).

A key problem that companies face when competing in markets characterized by parity of core product attributes is that traditional differentiation strategies are eliminated from the marketer's arsenal. Such strategies revolve around the notion that building sustainable competitive advantages requires differentiating a product from the competition along attributes that are important and relevant to customers (Porter, 1985). In contrast to these normative recommendations, operating in commoditized, price-driven markets implies that the ultimate winners will be the most efficient producers. In response to this reality, cigarette producers historically have relied on strategies that focus on lower costs and higher volumes. Such a competitive landscape clearly favors bigger producers who are able to capitalize on the efficiencies realized through greater economies of scale. Unfortunately, these conditions leave the smaller agricultural producer who competes only on price at a significant competitive disadvantage.

The branding strategy for a company is designed to produce outcomes that are primarily perceptual in nature, but that have implications for behavioral consequences (i.e. purchase) as well. To this end, positioning of a brand in the marketplace is expected to drive consumer attitudes, preferences, and choice behaviors (Aaker and Shansb 1982; Dickson and Ginter 1987). Positioning a brand against one or more competitors represents an inherent aspect of achieving the brand differentiation that ultimately results in the competitive advantages critical to a brand's long-run success in the market (Aaker and Shansby, 1982; Porter 1985;

Walker, Boyd, and Larreche 1999; Wind, 1990). As noted earlier, positioning traditionally has involved differentiation on physical, tangible product attributes that are relatively central to customers' purchasing decisions.

Companies typically invest in research and development (R&D) as a means of creating new products or new features for existing products, and then employ other strategic tools (e.g., advertising) to create associations of a product's uniqueness among the competition. However, improvements in technology have accelerated the diffusion of competitive intelligence in the marketplace to the point where companies are no longer assured that they will achieve sustainable competitive advantages from their R&D efforts. As an example, competitors in today's marketplace will quickly imitate any breakthrough made by a personal computer company in terms of physical product attributes. In essence, then, any point of physical differentiation for a company will soon become commoditized as competitors add similar features to their offerings, undermining the company's ability to build long-term competitive advantages in the market.

Price

According to Kotler (1988), companies apply a variety of price-adjustment strategies to account for differences in consumer segments and situations. One is geographical pricing, where the company decides how to price to distant customers, choosing from such alternatives as uniform delivered pricing, zone pricing and absorption pricing. A second is discount pricing and allowances, where the company establishes cash discount, quantity, discounts, functional discounts, seasonal discounts and allowances. A third is discriminatory pricing where the company establishes different prices for different customers, product forms places or times. A fourth is psychological pricing where the company adjusts the price to better communicate a products intended position.

George (1992) states that pricing strategies usually change as a product passes through its life cycle. In pricing innovative new products, the company can follow a skimming policy by setting prices high initially to skim the maximum amount of revenue from various segments of the market and can use penetration pricing by setting a low price to win a large market share. Gabor and Granger (1964) observed that consumers' response to psychological prices vary depending upon the kind of pricing strategies applied and not the extent to which consumers perceive prices correctly may relate to the stability and uniformity of prices. In the

same way, consumers' judgment of quality by price may depend upon the way prices and quality normally are related, and the frequency with which consumers project social values into products may be related to the kind of information marketers provide about the products.

Promotions

Norman, Robert and Morton (1988) defines Promotional Strategy as the process of developing and maintaining a communications mix that utilizes company resources to their full potential in a way that is competitively attractive to target markets while contributing to the company's short-run and long-run marketing and organizational goals. Promotion, often called marketing communication, is also those means by which marketers communicate to the target market. In general terms, the purpose of marketing communication is to inform, to persuade, or to remind.

Behavioral researchers view advertising as affecting sales through its effects on memory and attitude. Earlier research in this area suggested that recall of advertising message content is an important determinant of its persuasiveness, which explains the origin and continued reliance by the industry on the day-after-recall measure. More recent research has questioned this assumption and focused more on the changes that occur in an individual's mental representation of a brand as an indicator of advertising effectiveness (Keller, 1998).

Three major streams of research in consumer behavior have important implications for the study and measurement of advertising effects. First, there has been a shift in the study of attitudinal effects of advertising. Instead of relying on how favorable or unfavorable people are toward brands, consumer researchers now study the strength of those attitudes. Strength is measured along multiple dimensions, but the key dimensions are accessibility of attitude (how quickly it comes to mind), confidence in attitude, and commitment to attitude (Petty and Krosnick, 1995). Advertising (among other variables) is expected to affect these dimensions, which are in turn expected to affect the relationship between attitude and behavior. Advertisers have not actively included these advances in behavioral theory into their measurement.

Research by Miniard, Sirdeshmukh and Innis (1992) indicates that pictorial ad elements which do not convey performance information can influence consumer choice. In that study, subjects processed ads for three fictitious soft drink brands; some received an ad for the focal brand containing an attractive picture, while others were exposed to a focal brand ad that contained an unattractive picture. When subsequently confronted with ratings reflecting that the brand performed similarly on several product attributes, subjects were more likely to select the focal brand when it was paired with the attractive picture versus the unattractive picture. However, when the ratings identified a competitor as a dominant brand, choice was unaffected by whether the focal brand ad contained an attractive or unattractive picture. Along similar lines, Heath, McCarthy, and Mothersbaugh (1994) examined the impact of famous spokespersons and vivid copy elements on choice and found that subjects were more likely to choose products that were associated with these peripheral inputs under conditions of limited differentiation.

Early research in marketing strategy suggested that being first to the market with a differentiated brand possessing unique and important attributes was the only way to inoculate a brand from the eroding effects of later “me-too” entrants (Carpenter and Nakamoto, 1989; Porter, 1985). In support of this notion, Carpenter and Nakamoto (1989) found that the perceived superiority of an established brand actually increased with the introduction of a “me-too” brand that was similar to the established brand. However, emerging research suggests that consumer’s beliefs about brand superiority in parity markets can be affected by adding product attributes that are irrelevant to the product’s overall performance. In a series of pioneering studies, Carpenter, Glazer and Nakamoto (1994) demonstrated that meaningful brands could be created through “meaningless differentiation” on trivial, meaningless product attributes. An example of this strategy in a high-technology context includes Dell’s addition of “2X AGP” and “I-Link” features to its Dimension line of computers (Mukherjee and Hoyer, 2001). A “low-tech” example involves Procter and Gamble’s positioning of its Folgers instant coffee based on the product’s “flaked coffee crystals” which, although developed through a unique patented process, do not affect the product’s taste.

The impact of irrelevant features on choices was also investigated in a study on the effects of sales promotions and product features that have little or no perceived value (Simonson, Carmon and O’Curry, 1994). The authors proposed that consumers who perceive a new feature or promotion as providing little or no value will be less likely to purchase the

enhanced brand even when the added feature clearly does not diminish the value of the brand. The results of that study indicated that the addition of such a promotion or feature could decrease the attractiveness and choice probability of the promoted brand. For example, a Pillsbury cake mix was less popular relative to a competing brand when respondents were offered the opportunity to purchase a Pillsbury Doughboy Collector's Plate for \$6.19. That is, even though the offer to purchase the plate at a relatively high price could not have reduced the value of the Pillsbury cake mix, it decreased the product's choice share. Many of the respondents in that study explained their decision to choose the other brand by saying that they were not interested in the collector's plate. Thus, these results suggest that when consumers are uncertain about the values of products and about their preferences, premiums provide reasons against buying the promoted brands and are seen as susceptible to criticism.

In a study by Brown and Carpenter (2000), trivial attributes positively affected choice when consumer decisions involved three alternatives but negatively impacted decisions when only two choice options were present. The likelihood that adding a trivial attribute will create perceptions that the product offers additional benefits relative to the competition also depends on the complexity of the product. This positive effect is more likely for "low-tech" products that are familiar to consumers; conversely, provision of a novel, but unknown, attribute to high-technology products can exert a negative influence on choice because it creates additional learning costs and uncertainty (Mukherjee and Hoyer, 2001).

Product

Kotler (2001) defines a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas. Major products offered by cigarette companies in Kenya include: kingsize brands – sportsman kings, safari kings, supermatch kings, and embassy kings; menthols include, SM menthol, safari menthol, and supermatch menthol, non-filter brands include rocket and rooster. Perceived quality is "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (Aaker, 1991). Consumers have a perception of the overall quality of a brand that is not necessarily based on knowledge of its detailed specifications. Perceived quality of the brands and the characteristics of a given product directly influences purchase decisions and brand loyalty, especially when a buyer is not motivated or able to conduct a detailed analysis. It can also support a premium price, which,

in turn, can create profits that can be reinvested in brand equity. Further, characteristics and the quality of the product can be the basis for a brand extension. If a brand is well regarded in one context, the assumption will be that it will have high quality in a related context (Aaker, 1991).

Marketers are increasingly finding themselves operating in categories with little or no differentiation among products. This may be particularly true with respect to mature product categories, such as those associated with cigarettes. Given that the majority of the brands exist at the maturity stage of the product life cycle, gaining an understanding of customer decision making under conditions of limited inter- brand differentiation would be seen to be an important prerequisite for devising marketing strategies aimed at enhancing the sales performance of parity products (Kotler and Armstrong, 2001).

2.2.2 Internal Factors

Apart from the external influences, four major psychological factors namely, consumer motivation, perception, learning, attitudes and personality, also influences consumer behaviour.

Motivation

Schiffman et al al (2000) defines motivation as the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of unfulfilled need. Wilkie (1990) argues that motivation is the basis of all consumer activities, most people tend to have similar needs and motives but differ in their way of expressing these. For marketers to predict and understand consumer reaction at the market place, it is important that they understand their needs. Assael (1998) as quoted by Apungu (2003), states that motivation can be negative or positive in direction. It is therefore important to note that both positive and negative motivational forces are similar in that they serve to imitate and sustain human behaviour.

Perception

According to Kotler (2000), a motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. Perception is of great interest to marketers because it involves what consumers believe and expect. People usually

see what they expect to see, and what they expect to see is usually based on familiarity, previous experience, or preconditioned set (expectations) (Schiffman et al, 2000).

In a marketing context, people tend to perceive products and product attribute according to their own expectations. To provide satisfaction effectively in the market place, marketers must understand how all their marketing activities are perceived because perception influences consumer choice.

Learning

According to Bitta et al (1979) as quoted by Apungu (2003), learning can be defined as the change in behaviour that results from past experience. Learning theorists say that most human behaviour is learned; and it is through learning that people acquire beliefs and attitudes. These in turn influence their buyer behaviour. Beliefs are of paramount importance because Marketers use them to make up product and brand images that affect buying behaviour.

Assael (1998) argues that as consumers gain experience in purchasing and consuming products, they learn not only what brands they like and don't like but also the attributes they like most and these experiences with products tend to influence their future attitudes towards these products. Through learning, consumers are able to reinforce their practices of past experience and use the knowledge obtained to make buying decisions. Hawkins et al (1998) concludes that consumers learn everything that relates to being a consumer and marketers therefore have to be interested in the nature of consumer learning and design strategies that aim to influence their process favourably.

Attitudes

Kibera and Waruingi (2000) define an attitude as a learned tendency to respond to a product, brand or company in a way that is consistently favourable or unfavorable. The more favourable a consumer's attitude towards a product, the higher the usage rate and vice versa. Marketers can use attitudes to segment markets, develop new products or develop promotional strategies in market coverage. According to Bita (1979) as quoted by Apungu (2003), attitude change is the basis of many marketing communication advertising strategies.

Personality

Consumer personality has significant influence on the buying behaviour and can be a valuable guide to marketers in understanding why the consumers behave the way they do (Assael, 1998). Solomon (1992) on his part argues that consumer self-concepts are reflections of their attitudes towards given stimuli and they guide purchase decisions.

Marketers may therefore structure strategies around personality differences in positioning their products. Consumers who perceive a product as correlated to his self-image will often consume that product and avoid those that do not correspond to his self-image (Kotler, 2000).

2.2.3 External Influences

These are extraneous factors which impact on the decision making process in consumers. They include: -

Cultural factors

A consumer is a social and cultural being. He/she is a family member, or he/she has friends, neighbors and associates at work, often belongs to a number of welfare, voluntary and religious groups; is a member of a social class, a sub-cultural group and a society with a particular set of values (Kibera, 1988) Ralph Linton as quoted by Kibera and waruingi (1988) defines culture as the configuration of learned behavior and results of behavior whose component elements are shared and transmitted by members of a particular society.

According to Bitta (1979) as quoted by Apungu (2003), consumers act partly depending on what they value and according to their cultural backgrounds. Solomon (1992) also quoted by Apungu (2003) concurs that, culture exerts significant influence on consumer choices and adds that marketers have to learn these cultural orientations in formulating their strategy. As reported by Kotler (1996), class differences are important to marketers because of the following reasons: -Some brands are more likely to appeal to one class rather than another, even when members of different classes purchase the same product, the quality of product selected may vary, differences between classes differ in where they shop in a city like Nairobi, which restaurant they patronize and the clubs they belong to different classes also differ in their media habits. Members of various classes read different newspapers and magazines, listen to different programmes on T V. According to Kotler (1996), marketers are always trying to spot cultural signs in order to discover new products that might be wanted.

Social factors

A consumer's choice behavior is also influenced by social factors such as the consumer's small groups, family and social roles and status. Reference groups serve as a model for an individual's behavior and as a "frame of reference" for decision making (Kibera, 1988). Solomon (1992) concurs that consumers belong to or admire many different groups. Further, Bitta (1979) says that the different roles and status played by consumers in their various groups determine their consumption behavior.

A family plays an important role in influencing the consumption of a particular commodity. Of all the reference groups the family is the most important influence for the consumption behavior of the individual. The family is of interest to the marketers because a lot of buying behavior is shaped by it. Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services.

Psychological /Personal factors

According to the WHO (1976), psychosocial factors are related to psychological traits of individuals, structure and the action of social groups and interactions between the groups and the individual. According to this, there are cultural factors that define the roles of individuals and organize how one would express and act in different social situations. According to Backman (1992), the first category of Psychological factors includes individual factors, the second social relations and social environment and the third the social structure of society. Levi (1981) has been more specific in defining Psychological factors, he states that there are always individuals who experience or act according to these Psychological factors, although the social factors listed above also affect these experiences.

A consumer's decision making is also influenced by personal characteristics such as age, occupation, economic situation and life style among others. Kotler (1998) states that people change the goods and services they buy over their lifetime. He further says that a person's economic situation will affect product choice. If economic indicators point to a recession, marketers can take steps to redesign, reposition and reprice their products closely. People coming from the same subculture, social class and occupation may have quite different lifestyles. Kotler (1996) further adds that lifestyle of an individual captures something more

than the person's social class or personality; it profiles a person's whole pattern of acting and interacting in the world.

Technological forces

From research performed by businesses, universities and non-profit organizations, Consumers' technological knowledge influences their desire for goods and services. For example, changing technology in Inventory control systems make companies more efficient, this cost efficiency can be passed onto the consumer. Technological advancement within the organization help to develop relationships with suppliers and this enhances efficiency of goods delivery. This in turn influences consumer choice due to the improved efficiency. Technological forces can be in form of Fax machines, computerization among others.

Technology has its negative consequences of technological change like environmentally unclean pollution, Unemployment (employment shifts leading to temporary unemployment.) and Misuse of information. Patent protection leads to a barrier to entry, monopoly. Without it companies may be unwilling to launch new products that incorporate new technologies for fear of copying, therefore nothing is gained.

2.3 Chapter Summary

The choice of a brand of a commodity by consumers is a complex issue to manage, but vital to business success. Therefore, marketers should take a broad view of consumer's choice for a brand and recognize the various effects it has on the overall consumption of a commodity, as well as how changes in brand knowledge affect more traditional outcome measures such as sales. Marketers must realize that the long-term success of all future marketing programs for a brand is greatly affected by the knowledge about the specific brand image that has been established by the firm to its consumers. In short, because the content and structure of memory for the brand will influence the effectiveness of future brand strategies, it is critical that managers understand how their marketing programs affect consumer choices of different brands (Keller 1993). More research is needed to deepen the understanding of this important phenomenon.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This was a descriptive study that aimed at determining answers to the questions; who, what, when and sometimes how (Cooper and Schindler, 2003); which was in line with the intended research. Mwangi (2003), Giathi (2004) and Gaceri (2003) have used the design in related studies.

3.2 The Population

The population of interest of this study was all the cigarettes consumers located in a few selected estates in Nairobi. Nairobi was chosen because it has the highest volumes of smokers of about 50% in Kenya (Sokoni, 2001).

3.3 Sample Frame

A list of 70 estates in Nairobi according to the income groups was derived from the Economic Survey 2001 (see appendix ii). Random sample of 10 estates was taken, 2 from the low-income groups and 8 from the middle and upper income groups. The estates were used to identify the bars where respondents were to be found. One bar from each estate was picked as a source of identifying respondents.

3.4 Sample and Sampling Design

A sample of 100 respondents was considered adequate for the study. Giathi (2004) and Mburu (2001) in their studies used a sample size of about 100 each successfully in Nairobi. In each of the 10 selected estates, one bar was used as source of locating respondents. In each bar, 10 respondents were studied giving a total of 100 respondents. Judgemental sampling technique was used to identify Respondents that qualified for the study.

3.5 Data Collection Methods

Questionnaires with both structured and semi-structured questions were used to collect primary data. The respondents were screened to ensure only smokers were interviewed. The respondents were requested to fill the questionnaire as the Researcher and Research Assistant waited. This helped reduce instances of non-responses. The questionnaire was divided into two parts. Part A contained questions used to determine general information of the cigarettes consumers. Part B contained questions used to capture the information on the factors that

influence consumers' choice of cigarettes brands and to generate information on factors considered as the most important in influencing consumers' choice by use of a Likert scale. Some of the measuring instruments were borrowed from Giathi's work.

3.6 Operational Dimensions of Factors Influencing Consumers' Choice

A five point Likert scale was used to measure the factors that influence consumer choice of cigarette brands. Below is a table with expanded definitions of the variables.

Variables	Expanded Definitions	Relevant Issues	Relevant Questions
• Product	<ul style="list-style-type: none"> - Features - Quality - Package design - Product image - Brand heritage - Brand name 	<ul style="list-style-type: none"> - Size of the filter - Colour of the packet - Style of packaging - Existence of cigarette in the market - Name of the cigarette 	(iii), (vi), (v) 1-10
• Price	<ul style="list-style-type: none"> - Perceived quality 	<ul style="list-style-type: none"> - Affordability - Stability of the price 	(iii), (vii) 11
• Promotion	<ul style="list-style-type: none"> - Advertisements on T V., Radio & Magazines - Merchandising - Slogans used - Sales people 	<ul style="list-style-type: none"> - How many times the cigarette is advertised - Arrangement of cigarettes in the shops. - Rewards for buying. - Items for storing the cigarettes e.g. display boards. - Words used to advertise e.g. Kwa Mtu wa Bidii 	(vii) 12-18
• Place	<ul style="list-style-type: none"> - Availability - Accessibility - Stock outs 	<ul style="list-style-type: none"> - Is the cigarette within the customer's reach 	(vii) 19

<ul style="list-style-type: none"> • Motivation 	<ul style="list-style-type: none"> - Need to fit in the group. - Satisfaction derived - Prestige 	<ul style="list-style-type: none"> - Feelings of personal pride - Sense of belonging to a particular class - Approval by friends, colleagues, family and friends 	<ul style="list-style-type: none"> (iii), (vii) 20-22
<ul style="list-style-type: none"> • Perception 	<ul style="list-style-type: none"> - Expectations - Beliefs - Experience with the cigarette 	<ul style="list-style-type: none"> - Used the cigarette before - Belief held about the cigarette. - Seen/heard about the product before 	<ul style="list-style-type: none"> (iii) C, (vii) 17, 23
<ul style="list-style-type: none"> • Learning 	<ul style="list-style-type: none"> - Past experience with the cigarette - Change in smoking behaviour e.g. changing type of cigarette smoked 	<ul style="list-style-type: none"> - Does the customer buy one type of cigarette 	<ul style="list-style-type: none"> (ii), (iii) C, (vii) 24, 25
<ul style="list-style-type: none"> • Attitude 	<ul style="list-style-type: none"> - Like the cigarette - Dislike the cigarette 	<ul style="list-style-type: none"> - Customers favourite cigarette 	<ul style="list-style-type: none"> (i), (vii), 24,30
<ul style="list-style-type: none"> • Personality 	<ul style="list-style-type: none"> - Customer self image reflected in the cigarette type. - People used to advertise the cigarette 	<ul style="list-style-type: none"> - Reflects who the customer is 	<ul style="list-style-type: none"> (vii) 26,27,28
<ul style="list-style-type: none"> • Personal Factors 	<ul style="list-style-type: none"> - Age, occupation, income 	<ul style="list-style-type: none"> - Level of income - Customer's occupation 	<ul style="list-style-type: none"> (vii) 29, 25

3.7 Data Analysis

Data was summarized using descriptive statistics. This was in form of percentages, frequencies and mean scores. The percentages and frequency tables were used to summarize and reflect the relative weight of the specific characteristics of customers. The mean scores were calculated from the response which was rated on a 5-point likert scale where 1 was lowest and 5 highest to determine factors considered to be most important in influencing consumer choice.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter contains the summaries of data findings together with their possible interpretations by use of percentages, frequencies, mean scores and cross tabulations. Response rate was 100%. This compares well with previous studies such as Giathi (2004) with 100%, Gacheri (2003) 96% and Mwangi (2002) with 100%.

4.2 Demographic Characteristics of the Respondents

The demographic characteristics of the respondents i.e. Gender, Age, Marital status, Education and incomes were analyzed in order to know the general classification of information of cigarette consumers. Findings are presented in this section

Table 1: Demographic Characteristic of respondents

Gender of Respondents		
Variable	Frequency	Percent
Male	82	82
Female	18	18
Total	100	100
Age of Respondents (in years)		
20 - 25	13	13
26 - 30	27	27
31 - 35	30	30
36 -40	23	23
41 - 45	4	4
46 And Above	3	3
Total	100	100
Income of Respondents per month in Kshs.		
Less than Kshs. 10,000	22	22
Kshs. 10,000 - 20,000	28	28
Over Kshs. 20,000	50	50
Total	100	100
Marital Status of Respondents		
Single	36	36
Married	59	59
Divorced	2	2
Separated	3	3
Total	100	100

Educational Level of Respondent		
Primary	4	4
Secondary	9	9
College	48	48
University	30	30
Part Secondary	1	1
Part College	5	5
Part University	2	2
None	1	1
Total	100	100
Duration of Smoking		
Less than 1 year	7	7
2 - 4 years	33	33
5 - 7 years	40	40
8 - 10 years	12	12
More than 10 years	8	8
Total	100	100

Source: Research Data Findings

4.2.1 Gender of Respondents

Gender was analyzed in order to determine the proportion of the male and female smokers.

Males are represented by 82% and females are represented by 18%. It can therefore be concluded that majority of cigarettes smokers who were interviewed were men.

4.2.2 Age of Respondents

The Respondents were asked to indicate their age. This was to determine the rate of active age of the respondents that were studied. It is clearly indicated that majority of the smokers fall in the age bracket of 31 – 35 years. This represents 30 % of the Respondents. This could be because they have more disposable income to spend and have no much commitment in life and they are adventuring.

4.2.3 Income of Respondents

It was necessary to establish the income levels of Respondents studied, as this would have an impact on their ability to purchase cigarettes. The findings show that 50% of the respondents had an average monthly household income.

4.2.4 Marital Status of the Respondents

The respondents were requested to indicate their marital status; this was meant to determine the major group of smokers. This indicates the married people are the most active smokers accounting for 59 % of sample size.

4.2.5 Educational Level of the Respondents

The highest level of education was to be indicated by the respondents. This would help to know their ability to comprehend the questions. The results indicates that 95% of the respondents had an educational level above primary education; thus were in a position to understand the questions.

4.2.6 Duration of Smoking

The respondents were to indicate the duration of time they have been smoking. This would help indicate their general experience in cigarette smoking. The findings indicate 93% of the respondents had adequate experience in smoking cigarette thus could be relied upon in responding to the questions.

4.3 Brand Loyalty

In this section loyalty of the respondents to the brands of cigarette smoked, the most favorite cigarette smoked, consistence of purchase and their reasons were determined. The findings of this are presented in this section

4.3.1 Most Favorite Cigarette Smoked by the Respondents

The most favorite cigarette was analyzed in order to determine the most preferred cigarette. The results are presented in table 2 below

Table 2: Most Favorite Cigarette Smoked by the Respondents

Cigarette	Frequency	Percent
Embassy Kingsize	28	28
Sportsman Kingsize	45	45
Supermatch Kingsize	10	10
Safari	6	6
SM	9	9
Rooster	2	2
Total	100	100

Source: Research Data Findings

The findings indicate that the most preferred cigarette brand was sportsman Kingsize that was preferred by 45% of the respondents. This could be because of its high quality and moderate price.

4.3.2 Whether Respondents Consistently Buy two or More Brands

The respondents were to mention the type of cigarette bought. This was meant to determine the brand loyalty of cigarette consumers. The results are presented in table 1 below.

Table 3: Whether Respondents Consistently Buy Two or More Brands

	Frequency	Percent
One Brand of Cigarette	75	75
Two or More Brands	25	25
Total	100	100

Source: Research Data Findings

The findings clearly indicate that 75% of respondents were loyal to a particular brand of cigarette.

4.3.3 Reasons for buying one brand of cigarette all the time

The respondents were to indicate various reasons as to why they stick to a particular brand of cigarette. The results were as indicated in the table 4 below

Table 4: Reasons for buying one brand of cigarette all the time

Reason	Frequency
High Satisfaction Derived Quickly	70
Affordable Price	68
High Quality	68
Adequate Menthol	59
Taste	57
Experience with Cigarettes	37
Age of Cigarette	37
Prestige	28
Strong "Kick"	25

Source: Research Data Findings

The finding show that the reasons for brand loyalty were high satisfaction derived from smoking, affordable price, high quality, adequate menthol, and taste.

4.3.4 Reasons for consistently buying two or More Brands of Cigarettes

The respondents were to indicate various reasons as for brand switching. The results were as indicated in the table below.

Table 5: Reasons for consistently buying two or More Brands of Cigarettes

Reason	Frequency
Strength of the "Kick"	20
Similar Taste	17
Similar Price	9
Similar Packaging	9

Source: Research Data Findings

The findings indicate the major reasons for purchasing two or more brands consistently were because of Strength of the kick and similar taste

4.3.5 Factors Influencing Consumers Choice of Cigarette Brands.

In this section a five point Likert scale was used to measure the factors that influence consumer choice of cigarette brands. The factors have been categorized as product, price, promotion, place, motivation, perception, learning, attitude, personality and personal factors. A mean score of >4.0 means that the variable is very important, a score between $3.5 - 3.9$ indicates that the variable is important, a mean score of $3.0 - 3.4$ indicates the variable is somewhat important, while a mean score < 3 indicates that the variable is not important. A standard deviation of >1.0 indicates a significant difference in the use of variable.

The findings show that under the product variable, the burning rate (4.47), Flavor of the brand (4.45), Satisfaction derived for smoking (4.44), Size of the filter (4.30), Strength of the kick (4.27) and Design of packaging (4.03) are considered to be very important. The second category consisted of Appealing image (3.97), Brand name (3.86) and Age of the brand in the market (3.86), which were considered to be important. While the Color of the brand was considered to be somewhat important. The standard deviations were less than 1 thus indicating that answers given by the respondents were mostly in agreement.

The price variable had only one factor, Price, which had a mean score of 4.16 thus was considered to be very important. The standard deviation was less than 1 thus indicating that answers given by the respondents were mostly in agreement.

The third variable was the Promotion, which had seven factors. Information about the brand (3.9) and Information of the product given by sales personnel (3.74) were considered to be

important, the standard deviations were less than 1 thus indicating that answers given by the respondents were mostly in agreement. The remaining five factors namely Slogans Used (3.34), Frequent Customer Promotions (3.29), The Point of Sale Materials (3.18), Display (3.09), Gifts with Purchases (3.07), were considered to be somewhat important. The standard deviations were >1 indicating their significant variability on the responses.

The fourth variable was the Place, which had one factor Availability / Accessibility which had a mean score of (3.96) thus was considered to be important. The standard deviation was less than 1 thus indicating that answers given by the respondents were mostly in agreement.

The fifth variable was Motivation, which had three factors, Satisfaction derived smoking had a mean score of 4.18 thus was considered to be very important, while Reference Groups (3.69) and The Associated Class (3.59) were considered to be important. The standard deviations were less than 1 thus indicating that answers given by the respondents were mostly in agreement.

The sixth variable, Perception, had two factors: Information about the brand (3.9) and Belief held about the product (3.64) were considered to be important in brand choice. The standard deviations were less than 1 thus indicating that answers given by the respondents were mostly in agreement.

The seventh variable, learning, had two factors. Alternatives available to choose from (3.57) and Occupation (3.50) which were considered to be important. Alternatives available to choose from had a standard deviation <1 indicating that most responses were in agreement, however for Occupation, the standard deviations were >1 indicating their significant variability on the responses.

Attitude was the eighth variable with two factors, Income (3.97) and alternatives available to choose from (3.57) which were considered to be important. The standard deviation was less than 1 thus indicating that answers given by the respondents were mostly in agreement.

Personality was the ninth variable, it had three factors, Reflects who I am (3.61) was considered to be important, Personality used to endorse the brand (3.49) was considered to be somehow important while Famous local leaders (2.9) was perceived to be not important. The standard deviations were >1 indicating their significant variability on the responses.

Table 6: Factors Influencing Consumers Choice of Cigarette Brands

Product		
Factor	Mean	Std. Deviation
The Burning Rate	4.47	0.72
Flavor of the Brand	4.45	0.73
Satisfaction Derived from Smoking it	4.44	0.77
Size of the Filter	4.30	0.82
Strength of the Kick	4.27	0.74
Design of Packaging	4.03	0.70
The Image is Appealing	3.97	0.74
The Brand Name	3.86	0.89
Age of the Brand in the Market	3.86	0.92
Color of the Brand	3.34	0.98
Price		
Reasonable Prices	4.16	0.93
Promotion		
Information About The Brand	3.9	0.86
Information Of Product Given By Sales Personnel	3.74	0.88
Slogans Used	3.34	1.08
Frequent Customer Promotions	3.29	1.24
The Point of Sale Materials	3.18	1.14
Display	3.09	1.16
Gifts with Purchases	3.07	1.22
Place		
Availability / Accessibility	3.96	0.76
Motivation		
Satisfaction Derived From Smoking It	4.18	0.95
Reference Groups	3.69	0.98
The Associated Class	3.59	0.98
Perception		
Information About The Brand	3.90	0.86
Belief Held About The Product	3.64	0.88
Learning		
Alternatives Available to Choose From	3.57	0.99
Occupation	3.50	1.05
Attitude		
Income	3.97	0.80
Alternatives Available to Choose From	3.57	0.99
Personality		
Reflects Who I am	3.61	1.14
Personality Used To Endorse The Brand	3.49	1.11
Famous Local Leaders	2.90	1.10
Personal Factors		
The Level Of Income	3.93	0.86
Occupation	3.50	1.05

Source: Research Data Findings

The last variable, Personal Factors, had two factors namely the level of income (3.9) and Occupation (3.5), which were both, perceived to be important. For the level of income the standard deviation was less than 1 thus indicating that answers given by the respondents were mostly in agreement, while for occupation the standard deviations were >1 indicating their significant variability on the responses.(Table 6).

Summary of the Factors Influencing Consumers Choice of Cigarette Brands By Variable.

The average for both the mean and std. deviation of factors under each variable were calculated in order to determine the general perception of the variables.

Table 7: Summary of the Factors Influencing Consumers Choice of Cigarette Brands

Variable	Mean	Std. Deviation
Price	4.16	0.93
Product	4.10	0.80
Place	3.96	0.76
Motivation	3.82	0.97
Perception	3.77	0.87
Attitude	3.77	0.89
Personal Factors	3.72	0.95
Learning	3.54	1.02
Promotion	3.37	1.08
Personality	3.33	1.12

Source: Research Data Findings

Summary of the findings indicate that Price (4.16) and Product (4.10) were perceived to be very important Place (3.96), Motivation (3.82), Perception (3.77), Attitude (3.77), Personal Factors (3.72) and Learning (3.54) are considered to be important Except for Learning the other variables, had a standard deviation less than 1 indicating that the answers given were in agreement. Promotion and Personality factors are perceived to be somewhat important. However the standard deviations were >1 indicating their significant variability on the responses.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The objective of this study was to determine the factors that influence consumers' choice of cigarette brands in Nairobi. In interactive reviews of this study, some factors that influence consumers' choice were highlighted. This study therefore was aimed at confirming whether these factors influence the choice in making decision of the brand of cigarette to smoke. In this chapter, discussions, conclusions and recommendations are presented.

5.2 Discussion

The aim of the study was to investigate the factors that influence consumers choice of cigarette brands in Nairobi.

In order to achieve this objective, random sampling was conducted in 10 selected estates, 2 estates from the low- income groups and 8 estates from middle and upper income groups. In each of the 10 selected estates, one bar was used as a source of locating respondents. In each bar, 10 respondents were studied giving a total of 100 respondents. Judgmental sampling technique was used to identify respondents that qualified for the study. The respondents were screened to ensure that only smokers were interviewed. A semi-structured questionnaire was used to collect the primary data. The questionnaire was divided into two parts. Part A was used to determine general information of the cigarette consumers. Part B was used to capture the information on the factors that influence consumers' choice of cigarette brands and to generate information on factors considered as the most important in influencing consumers' choice.

A response rate of 100% was achieved, collected data was analyzed by use of descriptive statistics, frequency tables, bar charts and percentages to represent response rate on information collected.

It was observed from the results that the most favorite brand was sportsman and most of the respondents were loyal to one brand of cigarette, this was because of high satisfaction derived from smoking, affordable price, high quality, adequate menthol, and taste. This compares well with Giathi (2004) findings that showed that the reasons for brand loyalty were because

of satisfaction derived from smoking, affordable price and strong smell. The reasons for purchasing two or more brands consistently were because of Strength of the kick and similar taste. This can be explained by the fact that smokers share loyalty to the cigarette they smoke so long as they have similar strength of the kick and taste and this depends on the experience they have with cigarettes (Giathi 2004).

It was established that burning rate, Flavor of the brand, Satisfaction derived for smoking, Size of the filter, Strength of the kick and Design of packaging are very important while Appealing image, Brand name and Age of the brand in the market were considered to be important in determining the brand choice. Perceived quality is "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (Aaker, 1991). Consumers have a perception of the overall quality of a brand that is not necessarily based on knowledge of its detailed specifications. Perceived quality of the brands and the characteristics of a given product directly influences purchase decisions and brand loyalty, especially when a buyer is not motivated or able to conduct a detailed analysis. It can also support a premium price, which, in turn, can create profits that can be reinvested in brand equity. Further, characteristics and the quality of the product can be the basis for a brand extension. If a brand is well regarded in one context, the assumption will be that it will have high quality in a related context (Aaker, 1991).

The study established that price is a very important factor in determining the brand choice Gabor and Granger (1964) observed that consumers' response to psychological prices vary depending upon the kind of pricing strategies applied and not the extent to which consumers perceive prices correctly. In the same way, consumers' judgment of quality by price may depend upon the way prices and quality normally are related, and the frequency with which consumers project social values into products may be related to the kind of information marketers provide about the products.

The consumer Promotion variable came out as a somehow important factor with variables scoring between 3.07 and 3.9. The impact of irrelevant features on choices was also investigated in a study on the effects of sales promotions and product features that have little or no perceived value (Simonson, Carmon and O'Curry, 1994). The authors proposed that consumers who perceive a new feature or promotion as providing little or no value will be less likely to purchase the enhanced brand even when the added feature clearly does not

diminish the value of the brand. The results of that study indicated that the addition of such a promotion or feature could decrease the attractiveness and choice probability of the promoted brand.

The Place variable had one factor, Availability / Accessibility which was perceived to be important. The above results to a large extent agrees with the general determinants of brand choice; the type of the brand should be readily available in all selling outlets, points of sales in order to increase loyalty (Aaker 1991).

Motivation, which had three factors, Satisfaction derived from smoking, Reference Groups and The Associated Class were perceived to be important. As noted by Wilkie (1990) that motivation is the basis of all consumer activities, most people tend to have similar needs and motives but differ in their way of expressing these. For marketers to predict and understand consumer reaction at the market place, it is important that they understand their needs. Assael (1998) as quoted by Apungu (2003), states that motivation can be negative or positive in direction. It is therefore important to note that both positive and negative motivational forces are similar in that they serve to imitate and sustain human behavior.

Perception had two factors, Information about the brand and Belief held about the product. Both factors were considered to be important in brand choice. The study by Adede (2004) identified information about the product as an important factor in determining brand choice of milk products. People usually see what they expect to see, and what they expect to see is usually based on familiarity, previous experience, or preconditioned set (expectations) (Schiffman et al, 2000).

Learning had two factors Alternatives available to choose from and Occupation, which were considered to be important. Hawkins et al (1998) concludes that consumers learn everything that relates to being a consumer and marketers therefore have to be interested in the nature of consumer learning and design strategies that aim to influence their process favorably. A similar study by Apungu (2003) established results contrary to our finding that learning was not an important factor in determining the choice of a petrol station.

Attitude had two factors; Income and alternatives available to choose from were perceived to be important. Kibera and Waruingi (2000) notes that the more favourable a consumer's attitude towards a product, the higher the usage rate and vice versa.

Personality had three factors, namely Reflects who I am, Personality used to endorse the brand and Famous local leaders which came out to be somewhat important. Solomon (1992) on his part argues that consumer self-concepts are reflections of their attitudes towards given stimuli and they guide purchase decisions. Marketers may therefore structure strategies around personality differences in positioning their products. Consumers who perceive a product as correlated to his self-image will often consume that product and avoid those that do not correspond to his self-image (Kotler, 2000).

Lastly Personal Factors had two factors namely the level of income and Occupation, which were both perceived to be somewhat important. Kotler (1998) states that people change the goods and services they buy over their lifetimes. He further says that a person's economic situation will affect product choice. If economic indicators point to a recession, marketers can take steps to redesign, reposition and reprice their products closely. People coming from the same subculture, social class and occupation may have quite different lifestyles. Kotler (1996) further adds that lifestyle of an individual captures something more than the person's social class or personality; it profiles a person's whole pattern of acting and interacting in the world.

The study was conducted in Nairobi Region and therefore cannot be used to generalize the smokers' choices in other regions in Kenya. The study was broad in that it dealt with many different factors that influence smokers in making decision of the brands of cigarettes to smoke.

5.3 Conclusion

From the findings of this study it can be vividly concluded that the reasons for brand loyalty were high satisfaction derived from smoking, affordable price, high quality, adequate menthol, and taste. While reason for purchasing two or more brands consistently were because of Strength of the kick and similar taste.

The following factors are considered to influence brand choice to a large extent, Price, Product, Place, Motivation, Perception, Attitude and Personal Factors.

5.4 Recommendation

The policy makers and cigarette manufactures should review the physical activities, which can promote the consumption of cigarettes. This is because the results indicate smokers were average individuals. From the results of the study, it is clear that most smokers are loyal to one brand; the cigarette manufactures need to understand the smokers in terms of duration of smoking and other relevant basis. This will allow the marketers to tailor their offering targeting smokers' loyalty development and eventually lead to long term and profitable relationship.

Cigarette manufactures and the sellers should educate the smokers on most of the cigarettes and availing as much information about the cigarette as possible to smokers.

Manufactures and marketers of cigarettes should keep on researching so as to keep themselves abreast with the dynamics of the choice by the smokers.

LIMITATIONS OF STUDY

This study may have been affected by the following limitations: -

- (i) The study was only conducted in Nairobi region. The smokers' characteristics in Nairobi may differ from those in rural areas. As a result of such differences, results may not be generalized.
- (ii) The small size of the sample (100) could have limited confidence in results. This might limit generalization to other studies.
- (iii) The study was a survey and pre-determined questions were used. This may have limited the Respondents from bringing out other relevant issues, which the researcher may not have mentioned.
- (iv) The study was conducted within a particular season, which might have biased the results. For instance, if it was a rainy and cold season when cigarette smokers are more, the results may have been different. Possibly, the data could have been collected at various seasons of the year and then compared to give a more accurate and objective information.

SUGGESTIONS FOR FURTHER RESEARCH.

- i. There is need to replicate the current study and include a large sample.
- ii. A study should be carried out to establish the contributions of the different factors in influencing consumers' choice of cigarette brands.

- iii. The study was broad and dealt with different factors that influence consumers' choice of cigarette brands. Future studies should be carried out concentrating on each of the various different factors that smokers consider in making a choice of the cigarette to smoke. It may be possible to categorize the factors and study them independently. This may also help give a deeper understanding of individual factors contributing in influencing consumers' choice of cigarette brands.

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Appendix I

A LIST OF NAIROBI ESTATES

A. Upper and Middle Income Groups

- 1) Airport View
- 2) Akiba (Langata)
- 3) Akiba (Nairobi South C)
- 4) Ayany
- 5) Buruburu phases 1,2,3,4 and 5
- 6) Donholm
- 7) Embakasi Highrise
- 8) Golden Gate
- 9) Golf Course
- 10) Highway phase 1 and 2
- 11) High view
- 12) Imara Daima
- 13) Jamhuri
- 14) Kariobangi Civil Servants
- 15) Kariokor
- 16) Kibera Highrise
- 17) Komarock phases 1,2 and 3
- 18) Langata Civil Servants
- 19) Maasai
- 20) Madaraka
- 21) Magiwa
- 22) Mariakani
- 23) Mvuli Avenue
- 24) Nairobi West
- 25) Pumwani (California)
- 26) Ngara
- 27) Ngei phases 1 and 2
- 28) Ngumo
- 29) NSSF Complex (Sololo/Hazina)
- 30) Onyonka

- 31) Otiende
- 32) Outering
- 33) Pangani
- 34) Park View
- 35) Pioneer
- 36) Plainsview
- 37) Pumwani Highrise
- 38) Reality (Nairobi South C)
- 39) River Bank (Embakasi)
- 40) Rubia
- 41) Saika
- 42) Savannah
- 43) Southlands Phase 1 and 2
- 44) Sun View
- 45) Tena
- 46) Thika Road Site
- 47) Thome
- 48) Ufunguo
- 49) Uhuru Gardens
- 50) Ushirika
- 51) Villa Franca
- 52) Woodley (Joseph Kangethe)
- 53) Zimmerman

B. Low Income Groups

- 1) Githurai Njatha-ini (Ngomongo)
- 2) Kahawa West (Kongo, Maili-kumi, Soweto)
- 3) Karen (Gatina)
- 4) Karen (Kuwinda village)
- 5) Kibera (Line 7 & 8, Olympic, Dam, Ayany, Karanja Rd, Ondongo)
- 6) Kawangware (46, Gatina, Gataka, Muti-ni)
- 7) Kangemi (Gichangi, Gatina)
- 8) Mathare Valley

- 9) Muthurwa
- 10) Mukuru – Kwa Njenga
- 11) Mukuru – Kayaba
- 12) Majengo 1 & 2
- 13) Maringo 1&2
- 14) Njiru (Ura, Sewage, Mabati)
- 15) Thome (Marurui)

Source: Economic Survey 2001

Appendix II

A list of registered bars in the selected estates.

Estate	Trading As	Box NRB
Kibera	US Dama Busaa Club	82974-00100
Civil Servants	Club Pipers	45865-00200
Pumwani	Ata Kama Pub	82658-00100
Komarock	Montana	68156-00100
Zimmerman	Hot Pub	45789-00100
Pangani	Pangani Option Bar	78936-00200
Park View	Home Pub	78258-Nyayo Stadium
Mathare Valley	Must Pub	45783-00200
Plainsview	Jolley Pub	68176-00100
Tena	Sunview Pub	38956-00200

Source: Liquor Licensing Registry 14/06/04

Appendix III

LETTER TO RESPONDENTS

Jacinta Mwendu
C/o University of Nairobi
Faculty of Commerce
Department of Business Administration
P O Box 30197
NAIROBI

Dear Respondent

RE: REQUEST FOR RESEARCH DATA

I am a postgraduate student in the Faculty of Commerce, University of Nairobi. I am carrying out a "Survey of the factors that influence consumers' choice of cigarette brands in Nairobi", as a partial fulfillment of Masters of Business Administration Degree (MBA)

You as a respondent have been selected to form part of this study. Therefore, please assist me in completing the questionnaire to the best of your knowledge. The information will be used for academic purposes and as an insight to cigarettes manufacturers. As a respondent of this study, you are free to access the findings of the study. The questionnaire will be anonymous and treated with the most confidentiality.

Yours faithfully,

Jacinta Mwendu
MBA Student

Margaret A. Ombok
Lecturer, Dept of Business Administration
(Supervisor)

Appendix IV

SCREENING GUIDE

1 Do you smoke cigarettes? Please tick one (optional)

(i) Yes

(ii) No

2. How long have you been smoking?

(i) Less than 1 year

(ii) 2 years – 4 years

(iii) 5 years – 7 years

(iv) 8 years – 10 years

(v) More than 10 years

(If one is a smoker please give the questionnaire)

Appendix V

QUESTIONNAIRE

Part A

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

1 What is the name of your estate? _____

2 What is your gender?

(i) Male

(ii) Female

3 Please tick the age bracket in which you fall

a) 20-25 years

b) 26-30 years

c) 31-35 years

d) 36-40 years

e) 41-45 years

f) 46 and above years

4 Please indicate your marital status

(i) Single

(ii) Married

(iii) Others (Specify) _____

5 What is your educational level?

(a) Primary

(b) Secondary

- (c) College
- (d) University
- (e) Others (Specify) _____

6 What is your average income per month (in Kshs)? (Tick one)

- (i) Less than 10,000
- (ii) 10,000 – 20,000
- (iii) Over 20,000
- (iv) Others (Specify) _____

Part B

Please answer the questions to the best of your ability

Q (i) What is your most favourite cigarette? (Tick one)

- a) Embassy Kingsize
- b) Sportsman Kingsize
- c) Supermatch Kingsize
- d) Others (specify) _____

Q (ii) Do you buy one type of cigarette all the time?

Yes

No

If YES, proceed to Q3 and if NO, proceed to Q4

Q (iii) What reasons make you buy one brand of cigarette all the time? Tick all that apply

- a) Affordable price
- b) High satisfaction derived quickly
- c) Experience with cigarettes
- d) Age of cigarette

- e) High quality
 - f) Strong "kick"
 - g) Adequate menthol
 - h) Taste
 - i) Prestige
- Others (specify) _____

Q (iv) Do you consistently buy two or more different brands of cigarettes?

- Yes
- No

Q (v) What are the names of these cigarettes? _____

Q (vi) What reasons make you consistently buy two or more brands of cigarettes?

Tick all that apply

- a) Similar taste
- b) Strength of the "kick"
- c) Same price
- d) Similar packaging

Others (specify) _____

Q (vii) Please kindly tick to indicate which of the statements are important to you in making your choice of cigarettes brands

	Very	Important	Somewhat	Not	Not At All
	Important		important	Important	Important
	(5)	(4)	(3)	(2)	(1)
I Design of the packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. The image is appealing					
3. Strength of the kick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The burning rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Size of the filter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Colour of brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Flavour of brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The age of brand in The market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Satisfaction derived From smoking it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. The brand name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Reasonable prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Frequent customer Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The point of sale Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Gifts with purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Slogans used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Information about The brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Information of Product given by Sales Personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 19. Availability/
Accessibility | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. The associated
Class | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Reference groups e.g.
Friends, relatives | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Belief held about
Product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. Alternative available
To choose from | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Occupation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Reflects who I am | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26. Personality used to
Endorse the brand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27. Famous local leaders | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28. Income | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 29. Others (Specify) | | | | | |

Thank you very much for participating in this research by answering the questions above