

" A SURVEY OF THE EXTENT TO WHICH SOFT DRINKS  
ADVERTISING SLOGANS INFLUENCE BRAND PREFERENCE "

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
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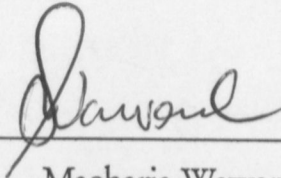
SEPTEMBER 2003

## DECLARATION

## DEDICATION

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

To my wife Lucy my children Rachel, Maggie, Puscilla and Ian without whose love and guidance I could not have come this far.



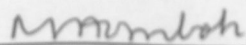
11-11-2003

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Samuel

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



11-11-2003

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Mrs. Margaret

A. Ombok

## ACKNOWLEDGEMENT

### DEDICATION

My sincere gratitude goes to my supervisor M. A. Ombok Lecturer, Department of Business Administration, University of Nairobi, without whose guidance and valuable advise this study would not have been successful.

To my wife Lucy my children Racheal, Maggie, Priscilla and Ian without whose love and patience I could not have come this far.

My special thanks go to my friends who selflessly shared their knowledge, without them I wouldn't have gone far. Special thanks to Kenya Meteorological Department for funding and allowing me to study this course. I wish to thank my colleagues in the office for understanding and supporting me when I needed them most.

Special thanks to Penina and Mburu for their invaluable contribution. I also wish to register my appreciation to all classmates for the good teamwork exhibited during the grueling, though, rewarding program. Special thanks to Chris Mwangi for his exemplary assistance in compiling and typing in all my work.

Finally, I wish to thank all my friends and relatives for their endless moral and material support.

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## TABLE OF CONTENTS

Content	Page
Declaration.....	i
Dedication.....	ii
Acknowledgement.....	iii
Table of contents.....	iv
List of Tables.....	vi
Abstract .....	vii
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the problem.....	6
1.3 Objectives of the study.....	7
1.4 Importance of the study.....	7
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 Introduction.....	8
2.2 The field of advertising.....	8
2.3 Role of advertising In creating brand equity.....	10
2.4 Creating the advertising message.....	13
2.5 Message strategy.....	14
2.6 Message execution.....	15
2.7 The Changing Message Environment.....	17
2.8 Advertising Slogans.....	19
2.9 Designing and updating slogans.....	20
2.10 Benefits/functions of slogans.....	22
2.11 The “perfect” slogan/tagline.....	23

CHAPTER 3: RESEARCH METHODOLOGY.....	25
3.1 Introduction.....	25
3.2 Research Design.....	25
3.3 The population of the study.....	25
3.4 Sample Design.....	26
3.5 Data Collection Method.....	26
3.5 Data analysis .....	27
CHAPTER 4: DATA ANALYSIS.....	28
4.1 Introduction.....	28
4.2 Profile of the respondents.....	28
4.3 Relationship between favorite brand and the slogan recalled..	30
4.4 Extent to which various attributes of an advertising slogan influence brand preference.....	32
4.5 Comparison between males and females on various attributes.....	35
CHAPTER 5: DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS.....	37
5.1 Discussions.....	37
5.2 Conclusion.....	40
5.3 Limitations of the study.....	41
5.4 Recommendations.....	41
5.5 Suggestions for further research.....	41
References.....	42
Appendix 1 Letter of introduction.....	46
Appendix 2 Questionnaire.....	47

Appendix 3 Cross tabulation tables... ..51

Appendix 4 Cross tabulation tables... ..52

Appendix 5 Cross tabulation tables... ..53

Table 1: Profile of respondents by gender.....29

Table 2: Profile of respondents by age.....30

Table 3: Profile of respondents by favorite brand age.....31

Table 4: Relationship between favorite brand and the slogan.....31

Table 5: Extent to which various attributes of an advertising slogan influence brand preference.....33

Table 6: Comparison between males and females on various attributes.....35

## LIST OF TABLES

Tables	Page
Table 1: Profile of respondents by gender... ..	29
Table 2: Profile of respondents by age... ..	29
Table3: Profile of respondents by favorite brand age... ..	30
Table4: Relationship between favorite brand and the slogan... ..	31
Table 5: Extent to which various attributes of an advertising slogan influence brand preference... ..	33
Table 6: Comparison between males and females on various attributes... ..	35



## ABSTRACT

In recent times, many manufacturers have made tremendous modifications to their advertising slogans, driven by various factors, among them; the ever increasing alternatives for consumers to choose from, competition within the industry, increased consumer awareness and rapid change of technology.

This study looked at the attributes of a good advertising slogan with a view to determine the extent to which the slogans influence brand choice.

The objective of this study was to determine the extent to which advertising slogans influence brand choice. Respondents from a sample of 198 filled in the questionnaires. The data was analyzed in tables and cross-tabulated against the respondent's bio-data. This study revealed that understanding, uniqueness, persuasiveness and the feeling evoked by the slogan are very important attributes in influencing brand choice. Further the results indicated that information oriented slogans hardly influence brand choice.

Manufacturers of soft drinks need to ensure that the slogans they launch need to be understandable, unique, and persuasive. Further the slogans should appear frequently on various advertising media.

The researcher suggests that similar research should be carried out on another population preferably in a rural setting. Further, more studies can be carried out to investigate why information oriented slogans were rated less important in influencing brand preference than the other attributes considered in this study.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

Advertising is as old as mankind. It's a natural process (Jugenneimer and White, 1991). It was around 1840 – 1915 when it was founded. At the onset of this period, little of advertising as we know today was visible. Yet, by the end of the same period, in the U.S.A, virtually all of the crucial elements of contemporary advertising practice were well-formed – national advertising, the full service-advertising agency, the reliance of most media on advertising support, advertising criticisms and defenses (Sandage, Fryburger and Rotzoll 1998).

These practices later spread to the other parts of the world.

Little except technique has changed to the present day.

Most ancient advertising by retailers was nothing more than an extension of the sign outside the retailer's store for identification. Simply told what was for sale at what place of business (Sondage, Fryburger and Rotsoll, 1998). This suited then since consumers of then did not have a lot of alternatives to choose from. Demand was more than supply and the production concept sufficed which saw Henry Ford succeed in the 1990s (Kotler 1997). However, with the growth of industrialization coupled with increasing population, the situation reversed. The whole situation was also changed by the development of printing press. This implies that the practice of marketing had to change too as it

continuously does to this date. The marketing concept has almost totally replaced the production concept (Kotler 1997).

With changing consumer needs and the consumer having thousands of alternatives to choose from, the 1990s have seen a tremendous shift from mass marketing to niche marketing. Other changes include direct marketing from showrooms to custom catalogue, selling through direct mail to selling through television shopping networks (Schiffman and Kanuk 1998). All these have been in attempts to reach consumers who differ not only in their usual ways but also by age and gender, by race and nationality, by education and occupation, by marital status and living arrangements. Other reasons include their activities and interests, their preferences and opinions, they differ in the music they like, the television shows they watch, the political beliefs they hold and the clothing they wear (Schiffman and Kanuk 1998).

There has and still there is a great diversity in advertising media. There is the traditional broadcast and print media but cable TV has made enormous inroads on network advertising and marketers of every size and every product or service on to the internet and world wide web. Advertisements appear on bus shelters on municipal trash baskets, on shopping carts and cabs among others (Schiffman and Kanuk 1998).

All this shows competition for consumers' limited attention in a crowded market leading to advertising clutter. There is enormity of advertising clutter (Britt, Adams and Miller 1972; Webb and Ray 1979) and the fact that consumers are often involved in tasks that occupy attention and limit advertisements processing (NcInnis, Moorman and Jaworski 1991). In view of this, it is quite likely that a majority of advertisements do not receive any active processing (Bauer and Greyser 1968). This is true when one considers the works of Britt, Adams and Miller (1972), which demonstrated that on average, consumers are exposed to between 300 and 600 commercial messages daily. Though here in Kenya the figures might be low, of importance is to realize and recognize that local consumers are equally exposed to more than enough commercials beyond what they can be able to remember let alone process.

Before a consumer purchases a product or service, he /she will initially consider the total set available, then move on to awareness set, considerations set, the choice set and finally make a decision (Kotler 1997). This is not a simple process. For a product to be in the choice set, the consumer must have had interacted with the product say through advertising in order to create favorable attitudes leading to purchase. In order to have their products included in the choice set, companies spend a lot in advertising so as to get attention of the consumers. The importance of attention has been acknowledged in most advertising processing models (Rossiter and Percy

1983), but despite the tremendous amount of money spent on buying consumer attention; little to no research is done on consumer's attention (Janiszewski and Bickart 1994).

In 2001 Coca-cola launched a new advertising slogan "Life tastes good" reclaiming brand's roots and values in everyday life. This campaign, "Life tastes good," builds on the tradition of capturing special moments in people's lives.

Coca-cola in 2002 yet again launched a new campaign *Real* to succeed *Life Tastes Good* slogan, which, though effective, was found after consumer research to be transient, necessitating a new, more powerful, and versatile message.

Though the *Real* slogan which uses the Coca-cola lead brand to leverage on the firm's increasing heavy basket of brands and variants, the firm hopes to define its identity for "real people who are true to themselves in real situations" be it in work places, homes or schools, *Daily Nation May 27<sup>th</sup>, 2003*. In Kenya, *Real* campaign was launched in a way to ensure some resonance with the local citizens, *Daily Nation May 27<sup>th</sup> 2003*.

From the background, it is clear that advertising has fully developed into various forms. It has now gone a step ahead to innovate and identify and consequently utilize every available advertising space and time. Both the electronic and print media are cluttered with advertisements. The environment is almost "polluted" with posters and billboards (Keller 1998). The consumer

on the other hand is perplexed by the enormous alternatives available to him/her. Today the art of buying is increasingly becoming involving than before, yet the consumer has to be informed, educated and reminded of the alternatives available. This task has been left to advertising.

There is enormity of advertising clutter (Britt, Adams and Miller 1972; and Webb and Ray 1979). Consumers are often involved in tasks that occupy their attention, which limits advertisement processing (MacInnis, Moorman and Jaworska (1991). In view of this, it is quite likely that a majority of adverts do not receive any active processing (Baver and Greyser 1968). This implies that their brands fail to enter the consumer choice set.

It is with due consideration of the fact that a slogan can and actually act as an attention getting means which is memorable (Aaker 1991) and help to reinforce the brand positioning and desired point of differentiation. This would help the brand become more closely tied with the advertising campaign. The tag line is used to summarize the descriptive or persuasive information conveyed in the advertisements (Aaker 1996, Keller 1998) that is this study is founded. The foundation is further strengthened by the fact that investigations as to whether advertisements can unknowingly influence future judgments, and under what conditions is, and emerging topic in marketing (Janiszewski 1988,1990,1993 Shapiro and McInnis 1992 Shapito,McInnis and Heckler 1997).

## 1.2 STATEMENT OF THE PROBLEM.

In practice, advertising has been found to influence sales to a great extent, therefore, an advert has to elicit recall and be convincing enough to influence purchase. This, for recall purposes has to be done in few memorable words usually referred to as a slogan. And as Keller (1998) contends, they (slogans) often become closely tied with the advertising campaigns and are used as tagline to summarize the descriptive or persuasive information the descriptive or persuasive information conveyed in the advertisements. Further advertisements position and differentiate the brand, making it more preferred to competition (Keller 1998).

Keller (1998) also notes that slogans are powerful branding devices because like brand names, they are extremely efficient, shorthand means to build brand equity. Brand equity generates value to the customer by enhancing customer's confidence in the purchase decision (Aaker 1996). In view of this, it can be observed in theory, that slogans do play a major role in advertising, catering for the attention and consequently influencing purchase/preference. In Kenya Coca-cola in its recent launch of *Real* had assembled a kitty of Kenya Shillings 35 Million for the Kenyan Version of the entire campaign, *Daily Nation*, May 27<sup>th</sup>, 2003. Even after spending such volumes of money to launch a slogan, no empirical studies have been conducted to access the impact of the slogans on brand choice.

Competition for consumer's limited attention is of great concern in today's crowded markets and media, it is therefore important to understand how and when consumers devote attention to commercial stimuli and what determines their attentional strategies and patterns (Miniard et al 1991). Focusing on such aspect of the role played by slogans in influencing purchase is a response to this call. Hence the major question the research will be trying to answer: "To what extent does advertising slogans influence brand choice."

### 1.3 OBJECTIVE OF THE STUDY

The study attempted to determine the extent to which advertising slogans of soft drinks influence consumer brand choice

### 1.4 IMPORTANCE OF THE STUDY

The study may be beneficial to the following;

The manufacturer of soft drinks who need to know the extent of influence of an advertising slogan to consumers on brand preference; the advertising agencies that may be entrusted with the sole responsibility of developing advertising copies. It will assist them in knowing what to include/capture making slogans 'fully' captive and gaining the adequate attention necessary to provoke preference/purchase;

The researchers who may wish to extend further the findings of this work. This work acts as a background/starting point for such researchers;

The academicians who may wish to enrich their stock of knowledge in the growing and ever changing field of advertising.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

This Chapter provides a critique of findings from other studies done in related areas. It also contains a systematic analysis of existing studies, which immensely assisted the researcher to identify the missing gaps in the existing studies and hence justify the need for another study. The literature reviewed, greatly assisted the researcher to make a strong case for the study's objectives and research questions.

#### 2.2 The field of advertising

When asked what advertising is, McCann Erickson, (the advertising agency that developed Coca- Cola's campaigns for many years) said it is "Truth Well Told". Fairfax Cone, an advertiser says, "Advertising is something you do when you cannot go to see somebody". The American Marketing Association (AMA, 1986) has defined it as any paid form of non-personal presentation and the promotion of ideas, goods or services by an identified sponsor. Whichever way we define it, advertising serves the basic function of interpreting or translating the need/want satisfying qualities of products or services in desires and aspirations (Jugenheimer and White 1991). The advertisers serve as specialized communicators serving as middlemen between producers and consumers. The advertisers thus need to know a great deal about the consumer group or groups

to whom they direct their communication and the products or services whose need/want satisfying qualities are the communicated (Jugenheimer and White, 1991).

In view of the above, it essential to listen to consumers to obtain reasonably reliable indications as to who wants or needs what, and whether what is available is capable of satisfying such needs or wants (Jugenheimer and White, 1991). The change from seller's to buyers focus has also affected the field of advertising. The consumer has a lot to choose from in terms of products/ services and the media to pay attention to. For example, over 20 years ago, Britt Adams and Miller (1972) demonstrated that consumers (in U.S.A) were exposed to between 300 and 600 commercial messages daily. Though the number is lower in Kenya, it is significant enough beyond any average consumers processing capacity. This actually shows the competition that exists for consumer's limited attention in crowded markets and media (Miniard et al, 1991).

Even with increased spending in advertising and the costly cut throat competition, the truth as Kotler (1997) says is that about 30% of the exposed audience might recall the headlines main point, about 25% might remember the advertisers name; and less than 10% will read most of the body copy. Kotler adds that ordinary advertisements do not even achieve these results. The challenge is strong yet advertising is best way to reach and communicate to

customers and prospects. It is the single strongest influence in purchase. For example, in one study when asked what influences them in deciding whether to buy a given brand, 48% of the teens cited the brands advertising (Dan, 2001). Thus to effectively communicate and rise above this clutter, creative delivery of the advertisement messages, has to be designed, Dan (2001). Slogans are effective and have the power to capture the essence of brand identity, yet they can be changed, replaced or augmented more easily than a brand name ought to be developed (Aaker 1996).

### 2.3 Role of Advertising In Creating Brand Equity:

Any activity that is directed towards the brand should have one major aim—that of building brand equity. Aaker (1996) defines brand equity as a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts) the value provided by a product or service to a firm and / or those firms' customers. The best way possible of enhancing effective achievement of brand equity is through the employment of appropriate advertising practices.

Moreover current perspectives on brand equity stress a need to go beyond what consumers know about a brand's tangible features and capabilities (Aaker, 1991).

Consumer brand memory is an important repository of these predispositions and associations. Although many aspects of brand memory are enduring consequences of favorable usage and other experiences with the brand, other

memories that underlie brand name awareness, the quality perceptions and associations that determine positioning, derive from the brand's advertising and communication campaigns (Aaker, 1991). In other words, advertising plays a significant role in initiating the impressions that get into customer-level brand equity. Aaker and Biel (1993) echo these words in another work when they argued that along with personal experience, advertising is an undeniable important force in creating brand equity. To this, Biel (1993) further notes that advertising drives brand equity by creating or enhancing brand image. Due to differences in the viewers that could lead to different processing habits, alongside including a brand name and claims, an advertisement should also contain executional elements designed to cut through clutter and enhance its effectiveness. Particularly for an advertisement to be effective in contributing towards building brand equity through advertising, the advertising programs should comprise a consistent message or theme that differentiate the brand.

Aaker and Biel (1993) suggest that of importance, the advertisement must facilitate encoding and retrieval of the brand name, its claim to qualify and the key positioning associations. They further add that it must also create a predisposition to purchase. To achieve this, the interaction between the message elements must be kept in mind. For an advertisement to achieve this, the advertiser must know the manner in which consumer's process advertising information (Lutz 1985; Mitchell 1986; Muehling, Laczniak and Stoltman,

1991). For example, Kempt and Laczniak (2001) have shown that consumers exposed to an advertisement prior to trial showed stronger structural relationships among expectancy value, brand attitude and purchase intentions compared with those consumers that experienced a product trial alone. The scholars further found that advertising was superior at communicating non-experiential attribute beliefs.

## 2.4 Creating the advertising message

Krishnan and Chakravarti (1990) alongside this noted that some advertisements are well remembered but poorly associated with the brand e.g. an execution element (e.g. strong humor) may attract attention to the advertisement but distract consumers from processing the brand name. In other situations an advertisement claim may become vivid and salient but become associated with competing brand rather than with the sponsor. Such advertisements, Aaker (1991) notes, that they build the competitors equity. To avoid this, the scholar advises that an advertisement must not only cue the brand claim but also associate it clearly with the brand name, sustaining it against other brands' messages. The positive viewer effect that advertisements create must ultimately be associated with the advertised brand if the advertisement is to build brand equity. This suggests that advertising builds brand equity by developing brand memories (Aaker 1991). Biel (1993) also notes that advertising drives brand equity by creating or enhancing brand image.

In order for advertising to fully contribute to the creation and development of brand equity, the above need to be looked at in connection with what was highlighted. The initial desire is to go beyond what consumers know about a brand's tangible features and capabilities while at the same time avoiding pitfalls that undermines this goal.

## 2.3 Message strategy

### 2.4 Creating the advertising message

Kotler and Armstrong (1991) argue that a big advertising budget does not guarantee a successful advertising campaign. Perhaps more than there before, a lot of care has and needs to be taken when creating advertising message. The intention of any message is to be noted. This comes at a time when there is increasing competition for consumers' limited attention in crowded markets and media and when it is increasingly becoming important (at cost) to understand how and when consumers devote attention to commercial stimuli and what determines their attentional strategies and patterns (Miniard et al 1991). The challenge is further strengthened by the enormity of advertising clutter, Britt, Adams and Millar (1972), Webb and Ray (1979). Further, the fact that consumers are often involved in tasks that occupy attention and limit advertisement processing, Melnnis, Moorman and Jaworski (1991) it is quite likely that a majority of advertisements do not receive any active processing, Bauer and Greyser (1968). In the late 1800s, a retailer from Philadelphia, John Wanamaker, once said, "I know half of my advertising is wasted". This

confirms the expressed sentiments by Kotler that ordinary advertisements do not achieve the desired results, Myers (2000).

In view of the above, it can be observed that there exists a big challenge in creating the advertising message.

## 2.5 Message strategy

For advertising to be effective, the message strategy has to be well thought of.

The first step here will involve deciding what general message will be communicated to consumers (Kotler 1997). The purpose of advertising is to get consumers to think about or react to the product or company in a certain way (Ibid). People react only if they think they will benefit from doing so.

Developing an effective message strategy begins with identifying customer benefits to feature. Advertising message strategy will follow directly from the company's broader positioning strategy. Kotler (1997) proposes that message strategy statements be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. Broach et al (1995) in connection to this concluded that short-term responses were more positive for commercials embedded in high arousal pleasant programs or low arousal unpleasant programs.

The advertiser must then develop a compelling creative concept or 'big idea' that will bring the message strategy to life in a distinctive and memorable way, taking into consideration the existing advertisements clutter. To rise above the

clutter, for example, advertisers try to create advertisements that are novel, humorous or somehow getting attention to advertisement viewers (Lee and Mason 1999). This creative concept could eventually emerge as visualization, a phrase or a combination of the two. In essence advertising campaign, according to Kotler 1997, have three characteristics:-

They should be meaningful pointing out benefits that make the product more desirable or interesting to consumers;

The advertisement must be believable;

It should be distinctive.

For an advertisement to be distinctive so that it can score high recall and recognition, Ogilvy and Raphael-son (1982) lists the following characteristics:-

Innovation (new product or new uses), Story appeal (an attention getting device), before and after illustrations; Demonstrations, Problem solution, Characters emblematic of the brand (e.g. cartoon figures or actual people including celebrities)

## 2.6 Message Execution

Even the best message can fail to reach the target audience if it is not properly executed. The impact of any message will depend not only on what is said but also on how it is said (Kotler 1997). The big idea must be executed in order to capture the target market's attention and interest. Proper media has to be



chosen. Care needs to be taken not to interfere with consumer's receptivity. Mundorf et al (1991) notes that where advertisements are shot during a program for example, an emotionally disturbing story could significantly reduce respondents' acquisition of information from the subsequent commercials. Similarly, Soldow and Principe (1981) found that program involvement levels significantly affected commercials' effectiveness. According to these two researchers, the high-involvement levels of the T.V. – Programs adversely affected both memory and intention to purchase. Indeed, advertisements shot during popular programs are found to be intruding and “wasting” precious time for the show. Norris and Colman (1993) found also that when programs were more involving, challenging and attention grabbing, recall scores for the embedded advertisements decreased. Similarly, Gunter et al (1997) found that greater programs evaluations such as liking and effective involvement were associated with poorer recall of advertising messages. All these and other researchers support the view that the media and program, which are used to execute the ad, are important in aiding recall which is assumed to make the product/brand enter the consideration set.

Kotler (1997) argues that any message can be presented in different execution styles such as: -

Slice of life – shows people using product in normal setting.

Lifestyle – shows how a product fits in with a particular lifestyle.

could be lower, its apparent than before that the situation has changed. Thus as the Kenyan economy expands and competition intensifies, the role of advertising is bound to become more critical in determining the success or failure of brands and by extension that of companies (Sokoni, 1999 p. 3).

Currently the TV stations have increased to over seven and radio stations are more than ten compared to one in each category a few years ago. In the U.S. radio stations are almost countless and a continuous barrage of catalogs, direct mail advertisements, and out of home media and the consumer being bombarded with advertisements at home, at work, and at all points in between (Morris, 1996). Kenya is also heading in this direction.

If all this advertising clutter bothers some consumers, it also causes big problems for advertisers (Kotler and Armstrong 1999). Until recently, TV viewers were good captive audience for advertisers but with the growth in cable TV, Video Cassette Recorders and remote control units, things have changed. Today's viewers have many more options – they can “zap” commercials by pushing fast forward button during tapped programs, turn off sound during a commercial or “zap” around the channel to see what else is on (Ibid).

When most TV viewers are armed with remote channel switchers, a commercial has to cut through the clutter and seize the viewers in one to three seconds or they are gone (Robinson, Gunther 1998). To succeed creative

Fantasy – creates fantasy around the product or its use

Mood or image – builds mood image of around the product.

Musical – shows characters singing a song about a product.

Personality symbol – creates character that represents the product.

Technical expertise – shows company's expertise in making the product.

Scientific evidence – presents scientific evidence that the brand is better than others

Testimonial evidence – features believable or likeable source endorsing the product.

Kotler further recommends that whatever execution style is chosen, the advertiser must choose an appropriate tone, use memorable and attention getting words in the advertisement.

## 2.7 The Changing Message Environment

The message environment is never the same. The major change has come due to the complexity of the consumer and the various communication channels that exist. This poses a major challenge especially due to the problem of clutter. Today's advertiser has to go an extra mile to beat clutter in order to be noticed thus the messages have to be good (Kotler and Armstrong 1999).

In the U.S. for example, the average consumer has 22 TV stations and 11,500 magazines from which to choose from (Ibid). Though in Kenya the figures

the brand is and is not. Because of their use in positioning a company or product, many slogans are developed at the same time the product or company name is coined (Arens and Bovee 1994).

Some slogans endure because they encapsulate a corporate philosophy (O'Toole, 1985). Unfortunately, many slogans do not measure up to these lofty expectations; they fall into Ogilvy's category of "interchangeable fatuous bromides" (Ogilvy, 1985). To avoid this, Arens and Bovee (1994) noted that effective slogans are short, simple, memorable, easy to repeat and most important, help differentiate the product or the company from its competitors.

## 2.9 Designing and updating slogans

Keller (1998) notes most powerful slogans are those that contribute to brand equity in multiple ways. He further notes that these slogans can contain meaning that is relevant both in product-related and non product-related sense. Thus in designing slogans, they should be designed in a manner that enables them to contribute to brand equity.

Keller (1998) notes that some slogans become so strong linked to the brand that it becomes difficult to subsequently introduce new ones – a downside to this is that slogans can quickly become over-exposed and loses specific brand or product meaning. Keller suggests to this that once a slogan achieves such a

high level of recognition and acceptance, it may still contribute to brand equity but probably as more of a reminder of the brand. Consumers may be unlikely to consider what the slogan means in a thoughtful way after seeing or hearing it so many times. At the same time, a potential difficulty arises if the slogan continues to convey some product meaning that the brand no longer needs to reinforce. In this case, by not facilitating the linkage of new, desired brand associations, the slogan can become restrictive and fail to allow the brand to be updated as much as desired or necessary.

Because slogans are perhaps the easiest brand element to change over time, there's more flexibility in managing them. However, as with changing other brand elements, Keller (1998) says that it is important consider the following: -  
Recognize the extent to which the slogan is contributing to brand equity through enhanced awareness or image.

Decide how much of this enhancement, if any, is still needed.

Retain as much as possible the needed or desired equities still residing in the slogan while providing whatever twists of meaning are needed to contribute to equity in other ways. In many cases, moderate modifications of an existing slogan (as with coke) may prove more fruitful than introducing a new slogan with a completely new-set of meanings (Keller 1998).

## 2.10 Benefits/functions of slogans.

Two leading scholars on branding, (Aaker 1991, 1996) and Keller (1998)

differently give the following as the benefits/functions of slogans: -

A slogan can provide an additional association for the brand.

It can remove some ambiguity from the name and symbol and has the ability to generate equity of its own which can be exploited.

A slogan can reinforce the name or symbol. It also helps to crystallize the values and culture of the firm.

A slogan provides an umbrella construct, which organizes and communicates specific features and programs that otherwise, would be disjointed and confused.

The slogan provides a core meaning, yet allows a host of specific features and programs to be introduced without confusion.

It also provides a center of gravity for the employees, suppliers and retailers.

If a brand is "packaged meaning" a slogan can be the ribbon that ties the package together and provides an extra touch.

They build brand awareness by making strong links between the brand and the corresponding product category by combining both entities in the slogan.

They help to reinforce the brand positioning and desired point of differentiation.

Slogans often become closely tied with advertising campaigns and are used to summarize the descriptive or persuasive information conveyed in the ads.

Slogans have become a valuable tool in terms of crafting a brand image as illustrated by the Coca Cola case: Coca-Cola, as the market leader in soft drinks, is especially concerned with creating catchy well liked slogans (Lipman 1992, Goldman 1993, 1994). Perhaps their most successful slogan "it's the real thing" dates back to 1969. Since that time, they have introduced several variations of this puffery-based slogan.

The above benefits/functions shows how influential slogans can be in deciding what brands are purchased and eventually survive in the market.

### 2.11 The "perfect" slogan/tagline.

According to Foster (1998 – 2002) a perfectly formed tagline should fulfill several criteria:

It should be memorable – ability to recall without ad. A good slogan should recall the brand name and ideally the brand name should be included in the tagline e.g. always Coca-Cola.

A good slogan should include a key benefit. The tagline is the leave behind the take away.

A good tagline should differentiate the brand i.e. the line should depict a characteristic about the brand that sets it apart from its competitors.

A good tagline should recall the brand name. If the brand name isn't in the tagline, it had better be firmly suggested.

An effective tagline should import positive feelings about the brand.

A good slogan should not be usable by a competitor. So many slogans have absolutely no competitive differentiation.

A good tagline should be strategic.

### 3.2 Research Design

In view of the above, theory suggests that a perfect advertising slogan is very important in creating brand equity. Brand equity provides value to customer by enhancing customer's interpretation/processing of information and instills confidence in the purchase decision, which leads to satisfaction.

#### 3.3 The population of the study

The population for this study comprised of 96 University of Nairobi undergraduates who were in contact at the time of this study. This population was preferable to any other population because of several reasons. For one, this population was considered homogeneous and therefore would help in coming up with valid results for the group. Secondly, the population being that of students and university students and being located within the city where all manner of advertising products are present, was thought to be to be more informed on the subject and also conversant with the issues in question.

However, this does not rule out the need to conduct a similar study on another homogeneous group of people. Thirdly, since the study focuses on soft drinks, many of the soft drinks are the ones that are displayed by soft drink



## CHAPTER 3

### METHODOLOGY

#### 3.1 Introduction

This chapter gives details regarding the procedures used to conduct this study. Pertinent issues discussed in this section include the research design, population, sample design and data collection methods and data analysis.

#### 3.2 Research Design

The research framework was descriptive. A descriptive study was opted since it has the dimension of investigating possible relationships between two or more variables.

#### 3.3 The population of the study

The population for this study comprised of 906 University of Nairobi undergraduates who were in session at the time of this study. This population was preferable to any other population because of several reasons. For one, this population was considered homogeneous and therefore would help in coming up with valid results for this group. Secondly, the population being that of students and university students and being located within the city where all manner of advertising practices are present, was thought to be to be more informed on the subject and also conversant with the issues in question. However, this does not rule out the need to conduct a similar study on another homogeneous group of people. Thirdly, since the study focuses on soft drinks, majority of the soft drinkers are the youth (as depicted by soft drink

advertisements). This population being comprised of the youth therefore forms a good basis for the study.

The study was based on all students who consume soft drinks. Most soft drinks manufacturers define their primary target for soft drinks to be between 18-25 years of age. Most of the students in the university are in this age bracket.

### 3.3 Sample Design

The sample for this study was selected from fourth year students from Colleges of Health Sciences, Architecture and Engineering and Faculty of Commerce. The university halls of residence office provided a list of the students. From this list the number of students in various faculties was established so as to know the ratio of male to female students and also the ratio of members of each faculty. This ensured that the sample does not contain a biased number of either sex and also of, sampling either faculty un-proportionally. A sample of 200 was used.

Judgmental sampling method was used to select the respondents. The researcher selected sample members of persons who were consumers of soft drinks only.

### 3.4 Data Collection Method

The data collection instrument was a semi-structured questionnaire with a likert scale as the main part of the questionnaire.

The questionnaire was divided into two parts. Part one served to collect the demographic data. Part two consisted of a likert scale, which taped the information on the extent to which slogan influences brand choice.

#### 4.1 Introduction

Before the questionnaire was administered the interviewer screened out any person who was not a consumer of soft drinks and any respondents who has participated in a market research exercise on beverages (questionnaire, focus group or in-depth) for the last one year. This avoided consumer bias and respondents who were not users of soft drinks. The researcher recruited two research assistants (a male and female student) who helped administer the questionnaire.

Before the final questionnaire was administered, it was pilot tested to check the understanding of all the questions.

### 3.5 Data Analysis

The major tool of analysis was descriptive statistics. Percentages, frequencies and mean scores were used to summarize data. Cross tabulations for questions in part two was done to reveal information that was not obvious by simple tabulation. Such information include cross tabulations between preferred brand and preferred slogan among others. Tables and graphs were used to present information.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

All completed questionnaire were edited for completeness and consistency before analysis. Data analysis was guided by the objectives presented in chapter one. The body contains only tables that directly related to the objectives.

However, other relevant tables have been presented in the appendices. Data is summarized using frequencies, percentages and mean scores.

A total of 200 questionnaires were targeted. However, 2 questionnaires were considered unusable at editing stage. The response rate was 99% which the researcher considered adequate for the purposes of analysis.

#### 4.2 Profile of the respondents

##### 4.2.1 Gender

This question was intended to capture the number of males and females.

Results are presented on table 1.

Table 1: Profile of respondents by Gender

	Frequency	%
Male	106	54%
Female	92	46%
Total	198	100%

The results show that males were more than females by 8%. This, however, does not reflect the entire students' population structure but it reflects the structure of the population sampled.

#### 4.2.2 Age

The aim of this question was to determine the ages of the respondents. The findings are found on table 2.

Table 2: Profile of respondents by Age

	Frequency	%
Below 18 years	8	4%
18-21 years	89	45%
22-25 years	92	46%
Above 25 years	9	5%
Total	198	100%

The findings indicate that majority of the respondents were aged between 18-25 years (91%). This reflects the primary target market of soft drinks.

### 4.2.3 Favorite brands

The aim of this question was to establish which the most favorite soft drinks among the respondents are. The findings are shown on table 3.

Table 3: Profile of respondents by favorite brand

	Frequency	%
Base	189	100
Coke	65	34
Fanta	50	26
Sprite	34	18
Missing Brand	11	6
Krest	9	5
Softa	6	3
Stoney	6	3
Bitter Lemon	2	1
Other Brands	4	2

The findings show that Coke is the most favorite brand having 34%, followed by with Fanta 26% and Sprite 18%. Six percent (6%) are not loyal to any brand of soft drink.

### 4.3 Relationship between favorite brand and the slogan recalled

Information obtained on favorite brand was cross tabulated with the slogan recalled by the respondents. The results are indicated on table 4.

Table 4: Relationship between favorite brand and the slogan recalled.

Slogan of Brand	Coke	Fanta	Sprite	Missing Value	Krest	Softa	Stoney	Bitter Lemon
	%	%	%	%	%	%	%	%
Coke real/keep it real/real taste	78%	-	-	-	22%	-	-	-
Feel free	-	82%	-	-	-	-	-	-
Obey your thirst	-	-	97%	-	-	-	-	-
Taste the fun/share the fun	3%	18%	-	-	-	-	-	50%
Missing	-	-	-	91%	-	-	-	-
Stand out from the crowd	-	-	-	-	78%	-	-	50%
Enjoy Coca cola	9%	-	-	-	-	17%	-	-
Freedom to choose	-	-	-	-	-	83%	-	-
Life tastes good	5%	-	-	9%	-	-	-	-
Coke is it	3%	-	-	-	-	-	-	-
Nguvu kushinda kiu maradufu	-	-	-	-	-	-	50%	-
Drink and drive	2%	-	-	-	-	-	-	-
Kazi kazi	-	-	-	-	-	-	25%	-
Image is nothing drink is sprite	-	-	3%	-	-	-	-	-
Dont know	-	-	-	-	-	-	25%	-

The results indicate that 78% of the respondents who indicated that Coke is their favorite brand could recall the current slogan. The other 22% could recall an older slogan of the same brand. As for Fanta, 82% of the consumers recalled the slogan accurately while the rest recalled older slogans of the same brand. The slogan of Spite had the highest recall of 97%. 78% and 83% of the consumers could recall the slogan of Krest and Softa accurately respectively. There were some respondents who did not have a favorite brand. 91% of them

did not, understandably, recall any slogan. However, 9% could recall an old slogan of Coke.

The cross-tabulation of slogan and favorite brand indicate that most respondents could correctly recall the slogan of their favorite brands. However, where the slogan has changed frequently like in the case of Coke and Fanta some respondents recalled the old slogans. These findings imply that there is a clear strong relationship between the slogan and the preferred brand.

#### 4.4 Extent to which various attributes of an advertising slogan influence brand preference

These questions in this section were meant to bring the extent to which various attributes of an advertising slogan influence brand preference. Respondents rated various attributes on a five point likert scale. The findings are summarized in the table 5. (next page)

Attributes of the slogan	Mean	SD
The number of the slogan	3.25	1.25
Whether the slogan depicts rational evidence	3.54	1.35
How long the slogan has been there	3.62	1.37
Whether the slogan depicts rational evidence	3.05	1.21
Whether it depicts emotional evidence	3.85	1.21

The findings indicate that there are several attributes that were rated very highly with a mean score of 4.00 and above. The findings indicate that understanding



Table 5: Extent to which various attributes of an advertising slogan influence brand preference

<i>Attributes</i>	<i>Mean Score</i>	<i>Std. Dev</i>
How easy is it to recall the slogan	4.31	1.11
How simple the slogan is	4.27	1.07
Creativity of the slogan	4.26	1.02
Whether the slogan stands out from those of competitors	4.18	1.10
The persuasiveness of the slogan to consume the brand	4.10	1.06
The feelings the slogan evokes	4.07	1.17
How often it is in different media	4.00	1.25
Consistency of the slogan with what you know	3.98	1.08
Meaningfulness of the slogan	3.93	1.09
Whether the slogan depicts a certain lifestyle	3.83	1.17
The humor in the slogan	3.75	1.18
Believability of the slogan	3.73	1.20
The program in which the slogan appears	3.72	1.26
Whether the slogan offers or suggests a solution to a problem	3.67	1.24
Benefits contained in the slogan	3.58	1.32
Inclusion of the advertisers' name in the slogan	3.55	1.37
Whether the slogan depicts testimonial evidence	3.54	1.35
How long the slogan has been there	3.42	1.33
Whether the slogan depicts technical expertise	3.05	1.21
Whether it depicts scientific evidence	2.65	1.22

The findings indicate that there are several attributes that were rated very highly with a mean score of 4.00 and above. The findings indicate that understanding

(ease of recall, simplicity), uniqueness (creativity, standing out from competition), persuasiveness, feelings evoked and repetition of the slogan were ranked on top as important factors that influence brand choice. The standard deviation was reasonably low therefore indicating that there was a strong agreement among the respondents on the answers they gave.

Another set of attributes had a mean score of between 3.50 and 3.99. These were considered important but the level of importance was rated lower than the attributes discussed earlier. These attributes included that of credibility (consistency with existing beliefs and lifestyle and meaningfulness of the slogan), believability, humor created, program in which the slogan appears, values and benefits offered by the slogan. The standard deviation gave an indication that there was a general agreement as regards the results obtained in this category.

The other set of attributes had a mean score below 3.50 but higher than 2.65. These attributes were considered important but to a lesser extent. The attributes are the age of the slogan, information on technical expertise and scientific evidence. These findings suggest that slogans of soft drinks that are information oriented would not have a very big impact in influencing brand choice.

#### 4.5 Comparison between male and female on various attributes

This section was aimed at investigating how the two sexes would rate individually. The results are shown on table 7.

Table7: Comparison between male and female on various attributes

Attributes	Male		Female		X1-X2
	Mean Score X1	Std. Dev X2	Mean Score	Std. Dev	
How easy is it is to recall the slogan	4.27	1.15	4.36	1.05	-0.09
How simple the slogan is	4.21	1.15	4.34	0.96	-0.13
Creativity of the slogan	4.25	0.98	4.27	1.07	-0.02
Whether the slogan stands out from those of competitors	4.10	1.09	4.27	1.11	-0.17
The persuasiveness of the slogan to consume the brand	4.12	1.07	4.07	1.06	0.05
The feelings the slogan evokes	4.12	1.16	4.01	1.18	0.11
How often it is in different media	3.99	1.28	4.01	1.19	-0.02
Consistency of the slogan with what you know	3.92	1.15	4.04	1.02	-0.12
Meaningfulness of the slogan	4.08	1.01	3.77	1.16	0.31
Whether the slogan depicts a certain lifestyle	3.95	1.12	3.68	1.21	0.27
The humor in the slogan	3.81	1.05	3.64	1.31	0.17
Believability of the slogan	3.87	1.19	3.57	1.20	0.30
The program in which the slogan appears	3.92	1.2	3.50	1.30	0.42
Whether the slogan offers or suggests a solution to a problem	3.82	1.19	3.50	1.28	0.32
Benefits contained in the slogan	3.88	1.22	3.22	1.35	0.62
Inclusion of the advertisers' name in the slogan	3.56	1.39	3.53	1.35	0.03
Whether the slogan depicts testimonial evidence	3.83	1.24	3.20	1.40	0.63
How long the slogan has been there	3.45	1.30	3.39	1.37	0.06
Whether the slogan depicts technical expertise	3.08	1.18	3.01	1.21	0.07
Whether it depicts scientific evidence	2.77	1.21	2.50	1.23	0.27

The findings indicate that there were no major differences on ratings for either sex. However, male respondents showed a slightly higher mean score on most of the attributes than female respondents. The female mean score was highest on ease of recall, simplicity, creativity and uniqueness of the slogan. The mean for females was lowest on the importance of scientific evidence on the slogan. Men's highest means were on ease of recall and creativity of the slogan. Females strongly agreed, as indicated by the low standard deviation, on simplicity while males agreed on creativity of the slogan.

### DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Discussions

In practice, advertising has been found to influence sales to a great extent, and hence an advertisement has to elicit recall and be convincing enough to influence purchase. This, for recall purposes has to be done in few memorable words usually referred to as a slogan. Slogans are often closely tied with the advertising campaigns and are used as tagline to summarize the descriptive or persuasive information conveyed in the advertisements. The objective of this study was to determine the extent to which advertising slogans influence brand preference.

This study has established that all the attributes of a slogan investigated by the researcher were important in influencing brand preference, but, at varying levels. The most highly rated attributes were found to be ease to recall, simplicity, uniqueness (creativity and standing out of the competition) and persuasiveness of the slogan to consume the brand. This is in agreement with Arens and Bovee (1994) who noted that effective slogans are short, simple, memorable, easy to repeat and most important help to differentiate the product or the company from its competitors. Further, this is in line with the views of Kotler (1997) who noted that an advertising campaign should be meaningful, believable and distinctive.

The study found out that creativity of the slogan influences brand choice. This is in agreement with Dan (2001) who noted that in one study where teens were asked what influences them in deciding whether to buy a given brand, 48% cited brand advertising. He further notes that, to effectively communicate, creative delivery of the advertisement messages must be designed. The programs in which the advertisements appear were also found to influence brand preference. These results are in line with the findings of Broach et al (1995) who concluded that short-term responses were more positive for commercials embedded in high arousal pleasant programs. Further, Mundorf et al (1991) noted that where advertisements are shot during a program, for example, an emotionally disturbing story could significantly reduce respondents' acquisition of information from the subsequent commercials. Similarly, Soldow and Principe (1981) found that program involvement levels significantly affected commercials' effectiveness. According to these two researchers, the high-involvement levels of the T.V. – Programs adversely affected both memory and intention to purchase.

The study also revealed that the humour in the slogan is important in influencing brand preference. This is in line with Lee and Manson (1991), who noted that advertisers try to create advertisements that are novel, humorous or somehow getting attention to advertisement viewers. Believability of the slogan and benefits of the slogan were also found to be important. Kotler (1997)

noted that a good slogan should be meaningful pointing out the benefits that make the product more desirable or interesting to consumers, believable and distinctive.

The study confirmed that it is important to have a slogan that offers or suggests a solution to problem. This is in line with Ogilvy and Raphaelson (1982) who noted that for an advertisement to be distinctive, so that it can score high recall and recognition, it must be innovative, appealing, and must offer solution to a problem.

The study also found that persuasiveness of the slogan and the feelings it evoked to the consumer were found important in influencing brand preference. This is in line with Foster (1998-2000) who noted that a perfect slogan should impose positive feelings around the brand.

Lastly, the study found out that a slogan that gives scientific and testimonial evidence, technical expertise or showing a certain lifestyle was important in influencing brand preference but at a lower scale compared to the other attributes. This is in line with Kotler (1997) who argued that a good message can be presented in different execution styles such as giving technical expertise, scientific evidence, testimonial evidence and showing a certain lifestyle.

Advertising slogans were found to influence brand preference to a great extent. Most of the attributes were rated important to very important in influencing brand choice. The top attributes that influence brand preference are

understandability (ease of recall and simplicity), uniqueness (creativity and standing out of the competition) and persuasiveness of the slogan to consume the brand.

### 5.3 LIMITATIONS OF THE STUDY

## 5.2 CONCLUSION

This study has revealed that advertising slogans do actually influence brand preference. However, the study clearly revealed that none of the attributes alone could independently influence brand preference. The finding further revealed that slogans for soft should emphasize more on feelings and emotions. Further, results indicate that soft drinks slogans need be advertised frequently on various media. The study also revealed that, information oriented soft drink slogans would not very effective in influencing brand preference.

In addition to addressing the objective of this study, the researcher noted that there is no significant difference between the male and female respondents as to the extent the slogans influence brand choice. However, the results indicated females strongly prefer slogans that are easy to recall, simple, creative and unique. Males also do agree along the same line but on a lower scale.

These findings are important to manufacturers of soft drinks because they now know the extent to which advertising slogan influence brand preference.

Further, the advertising agencies that develop advertising copies will now know



what to include/capture making slogans 'fully' captive and gaining adequate attention.

### 5.3 LIMITATIONS OF THE STUDY

Time and financial constraints did not allow the researcher to compare the views of respondents with those of consumers of soft drinks from other parts of the country.

### 5.4 RECOMMENDATIONS

Marketers and copywriters need to ensure that slogans for soft drinks are understandable, unique and persuasive to the consumer. Information oriented slogans are less appealing to the consumers.

### 5.5 SUGGESTIONS FOR FURTHER RESEARCH

The researcher in the course of this study identified several areas that require further research.

Carry out similar research on another population in a rural setting.

Investigate why information oriented slogans were rated less important in influencing brand preference than the other attributes. This work provides a foundation for further investigations as to whether advertisements can unknowingly influence future judgments, and under what conditions.

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#### **Newspapers and Press Release**

Daily Nation, May 27, 2003. Coke launches new Sh35m 'Real' brand makeover. By Washington Akumu

The Coca-Cola Company (NYSE:KO) Atlanta, April 20, 2001. Coca-Cola launches new Advertising campaign reclaiming brand's roots and values in everyday life. Media Relations

## APPENDICES

### APPENDIX 1

Letter to the respondents

University of Nairobi  
Faculty of Commerce  
Dept. of Business Administration  
P.O.Box 30197  
NAIROBI

Dear Sir/Madam

#### RE: REQUEST FOR SURVEY INFORMATION

I am a postgraduate student, pursuing a Master's Degree in Business Administration at the University of Nairobi.

In partial fulfillment of the course requirements, I am conducting research project on:

*"A survey of the extent to which soft drinks advertising slogans influence brand preference"*

You are one of those selected for this research. I therefore kindly request you to provide the required information by filling in the attached questionnaire to the best of your knowledge.

This exercise is purely for academic research. All information you give will be treated in strict confidence, and in no instance will your name be mentioned in the report.

Your assistance and cooperation will be highly appreciated.

Yours faithfully

WAWERUS.M

Student

MBA STUDENT

M.A. OMBOK(MRS)

Lecturer/Supervisor

SUPERVISOR

## QUESTIONNAIRE

## PART1

Please kindly answer the following questions

1. Please indicate your name (optional).....
2. Please indicate your faculty.....
3. Please indicate your sex.....Male ( ) Female ( )
4. Please indicate the age bracket in which you fall
 

Below 18 years	( )	18-21 years.	( )
22-25 years	( )	Above 25 years	( )

PART 11NB

The word slogan (s) is used to refer to *short phrases that communicate descriptive or persuasive information about the brand which appear in advertising*. Examples of slogan are

*KTN TV - "Your Channel your choice"*

*Kenya Airways - "The pride of Africa"*

NB Soft drinks are used here to refer to sodas

1. What is your most preferred brand of soft drink \_\_\_\_\_
2. Which is the brands slogan?

The statements listed below concerns slogans. On a scale of 5-1, with 5 indicating very important and 1 indicating not important at all, please indicate by ticking to what extent you feel each of them is important to you in influencing your preference for the soft drinks brand that you take.

5- Very important      4- Important      3- Indifferent      ( ) ( )  
 2- Less important      1- Not Important at all

		5	4	3	2	1
10	The persuasiveness of the slogan					
1	The benefit(s) contained in the slogan	( )	( )	( )	( )	( )
2	The humor in the slogan	( )	( )	( )	( )	( )
	technical expertise	( )	( )	( )	( )	( )
3	Believability of the slogan	( )	( )	( )	( )	( )
12	Whether it depicts					
4	Creativity of the slogan	( )	( )	( )	( )	( )
5	Meaningfulness of the slogan	( )	( )	( )	( )	( )
	been there	( )	( )	( )	( )	( )
6	Inclusion of the advertiser's (company)					
14	name in the slogan	( )	( )	( )	( )	( )
	slogan with	( )	( )	( )	( )	( )
	what you know/believe about the brand	( )	( )	( )	( )	( )
7	Whether the slogan stands out					
	from those of the competitor(s)	( )	( )	( )	( )	( )



- 8 Whether the slogan offers or suggests a solution to a problem ( ) ( ) ( ) ( ) ( )
- 9 Whether the slogan depicts a certain lifestyle ( ) ( ) ( ) ( ) ( )
- 10 The persuasiveness of the slogan to the consume the brand ( ) ( ) ( ) ( ) ( )
- 11 Whether the slogan depicts technical expertise ( ) ( ) ( ) ( ) ( )
- 12 Whether it depicts scientific evidence ( ) ( ) ( ) ( ) ( )
- 13 How long the slogan has been there ( ) ( ) ( ) ( ) ( )
- 14 Consistency of the slogan with what you know/believe about the brand ( ) ( ) ( ) ( ) ( )

- 15 Whether the slogan depicts  
testimonial evidence
- 16 How simple / short /straight  
forward the slogan is
- 17 How easy it is to recall/ remember  
the slogan
- 18 How often is it in different advertising media  
e.g. TV, radio, billboards
- 19 The programs (where applicable) in  
which the slogan appears in an ad
- 20 The feelings that the slogan  
evokes in you

Crossstabulation of brand and the slogan		QIA																									
Table Total		Coke		Fanta		Sprite		Missing value		Krest		Softa		Stoney		Bitter lemon		Fanta citrus		Picana		Lucozade		Red bull		Passion	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
		198		65		50		34		11		9		6		6		2		2		1		1		1	
ase		53	29%	51	78%	0	0%	0	0%	0	0%	2	22%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
oke real/keep it real/real taste		41	22%	0	0%	41	82%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
eel free		31	17%	0	0%	0	0%	31	97%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
by your thirst		12	7%	2	3%	9	18%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	0	0%	0	0%	0	0%	0	0%
aste the fun/share the fun		10	5%	0	0%	0	0%	0	0%	10	91%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
issing		8	4%	0	0%	0	0%	0	0%	0	0%	7	78%	0	0%	0	0%	1	50%	0	0%	0	0%	0	0%	0	0%
and out from the crowd		7	4%	6	9%	0	0%	0	0%	0	0%	0	0%	1	17%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
njoy Coca cola		5	3%	0	0%	0	0%	0	0%	0	0%	0	0%	5	83%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
eddom to choose		4	2%	3	5%	0	0%	0	0%	1	9%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
ife tastes good		2	1%	2	3%	0	0%	0	0%	0	0%	0	0%	0	0%	2	50%	0	0%	0	0%	0	0%	0	0%	0	0%
oke is it		2	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
guvu kushinda kiu maradufu		1	1%	1	2%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
runk and drive		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%
ummy		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
azi kazi		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%
nergy that revitalizes		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%
ed bull gives you wings		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
mage is nothingdrink is sprite		1	1%	0	0%	0	0%	1	3%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
ont know		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	0	0%	1	100%
rink what you feel		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%

Crossstabulation of Brand and the Slogan with Sex		Table Total		SEX																	
				Male																	
				Missing		Krest		Sprite		Fanta		Coke		Softa		Stoney		Lucozade		Red bull	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
		198		10		4		21		21		32		4		3		1		1	
oke real/keep it real/real taste		53	29%	0	0%	2	50%	0	0%	0	0%	22	69%	0	0%	0	0%	0	0%	0	0%
eel free		41	22%	0	0%	0	0%	0	0%	16	76%	0	0%	0	0%	0	0%	0	0%	0	0%
by your thirst		31	17%	0	0%	0	0%	18	95%	0	0%	5	24%	1	3%	0	0%	0	0%	0	0%
aste the fun/share the fun		12	7%	0	0%	0	0%	0	0%	5	24%	1	3%	0	0%	0	0%	0	0%	0	0%
issing		10	5%	9	90%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
and out from the crowd		8	4%	0	0%	2	50%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
njoy Coca cola		7	4%	0	0%	0	0%	0	0%	0	0%	0	0%	3	75%	0	0%	0	0%	0	0%
eddom to choose		5	3%	0	0%	0	0%	0	0%	0	0%	0	0%	3	75%	0	0%	0	0%	0	0%
ife tastes good		4	2%	1	10%	0	0%	0	0%	0	0%	1	3%	0	0%	0	0%	0	0%	0	0%
oke is it		2	1%	0	0%	0	0%	0	0%	0	0%	2	6%	0	0%	0	0%	0	0%	0	0%
guvu kushinda kiu maradufu		2	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
runk and drive		1	1%	0	0%	0	0%	0	0%	0	0%	1	3%	0	0%	0	0%	0	0%	0	0%
ummy		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
azi kazi		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	0	0%	1	100%	0	0%
nergy that revitalizes		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%
ed bull gives you wings		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
mage is nothingdrink is sprite		1	1%	0	0%	0	0%	1	5%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
ont know		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	0	0%	0	0%
rink what you feel		1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%



Crosstabulation of Brand and the Slogan with Age

	Table Total		22-25 years																		Above 25 years													
			Missing		Krest		Sprite		Fanta		Coke		Bitter		Softa		Fanta		Picana		Stoney		Lucozade		Red bull		Passion		Sprite		Fanta		Coke	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
	198	1	3	17	22	32	1	3	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	2	3	3	3			
Coke real/keep it real/real taste	53	29%	0	0%	0	0%	0	0%	0	0%	29	91%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	67%
Feel free	41	22%	0	0%	0	0%	0	0%	21	95%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3	100%	0	0%	0	0%	0	0%
Obey your thirst	31	17%	0	0%	0	0%	16	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	0	0%	0	0%
Taste the fun/share the fun	12	7%	0	0%	0	0%	0	0%	1	5%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Missing	10	5%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Stand out from the crowd	8	4%	0	0%	3	100%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	33%
Enjoy Coca cola	7	4%	0	0%	0	0%	0	0%	0	0%	2	6%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Freedom to choose	5	3%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Life tastes good	4	2%	1	100%	0	0%	0	0%	0	0%	1	3%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Coke is it	2	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Nguvu kushinda kiu maradufu	2	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Drink and drive	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Yummy	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Kazi kazi	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Energy that revitalizes	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Red bull gives you wings	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Image is nothing/drink is sprite	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Dont know	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Drink what you feel	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%

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