BRAND EQUITY ASSET OF PASSENGER TYRES IN KISUMU MUNICIPALITY

BY:

KUTIALO PATRICK MATONYE

A Management Research Project Submitted in the Partial Fulfillment for the Requirements for the Award of Degree of Masters of Business Administration (MBA) School of Business University of Nairobi

OCTOBER 2011

DECLARATION

I declare that this is my original work and has not been submitted for a degree in any other University.

Signed....~~Kutial~~..

KUTIALO Patrick Matonye

D61/75585/2009

Date.....11/11/2011.....................................
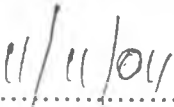
This management research project has been submitted for examination with my approval as the University Supervisor

Signed..

Dr. Raymond Musyoka,

Lecturer,

School of Business University of Nairobi

Date.........11/11/011..

ACKNOWLEDGEMENT

I would like to acknowledge my supervisor Dr. Raymond Musyoka for his advice and tireless effort in the supervision of my research work and writing this project.

I would also like to thank my family at large for their endless support during my absenteeism at home when they needed me most.

To all those who made this research work a success. I can't thank you enough, God bless you all.

DEDICATION

This study is dedicated to my dear wife, Ebby, my daughter Faith and my parents for their love, understanding and patience when I could not be with them because of my studies.

ABSTRACT

The global recession and the economic crisis has brought about increased competition in the market place, many companies are struggling to survive. It is now very clear that the companies that will survive the competition are those whose products have a competitive advantage against competition. This competitive edge may be the key to survival and can be partly achieved by building the brand equity of their products.

The objective of the study was to determine the brand equity asset of the passenger tyres and how they affect the purchase of these tyres. This study was a descriptive in nature where the researcher carried out a study on the brand equity asset in the passenger tyres in the Kisumu municipality. The target population entailed the drivers of cars which use these type of tyres in Kisumu Municipality (passenger cars). Cross section study was used to draw respondents from this population. The researcher picked a sample of 200 respondents from this population; convenience sampling was used since most of the targeted people could not participate because of the various reasons. Primary data was collected and analyzed using descriptive statistics.

From the findings the researcher learnt that, the five elements of brand equity namely, brand awareness, brand loyalty, brand perceived quality, brand association and brand propriety assets, played a big influence on the purchase of passenger tyres. Therefore for success in brand management in the tyre industry, brand managers in this industry need to focus on these key areas of their brand management for them to remain competitive in the market.

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER ONE: INTRODUCTION

1.1 Back ground of the study

When it comes to tyres Kenya is one of the fastest growing markets in the tyre industry, the rapid growth of the middle class has pushed demand for automobile to an all-high, in turn creating a growing market of passenger tyres. The raising demand for passenger tyres in Kenya has led to stiff competition between various players in the Kenyan market seeking to garner a major share for this category. In recent times, the tyre companies in Kenya have carried their rivalry to the air waves, each claiming superior products. The main players in this industry are Yana (Sameer Africa), Pirelli (Auto express, Michelin (Kings Way), Goodyear, Dunlop, Ceat and Chinese brands.

The Social cultural trends indicates that there is an explosion of nuclear families, as the joint family system crumbles and the number of small families seem to be demanding a two/four wheelers for themselves which has resulted in higher sales of tyres in the past decade. The number of upper –class and upper-middle-class with more than one car per family seems to be increasing exponentially. This is especially true in cities where brand strategy analysis working couples find it difficult to survive without more than one car for transportation; with higher disposable incomes these families are finally able to afford this need.

Another notable trend that seems to be fuelling car sales (and therefore tyre sales) is the shift in the middle-class consumer savings habits, with a younger workforce warming up to the idea of buying on credit. This has helped in furthering the sales of passenger cars significantly.

The optimism in Kenya and continued positive growth are underpinned by a large young population and educated workforce, improving perceptions on political risk, regional integration

1

and better infrastructure compared to regional neighbors and well developed financial system. The proposed creation of free trade area within, SADC, EAC and COMESA zones is likely to increase trade and investment opportunities for the member countries. On the other hand there are challenges on sustaining positive growth due to the raising inflation rates due to high energy costs and increased costs of doing business, there has also been global shortages of food which has acted as a catalyst in the uprising in the Middle east, riots in Russia, Uganda and growing activism in Kenya, the rising budget deficit and level of government debt may impact negatively on the level of economic growth, The growth drivers in the automobile market have been identified as the rising per capita income, favorable demographic distribution with rising working population and the middle class urbanization, increased disposable incomes among middle class, availability of a variety of vehicle models meeting diverse needs and preferences, greater affordability of vehicles, easy finance schemes and availability of credit and favorable government policies and therefore demand for tyres continue to grow in tandem with growth in number of vehicles on the road.

1.1.1   The concept of Brand Equity

The concept of brand equity has been debated in a number of different ways Leon et al (2008) argues that the brand equity is the inherent value in a well- known brand name. Brands differ in the mount of power and value they have in the market place due to different factors. Powerful brands are known to have brand equity. Brand equity is a set of brand assets and liabilities linked to brand through its name and symbol, which adds or subtracts from the value provided by a product or service to a firm and to that firms customers (Aaker, 1991). According to Kotler (1999), the brand equity is based on the extent to which it has brand loyalty, name awareness,

2

perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationships. Furthermore, brands that have strong brand equity are seen as valuable assets to the company and can be bought or sold for a price. When marketing practitioners use the term "brand equity" they tend to mean brand strength, referred to us "customer brand equity: to distinguish it from the valuation meaning (wood, 2000). The customer based brand equity definitions approach the subject from the perspective of the consumer-whether it is an individual or an organization. They content that for a brand to have value it must be valued by consumers. Then, the power of the brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time (Keller, 2003). If the brand has no meaning to the consumer, none of other definitions is meaningful. Thus a customer based definition is given by Keller(2003) as "the differential effect that the brand knowledge has on consumer response to the marketing of the brand.

Building the brand equity is considered an important part of brand management (Keller, 1998). Brand equity is supposed to bring competitive advantage to the firm. For example, high brand equity levels are known to lead to higher consumer preferences and purchases intentions. Firms with high brand equity are known to have high stocks returns (Aaker 1989). That is if consumers perceive a particular brand favorably, then the firm may have a competitive advantage, hence it becomes vital for brand managers to have access to valid and reliable consumer based equity instruments.

Aaker (1991) equates brand equity with the following elements, brand loyalty, brand awareness, perceived quality, brand association and other propriety brand assets. However according to Yoo and Donthu (2001), consumer based brand equity, can be measured according to four elements,

3

brand loyalty, brand awareness, perceived quality, and brand association. Here, consumer based means that the "cognitive and behavioral brand equity at the consumer level through survey" (Yoo and Donthu, 2001, p.2).

Strong brand equity therefore allows the companies to retain customers better, service their needs more effectively, and increase profits. Brand equity can be increased by successfully implementing and managing ongoing relationship marketing effort by offering value to the customer, and listening to their needs. Disregarding the edge of the brand –customer relationship offers in the market place and not utilizing the benefits and goodwill that the relationship creates, will surely lead to failure in the long run. The central brand idea may be static among the entire customer and prospect bases, but the total sum of the brand idea or perception is rooted in the customer's experience with the brand itself, all its messages, interactions, and so on. In the market, a strong brand will be considered to have high brand equity. The brand equity will be higher if the brand loyalty, awareness, perceived quality, strong channel relationships and associations of trademarks and patents are higher. High brand equity provides many competitive advantages to the company

1.1.2 Overview of tyre Industry

According to Lewa and Munene (2005) the tyre industry has been dominated by the Kenya's sole tyre manufacturing firm, Firestone (1969) now called Sameer Africa –with its flagship brand Yana) which has long since become little more than memory somewhat following the flooding of the local market by cheap imports. The competition in the tyre industry has ended the giant Firestone domination, causing its profits to slide to an all-time low. The firm's main competitors include French giant, Michelin tyres and Italy's Pirelli, both of whom have made significant

4

inroads and stabilized prices. Pirelli is locally represented by Auto express. There is also importation of Chinese brands that adorn the market with its various sub-brands. Apart from the new radial tyres, also in the tyre industry has experienced some drastic changes in its operations in Kenya with the introduction of Yana brands by Sameer Africa (Lewa and Munene 2005)

Tyres are classified into several standard types, based on the vehicle they serve. Since the manufacturing process, raw materials, and equipment vary according to the tyre type, it is common for tyre factories to specialize in one or more tyre types. Passenger tyres are high performance tyres designed for use at high speeds, and more often, a more "sporty" driving style. Most of the vehicles using passenger tyres are driven by the owners of the vehicle. The following chart gives the overview of tyres classification

TYRE CLASSIFICATION

Based on Carcass Material
- Nylon
- Steel Belted
- All Steel
- Polyester Belted
- Rayons
- Others

Based on Construction
- Radial
- Bias
  - Tube Type
  - Tube Less

Based on Application
- Truck /Bus
- Light Truck
- Truck /Bus
- Passenger Car
- 2/3 Wheelers
- Agricultural
- Off the Road
- Aero
- Speciality
- Bicycle

Based on Pattern Design
- Lug
- Rib
- Semi Lug

Source: Internet http://www.jktyre.com
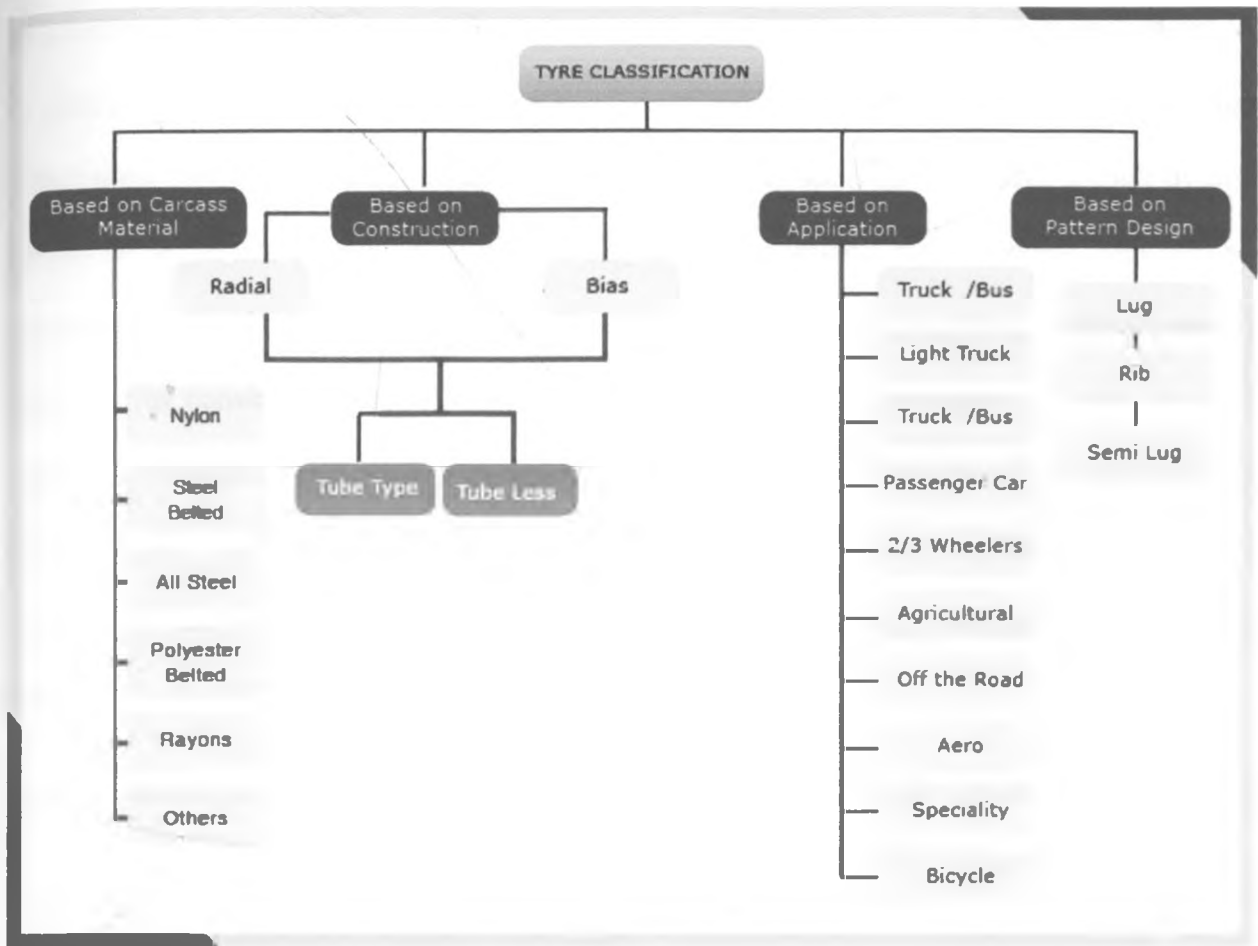
1.2 Statement of the problem

The fundamentals of value proposition are to offer functional, emotional and self-expressive benefits that are supposed to influence the consumer in driving the purchase decision. As shown in the research background, there are several important issues to consider when managing a brand. Given that there are several brands competing for the attention of consumers, brands have to be close and familiar to the consumer.

According to Aaker and Biel (1993) there are many reasons why consumers care about brands. Throughout consumers lives there are always cycles or periods where they go through

developmental changes. For example, we can see the social maturity one faces from high school to college, dating to marriage, as well as how one sense of style and fashion changes with age. When these changes take place consumers look at brands to see if they conform to their lives. If brands do not fit into consumer's lives, and they no longer connect with the brand, they will not trust that this brand can fulfill their needs. However, it is possible for brands to maintain meaning and trust in consumer's life. If trust can be established and maintained through customer satisfaction it is possible to build successful relationships with the consumers. It is important that brand owners takes responsibility of creating real value for their customers. In order to accomplish this, companies need to make sure that they are creating, managing or redeveloping their brands to changing needs of their target audience.

Related studies undertaken in Kenya include Mwangi et al (2007),who did an empirical survey on factors that determine brand loyalty in the tooth paste industry. The research was carried out on three tooth paste brands including Aqua fresh, Colgate and close up, they found that, several multivariate measurements including customers' perceived value, brand trust customer's satisfaction, repeat purchase behavior and commitment as the key factors influencing brand Loyalty. Kamiri (2006) carried a survey on creation and application of brand equity in insurance companies in Kenya; he found out that application of brand equity is well pronounced in insurance product where image is created through formation of attachment between the brand name and quality. Wambua (2004) did a study on consumer based brand and financial performance in commercial banks in Kenya and found a correlation between brand equity and organization performance. Gitari (2006) conducted a study on consumer perception on tariff plan offered by mobile telephone service providers in Nairobi. Wandera, (2008) identified factors that

7

influence brand loyalty to mobile phone service providers in Kenya. Nyankabaria Geoffrey (2008) in his study on strategic management in the tyre industry recommended a further studies on the impact of cheap tyres brands into the Kenyan market on the more established and strong brands.

Among these studies none touched on brand equity asset in passenger tyres in Kisumu municipality, this category of tyres is special because in most cases it is the owner of the vehicle who makes the purchase decision. Hence knowledge gap exits that this study attempts to fill. therefore the study will attempt to answer the question; how does brand equity asset affect the purchase of tyres in the passenger tyre category?

1.3   Objective of the study

The study will be guided by the following specific objective:

To determine how brand equity assets affects purchases of passenger tyres.

1.4   Value of the study

The marketing battle can be said to be a battle of brands, where each seeks dominance over others in the eyes of consumers. The findings of this study will be of importance to brand managers in the tyre industry, as they will inform them how they can manage their brand so that they are able to survive in the present competitive market. The study will also provide opportunities for researchers to conduct further research in the area of brand management.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the literature related to the purpose of this study. The chapter ensures relevance to the research problem. The review has been undertaken to provide a clear understanding of the existing knowledge in the problem area .This literature is based on recent resource materials including: books, Journals and thesis.

2.2 Brands

We have seen them, brands we thought were dead or cited as facing imminent extinction but which still cling to life. Most of these touch emotional chord fond memories of way back in time when they dominated our lives. In the same increasing competitive market are others that have remained youthfully over the decades-the likes of soft drinks maker coca Cola and EABL's Tusker. A brand is best defined as a "promise kept'. Brands live in people's hearts and minds which means, they do not necessarily stop living, and a lipstick maker once famously noted that they manufactured Revlon in their factories but sold hope once in the shop. According to Prof. Kamdar an assistant Prof. in Marketing at the Deemed University "brands are about consumers and their minds, their extremely volatile minds ". None of us can claim to be a champion of human mind as yet. There is indeed no computer on earth as yet that can claim to clone the processes of the mind and its volatile nature. The mind is still being understood. The only reality around in our lives is change. That is an amorphous process in the mind of a consumer.

According to American Marketing Association (AMA) a brand is defined as a name, a term, sign, symbol, or design, or a combination of them, intended to identify the goods, or design, or a

combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. Technically speaking, this definition of brand seems sound, but it is limiting in many ways. This definition indicates that whenever a company launches a product and attaches a name, term, sign or symbol, it is creating a brand. These however are only brand elements, being simply, only an expression of what the brand really stands for symbolically. For example, Lux beauty soap uses its brand name symbols and images of young actresses to symbolize a far deeper image of beauty, glamour and success. Hence, the name, logo packaging and endorsers have only been used as an expression to the deeper, more symbolic meaning of lux soap.

According to Kotler (1999) the reality for an individual is perceived. "The objective reality of a product matters little; what matters is customer's perception of a product or a brand". Brands are symbols, which stand for something in a prospect's mind. It carries a meaning behind it. Symbols work by stimulating the cognitive process. The consumer's perceptual process is nothing but making sense of the symbols present around them. Therefore, figurative aspects like the name, colours, logo and packaging are symbols that the marketer uses to communicate their intentions to the customers. Slender tall bottles are used to connote feminine qualities. Colours are not really only colours. They are used to connote certain moods and values

2.3 Brands versus products

A product is physical entity that lives in the real world. A brand is a perceptual entity that lives in the consumer's mind. It is important to effectively differentiate between a product and a brand. Kotler (1999) describes a product as anything that can be offered to a market for attention,

acquisition, use, or consumption that satisfies a need or want. Kotler (1999) defines the levels to a product which are as follows:

Core Benefit Level-The fundamental need or want that consumers satisfy by consuming the product or service i.e. the basic need of communication addressed by a mobile phone.

Generic product level- The basic version of the product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing feature e.g. a Mobile phone with a basic keypad with numbers.

Expected product level- Is a set of attributes or characteristics that buyers normally expect and agree to when they purchase a product for example, people expect a mobile phone with good ringtones.

Augmented product level- Includes additional product attributes, benefits or related services that distinguish the product from competition for example Polyphonic ring tones in some Mobile phones.

Potential Product level- Includes all the augmentation and transformations that a product might ultimately undergo in the future. For example a phone may be able to record missed calls when they are switched off.

Kotler (1999) also points out that competition between products especially takes place at product augmentation level, because most companies can build satisfactory products at the expected product level. Hence, in accordance to the concept proposed by Philip Kotler (1999) brands emanates mainly at the augmented product level, where each product tries to augment itself beyond its basic product offering.

11

2.4 Brand loyalty

In highly competitive markets with increasing unpredictability and decreasing product differentiation, brand loyalty is the central element of marketing strategies and tactics. Brand loyalty generates benefits like substantial entry barriers to competitors, better ability to respond to competitive threats, greater sales and revenues and customer's lower sensitivity to marketing programs from the completion.

Customer loyalty has been a major focus of strategic market planning (Kotler, 1984) and important basis for developing a sustainable competitive advantage- an advantage that can be realized through marketing efforts. A few brand loyalty studies found price promotions as the antecedents of brand switching behavior (Aaker 1991). They agree that piece promotions increases sales in the short run. Some researchers have proposed and found empirically that consumers have been satisfied with the promoted brand, their satisfaction is reinforcing and leads to an increase in the probability of choosing the brand again after the promotion is withdrawn, particularly for previous non users of the brand.

Relationship marketing scholars suggest that becoming loyal to a brand is one of the most general strategies consumers develop to reduce perceived risk (Sheth and Parvatiyar, 1995). Knox et al. (1993) found that brand risk is significant antecedent of brand commitment (i.e. attitudinal loyalty), which implies a positive causal link between brand risk and consumer loyalty. In this study, brand loyalty is understood and measured both as behavioral and attitudinal reaction (Day, 1969)

Brand loyalty is a measure of the attachment that a customer has to a brand and it reflects how likely a customer will be willing to switch to another brand, especially when than brand makes a change, either in price or product features (Aaker, 1991). Brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over a time and it is the result of consumers learning that one brand can satisfy their needs (Assael, 2001).. Brand loyalty reflects the commitment of a customer to rebuy the company's products consistently in future. Customers' retention can be achieved only through fostering premium loyalty by as establishing an emotional as well as normative attachment between the brand and the consumer (Gaunaris and Stathakopoulos, 2004). Such loyal buyers can contribute to the positive word of mouth communication for the brand.

2.5 Brand association

The underlying value of a brand name often is based upon specific associations linked to it. Associations such as Ronald McDonald can create a positive attitude or feeling that can become linked to a brand such as McDonald's. If a brand is well positioned upon a key attribute in the product class (such as service backup or technological superiority), competitors will find it hard to attack, Keller (1993).

A set of brand associations enable a brand to develop a rich and clear brand identity. While some customers may attach greater importance to functional benefits, emotional value helps the brand stand above others. Building brand associations requires a company to understand its brand as well as the competitor's brands through customer research. Customer research should study existing and prospective customers, industry experts, and intermediaries. Brand strengths

associated with beliefs and values are the most powerful and most difficult to imitate. Brand image is the perception in the mind of customers about the brand and its associations.

In contrast to brand image (the brand's current associations), a brand identity is inspirational and may imply that the images need to be changed or augmented. In fundamental sense, the brand identity represents what the organizations wants the brand to stand for (Aaker 1993). The "brand as personality" stage marks an important transition phase since not all brands evolve into consumer icons, especially if the consumer do not relate to, or believe in, the communication of the brand, or they sense some inconsistencies with the brand's communications. A brand's personality provides a richer source of competitive advantage than any functional feature can Personality attributes help the brand to achieve sustainable differentiation as they are more difficult to copy than functional features of the product and service by the competition. Another advantage of personality association is that it establishes direct relationship with the customers.

Keller (1993) argued that brand associations (brand image) could result from corporate image, product image and user image. Each of these three images can be divided into two types of association. One is the perception of utilitarian and functional attributes, like speed or ease to operate. The other is related to soft or emotional attributes, like providing fantasy or being exciting, innovative, or trustworthy.

Keller (1993) asserted that the brand associations could be classified into three major categories of increasing scope: attributes, benefits, and attitudes. Attributes are those descriptive features that characterize a product or service, what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Attributes can be categorized into product-related attributes, and non-product related attributes such as price, user and usage imagery, or

14

brand personality. Benefits are the personal values consumers attach to product or service attributes-that is, what consumers think the product or service can do for them. Benefits can be further distinguished into three groups, functional, experiential, and symbolic benefits.

Brand attitudes are defined as consumers' overall evaluations of a brand. Brand identity is made up of these different types of brand associations, which can vary according to their favorability, strength, and uniqueness. Brand equity is therefore largely supported by the associations that consumers make with a brand. which contributes, to a specific brand image.

2.6 Brand awareness

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to conform prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers can correctly discriminate the brand as having been previously seen or heard. For example when consumers go to the store, is it the case that they will be able to recognize the brands as one to which they have already been exposed?

Brand recall relates to consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or purchase or usage situation as a cue. In other words brand recall requires the consumers correctly generate the brand from memory when given a relevant cue. For example, recall of Yana tyres will depend on consumer's ability to retrieve the brand when they think of tyres when they want to replace worn out tyres in their cars. As is the case with most information in memory, it is generally easier to recognize a brand in store than it is to recall it from mere memory.

The relative importance of brand recall and recognition will depend on the extent to which consumers make product-related decisions with the brand present or not. For example, if product decisions are made in the store, brand recognition may be more important (and easy) because the brand will actually be physically presented. Outside the store or in any situation where the brand is not present on the other hand, it is probably more important that the consumer be able to actually recall the brand from memory. For this reason brand recall is critical for service and online brands.

Consumers must actively seek the brand therefore be able to retrieve it from memory when appropriate. People will often buy a familiar brand because they are comfortable with the brand. There may be also an assumption that a brand that is familiar is probably in business to stay and of reasonable quality. A recognized brand will thus often be selected over an unknown brand. The awareness factor is particularly important in the contents in which the brand must first enter the consideration set. It must be one of the brands that are evaluated.

2.7 Perceived quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives .Perceived quality is, first a perception by customers. Perception is the way in which individuals select, organize, and interpret information in order to create a meaning for themselves (Kotler 1999).

Perceived quality cannot necessarily be objectively determined, in part because it is a perception and also because judgments about what is important to customers are involved, Customers differ sharply in their personalities, needs and preferences. Perceived quality is an intangible, overall feeling about a brand. However it is usually will be based on underlying dimensions which

16

include characteristics of the products to which the brand is attached such as reliability and performance.

A brand will have associated with it a perception of overall quality not necessarily based on knowledge of detailed specifications. Perceived quality will directly influence the 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 gross margin than can be reinvested in the brand equity. Further perceived quality can be the basis for brand extension. If a brand is well regarded in one context, the assumption will be that it will have high quality in related context (Kotler 1999).

2.8 Proprietary brand assets

Brand assets will be most valuable if the inhibit or prevent competitors from eroding a customer base and loyalty. Assets like patents, trademarks and channel relationships protect a brand from competition. For example, a trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol, or package (Aaker1991). A patent if strong and relevant to customer choice can prevent direct competition. A distribution channel can be controlled by a brand because of a history of brand performance. The term patent usually refers to an exclusive right granted to anyone who invents, any new useful and non-obvious process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof, and claims that right in formal patent application.

A trademark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark

appears originate from a unique source, and to distinguish its products or services from those of other entities, (Arnold 1993).

Marketing channels is a form of networking between companies, distributors and consumers managing the social relationships among members in order to achieve synergy. There are three different types of channel relationships, the first is Arm's length relationships which is a relationships that is loose, characterized by low relationship investment and trust, and usually taking the form of a series of discrete transactions with no/low expect ion of future interaction or service . This type of marketing is commonly used at car dealers where they have a contract with Bridgestone tyres to supply them with tyres at the Toyota manufactureare is having a production problem so what Toyota will do is call upon Michelin to supply them tires until Bridgestone recovers. I can see other companies doing this especially in this economic situation that we are in.

The second type of marketing channel is Integrate Relationships in between companies that are tightly connected, with linked processes across and between firm boundaries, and high levels of trust and internal commitment. This is used by food chains that have relationships with everyone that they receive product from to be sold in there stores without the integrated relationship if there is a misunderstanding then the company could be without a particular item for a while and could hider profits.

The third one is Cooperative Relationships are more flexible and require some sort of contract. Cooperative Relationships are typically used at companies that want less ambiguity and is not like either of the other types.

18

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out the research methodology that was adopted so as to meet the objective stated in chapter one of this study. The research population sample, data collection instruments and data analysis techniques are discussed.

3.2 Research design

The researcher employed a cross-sectional descriptive research design where the customers described certain features of brand equity within the context of passenger tyres. This kind of design was appropriate especially because it enabled respondents to offer more information freely and it provided a snapshot of variables of interest at a single point in time, Gilbert& Churchill (2005). According to Copper and Chinder (2003) a study that concerns with findings on what, which, why and how phenomena is a descriptive study. This research design had been successful before as seen by Akelo, (2010) .This study design enabled the researcher to get findings that are related to brand equity asset in the passenger tyre category in Kisumu Municipality.

3.3 Population

The population of the study comprised all people who own or drive vehicles that use passenger tyres in Kisumu Municipality.

3.4 Sample of study

The sample size of 200 people was be used in this study. Roscoe (1975) proposes that as a rule of thumb for determining sample size, a sample size larger than 30 and less than 500 are appropriate for most research, therefore a sample of 200 people will be within the accepted limit.

The convenience sampling was be used because not all the targeted people were willing and conveniently available to participate in the study because of various reasons.

3.5 Data collection

Primary data was collected through structured questionnaire from people who own or drive vehicles in Kisumu Municipality that uses passenger tyres. The questionnaire had the following sections, brand awareness, brand loyalty, brand association, perceived quality, proprietary assets and demographics. Research assistants were engaged to interview people at the following points, Turkey's supermarket parking lot, Mega City parking lot, Nakumatt Nyanza parking lot, Kassam Sales outlet, Ngumbi outlet, Mwange outlet and Qureshi outlet. The interview per respondent took approximately fifteen minutes.

3.6 Data analysis

Data Collected from respondents was both quantitative and qualitative in nature. This data was first processed and edited for completeness and consistency; it was then coded, tabulated and summarized using frequency distribution. Tables were used for presentation of the findings.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter explains how the data has been analyzed and the findings. Descriptive statistics was largely used to summarize the data. The findings are presented in sections that cover the respondent's profile and brand equity elements of passenger tyres.

4.2 Respondents demographics

A total of 200 questionnaires were administered to the respondents in Kisumu municipality. The respondents profile was based on their gender, marital status and level of education.

4.2.1 Gender of the respondents

From the two hundred people interviewed 156 were men and 44 were women, therefore 78% of the respondents were men and 22% were women, these findings shows that there are more males driving the passenger vehicles than women in Kisumu municipality.

Table 4.1 Gender of the respondents

	Frequency	Percentage
Male	156	78%
Female	44	22%

4.2.2. Marital status

From the sample of 200 respondents 68% were married and 32% were single, the above table indicates that majority of people driving the passenger vehicles in Kisumu Municipality are married.

Table 4.2 Marital status

	Frequency	Percentage
Married	136	68%
Singles	64	32%

4.2.3 Education level

The level of education the majority of the respondents was formal college or University, it comprised of 46% of the respondents, followed by people who have reached a secondary or high school level at 32%. Post graduate level respondents comprise of 18%, primary school at 4% and there were no respondents with no formal education.

Table 4.3 Level of education of respondents

	Frequency	Percentage
No formal education	0	0
Primary school	8	4%
Secondary/High school	64	32%
University/College	92	46%
Post graduate	36	18%

4.2.4 Ownership of the vehicle

The ownership of the vehicle was determined and it was found out that 78% of respondents were owners of the vehicles and 22% were non-owners. Therefore from this findings majority of drivers of the passenger vehicles are the owners of those vehicles.

Table 4.4 Ownership of the vehicle

	Frequency	Percentage
Owners	156	78%
Non-owners	44	22%

23

4.3 Brand equity elements of passenger tyres

The findings of the consumer perceptions on brand equity elements was based on the brand equity elements as prescribed by Aaker i.e. , Brand awareness, brand loyalty , perceived quality, brand associations and proprietary brand assets.

4.3.1 Brand awareness

On the question of awareness. Michelin had 100 respondents recalling the brand which is 50% of the total respondents, Goodyear had 136 respondents which 68% of the sample, Yana had the highest level of recall at 92%. Pirelli at 56% and Chinese brands at 58% .From the findings the awareness of the brand translated into the likelihood of purchasing those tyres.

Table 4.5 Level of awareness

	Frequency	Percentage
Michelin	100	50%
Goodyear	136	68%
Yana	184	92%
Pirelli	112	56%
Chinese	116	58%

4.4.2 Brand loyalty

From the below findings on brand loyalty, Yana tyres had the highest level of loyalty at 52%, followed by Pirelli at 22% Michelin at 12%, Chinese at 8% and Goodyear at 6%.

Table 4.6 Brand loyalty

	Frequency	Percentage
Michelin	24	12%
Goodyear	12	6%
Yana	104	52%
Pirelli	44	22%
Chinese	16	8%

4.6.2.1 Likelihood brands being recommending to a friend or associate

After the question on the loyalty to the brands by the respondents, they were asked whether they would recommend the tyres to a friend or an associate. A 5-point likert scale was used (Definitely Not, Probably Not, Not Sure, Probably would, definitely would.).

The brand, Yana which had a highest level of loyalty in the previous question had 84 respondents definitely willing to recommend the Yana tyre to friends and associates, 40 respondents probably would recommend the brand to friend and associates, 12 (6%) were not sure and 4 (2%) would not recommend the Yana brand to friends or associates.

The Pirelli brand which had a loyalty level of 22% would have 4 (2%) of the respondents definitely willing to recommend the brand to friend or associate and 4 (2%) of the respondents probably willing to recommend the brand to friend or associate. Chinese and Good year brands with very low levels of loyalty had also its customers not willing to recommend the brands to friends or associates.

Table 4.6 .1 Likelihood brand being recommending to a friend or associate

Brand	Definitely Not	Probably Not	Not Sure	Probably would	Definitely would
Michelin				16(8%)	16(18%)
Goodyear				4(2%)	4(2%)
Yana		4 (2%)	12 (6%)	40(20%)	84(42%)
Pirelli				4(2%)	4(2%)
Chinese				4(2%)	

4.6.2.2 Likelihood of buying usual brand in future

When the respondents were asked on the likelihood of buying the usual brand in future , the Yana brand which had highest levels of loyalty in the previous question had 68 (34%) of the respondents likely to buy the brand in future again, 48(24%) of the respondents somewhat likely to buy the brand and 24 (12%) not sure of buying the brand in future, .Michelin had 20 (10%) of the respondents likely to buy the brand in future and 12 (6%) of the respondents somewhat likely to buy the brand. The Chinese brand with the lowest level of loyalty in the previous question had also very low likelihood of the customer buying the brand in future. From the findings on the loyalty and the likelihood of the brands being recommended to friend and associates and its likelihood of future purchases, the brands with high loyalty levels have bright future in terms of purchases

Table 4.6 .1 Likelihood of buying usual brand in future

Brand	Very unlikely	Somewhat Unlikely	Not Sure	Somewhat likely	Very likely
Michelin				12 (6%)	20 (10%)
Goodyear					16 (8%)
Yana			24 (12%)	48 (24%)	68 (34)
Pirelli					8 (4%)
Chinese				4 (2%)	

4.4.3 Brand Association and Propriety assets

In response to the question on brand association and propriety assets, price featured with the highest frequency of 172 respondents followed by durability, reliability and availability, the least property considered was the after sales service with the 4 respondent. In terms of ranking in terms of the most important factors durability had 92 respondents ranking is as the first most important factor, price had 92 respondents ranking it as the second important factor and reliability 52 respondents ranking it as the 3rd most important factor. From these findings, brand which are perceived to be friendly in terms of price, they are durable and reliable on the road would be given favorable consideration by the customers, therefore brand managers in the tyre industry must focus on these key areas of price, durability and reliability for their brands to compete favorably in the market.

Table 4.7 Brand Association and propriety assets

Factors	Frequency	Ranked the most important 3		
		1st	2nd	3rd
Price	172	52	96	20
Popularity	8	4	0	4
Recommendation by mechanic	12	4	4	4
Manufactures heritage	28	8	16	4
Durability	156	92	48	16
Warranty.	16	0	12	4
After sales service	4	0	4	0
Built for local conditions (Road, weather etc.)	8	0	0	8
Availability	56	8	4	44
Reliability	64	8	4	52
Safety	40	24	12	4
Promotional / offer	32	0	0	32

4.4.4 Brand perceived quality

In response to the question on the perceived quality of the various brands, Michelin brand had 68 respondents rating it as the most durable, followed by Yana with 40 respondents .In terms of quality Yana had 56 respondents, Michelin had 44 respondents and Goodyear with 20 respondents . In terms of Long and genuine warranty Yana had the 84 respondents, Michelin with 12 respondents. Yana had the highest number of respondents (168) viewing it as manufactured for Kenyan roads.

Table 4.8 Brand perceived quality

Brand	Michelin	Yana	Good year	Pirelli	Chinese
Quality	44 (22%)	56(28%)	20 (10%)	4 (2%)	0
Affordable	24 (12%)	56(28%)	16 (8%)	12 (6%)	20 (10%)
Most Popular	8 (4%)	92 (46%)	12 (6%)	12 (6%)	16 (8%)
Respected manufacturer	56 (28%)	48 (24%)	8 (4%)	8 (4%)	0
Most durable	68 (34%)	40 (20%)	12 (6%)	0	0
Best tread design	32 (16%)	40 (20%)	20 (10%)	12 (6%)	8 (4%)
Long and genuine warranty	12 (6%)	84 (42%)	8 (4%)	8 (4%0	0
Made for Kenyan roads	8 (4%)	168(84%)	4 (2%)	0	0
Best quality	60 (30%)	64 (32%)	16 (8%)	0	0
Readily available	24 (12%)	76 (38%)	12 (6%)	16 (8%)	20 (10%)
The safest to use	56 (28%)	52 (26%)	12 (6%)	4 (2%)	0
Gives after sales service	24 (12%)	56 (28%)	8 (4%)	16 (8%)	0
Trendy/modern	24 (12%)	44 (22%)	8 (4%)	8 (4%)	4 (2%)
Have always used it so it's my brand of choice	28 (14%)	56 (28%)	8 (4%)	8 (4%)	4 (2%)
Most advertised	12 (6%)	76 (38%)	8 (4%)	12 (6%)	0

CHAPTER FIVE: SUMMARY, DISCUSSIONS, CONCLUSIONS AND RECOMMENTATION

5.1 Introduction

This chapter presents the discussions, summary of the findings as per the research objectives and conclusions.

5.2 Summary

Based on the results of the study, brand equity assets are key in influencing the purchase of passenger tyres in Kisumu Municipality. Hence it is very important for players in the tyre industry to focus on this area when they are managing their brands in the market

This study shows that brands that have loyal customers creates for themselves ambassadors who are willing to marketing them by recommending them to friends and therefore likely to increase purchases of those brands. This concurs with the findings of Gitari, (2006) which shows that there is a direct relationship between brand loyalty and the sales on his study on cellphone service providers and choice of customer subscription. Brand awareness was also found to have a positive impact on the purchases as customers are readly, willing to buy products that they recognize or recall.

Brands that are perceived to be of high quality have been seen to extend more easily into distant market categories as they are viewed as more expert, credible and trustworthy by consumers (Keller and Aaker, 1992).Therefore products that are viewed to be of high quality are likely to enjoy more sales in terms of repeat purchase because of the trust consumers have built in those brands.

Brand associations and propriety assets was seen to be important as customers who perceive products to be having strong heritage developed trust in those products this brand associations were formed as a result of consumer's brand belief, which is created by the marketer, they were formed by consumers themselves through direct experience with the product, and through inferences based on the existing associations (Aaker, 1991).

This study is useful to brand managers especially in the tyre industry as it gives insights on where they are supposed to concentrate as they manage their brands on the market.

5.3 Discussions

5.3.1 Respondents demographics

The respondents in this study were drawn from Kisumu municipality, 200 respondents were interviewed of which, 156 were men and 44 were women. In terms of percentage 78% were men and 22% were women. From the sample 68% were married and 32% were single, The respondents education profile had 46% of them having attained formal college or University level,32% of secondary or high school level at , Post graduate level respondents comprised of 18% of the total respondents, primary school at 4% and no-formal education at 0%. Therefore the demographics of the respondents clearly demonstrate a representative sample of well-educated who are able to respond to the study's questionnaire objectively. There majority of the respondents were men.

5.3.2 Brand awareness

Brand awareness which can take a form of either recognition or recall of a brand is the consumers ability to identify a brand under different conditions (Keller 2003) Therefore from The respondents' point of view which comprised of 78% owners of the vehicles and 22% non-

owners, Michelin had 100 respondents recalling the brand which comprises of 50%, Goodyear had 136 respondents which 68% of the sample, Yana had the highest level of recall at 92%, Pirelli at 56% and Chinese brands at 58% .Customers are only likely to buy what they are aware of or have once been exposed to, From the findings Yana which has the highest level of awareness are likely to have a favorable consideration compared to the rest of the brands at the purchase point, the brand managers of the other brands need to work on the brand awareness of their brands so that they can be able to compete effectively in the market, one of the ways of enhancing the brand awareness that can be employed is advertising.

5.3.3 Brand loyalty

Brand loyalty is the measure of the attachment that a customer has to a brand and it reflects how likely a customer will be to switch to another brand, especially when the competitor brand makes a change, either in price in product features (Aaker ,1991) . Brand loyalty represents a favorable attitude towards a brand resulting in consistent purchases over time and it is a result of consumers' learning that one brand can satisfy their needs (Assael, 2001) Brand loyalty reflects the commitment of the customer to re buy the company's products consistently in future . Customer retention can be achieved only through fostering premium loyalty by establishing an emotional as well as normative attachment between the brand and the consumer (Gaunaries and stathakopoulos, 2004)

From the above findings on brand loyalty, Yana tyres had the highest level of loyalty at 52%, followed by Pirelli at 22% Michelin at 12%, Chinese at 8% and Goodyear at 6%.When the respondents. Yana which had a highest level of loyalty in the previous question had 84 respondents definitely willing to recommend the Yana tyre to friend and associates, 40

32

respondents probably would recommend the brand to friend and associates, 12 were not sure and 4 would not recommend the Yana brand to friends or associates.

Pirelli which had a loyalty level of 22% would have 4 of the respondents definitely willing to recommend the brand to friend or associate and 4 of the respondents probably willing to recommend the brand to friend or associate, Chinese and Good year brands with very low levels of loyalty had also its customers not willing to recommend the brands to friend or associates.

From the findings on the likelihood of the respondent buying the brands in future shows that the Yana brand which had highest levels of loyalty in the previous question has created ambassadors for its brand who are willing to recommend the brand to others. The Chinese brand with the lowest level of loyalty has also very little people to speak well for the brand. Therefore the brand managers in the tyre industry need to work out on enhancing the loyalty levels of their brands to be spoken well of in the market which will enhance the purchases of the same.

5.3.4 Brand association and Brand propriety assets

Brand associations are complicated and connected to one another, and consist of multiple ideas, episodes, instances and facts that establish a solid network of brand knowledge (Yoo et al 2000) Brand associations is formed as a result of consumer's brand belief, which is created by the marketer, formed by consumers himself through direct experience with the product, and or formed by consumer through inferences based on the existing associations (Aaker, 1991). On the other hand brand assets will inhibit or prevent competitors from eroding a customer base and loyalty. Assets like patents, trademarks and channel relationships protect a brand from competition.

In response to the question on brand association and propriety assets, price featured with the highest frequency of 172 respondents followed by durability, reliability and availability, the least property considered was the after sales service with the 4 respondent. In terms of ranking in terms of the most important factors durability had 92 respondents ranking it as the first most important factor, price had 92 respondents ranking it as the second important factor and reliability 52 respondents ranking it as the 3rd most important factor. From these findings, brand which are perceived to be friendly in terms of price, they are durable and reliable on the road would be given favorable consideration by the customers, Yana brand has a strong channel relationships, which makes is readily available to consumers therefore, brand managers in the tyre industry as a whole must focus on these key areas of price, durability and reliability for their brands to compete favorable in the market, they must also ensure that their brands are widely distributed in the channel networks so that they can be readily be available to consumers.

5.3.5 Perceived quality

The perceived quality of a brand can be defined as "a global assessment of the consumers' judgment about the superiority or the excellence of the product" (Zeithaml, 1988, p.3), perceived quality has been identified as a core element of brand equity and its role in facilitation of successful extensions (Aaker, 1990). In this context high quality brands have been seen to extend more easily into distant market categories as they are viewed as more expert, credible and trustworthy by consumers (Keller and Aaker, 1992).

In this study in response to the question on the perceived quality of the various brands, Michelin brand had 68 respondents rating it as the most durable, followed by Yana with 40 respondents .In terms of quality Yana had 56 respondents, Michelin had 44 respondents and Goodyear with 20

respondents. In terms of Long and genuine warranty Yana had the 84 respondents, Michelin with 12 respondents. Yana had the highest number of respondents (168) viewing it as manufactured for Kenyan roads., therefore focus need to be put in the area of durability to be able to attract customers to those brands.

5.4 Conclusion

The study was aimed at determining consumer's perceptions on brand equity of passenger tyres in Kisumu municipality. The result of the data shows that the five elements of brand equity namely brand awareness, brand loyalty, brand associations, perceived quality and propriety assets are very key the success in the market since they affect the purchases of the passenger tyres.

5.5 Recommendations

In the process of attracting win consumers to their side, marketers of various brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of players in the tyres industry. Hence it is important that brand managers in this industry approach the issue strategically (wood 2000). Brand awareness, brand loyalty, brand associations, perceived quality and propriety assets remain the main marketing tools for players in the tyre industry.

Yana has done well in the areas of brand awareness brand loyalty but needs to invest more effort in the area of perceived quality in order to strengthen their brand equity in the market. Michelin tyres are strong in the area of brand awareness and perceived quality, but also needs to improve in the area of brand loyalty and channel distribution so that the brand can be readily available to consumers.

Goodyear, Pirelli marketers of Chinese brands should aggressively engage in activities that communicate, promote and educate the consumers on the quality of their brands to improve the consumers' perception on their brand equity

5.6 Suggestion for further study

There is great need to investigate brand equity and the relation to all brands in all the categories of the tyres in order to develop a consistent knowledge in the area, a major study on the relationship between brand equity and the brand performance should be carried out in depth. This study can be considered as a valid pre-study for an extensive study in these areas.

REFERENCES

Aaker, D. A. & Biel A.L (1993).**Brand equity and advertising**. New York. Free press.

Aaker, David A. (1991), **Managing Brand Equity**. The Free Press, New York. NY.

Akelo.W.O. (2010), "Factors influencing brand equity of liquid food packages among consumers in Nairobi's Buru Buru estate. "A case study of Tetra Pak Limited".**Unpublished MBA Project**, University of Nairobi.

Arnold, D. (1993). **The handbook of brand management**.McGraw-Hill.

Assael, H. (2001).**Consumer behaviour and Marketing Action**,(6nd edition).Thomson learning Boston, MA.

Copper, D.R., & Schindler, P.S.. **Business Research Methods**, (8th edition),New York, McGraw-Hill.

Clifton, R. & Maughan, E. (2000)."**The future of brands**". New York. Free press.

Day, G.S.(1969),"**A two-dimensional concept of brand loyalty**", Journal of Advertising Research, Vol.9 No.September, pp. 22-35.

Gilbert,A&Churchill.J.R.**Marketing Research, Methodological foundations** ,(9th edition),Thomson South western , Mason Ohio.

Gaunaris, S.,Stathakopoulos, V.(2004). "**Antecedents and consequences of brand loyalty: An empirical study**", Journal of brand management, Vol. 11 No. 4 pp.283-306.

Gitari Maurice,(2006),"Consumer perception on tariff plan offered by mobile telephone service providers in Nairobi. **Unpublished MBA project**, University of Nairobi:

Hunger, J. D., Wheelen, T. L. (2001), **Strategic management,** Prentice Hall.

Internet http://www.jktyre.com/Customer_Service/TyreClassification.aspx

J. Paul Peter & Jerry C. Olson. **Consumer behaviour & Marketing strategy** New York. Free press.

Kamiri J.K. (2007), "A survey of creation & Application of brand equity by insurance companies in Kenya" **Unpublished MBA Project.** University of Nairobi

Keller, K.L. (2003), "**Strategic brand management: Building, Measuring and Managing Brand** Equity, 2nd ed., Prentice-Hall, Englewood Cliffs, NJ.

Keller, K.L., Heckler, S.E., Houston, M.J. (1998), **The effects of brand name suggestiveness on advertising recall**", Journal of Marketing, Vol. 62 No.1,pp.48

Kinnear, T. C & Taylor, J. R (1996), **Marketing Research: An applied education** "New York. Free press.

Kothari,C.R. "**Research methodology and techniques".**(2nd edition) New Age International (p) Limited Publishers

Kotler.P.& Keller. K.L. (2009)."**Marketing Management",**(12nd edition) Person Prentice hall, upper saddle river.

Kotler.P. & Armstrong (1999).**"Principles of marketing".**(14th edition) Prentice Hall,

Leon G. Schiffman& Leslie Lazar Kanuk&Havard Hansen(2007)."**Consumer behaviour**"(9th edition)Prentice hall

Lewa Peter and Munene Catherine (2005), "**Change Management, competition and strategic management".** Global Business School Network IFC

Merriam, S. B. (1994)"**Qualitative research and case study applications**" Prentice hall

Mwangi. D.M (2007) "The extent to which value proposition influences consumer choice for beer brands in Nairobi"**Unpublished MBA Project.** University of Nairobi

Mwangi E. Kamau (2007). "An investigation of factors influencing brand loyalty." The case of

tooth pastes brands in Kenya.**Unpublished MBA Project**, University of Nairobi

Mwangi Timothy (2010) "Effectiveness of pricing strategies on brand loyalty among cell phones

users in Ol-Kalou location in Kenya"**Unpublished MBA Project**, University of Nairobi

Njiiru G. Wairimu (2010) "Factors that determine brand loyalty in supermarkets in Nairobi"

Unpublished MBA Project, University of Nairobi

Nyankabaria Geoffrey (2008),"Strategic management practices in the tyre industryin

Kenya.**Unpublished MBA Project**, University of Nairobi

Roscoe, J,T.,(1975).**Fundamental research statistics for the behavioural sciences**(2nd

edition),New York: Holt, Rinehart and Winstone.

Tanui P. Kipkemoi (2010),"A survey of customers' loyalty programs applied by petrol stations

in Nairobi.**Unpublished MBA Project**, University of Nairobi

Temporal, Paul & Lee, K.C. (2001) "Hi-Touch Branding, Creating a Brand Power in the Age of

Technology" John Wiley &Sons ,Singapore

Upshaw, Lynn B. (1995) **"Building Brand Identity, (a strategy for success in a hostile

market place** (9780471042204). 1st edition John Wiley& Sons, New York

Uma Sekaran. **Research Methods for Business, a skill building approach**.(2003) (4

edition),John Wiley & Sons

Wambua D.I. (2004) Consumer based brand equity &financial performance. A study of

commercial banks in Kenya. **Unpublished MBA Project**, University of Nairobi

Wandera, Brenda (2008) Factors influencing brand loyalty in mobile phone service providers.

Unpublished MBA Project, University of Nairobi

Wood, L (2000) "**Brands and brand equity: definition and management**", Management decision, Vol. 38 No. 9, pp.662-9

Yin, R. (1994) **Case study research design and methods**. Sage Publications, Thousand Oaks.

Yoo, B., Donthu, N. (2001)"**developing and validating a multidimensional consumer based brand equity scale**", Journal of business research, Vol. 52 No. 1, pp.1-14

Zeithaml,V.A(1988) "**Consumer perception of price, quality and value, a means-end model and synthesis of evidence**", Journal of marketing Vol. 52 PP. 2-22

APPENDIX I

QUESTIONNAIRE

SAMPLE AREA KISUMU MUNICIPALITY

SECTION A: Demographics

1. Gender

    Male ☐   Female ☐

2. What is your marital status?

    Single ☐   Married ☐

3. Could you please tell me your highest level of education?

☐ No formal education

☐ Primary school

☐ Secondary/High school

☐ University/College

☐ Post graduate

SECTION B: Brand awareness

4. Are you the owner of the vehicle?

    Yes ☐   No. ☐

5. How long have you been driving/using this vehicle?

    Less than 1 year ☐

    More than 1 year ☐

6. How frequently do you buy tyres for this vehicle?

☐ Once or twice a year

☐ Once every 2 years

☐ Less frequently

7. Could you please tell me the names of all brands of tyre you know of or have heard of, even if only by name?

Michelin ☐   Goodyear ☐   Yana ☐   Pirelli ☐   Chinese ☐

SECTION C: Brand Loyalty

8. Which is your usual brand that you use most often?

Michelin   ☐Goodyear   ☐Yana   ☐Pirelli   ☐Chinese   ☐

9. Imagine that your usual brand in question 8 is no longer available for purchase. What other brand would you likely buy instead, if any?

Michelin   ☐Goodyear   ☐   Yana   ☐Pirelli   ☐Chinese   ☐

Section D: Brand Association and Propriety assets

10. Could you please tell me all the factors you consider before choosing the brand of tyre to buy?

11. What are the 3 most important factors out of these?

Factors	10	11 (Rank the most important 3)		
		1st	2nd	3rd
Price				
Popularity				
Recommendation by mechanic				
Manufactures heritage				
Durability				
Warranty.				
After sales service				
Built for local conditions (Road, weather etc.)				
Availability				
Reliability				
Safety				
Promotional / offer				

12. What do you like about your usual brand...........................?

13. What do you dislike about your usual brand...........................?

14. What are the specific problems, if any do you experience with your **usual brand** …. Which you think is only unique to this brand?

15. What is the likelihood that you would recommend your usual brand to a friend or associate?

BRAND	Definitely Not	Probably Not	Not Sure	Probably would	Definitely would

16. How likely are you to buy your usual brand in the future? Is it?

BRAND	Very unlikely	Somewhat Unlikely	Not Sure	Somewhat likely	Very likely

Section D: Perceived Quality

17. The following are some qualities of tyres, which brand of tyre; do you associate most with these qualities?

Brand	Michelin	Bridgestone	Yana	Good year	Pirelli	Others (Specify)
Quality						
Affordable						
Most Popular						
Respected manufacturer						
Most durable						
Best tread design						
Long and genuine warranty						
Made for Kenyan roads						
Best quality						
Readily available						
The safest to use						
Gives after sales service						
Trendy/modern						
Have always used it so it's my brand of choice						
Most advertised						