

CONSUMER ATTITUDES TOWARD MARKETING:
A SURVEY OF NAIROBI'S MIDDLE SOCIO-ECONOMIC CLASS

by

MESHACK ADERO S. ANG'AWA

A Project Submitted in Part Fulfilment of
the Degree of Master of Business and
Administration, of the University of Nairobi.

U.O.N.

1987

This Project is my Original Work
and has not been submitted for a
degree in any university.

Signed: Masinde

This project has been submitted
for examination with my approval
as the University Supervisor.

Signed: K.M. Masinde

CATHERINE K.M. MASINDE (MRS).

Date: 15th June, 1987

TABLE OF CONTENTS

PAGE

ACKNOWLEDGEMENTS	v
ABSTRACT	vi
CHAPTER: "BACKGROUND"	
1:1 Statement of the Problems	3
1:2 Objectives of the Study	3
1:3 Importance of the Study	4
1:4 Plan of Materials	5
CHAPTER TWO: LITERATURE REVIEW	
2:1 The nature of attitudes	9
2: 2:1.1 Multidimensional nature of attitudes	10
2:2 Attitudes and the Development of Marketing Strategy	12
2:3 Attitude Research: Historical Perspective	15
2:4 Functions of Attitudes	17
2.4.1 Utilitarian Function	17
2.4.2 The value expressive function	18
2.4.3 The ego-Defensive Function	19
2.4.4 The organization of knowledge function	19
2.5 Attitude Development	20
2:6 The relationship of Attitudes to Behaviour	22
2.7 Consumer Behaviour in Africa: Some General Findings	26
2.8 Consumer Attitudes Toward Marketing in Kenya	34
2.8.1 The product	35
2.8.2 The Price	41

ACKNOWLEDGEMENTS

My special thanks go to my supervisor, Mrs. Masinde, Lecturer, Department of Business Administration, without whose guidance and constant advice this work would not be complete. On the same note, I wish to be very grateful to Mr. T.M. Mutugu, co-ordinator, MBA programme, for his valuable assistance at the early stages of the project and more so, for making available to me several books and materials from which much of this project is indebted.

Much more special thanks go to my dear uncle H.J. Saggia, D.D.O., Kisii, and to his loving wife, Mary, Senior Librarian, KNLS, Kisumu, for their self-denial materially, to sponsor me for Masters of Business and Administration (MBA) degree at the University of Nairobi. I do sincerely thank them and their children: Edward, Rena, Gilbert, David, Philip, and Pat, for such a wonderful privilege to me.

I must also thank the University of Nairobi for later making a scholarship available to me in the course of this programme. This was indeed a welcome relief to my uncle, James, who denied himself and his family a lot of pleasure for my sake. In this connection, I want to pass my special thanks to Dr. Joe Kimura, Dean, Faculty of Commerce and Mr. Mutugu (MBA co-ordinator), for their unceasing efforts to make the scholarship available for me. I am indeed grateful.

My most sincere thanks and gratitude go to my parents Josiah and Esther Ang'awa for their support and dedication to my cause since I was a child. And to my sisters Lynette, Mary, and Ruth, and their families, I wish to register special appreciation for their encouragement, love and dedication to my cause. I also thank my dear friend, Juddy, for her companionship and encouragement when indeed she was also very busy preparing for her professional exams.

I would also like to thank all my friends (who are too many to enumerate) for their moral support and tolerance when I needed them. I especially wish to thank all the Seventh-Day Adventist Students at both Nairobi and Kenyatta universities; the chaplains, Craig and Mezgebe and their families, for the wonderful time we have spent together in fellowship of our Lord and Saviour, Jesus Christ, in whom there is life for now and forevermore. AMEN.

Last, but not least, my special thanks go to Mr. Ernest R. Kariuki who had to ^{cope} with my rather hard demands and conditions, to turn my "hen's-leg" kind of writing into this report.

Finally, to Eunice and to the Nyaundis, I can only say GOD BLESS YOU.

ABSTRACT

The study comprising this project, investigated consumer' attitudes toward marketing. This was achieved via the four marketing areas of Product; Price; Promotion; and Place (distribution).

The need for the study arose from the fact that various social commentators have vastly different views on social worth of marketing as most marketing literature today shows. Both criticism and compliments have been made without much empirical evidence to support either side. However, it is a fact that consumer attitudes toward a firm as a whole or, in particular, toward its products, for instance, may strongly influence the success or failure of that firm's marketing strategy. Hence it was the purpose of this study to provide some kind of information service to marketing practitioners of the basic 'public' perception of and satisfaction with ^{the} marketing establishment.

The study sampled respondents from Nairobi's middle socio-economic class. The attitudes of these respondents toward marketing were mainly measured by the Likert-type scale instrument.

After the data was collected, pertinent attitude indices and percentages were computed and tabled. The findings from these analyses led to the conclusion that:-

The respondents interviewed generally showed a high negative preponderance towards marketing; and

more specifically, they showed a high negative attitude tendency toward marketing's three main areas viz: product quality; Price of products; and advertising of products.

Retailing or selling, as surrogates of distribution in this study, however, won the respondents 'positive' attitude. The respondents did not show much apprehension for retailing or selling except they felt that most middlemen make 'excessive' profits.

In view of the above conclusions the following recommendations for managerial consideration were made. That:-

- a) Since not all consumers may openly complain about their dissatisfaction with products they buy, business firms should not underestimate the impact of private actions that consumers may resort to (such as brand switching and "bad mouthing" - talking ill of the product for example); that businesses should make dissatisfaction data an integral part of their information systems. These may keep the management aware of an otherwise undiscovered attitudes toward a firm's products.
- b) The business firms need to take urgent corrective measures toward their product and pricing policies to ensure that consumers' product quality and price expectations are met.

- c) The business firms or marketing practitioners need to be more cautious with the advertising they offer; that they should do research to know what the consumers want to read, see, and hear from the advertisements and not to feed consumers with what they (firms) feel consumers should read, see, and hear; and
- d) The businesses should consciously engage in some kind of campaign programme that will improve the apparent respondents' skepticism with marketing in general.

CHAPTER ONE

BACKGROUND

As human history speeds toward the year 2000, with its awe-inspiring problems and opportunities, the subject of marketing is attracting increasing attention from companies, institutions and nations.¹ Marketing, defined as:

"... a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others..."²

has evolved from its early origins in distribution and selling into a comprehensive philosophy of relating any organization dynamically to its markets. Large and small business firms everywhere are beginning to appreciate the difference between selling and marketing and are organizing to do the latter.³

The intensifying interest in marketing is paradoxical because while marketing is one of man's newest action disciplines, it is also one of the world's oldest professions.⁴ From the time of "simple barter" through the stage of a money economy to today's modern "complex marketing system",

1. Kotler P., Marketing Management, Analysis, Planning and Control, 4th Ed., (Prentice Hall of India Private Limited, 1982) p. 3.

2. Ibid. p. 3.

3. Ibid. p. 3.

4. Ibid. p. 3.

exchanges have been taking place. But marketing - the study of exchange processes and relationships - formally appeared only in the early part of the twentieth century as a result of questions and issues neglected by its mother science, economics.⁵

In this short time, marketing has achieved the image of society's saviour in the minds of many, and society's corrupter in the minds of others. Marketing's good deeds have been described in various ways:

Aggressive marketing policies and practices have been largely responsible for the high material standard of living... Today through man's low-cost marketing we enjoy products which were once considered luxuries...⁶

Advertising nourishes the consuming Power of Men. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. It brings together in fertile union those things which would otherwise have not met...⁷

Other take a dimmer view of marketing's contribution to society:

For the past 6000 years the field of marketing has been thought of as made up of fast-buck artists, con-men, wheeler-dealers, and shoddy-goods distributors. Two many of us have been "taken" by the tout or con-man; and all of us at times have been prodded into buying all sorts of "things" we really did not need, and which we found later on, we did not even want...⁸

5. Kotler, op. cit. p. 3.

6. William J. Stanton, Fundamentals of Marketing (New York: McGraw Hill, Book Company, 1964) pp. 4-5.

7. Sir Winston Churchill, as cited in Kotler, op. cit., pp. 3.

8. Richard N. Farmer, "Would you want your Daughter to Marry a Marketing Man?" Journal of Marketing (January, 1967). p. 1.

What does a man need, really need? A few pounds of food each day, heat and shelter; six feet to lie down in - and some form of working activity that will yield a sense of accomplishment. That is all - in a material sense. And we know it. But we are brainwashed by our economic system until we end up in a tomb beneath a pyramid of time payments, mortgages, preposterous gadgetry, playthings that direct our attention from the sheer idiocy of the charade...⁹

In short, there is serious mixed feelings about marketing's role in society today.

1:1. STATEMENT OF THE PROBLEM:

From the preceding background, it is clear that various social commentators have vastly different views on social worth of marketing. However, a number of published measures of consumer attitudes available from existing marketing literature have been mostly on attitudes in general and not specific to attitudes toward marketing. It is, therefore, the purpose of this study to survey Nairobi's middle class consumers and their attitudes toward marketing practices.

1:2. OBJECTIVES OF THE STUDY:

The primary objective of this study was to investigate the attitudes of a selected group of Nairobi consumers toward marketing practices.

Specific objectives of this study were:

- a) to examine the extent to which consumers' attitudes toward marketing practices is favourable or unfavourable and,

- b) to determine what attitudes consumers have toward each of the marketing mix variables: product, price, promotion, and place (or distribution).

1:3. IMPORTANCE OF THE STUDY:

Currently, there appears to be no particular measure of consumer attitudes toward marketing in Kenya that is regularly or periodically reported to the marketing/consumer research community. This study is therefore expected to provide a premise from which continual monitoring of the basic "public" perception of and satisfaction with marketing establishment will be developed.

Also, in view of the apparent longstanding public hostility toward marketing practices and marketing institutions (Barksdale and Perrault, 1986; Miller, 1974; Packard, 1957; and Waruingi, 1979) it would be appropriate to provide such an information service for those in the field for several reasons:-

- a) to sensitize marketers to consumers' perceptions of what they offer in the market;
- b) to serve to identify the nature of the public relations task and other fundamental tasks facing marketing; and
- c) to make a positive contribution towards marketing's public image by demonstrating that marketing cares about the public enough to ask for its opinion.

More generally this survey will serve as a basis for a continual barometer of "how marketing is doing" in the eyes of the consumer public. The provision of such a measure of public impression of marketing is also expected to be of interest not only to Marketing/Consumer researchers and practitioners but to public policy makers and the general public as well.

Finally, this study is expected to offer, more specifically, a basis for further academic investigations into related areas such as attitudes toward advertising, price, product quality, and others.

1:4. PLAN OF MATERIALS:

The study will consist of five chapters including the introduction. Chapter two will review the existing literature relevant to the study. This will comprise a discussion of general attitudes and a review of general findings about consumer behaviour and attitudes in Africa, and in particular, Kenya.

Chapter three describes the research methodology used in the study. In this chapter, the sampling procedure and the sequence of the research plan and data collection process are outlined. Chapter four will present the results obtained from the study, highlighting the

responses, data analysis, and the interpretations of findings.

Finally, chapter five will contain the conclusions drawn from the findings, the implications of the findings, the limitations of the study, and suggestions and recommendations for further study.

CHAPTER TWO

LITERATURE REVIEW

Introduction:

The measurement of general consumer attitudes has been of interest to academic and commercial researchers for many years. The marketing and consumer behaviour literature contains a number of efforts to develop measures of consumer satisfaction with business in general (see for example, Barksdale and Darden, 1972; Hustard and Pessemier, 1973; and Lundstrom and Lamont, 1976). But suffice it to say, a number of published measures of consumer attitudes available from the existing marketing literature have dealt mostly with attitudes in general and not specific to attitudes toward marketing. As such, this chapter reviews literature on general attitudes, among others stated below, so as to highlight the nature of attitudes; their importance in the development of marketing strategy; a historical perspective of attitude research, their functions and how they develop, and, their relationship to behaviour. This will provide the basis for the current study.

Besides, a discussion of some general findings about consumer behaviour in Africa will follow. This section will be important as it will provide information about the nature of the African consumer. Such information, it is hoped, will provide an explanation for whatever attitudes consumers in this study shall be found to hold.

Other studies on consumer attitudes in Least Developed Countries (LDC's) shall be mentioned for comparison and reference purposes.

Finally, a review of studies, surveys and/or observations reported on consumer attitudes toward marketing in Kenya will be particularly examined in great detail. This is because the current study has its setting in Nairobi, Kenya; and, a thorough understanding of what has been reported about consumer attitudes towards marketing practices will provide valuable information required for comparison with the findings that this study shall reveal, especially with regard to the four marketing mix variables:- product, price, promotion and place (distribution).

2.1 THE NATURE OF ATTITUDES

The most frequently used definition of attitudes was formulated by Gordon Allport about fifty years ago. He wrote: "Attitudes are learned predispositions to respond to an object or class of objects in a consistently favourable or unfavourable way". Objects to which we hold attitudes may be tangible or intangible.

According to Pride and Ferrel (1980), attitudes are learned through experience and interaction with other people. And just as attitudes are learned, they can also be changed. However, they maintain that an individual's attitudes remain generally stable and do not change from one moment to the next. Likewise, at any one time a person's attitudes are not all of equal strength. Some are stronger than others. Hence, it is possible that consumer attitudes towards a firm and its products may strongly influence the success or failure of that organization's marketing strategy.

When consumers have strong negative attitudes about one or more aspects of a firm's marketing practices, they not only may stop buying the product but also may tell their relatives and friends not to use it. This explains how important attitude measures should be to marketers.

1. Allport, W.G., "Attitudes" in G.A. Murchinson ed., A Handbook of Social Psychology (Worcester, Mass Clark University Press, 1935). P. 798-844.

Assael (1981) upholds the definition of attitudes given by Allport. Although he dwells much on brand attitudes, he all the same notes that brand attitudes are consumer's tendencies to evaluate brands in a consistently favourable or unfavourable way. This evaluation, he says, is based on past experience with a brand, current information, and environmental influences. Hence, attitudes can be referred to as a central component of the consumers' psychological set, and one of the two thought variables in addition to needs. Needs are directed toward achieving specific goals. Attitudes make it possible to evaluate alternative brands.

2.1.1 Multidimensional Nature of Attitudes

Recently, (see Assael, 1981), the definition of attitudes has been extended from a one-dimensional nature (for example, brand A being evaluated on an overall basis from poor to excellent) to a multidimensional concept. This has arisen as marketers recognize that consumers not only evaluate a brand as good or bad alone, but they also judge brands on a number of evaluative dimensions. For example, a consumer may formulate three needs in purchasing breakfast cereal: nutrition, weight-watching and whole-wheat content. Attitudes toward brands as well as products, will depend on the degree to which brands or products have these attributes and on the value which is placed on these attributes.

The degree to which a brand has the attributes wanted

by a consumer is referred to as Perceived Instrumentality - that is, the extent to which a certain brand of cereal is instrumental in achieving nutrition, weight control, or natural ingredients. The value placed on each attribute depends on the consumers emphasis on each attribute. Both value and instrumentality determine whether the consumer is satisfied with the attribute. Therefore the consumers' attitude toward a brand/product depends on the instrumentality of the brand/product in achieving certain needs and on the value of these needs. As will be seen later, this newer multidimensional definition of attitudes is the basis of many of the multiattribute models. These models measure attitudes on a dimensional basis by determining how consumers evaluate brands across product attributes. For example, consumers would rate cereals on "good taste", "freshness", "opening", "convenience", and so on. The sum of these ratings weighted by the value which is placed on each attribute would represent the consumers' attitude toward the brand.

The validity of a multidimensional definition of attitudes is evident from the study by Woodside et al (1975). Brand attributes were measured on a multidimensional basis by product attributes and on a one dimensional basis by obtaining a simple, overall evaluation of the brand. It was found that the multiattribute measure of brand attitudes was significantly more related to consumer behaviour

than the single measure.²

2.2 ATTITUDES AND THE DEVELOPMENT OF MARKETING STRATEGY

In marketing, consumer needs, for example, are defined to identify market opportunities. Likewise, marketers should be interested in defining and measuring attitudes toward their marketing activities. This is because attitudes can help predict consumer behaviour, describe consumer segments, and even evaluate marketing strategies.

In predicting consumer behaviour, it is important to note that underlying attitude measurement is the assumption that attitudes are related to behaviour. The more a consumer favours a brand, for instance, the greater the likelihood he or she will purchase it. Attitudes are a measure of inclinations to purchase. Therefore, a positive trend in an attitude forecasts an increase in sales.

In describing consumer segments, identifying needs and attitudes can be useful. Although in most cases segments are frequently based on need criteria (for example, in the

2. Woodside, A.G., Clockey J.D., and Combes J.N.; "Similarities and Differences of Generalized Brand, Attitudes, Behavioral Intentions, and Reported Behaviour" in Assael Henry, Consumer Behaviour and Marketing Action. (Kent Publishing Company: Boston, Massachusetts, 1981) p. 155.

cereal market, certain consumers primarily emphasize nutrition, others good taste, price or caloric contents), consumer segments can also be described in terms of brand attitudes. Certain consumers may favourably view a brand yet not purchase it because of a high price, lack of availability, or loyalty to another brand.³ These consumers are what Wind refers to as "the vulnerable segment"; that is, they are vulnerable to the company's promotional influences due to positive attitudes toward the brand. Identifying the demographic characteristics of this segments may permit the company to use media most likely to reach this group. On the ^{other} hand, research into their needs may permit development of more effective promotional and product positioning strategies.

As a diagnostic consumer measure, brand attitudes are used in evaluating: new product concepts; products in test markets prior to launch; product effectiveness overtime; advertising messages prior to introduction; and, advertising effectiveness over time.

How critical attitudes are in evaluating alternative positionings for new product concepts can be illustrated

3. Wind Yoram; "Brand Loyalty and Vulnerability" in Arch G. Woodside, Jagdish N. Sheth and Peter D. Bennet, eds., Consumer and Industrial Buying Behaviour (New York: North Holland Inc., 1977), p. 313-319.

by the following example ^a picturephone could be positioned as a more cost effective substitute for sales trips, a more accurate means of communication, or a means of ensuring dependable communications. The proper positioning depends on the needs of a defined target group and how it rates the various key product attributes like speed, precision or control. A new product concept must, however, be rated on key evaluative criteria using a multiattribute approach. Hence the marketer will then try to position the products to be rated favourably on the criteria important to the target group.

Also, when products are introduced into a test market prior to launch, they must be rated on similar evaluative criteria. This is also true when products have been on the market for sometime. For example, evaluating a description of a picturephone is different from evaluating the product in use. Marketers need thus determine whether or not the product has successfully delivered on the key criteria. Given also that the product's evaluation may also change over time as customers' needs change as new products enter the market, periodic reassessments of product attitudes are essential.

In the evaluation of the effectiveness of advertising messages, attitudes also play an important role. In most cases, for example, television commercials and print ads are frequently judged by how large and how favourable an

attitude shift they produce.⁴ Brand attitudes are measured before and after exposure to a commercial in a controlled environment. Hence overall changes in attitudes as well as changes in specific criteria related to product positioning are used to evaluate the commercials' effectiveness.

However, one point to remember while considering the role attitudes play in developing marketing strategies is that attitudes are more effective in evaluating high involvement products. For low involvement products, a highly favourable, strongly held attitude may not be a necessary condition for purchase.

2.3 ATTITUDE RESEARCH: HISTORICAL PERSPECTIVE.

Before 1970, attitude measures focused more on the relationship between attitudes and behaviour. They (attitudes) were defined in a single - dimensional manner. Marketers tried, then, to relate attitudes to behaviour to demonstrate their power of prediction. The results were mixed, necessitating marketers to come to realize that attitudes influenced behaviour under certain conditions only. Therefore, if attitudes were to have diagnostic value in influencing strategy, they had to be measured multidimensionally. This explains why after 1970 a multiattribute approach in

4. Assael Henry, op. cit. p. 157.

in measuring attitudes gained prominence.

The realization that attitudes may not influence behaviour was largely the result of Festingers' work in cognitive dissonance⁵ and Krugman's work in Passive Learning.⁶ Both theories tended to downplay the importance of attitudes as a determinant of future behaviour. They concluded that attitudes could result from previous behaviour as well as influence future behaviour. After 1970, Rosemberg and Fishbein's⁷ work gained increasing prominence in marketing. Both saw attitudes as the result of a process by which consumers evaluated brands on a number of criteria linked to consumer needs. This multiattribute approach was well suited to the needs of marketers since they had so far recognized that consumers evaluate brands on specific attributes.

Consequently, the primary focus was on determining the structure of attitudes. Attitudes thus were regarded as multidimensional and were thought to be more relevant for

-
5. Festinger Leon, A Theory of Cognitive Dissonance (New York: Harper and Row, 1957).
 6. Krugman E. Herbert, "The Impact of Television Advertising: Learning Without Involvement," Public Opinion Quarterly 29 (Fall 1965): p. 349-356.
 7. Fishbein Martin, "A Behaviour Theory Approach to The Relations Between Beliefs About an Object and the Attitudes Towards the Object," in Martin Fishbein ed., Readings in Attitude Theory and Measurement (New York: John Wiley & Sons, 1967): pp. 389-400

high involvement products and for products where the choice criteria were more apparent.

However, before considering these two streams of consumer research, it is imperative that we understand the functions that attitudes serve and how attitudes develop.

2:4. FUNCTIONS OF ATTITUDES:

Understanding the functions of attitudes requires understanding how they serve the individual. Daniel Katz classified attitudes⁸ into four functions:

- a) the utilitarian function
- b) the value-expressive function
- c) the ego-defensive function; and,
- d) the organization of knowledge function.

2:4:1. The Utilitarian Function:

As a utilitarian function, attitudes serve to guide consumers in achieving desired needs. For example, if a consumer considers safety and immediate relief the most important criteria in selecting an analgesic, the consumer

8. Katz, D., "The Functional Approach to the Study of Attitudes" in Assael, H., op. cit. pp. 159.

will be directed to brands that fulfil these needs. Similarly, attitudes will also direct consumers away from brands unlikely to fulfil their needs. Lutz, for example, notes that media advertising is consistent with the utilitarian function by featuring performance characteristics.⁹

2.4.2 The Value-Expressive Function:

Attitudes express a self-concept and value system. The self-image of an individual purchasing a sports car, for example, may be of a hard driving, domineering person who likes to gain the upper hand and so on. Aggressiveness may manifest itself in purchasing a car that fits this image. Similarly, the individual who adopts the code of conformity of an organization and dresses in a conservative manner may be said to have accepted the values of conservatism as expressions of wealth.

Nowonder then that advertisers often appeal to the value-expressive nature of attitudes by implying that use or purchase of a certain item will lead ^{to} self-enhancement, achievement, or independence. In this manner, advertisers are appealing to a large segment who value these self-expressive traits.

9. Lutz R.J. , "A Functional Theory Framework for Designing and Pretesting Advertising Themes," At Attitude Research Plays for High Stakes (Chicago: American Marketing Association, 1979), pp. 37-49.

2.4.3 The Ego-Defensive Function:

The ego is protected from anxieties and threats by attitudes. Many products for example, mouth-washes, are purchased to avoid anxiety - producing situations. Most people use mouthwashes to avoid bad breath rather than to cure it. Advertising can therefore capitalize on the fears of social ostracism by demonstrating greater social acceptance through use of certain products. Consequently, consumers may develop positive attitudes toward products or product brands associated with social acceptance, confidence, and sexual desirability. Thus, advertising should appeal to the ego-defensive nature of attitudes by demonstrating the benefits of product usage or the risks of non usage.

2.4.4 The Organization of Knowledge Function:

Attitudes organize the mess of information consumers come across daily and help set up standards on which to judge the information. The organization of the knowledge function reduces uncertainty and confusion. Advertising, for example, that provides information about new products or product brands or new characteristics of existing brands is valuable for the information it provides.

In summary, attitudes do have different functions. The function that is served will affect the individual's

overall evaluation of an object.¹⁰ For example, two individuals having equally favourable attitudes towards 'Dawanol' will vary markedly in the nature of these attitudes depending on whether they reflect a utilitarian function (like providing quick relief) or on ego-defensive function (the more I take Dawanol, the more likely I am to draw attention to myself).

2.5 ATTITUDE DEVELOPMENT:

Attitudes develop overtime through a learning process that is affected by family influences, peer group influences, information and experience, and personality (see Assael, op. cit. pp. 159-169). Bennet and Kassarian have said the following as far as how important the family influence is on purchase decisions:

"Attitudes toward personal hygiene, preferences for food items, attitudes toward boiled vegetables or fried food, and beliefs about the medicinal value of chicken soup are similarly acquired (from parents)".¹¹

Although, of course, there is tendency to rebel in the teenage years, there is a high correlation between the attitudes of parents and their children. (Assael 1981).

10. Locander B. William and Austin W. Spivey, "A Functional Approach to Attitude Measurement," Journal of Marketing Research 15 (November 1978): pp. 576-587.

11. Adapted from Assael Henry, op. cit. pp. 160.

Many studies have shown pervasive group influence on purchasing behaviour. Kartz and Lazarsfeld found peer groups are much more likely to influence attitudes and purchasing behaviour than is advertising.¹² Coleman also found that socially integrated doctors who valued peer group norms accepted a new drug faster.¹³ Arndt found also that integrated consumers accepted a new coffee product sooner.¹⁴ In both studies, product attitudes were influenced by group norms.

According to learning theory, past experiences influence brand attitudes by conditioning future behaviour. However, brand loyalty will quickly demise if the brand fails to perform well. Therefore, information also becomes an important determinant of attitude. Knowing, for example, that a product has a newer, faster acting formular may induce a consumer to switch.

The consumers' personality affect his attitudes. Traits such as aggression, extroversion, submissiveness, or authoritarianism may influence attitudes toward products. For instance, contrary to the norms of the peer group, an aggressive consumer may buy an expensive sports car to manifest aggression by driving a car with speed and pickup.

12. Assael, H. op. cit., p. 160.

13. Ibid.

14. Ibid.

X

2.6 THE RELATIONSHIP OF ATTITUDES TO BEHAVIOUR:

Thus far, we have underscored the nature of attitudes, their importance to the development of marketing strategy, their functions, and how they develop, among others. However, before this section can be concluded, it is important that we highlight the evidence of a relationship between attitudes and behaviour.

Two types of studies, have attempted to establish a relationship between attitudes and behaviour. First, studies done at a particular point in time demonstrate such a relationship, but because the measures of attitudes and behaviour were taken at the same time, the researcher does not know if attitudes influenced subsequent behaviour or vice-versa. Second, studies done over time can show whether changes in a consumers' attitudes are related to subsequent changes in behaviour. In both types of studies, attitudes tend to be measured on a one-dimensional basis.

The first study was conducted by Achenbaum¹⁵ who used the same consumers to interview in three different time periods regarding their attitudes toward and consumption of nineteen brands in seven product categories. Since the same consumers were interviewed, attitudes in time 1 could

15. Achenbaum Alvin A., "Advertising Doesn't Manipulate Consumers", Journal of Advertising Research 12 (April 1972): pp. 3-13.

be compared to behaviour in time 2; attitudes in time 2 could be related to behaviour in time 3. In this study, attitudes was found to be related to behaviour. According to Achenbaun, the percentage of users, for example quickly declines as attitudes become less favourable. This agrees with what Pride and Ferrel say about attitudes and their importance to an organization marketing strategy:

...that consumer attitudes towards a firm and its products strongly influence the success or failure of that organization's marketing strategy... When consumers have strong negative attitudes about one or more aspects of a firm's marketing practices, they not only may stop using the product but also may tell their relatives and friends not to use it...¹⁶

These provide evidence of a relationship between attitudes and behaviour. Yet another study supporting the relationship between attitudes and behaviour was conducted by Assael and Day.¹⁷ They analyzed the relationship between changes in attitudes and subsequent market share for analgesics, deodorants and instant coffee. Measures of attitudes and awareness were related to subsequent market share for

16. Pride, W.H., and Ferrell, O.C., Marketing: Basic Concepts and Decisions, 2nd Ed., (Houghton Company, Boston 1980): p. 118.

17. Henry Assael and Day, George, "Attitudes and Awareness as Predictors of Market Share", in Assael Henry, op. cit. p. 169.

thirteen brands over a two-year period. Assael and Day found strong relationships between awareness and market share and between attitudes and market share for many of the brands studied.

An important outcome of this study was the conclusion that a tracking system to measure consumer attitudes over time by a series of surveys would be a worthwhile expenditure for many companies. Such a system provides a basis for evaluating the strengths and weaknesses of a company's brands and can be utilized to predict future market share.

However, one important thing that need be noted is the fact that studies linking attitudes to behaviour frequently measure intention to buy rather than actual behaviour. Researchers assume intention to buy is related to subsequent behaviour and thus use intention to buy to evaluate alternative new product concepts and advertising themes.

It is important that the relationship between intention and subsequent behaviour should be confirmed if purchase intention is to be regarded as a valid measure of action tendency. In this way, it can be fair to generalise the evidence of a relationship between attitudes and behaviour.

Finally, it is also important to note that there are certain factors that may inhibit the relationship between attitudes and behaviour. As has been mentioned previously,

positive attitudes do not always lead to a purchase. A case in question was that attitudes are less likely to be related to behaviour for low involvement product categories. In addition, several market conditions may affect the relationship between attitudes and behaviour. One factor is price. An increase in the price of favoured brand may cause the consumer to switch with no change in attitudes (see for example Assael 1981; Pride and Ferrel, 1980). Another factor is unavailability. The unavailability of the preferred brand may lead to the purchase of a less preferred one with no change in attitudes.

The purchase cycle may also inhibit the relationship between attitudes and behaviour. A consumer is more likely to fulfill purchase intentions when the purchase cycle is short. The reason behind this is that many factors can intervene in the space of a longer period (if the purchase cycle is long) to change the intentions, such as change in needs, economic circumstances, or alternatives available - that is, intentions may change as a result of short-term changes in the marketing environment.

However, these inhibiting factors aside, it is apparent that attitudes and behaviour are strongly and positively related. Upon this premise, therefore, a discussion of some general findings on consumer behaviour in Africa follows. Although the studies that shall be reviewed in this discussion deal mainly with the nature of the African consumer, it is

hoped that such information will enable us to draw useful conclusions as to why these consumers hold particular attitudes toward marketing practices as the findings shall reveal.

However, before the discussion can be presented, it is important to note that most, if not all, studies reported about consumers behaviour in Africa, are based on general observations by western researchers; their opinion may of course not be totally representative.

X 2.7 CONSUMER BEHAVIOUR IN AFRICA: SOME GENERAL FINDINGS:

As has been mentioned earlier, most, if not all, reported studies about consumer behaviour in Africa, are based on general observations of western researchers. This may not provide adequate and fair representation of the nature of the African consumer. However, for the purposes of this study, this information, it is hoped, will be useful at throwing some light to the current study.

The first study for our discussion was reported by Omana.¹⁸ The setting of this study is not mentioned. However, Omana observed that the Black African is deeply preoccupied with "health, strength and vitality", which he

18. Omana, C.J., "Marketing in Sub-Sahara Africa" as cited by Warangi C.B., The Consumer and The Marketing System in a Developing Country, Kenya. Ph.D. Dissertation (Indiana University, Graduate School of Business, 1980). p. 12.

says, "is commonly conveyed by the word "power"". The importance of this observation is however unclear from what is available in Waruingi's work. However, one would deduce from Baker's¹⁹ work that to comprehend marketing in Africa and particularly Nigeria, required "not only an understanding of wholesale and retail channels of distribution but also an understanding of the rather unusual requirements of advertising and promotion."

In his analysis and description of the marketing patterns and techniques found in Nigeria, Baker argues that successful marketing programmes, whether for new product introductions or for maintenance of established brand images, must be developed consistent with a few very basic considerations. He lists among the most essential considerations, the degree of literacy and the levels of education with the people, and a broad range of cultural and personality factors that must be recognized as "peculiarly African," indeed even distinct to each geographically concentrated tribal group." "Under these conditions" Baker says, "local marketing programmes are generally most effective when they are direct, forceful and continuous". Perhaps this is why, according to Baker for example - the slogan "Guinness For Power", next to bulging biceps of an African arm, has made the Guinness Stout the "highest selling brand of beer in Africa".²⁰

19. Baker, R., "Marketing in Nigeria". Journal of Marketing (July 1965) p. 46.

20. Ibid.

On buying behaviour in Africa, the observers have noted the evidence of a high propensity among urban Africans in all income groups to purchase on the assumption that high prices implies high quality (see Thorelli, 1969). However, Baker underscores how important information search is to the African consumer before he can do any buying. He notes the following of the Nigerian consumer:

"...with only a very small part of his income discretionary, the Nigerian is a careful shopper. He is not inflexible in his preferences; on the contrary, the Nigerian is ready to try the new if it is presented to him properly. But he does want value for his money, and while he is cautious in his selections, his concept of value may be difficult to determine..."²¹

This, indeed underscores the need for careful and integrated marketing planning for the African consumer market on the part of marketers.

Furthermore, according to Marcus²² the African buyer is "sophisticated, careful in shopping and an exhaustive information seeker..." that the African consumer "ignores the superficial appeal of fashion for the more basic and practical qualities of the product". From the work of

21. Baker, op. cit. pp. 46.

22. Marcus, Edward "Selling the Tropical African Market", Journal of Marketing (July 1961) pp. 25 - 31.

Fayerweather,²³ Marcus' findings can be generalized.

Fayerweather argues that low income - which is characteristics of African consumers - consumers in developing countries are willing to devote more time to purchases than those in developed countries. Further, he notes that low income consumers are not able to make large purchases at infrequent intervals. This is generally true due to the meagre amount of money these consumers have; and it is true particularly with food products because of lack of refrigeration - but of course with the exception of consumers who may adore the traditional methods of food preservation.

Besides, Fayerweather presents a sound explanation behind why consumers in developing countries have to be more careful shoppers. He argues that in developed countries, branding, quality control, and close government regulation of food purity and labelling combine to enable the consumer to purchase products with least inspection. On the contrary, in developing countries, none of these controls are so well developed. For example, in Kenya, it was not until 1974 that the government set up a Bureau of Standards, a statutory body meant to set standards for national industrial products. On the absence of well developed standards, according to Fayerweather, the buyer must rely much more on his buying skill. He must do a great deal of inspecting and direct - dealing with owner - merchant.

23. Fayerweather, John International Marketing, Englewood Cliffs, New Jersey: Prentice-Hall Inc., (1965).

Fayerweathers' arguments get support from the study conducted by Thorelli and Sentell.²⁴ This study was set in Thailand. It was a survey study where 1,000 Thai households were interviewed through self-administered questionnaires. The findings were that consumers shopped frequently and intensively. Respondents in the study indicated that they regularly consulted many different sources of information prior to making key purchases. Hence, the conclusion that information search, relatively speaking, plays a greater role in the buying process among consumers in the developing countries than in the industrialized world.

On the other hand, some authors have suggested that in African countries where white populations are fairly large, the white consumers take on the role of an "opinion leader" - a reference for the African consumer. Thorelli (1968) lauds this suggestion from the "evidence" out of his study in South Africa. He argues that whenever a low income African could emulate a white consumer several income classes between, he will take it. Similar notions are suggested by Omana (1965). He observes that in advertising to the sub-Saharan African market, the advertiser conveys the idea that the product in question is popular with the European-population too. He goes further to suggest that in cases where white population is low or negligible, the use of an American, or a European - should be considered in the advertisement. These studies as has been mentioned may not be generalized. Moreover they were done several

²⁴ As cited in Vermeir, op. cit. p. 12

several years ago. Things must have changed since; although so far we have no current information of empirical value to compare with.

Brand loyalty of the African consumer is a question: cumbered with mixed feelings according to studies available. Some have argued that the African consumer given a quality product, priced within his financial ability, is a "customer with unprecedented degree of brand loyalty" (see for example Omana, 1965. Marcus, 1961). Yet, Munn (1966) writing about the Nigerian consumer argued that brand loyalty is as "incongruous as it is meaningless" when one is poor. Thorelli on the other hand, wrote that brand loyalty is not strong among the urban African consumer. Whichever position is true, however, remains a matter of research!

Finally, it is apparent from the preceding discussion that the studies that have been mentioned are fairly general. They have largely zeroed in on the behaviour of the African consumer. None has attempted to address itself to the attitudes and the complaining behaviour of the consumers although this may be implied. A few studies, however, can be cited as regards consumer attitudes and complaining behaviour especially towards some marketing practices.

One such study was conducted by Aire in 1971.²⁵ In this

25. Aire, John U., "Consumer Attitudes to Local Products in A Developing Economy." *The Nigerian Situation*. *Journal of Management Studies*, (August, 1971): pp. 18-27.

study Aire examined consumer attitudes toward products and their marketing in a developing economy, Nigeria. Questionnaires were administered to 450 respondents representing a cross-section of socio-economic classes. Besides, a section of the respondents were interviewed to get elaborations on questionnaire responses. Among other things, respondents were asked to indicate their satisfaction or disappointment with the products they had bought and whether they intended to repeat purchase. The results were mixed. Considerable satisfaction was shown with some product groups that included furniture, detergents, soaps, and beverages. On the other hand, a high level of consumer dissatisfaction was also noted on the product groups that included textiles, electric bulbs, among others.

As Waruingi notes,²⁶ Aire did not indicate whether the satisfaction measure used was a simple "Yes - No" statement. Other than that, it should be noted that the product categories used in this study are so wide that the findings of this study leave a lot to be desired.

In the same study, the respondents were asked to give their rating on quality of the products locally made in Nigeria. Of the total responses, 32.5 percent had their expectations met, 19.2 percent thought the product quality were higher than expected, and 58.3 percent thought products' quality were lower than expected. Although what Aire had asked the respondents was of a general nature (that is, if

26. Waruingi, op. cit. p. 22.

Aire had asked the respondents to name those products they were rating one would tell which products, to Nigerians were of lower and higher quality respectively, compared to imported products), other studies have also concluded largely that locally made products' quality is usually lower than expected (see for example, Waruingi, 1979). For example Waruingi,²⁷ in his review of complaint letters that the Kenya consumers have written to the press, has reported complaints about a wide range of locally made products. An example was drawn from a senior government official who publicly expressed discontent with Kenya made products. In the Weekly Review the Chief Nursing Officer said the following about local products quality:

"...That in 1977 the Ministry of Health imported \$ 375,000 worth of uniform material after being dissatisfied with the local material..."²⁸

She claimed that uniforms made from Kenyan made materials faded after the first wash and were also easily torn. Whether or not this was an isolated case shall be seen in the next section where a review of studies, surveys, and/or observations reported on consumer attitudes toward marketing in Kenya shall be presented.

27. Waruingi, C.B., "Consumer Complaints in Kenya During 1975 and 1976". Contact: The Journal of the Kenya Consumer Organization (April 1979) pp. 11 - 15.

28. Weekly Review, July 11, 1977.

However, besides such dissatisfaction with the quality of locally-made products, Hawkins (1965) has reported the distrust with which the business community is viewed in developing countries. In his study of the distribution system of mainland Tanzania, Hawkins attributes the distrust to the practice of bargaining whereby the customer usually appears to feel at a disadvantage vis-a-vis the shopkeeper.

While bargaining might be responsible for some ill-will towards business in developing countries, many other marketing (malpractices that add to consumer discontent with marketing must not be forgotten). A few studies shall be featured briefly in the following section.

✓ 2.8 CONSUMER ATTITUDES TOWARD MARKETING IN KENYA:

The preceding section has introduced us to the nature and behaviour of the African consumer; and the economic circumstances that influence this behaviour can be construed. In addition, we have also seen examples of marketing aspects that have caused consumer discontent and distrust with business in general and businessmen in particular. However, these have been examined from a wider context - Africa. Hence, this section shall review in detail what is on record about consumers and marketing in Kenya. This shall be done from the perspective of each of the marketing mix variables. Product, Price, Promotion, and place (distribution).

2.8.1 THE PRODUCT:

As reflected in the case of the Chief Nursing Officer quoted above (Weekly Review, 1977), the Kenyas' consumer does not feel comfortable with the quality of some of the products offered in the market. Several complaints have been forwarded through letters to the press and through other journals like the consumers's Digest. Waruingi (1979), reviewing complaint letters that consumers in Kenya have written to the press, has reported such complaints about a wide range of locally made products suchs as bread, butter, cheese, sugar, milk, edible oils, tea leaves, cofee and many others. These products, he found, were largely adulterated hence below desired standards.

Besides, Waruingi has singled out short-weight related complaints on products that include milk packets, soaps and short-lengths of bed sheets. Furthermore, he underscores the danger that is posed by some products whose usage have been seen to be unsafe. He singles out the mercury poisoning threat posed by cosmetics on sale in Kenya. Waruingi claims that as early as 1939, cosmetics containing 0.2 percent mercury were considered harmful by many authorities. While in Kenya, in 1975, cosmetics containing upto 10 percent ammoniated mercury were being sold in Nairobi. In fact, Waruingi singles out an example of a case about a women who died out of a prolonged use of a cream which the government chemist found to have contained 2,750 micrograms of mercury. Her own body, he says, "had 13,700 micrograms

of mercury over and above what is safe."

Short-weights and product safety have not only been exposed by this single study of Waruingi. Criminal Cases are on record with regard to short-weights. Senior Government Ministers and officers, respectively, have been quoted in the press trying to answer to continuous concern by the consumer public about the safety of some products sold in Kenya. These cases shall be reviewed as follows:

Looking through the files of the Weights and Measures Department of the Ministry of Commerce, the following cases regarding short-weights can be cited: On January, 15th 1982, at Makadara court Nairobi, Messrs Charles Maina and John Gicheru were jointly charged with one count of selling less quantity of goods than that demanded to be sold, contrary to section 19 of the Weights and Measures Act.

The particulars of this case were that the accused, being owner and employee, respectively, of a butchery in Nairobi, sold 7.807 kg. of meat without bones, a quantity which was less than the demanded, 10kg, by 2.193 kg. A customer had ordered and paid for 10 kg. Both accused pleaded guilty to the charge and were fined Shs. 4000.00 or six months imprisonment in default. This was criminal case number 198/82.

Another case dated back to 1981. This was criminal case number 1182/81. The case was heard before a Nairobi

court on 30th January, 1981 whereby Messrs Colgate Palmolive E.A. limited was charged with having in their possession for sale goods which bore a false statement of weight contrary to rule 9 of the weights and measures (sales and Labelling of Goods) rules, made under section 46 of the Weights and Measures Act.

The accused company was found in possession of prepacked Ajax Machine Wash which was packed in 500 grams packs. On testing the content of the packets it was found that most of the packets was less than the stated quantity of five hundred grams. The accused pleaded guilty and were fined 2,000.00. Other cases to this effect could be cited. Suffice it to say, such marketing (mal)practices has no doubt left the consumer to be more and more suspicious of marketing.

An astounding case hinging on product safety is found on record in Volume III, No. 4 of the Consumers Digest (August, 1983). The issue is about 'gramoxone' - a pesticide sold in Kenya. The question is "How Dangerous is Granoxone?". There is a growing awareness among the people of Kenya of the potential dangers posed by dangerous pesticides in use today. Some of the pesticides such as Dieldrin, DDT, BHC, Chlordane, Heptachlor and Aldrin are banned or severely restricted in their countries of origin.²⁹

29. Consumers Digest. Vol. III No. 4 (August 1983); p. 16.

Most of the countries that have banned these chemical pesticides do not have restrictions for their export to the Third World. This has turned to be a poisonous trade.

Recently,³⁰ the local press has exposed the dangerous herbicide gramoxone (or "paraquat" as it is sometimes called). The concern for most people over these herbicide was the security and quality of their health and that of their environment from being poisoned.

The Kenyan people do not have to wait for additional information on the hazards of gramoxone in order to ban it, when it is already known elsewhere in the world that the chemical is the worst poison, probably next to dioxin.

Apparently, most of the information and knowledge on dangerous pesticides has even filtered among Kenya's decision and policy makers. On March 27, 1982, Munyua Waiyaki, then Minister for Agriculture, warned chemical cheats and called on the members of the Pesticide Chemical Association of Kenya to comply with their code of ethics.³¹ Nineteen days later on April the 14th 1982, Mr. Zephania Anyieni, then Member of Parliament, said in Parliament that pesticides banned in their country of origin should not

30. Consumers Digest Vol. 6 No. 9 (September 1986) p. 5.

31. Daily Nation, March 27 1982 p. 3.

32. Kenya News Agency in Daily Nation April 14, 1982, p. 5.

be registered for use in Kenya.³² Dr. Zachary Onyoka, as the head of the Kenyan Delegation to 1982 UNEPS' Session of Special Character, called for Third World Countries not to be used as dumping ground for toxic substances including pesticides banned elsewhere because of proven hazardous effects on the environment and human health.³³

While it is known that some incidences of gramoxone poisoning are intentional, to commit suicide, the list of victims of circumstances, ignorance, and accidents will continue to increase. Some deaths, particularly in the rural areas go unnoticed. Kenya can not afford to continue using dangerous pesticides and other unsafe products on the one hand and on the other hand assume that it can be able to maintain the quality of health of its people and that of the environment.

Gramoxone is not the only case: The table below gives examples of other Banned and Restricted pesticides being sold in Kenya.

33. Consumer Digest, August 1983, Vol. III No. 4.
PP. 16 - 21.

34. Consumer Digest, (1983, op. cit. Vol. 3 No. 4
p. 21.

COMMON CHEMICAL NAME	TRADE NAMES IN KENYA	CLASS OF CHEMICAL	COMPANY INVOLVED	COUNTRIES BANNED/ RESTRICTED
ALDRIN	ALANDRIN; NOVA-ALDRIN ALDRIN	INSTECTIONICIDE	TWIGA (K); Shell-HOEST; MURPHY CPL; NOVA:SAPA	CANADA WEST GERMANY U.S.A. BRITAIN
D.D.T	DIDIMAC; DDT; DICOPHANE; MURFUM-DDT NOVA DDT	TWIGA; INSECTICIDE	TWIGA MAY AND BAKER; SAPA; MURPHY	CANADA W. GERMANY U.S.A. JAPAN BRITAIN
DIELDRIN	25 & 75 KYNADRIN DIELDRIN NOVADIEL- DRIN - 50	 INSECTICIDE	CLP; NOVA TWIGA; SHELL; SAPA; MURPHY CPL; NOVA	 CANADA W. GERMANY U.S.A. JAPAN BRITAIN

Source: Environment liason centre, Nairobi.

Many of the local rural farmers who use them are unaware of their hazards and side effects. No information and adequate advice is offered to this 'ignorant' farmers on the use and application of these pesticides. Neither are they informed of the potential alternatives available for them.

Indeed, the Kenya government should review all the pesticides available on the market in Kenya and, if possible, withdraw all the 'dangerous' pesticides and offer suitable alternatives for its consumer public.

2.8.2 THE PRICE:

The following maxim has been coined to express how the consumer feel about price in Kenya. "That which goes up and never comes down - PRICE". Recently³⁵ the price of petrol, gas, kerosene, and diesel were announced by the government as a result of falling prices of petroleum oil in the world market. While this was wellcome news for motorists, gas consumers, diesel consumers and kerosene users, the

35. Consumers Digest, Vol. 6 No. 4 (April 1986) p. 1.

ordinary users have complained that the benefits of reduction of price of oil has not been passed on to them. They have consequently decried the government to intervene and force those manufacturers not voluntarily willing to reduce prices to do so. Hence, although it is not explicit how much prices mean to consumers, the concern that follows as a result of reduced prices of petroleum products is a pointer that prices that the market asks for its products are not favourable.

Some consumers have come in the open to challenge the prices of some particular products. In a letter from Mombasa,³⁶ for example, one consumer expressed her dissatisfaction with the price of eggs in Mombasa. She reckons, they are a bit too high particularly "for a population whose majority are vegeterians." As has been mentioned, no research has been done to determine the magnitude of these complaints. The current study is hoped to confirm or not whether these complaints are 'universal'. However it should be mentioned that the government of Kenya controls the prices of several basic products especially foodstuffs.

2.8.3 Promotion:

Advertising, one of the key promo-tools largely used by marketers has come under severe criticism in Kenya

36. Consumer Digest, Vol. II No. 6 (August/September 1982)
pp. 6.

not only from the public but also from senior government officials. Waruingi (1979) carried out a survey research on attitudes toward particular aspects of advertising. Asked whether or not advertisements they see, read and hear, present a true picture of the products offered in the market, respondents strongly agreed that advertisements did not present a true picture of products offered in the market. This finding supports the view expressed by Kenya's Vice President, Mr. Mwai Kibaki.

In his address to the Kenya Association of Manufacturers, the Vice President described some advertising in Kenya as 'terrible' and accused some advertisers of telling lies to the public. He was quoted as saying the following on advertising:

"We have a serious socio-economic problem and it should not be belittled, so give us your help. Someone tries to sell such-and-such a drug, and says that it can cure 27 different diseases, and he is allowed to say it on radio and television everyday. He may have vans going around telling the public this..."

(Trade and Industry) 1979)

In Mr. Kibaki's view, there is much wrong with advertising in Kenya. Nowonder, consumers have called for stiffer control of advertising claims.³⁷

37. "Are the Advertising claims true?" Consumer Digest, Vol. 3 No. 4 (August, 1983) pp. 16.

On the question of more government regulation of advertising, Waruingi's study reported mixed feelings. Some respondents advocated self-regulation of advertising; others called for stiffer controls by the government. One of the leading advocates of self-regulating advertising is Mr. Wanjui, Chairman, East African Industries - a leading industrial concern specialized in consumer products.

In a speech to the Kenya Consumer Organization in 1978, Mr. Wanjui argued that the government should not be requested to interfere so much with what we should "read, see or know" as this could "eventually interfere with human rights" (contact, June 1978).

Mr. Wanjui prefers self-regulation of the advertising industry in Kenya. He pointed out in his speech that the Marketing Society of Kenya was in the process of formulating an advertising code of practice, a proof that advertisers know that they have everything to gain by raising the ethical standards of advertising.

However, opponents of self-regulating advertising industry have also come out to strongly advocate need for government regulation of advertising. A leading vocalist on this opposing side is Edda Gachukia, then Honourable Member of the Kenya parliament. Addressing a Seminar of the Kenya National Council of Social Services, she asked:

... Is it not time perhaps that the government prescribed certain norms within which the advertising profession in this country must be practiced? Such norms could cover, among other subjects, such areas as: advertising which goes against medical advice; unvarified advertising claims; exploitative advertising and others (Nairobi Times, 30th, April, 1988).

Mrs. Gachukia believes that more government involvement is needed because of the nature of the country's society. She argues that "with largely an illiterate, or semi-literate, unsophisticated society which can be easily swayed by advertising, the government has to get deeply involved in its regulation.

Mrs. Gachukia does not stand alone in calling for stronger regulation of advertising in Kenya. Consumers, have, on the other hand, also expressed skepticism with self-regulating advertising. When asked (see Waruingi 1979) whether they thought control of advertising itself can be genuinely effective, the respondents turned out skeptical with self-regulating advertising. Moreover, they strongly agreed that advertisers should be forced to substantiate their claims.

Although advertising can nourish the consuming power of men and create wants for a better standard of living, it too can be used to deceive the consumer into utter waste of his/her fortune. A criminal case can be cited to emphasize this fact.

On 14th April, 1981, at Law Courts Nairobi, Criminal Case Number 1111/81 K & A self-selection Store ltd. were charged by Weights and Measures, Nairobi for giving an indication that goods were being offered at a price less than that at which they were infact being offered contrary to section 4 (2) as read with section 15 of the Trade Descriptions Act, Cp. 505, Laws of Kenya.

The particulars of the case were that by means of a press advertisement they gave an indication likely to be taken as an indication that goods, namely New Ajax 420 ml. Dish-Washing Liquid was being offered for sale at 1/= off the normal price whereas it was being offered at 25 cents off the normal price of K.Shs. 10.50. Here the company had marked the said goods "Shs. 1.00 off" which had implied that it was Shs. 1.00 off the recommended price. On investigation, it was found that it was only twenty-five cents off the recommended price. The company pleaded guilty and was fined K.Shs. 2,500.00. They paid the fine.

It is obvious that consumers are sometimes at the mercy of the business community. That the consumers have expressed their wish for government control over advertising is not surprising. Further studies are, however, necessary to reveal the magnitude of such cases; and even to seek to know what the consumers have to say about the court fines imposed on the "criminals".

2.8.4 Place (Distribution).

Studies are lacking in literature regarding the distribution of goods and services in Kenya. The only study available was carried out by Corcoran and Tyrell (1975). They carried out a survey aimed at determining consumers' feelings about rural shops where they make their purchases. Most consumers approved of the friendly service they received, but opening hours and the availability of credit facilities were almost evenly appreciated or criticized. Besides, the survey results indicated that inadequate stocks and dirty conditions were the worst features.

Some consumers³⁸ have also observed that foods, clothing, and shelter are among the basic human needs and it is a primary duty of the government to avail them to the people regularly and at reasonable prices. Hence the importance of a viable and effective distribution system in the country to ensure that the basic necessities such as food reach the consumers.

"Long channel of distribution" is the most commonly practiced in Kenya. This is where manufacturers sell goods in bulk to the wholesalers who in turn sell them to retailers who then sells to the consumers. The many wholesalers and retailers, must make a profit in order to be in business and

38. _____; "Distribution of Goods, in Kenya".
Consumer Digest, Vol. 1 No. 2 (June 1981) pp. 14.

these are reflected in the prices paid for by the consumers.

While in theory,³⁹ consumers can deal directly with the manufacturers thus avoiding the middleman's profits, in practice it is not possible due to various reasons such as the location of most manufacturers, being in the urban areas and majority of the consumers are in the rural areas hence travelling to obtain the goods would make them more expensive.

However, the government is trying its best to safeguard the interest of the consumers. It is vigilant on the manufacturers, wholesalers, and retailers, and to ensure that consumers do not pay exorbitant prices, the price of some locally manufactured goods is controlled at the factory level while others are controlled at the factory, wholesale and retail levels.

The consumer rights are further safeguarded by the distribution policy which is geared towards ensuring that goods and services are available to all sectors of the economy within easy reach and at competitive prices. One government organ that has spearheaded distribution in this direction is the Kenya National Trading Corporation (KNTC) which was formed to help Africans go into wholesale trade. Through its country-wide network of depots, the KNTC makes it

39. Consumer Digest, Op. Cit., p. 14.

possible for the upcoming African wholesalers to replenish their stocks easily.

Finally, since independence, the Kenya Government has encouraged Kenyans to enter the commerce sector through various measures. Notable among these measures is 1967 Trade Licending Act that gave power to the government to embark upon a program of Kenyanization by limiting the number of trade licences given to non-citizens and raising the number of the Kenya traders.

Partly as a result of this Act, almost the entire distributive trade in the rural areas has been acquired by citizens. In major towns, however, non-citizen traders are still many.

According to the Ministry of Commerce ^{and Industry} / Statistics of ^{were} trade licencing as at December, 31st 1980, there ^{were} 4,761 citizens and 551 non-citizens in the wholesale trade; 44,593 citizens and 199 non-citizens in the retail trade and 280 citizens and 536 non-citizens in joint ventures.⁴⁰

In conclusion, although through the government efforts distribution trade, especially in the rural areas, has been put in the hands of Kenyans, the apparent dissatisfaction with the availability of stock in rural shops should raise important questions in the minds of these businessmen.

40. Consumers Digest, (June, 1981) op. cit. p. 16.

They should find out what consumers think about their profits and justify the need for their middlemanship.

All in all, it is hoped that the current study will enable us to understand the basic "public" perception of and satisfaction with marketing establishment in this country, Kenya. This should be achieved through the results as to what attitudes consumers have toward marketing practices in general and particularly, toward each of the marketing mix variables of product, price, promotion and place (distribution).

CHAPTER THREE

METHODOLOGY

3.1 THE POPULATION:

It is ideal in a survey of this kind, for one to sample the entire national 'consumer' population of the country. However, owing to time constraint and other major constraints such as finance, such a procedure was not feasible. Hence, the study was concentrated on the consumers drawn from the city of Nairobi, a profile of which is presented below to give the reader a better understanding of the sample selection procedure that will follow.

A striking feature of Nairobi which is of special significance in this study is the division of the town into distinctive sections. This is particularly true in the residential areas and remains one of the most noticeable legacies of the colonial period. The British administrators of Kenya practiced the philosophy of racial separation during the colonial period. There developed during this period three distinct "social Nairobis" - A white Nairobi, An Asian Nairobi, and an African Nairobi. In post-independence Kenya, however, "Social Barriers" have given way to "Economic Barriers" (Tiwani 1973; Ferraro 1979).

Upper Nairobi which is the area north and west of the central business district was formerly devoted exclusively to European residents. Although some of the more affluent

Africans and Asians have begun to occupy houses in this areas, it remains the area where majority of Europeans reside. Close to it, but not strictly within, upper Nairobi is the area of Muthaiga, generally considered to be the most prestigious residential section of Nairobi, consisting of heads of Diplomatic Missions as well as the most affluent businessmen.

In marked contrast to the attractive stone homes built on spacious well-wooded plots in upper Nairobi and Muthaiga are the predominantly African working-class section of Kariokor, Pumwani, Kimathi, Jericho, among others, located in the east of the central business district and north of the industrial area. This predominantly African area generally referred to as Eastlands, is by far the most densely populated area of the city (Halliman and Morgan, 1967).

The third distinctive residential area - again based on race and culture, is the Parklands, Pangani area located to the north of the city center and housing approximately four of every five Nairobi's substantial Asian population. It is noteworthy that as a result of land limitation in the area around Parklands-Pangani, a secondary Asian area of concentration has developed within the last two decades in Nairobi South. (Ferran, 1979).

As has been said by Tiwani (1973) and Ferraro, (1979), these 'social barriers' have given way to 'economic barriers'

resulting in the above residential structure of Nairobi to correspond to upper socio-economic class; Lower socio-economic class; and Middle socio-economic class respectively. It is, however, necessary to mention that lately, some estates have emerged in each of these distinct residential divisions of Nairobi which do not necessarily conform to the socio-economic classes mentioned above. For example, in Eastlands, estates such as Buru-Buru (Phases 1 to 5), Sunrise, Donholm, only to mention a few, do not conform to the lower socio-economic class. Similar cases could be cited from the two other divisions.

From the preceding profile, a cross-sectional study of Nairobi consumers would have been possible. However, due to the following reasons, only the middle socio-economic class was chosen as the population of interest.

First, there was time limitation. The project or study was to be undertaken within a very short time span and a cross-sectional study would not have been possible within that short time. This is mainly because of non-availability of respondents at most convenient hours.

Second, it was difficult to reach some would-be respondents especially in the upper socio-economic class. Past experience has shown that this group is very inaccessible and uncooperative. It was therefore not necessary, within the short time available, to try to reach them (Masinde 1986).

Thirdly, owing to the short time in which the study had to be accomplished, and to the problem of communication, especially with the lower socio-economic class, it was not possible to translate the data collection instrument from English to Kiswahili ^{the} language that was fairly understood by this group.

Hence, the middle class that was fairly accessible, cooperative, and who mainly comprised of the elites formed the population from which a sample was selected for the purposes of this study.

3.2 THE SAMPLE:

A list of 31 estates conforming to the middle socio-economic class was compiled from the office of the Director of City Planning and Housing. This list was updated to include any other estate that conformed to the said class but was omitted for some reason or another.

The sample selection procedure was as follows: First, lottery method of simple random sampling was used to select ten (10) estates where the study was conducted. These 10 estates, randomly selected, were deemed representative of the 31 middle class estates as above.

The second procedure called for selecting specific dwelling units. Ten such dwelling units were selected from each of the 10 estates above using systematic sampling

technique. The plan was to obtain 100 respondents to whom the questionnaire was administered.

Lastly, the questionnaires were personally administered using the 'drop method' but due to pressing time and slow response, 'waiting while the questionnaire is completed' was adopted later. A total of 80 questionnaires were returned duly completed.

3.3 DATA COLLECTION INSTRUMENT:

Appendix A shows the questionnaire items that were presented to the sample of consumers to measure their attitudes toward marketing via the four major elements of marketing practice. These four categories were intended to correspond roughly to the four components of the marketing mix as they impact on consumers. Promotion is represented by the advertising section and also the personal selling related items, from the final section.

The scale items were developed by selecting and adapting those that had appeared in the marketing literature. The items include both favourable and unfavourable statements to offset any affirmation/negation response set.¹

All the five sections that made up questionnaire items

1. See Gaski, J.F. and Michael J. Etzel, "Consumer Sentiments Toward Marketing" Journal of Marketing (August, 1986) p. 24.

consisted of Likert - type statements² that were rated by respondents on a five point scale, for example, from "strongly agree" to "strongly disagree".

3.4 DATA ANALYSIS TECHNIQUE:

Attitude Index and percentages were used to analyse the data. The index was calculated by subtracting from any given attitude statement, the percentage of the respondents who disagreed from the total of those who agreed. A positive index indicated a preponderance of agreement; a negative index means disagreement. A similar index has been used before (see for example, Katona et al., 1971; Thorelli, Engledow and Becker, 1975; and Waruingi 1979).

2. Rensis Likert, "A Technique for the Measurement of Attitudes," in Gilbert A. Churchill, Marketing Research: Methodological Foundations 2nd ed., (The Dryden Press, Hinsdale Illinois, 1979) pp. 225-226.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

Data in this study is summarized and presented in terms of percentages and attitude indices. The index is obtained by subtracting from any given attitude statement, the percentage of respondents who disagreed from the total of those who agreed. A positive index indicates a preponderance of agreement, a negative index means disagreement.

The data analyses are presented in five sections. The first four sections present findings on the respondents' attitudes toward the four marketing areas viz: Product quality; Price of products; advertising of products, and retailing or selling.

The fifth section presents findings on the respondents' attitudes toward marketing in general.

4:1 CONSUMER ATTITUDES TOWARD PRODUCT QUALITY.

Table 4:1 summarizes the responses of the consumers on seven attitude statements. The statements were intended to measure what kind of attitudes consumers have toward product - one of the marketing areas via which a measurement of consumer attitudes toward marketing was to be achieved. Tables 4-7 and 4-8 which summarizes the frequencies of problems which consumers have had with the products they buy, among other features of marketing, and that of

TABLE 4-1

CONSUMERS' ATTITUDES TOWARD PRODUCT QUALITY

Statement	Percent Agreeing			Percent Neither Agreeing Nor Disagreeing	Percent Disagreeing			Index*
	Strongly Agree	Agree	Total		Strongly Disagree	Disagree	Total	
1. The quality of most products I buy is as good as can be expected	2.5%	33.75%	36.25%	20%	12.5%	21.25%	43.75%	-7.7
2. I am satisfied with most of the products I buy.	3.75%	33.75%	37.5%	21.25%	20%	31.25%	41.25%	-3.75
3. Most products I buy wear out too quickly	35%	41.25%	76.25%	8.75%	0%	15.0%	15.0%	61.25
4. Products are not made as well as they used to be.	43.75%	25.0%	68.75%	18.75%	3.75%	8.75%	12.5%	56.25
5. Too many of the products I buy are defective in some way.	8.75%	30.0%	38.75%	25.0%	3.75%	32.5%	36.25%	2.5
6. The companies that make products I buy don't care enough about how well they perform.	5.0%	37.5%	42.5%	27.5%	15.0%	15.0%	30.0%	12.5
7. The quality of products I buy has consistently improved over the years.	10.0%	12.5%	22.5%	31.25%	20.0%	26.25%	46.25%	-27.75

* Index = % of sample agreeing minus % disagreeing.

importance of each of the four marketing areas to consumers, respectively, shall also be used to present the findings in this area of marketing.

It should be noted, however, that the index that appears in the last column of table 4-1 was calculated by adding, for a given attitude question, the percentage of the respondents who agreed, and subtracting from the total the percentage of the respondents who disagreed or strongly disagreed. A positive index indicates a preponderance of agreement, a negative index indicates disagreement with the statement, respectively. Hence, the index and the individual frequency findings in Tables 4-7 and 4-8, respectively, will be used to present the findings.

Looking at Table 4-1, respondents have shown, with a negative index of 7.5, their general disagreement with the statement that "the quality of most products I buy is as good as can be expected". They also did not agree that they are satisfied with most of the products they buy (a negative index of 3.75). In addition, consumers strongly felt that "products are not made as well as they used to be." This is shown by a strong positive index of 56.25. But, asked in general, how satisfied they were with the quality of most products they buy, the respondents agreed they were generally satisfied (index +23.75 - see table 4-6 appendix B1). This inconsistency, of

course, shows some kind of anomaly and this may be due to the fact that most of the findings above are generalized. Another study may give different results. However, the implication one may draw from the above findings is that consumers are fairly skeptical about the quality of most products offered for sale in the market. No specific explanation for such feelings were sought by this study. However, a strong agreement with the statement that "most products I buy wear out too quickly" (Index = +ve 61.25) may indicate why there is high negative attitude tendency toward products' quality. Besides, consumers agreed that "too many of the products they buy are defective in some way (shown by a positive index of 2.5 in agreement with the above statement). They disagreed that the "quality of most products have consistently improved over the years" (index = -27.75). These findings, on a more general note, indicate that consumers are not satisfied with the quality of products they buy.

Looking at Table 4-7 (appendix B2) more specific findings come to light. Here we notice that there is a high frequency of problems with or complaints about most products consumers buy. For example, 41.25 percent of the respondents interviewed indicated that they often had problems with or complaints about most products they buy. Only 10 percent seldom had problems and complaints with or about the products they buy, respectively. These findings upholds the suggestion above, that consumers do

not generally feel satisfied with the quality of most products they buy.

Again from Table 4-8 (appendix B3), we see that most respondents considered the quality of most products they buy extremely important. Hence, perhaps because of this high quality orientation that has not been well met in most of the products they buy, the respondents have highly shown a negative preponderance to product quality.

4:2 CONSUMER ATTITUDES TOWARD PRICE OF PRODUCTS

Table 4-2 summarizes the findings about consumer attitudes toward price of products. Tables 4-7 and 4-8 also summarize the frequencies of how often consumers have had problems with or complaints about the prices they pay for products they buy and, of how important the prices they must pay are to them, respectively.

As Table 4-2 shows, most respondents strongly agreed that most products they buy are 'overpriced'. This is indicated by a high positive index of 62.5 to the statement that "most of the products I buy are overpriced. They also felt that business could charge lower prices and still be profitable" (index = 68.75). These high indices show that consumers are not satisfied with the prices they must pay for the products they buy.

It is further evident from the general findings (see table 4-6, appendix B1) that the respondents are highly

TABLE 4-2

CONSUMER ATTITUDES TOWARD PRICES OF PRODUCTS (N = 80)

Statement	Percent Agreeing			Percent Neither Agreeing Nor Disagreeing	Percent Disagreeing			Index*
	Strongly Agree	Agree	Total		Strongly Disagree	Disagree	Total	
1. Most products I buy are overpriced.	40%	32.5%	72.5%	17.5%	5.0%	5.0%	10.0%	62.5
2. Business could charge lower prices and still be profitable.	50%	26.25%	76.25%	16.25%	0.0%	7.5%	7.5%	68.75
3. Most prices are reasonable considering the high cost of doing business.	3.75%	37.5%	41.25%	15.75%	10.0%	35.0%	45.0%	-3.75
4. Competition between companies keeps prices reasonable.	45.75%	38.75%	82.5%	2.5%	6.25%	8.75%	15.0%	67.5
5. Companies are justified in charging the prices they charge.	17.5%	36.25%	53.75%	21.25%	7.5%	17.5%	25.0%	28.75
6. Most prices are fair.	1.25%	28.75%	30.0%	11.25%	10.0%	48.75%	58.75%	-28.75
7. In general, I am satisfied with the prices I pay.	5.0%	16.25%	21.25%	12.5%	42.5%	23.75%	66.25%	-45

* Index = % of sample agreeing minus % disagreeing.

dissatisfied with the prices of most products. 62.5% of the respondents showed general dissatisfaction with the price of most products.

Looking at Table 4-7 (appendix B2), it is evident that the majority of those interviewed, about 61 percent, have had more problems with or complaints about prices they pay against only 38 percent who have seldom had problems with or complaints about the prices they pay. This high frequency supports the general findings of high negative attitude tendency towards price of products as indicated above. Perhaps the fact that consumers find the prices they must pay for the products they buy extremely important may explain the above dissatisfaction with price. From Table 4-8, it is noticeable that except for the 21.25 percent of those who felt that the prices they pay are somewhat important, only 1.25 percent found prices not very important. The rest of the respondents hence felt that the prices they must pay are very important.

Another explanation for high negative attitude tendency toward the prices consumers must pay may be drawn from the findings highlighted in section 4-1 - about the consumers' attitudes toward the quality of products. If it is indeed true that the quality of most products consumers buy "are not as good as can be expected", then it will be most obvious that for any slightly more price that consumers are asked to pay, there is bound to be complaints on the part of consumers. Such price related complaints

were highlighted in the literature review in chapter two of this report.

Generally speaking, the price of products, like the quality of the same discussed above, need be improved by those concerned if what the above findings indicate is true. Alternatively, the marketing practitioners may need to inform the respondents a little more on product quality and the reasonability of the prices of products that they (respondents) must pay for the products they buy. This may change the respondents' product quality and price expectations. Perhaps, these steps may help in restoring the 'image' of these two areas of marketing practice.

4:3 CONSUMER ATTITUDES TOWARD PRODUCT'S ADVERTISING

Table 4-3 summarizes the results from the attitude statements that aimed at measuring how advertising is "doing" in the eyes of the consumer public. It is noteworthy, however, that advertising has been a controversial activity in Kenya. From the literature reviewed in chapter two of this report, it was evident that consumers, including some prominent persons in the government, have largely expressed skepticism on the performance of advertising as a whole. While some have called for self-regulation of advertising, others have asked for more government regulation of the same.

As the table shows, however, the study focused on the

"image" of advertising from the respondents' point of view. Item by item analysis of the findings in Table 4-3 will help to this end. Also, the findings about the frequency of problems or complaints about the advertising consumers read, see, and hear will be highlighted. These are contained in Table 4-7. Lastly, but not least, the findings ^{on how} important advertising read, seen, and heard to consumers shall also be highlighted to supplement the general findings that Table 4-3 contains.

From Table 4-3 it can be seen that respondents did not think that advertising provide them with essential information (index = -ve 13.75). This finding is surprising as one would expect that one of the primary goals of advertising is to provide information to buyers about the products they buy. This information is expected to guide buyers into a more satisfactory expenditure of their money.

Besides, respondents' strongly agreed with the statement that "most advertising makes false claims". This is shown by a high positive index of 62.5. But, on the contrary, most consumers did not agree that advertising should be eliminated. A fairly high negative index of 33.75 to the statement that "if most advertising was eliminated, consumers would be better off", shows that in spite of some wrong in advertising, consumers acknowledge that there are some benefits that advertising can offer.

TABLE 4 - 3

CONSUMER ATTITUDES TOWARD PRODUCTS' ADVERTISING (N = 80)

Statement	Percent Agreeing			Percent Neither Agreeing Nor Disagreeing	Percent Disagreeing			Index*
	Strongly Agree	Agree	Total		Strongly Disagree	Disagree	Total	
1. Most advertising provides consumers with essential information.	21.25%	17.5%	38.75%	8.75%	27.5%	25.0%	52.5%	-13.75
2. Most advertising is very annoying.	15.0%	36.25%	51.25%	6.25%	21.25%	21.25%	42.5%	8.75
3. Most advertising makes false claims.	38.75%	36.25%	75.0%	12.5%	8.75%	3.75%	12.5%	62.5
4. If most advertising was eliminated, consumers would be better off.	16.25%	5.0%	21.25%	23.75%	28.75%	26.25%	55.0%	-33.75
5. I enjoy most ads.	8.75%	28.75%	37.5%	18.75%	15.0%	28.75%	43.75%	-6.25
6. Advertising should be more closely regulated.	33.75%	45.0%	78.75%	7.5%	1.25%	12.5%	13.75%	65
7. Most advertising is intended to deceive rather than to inform consumers.	30.0%	35.0%	75.0%	6.25%	13.75%	15.0%	28.75%	46.25

* Index = % of sample strongly agreeing or agreeing with statement minus % strongly disagreeing or disagreeing.

Although the same respondents did not want to see most advertising eliminated (index = -ve 33.75) they, however, strongly agreed with more regulation of advertising. This is indicated with a high positive index of 65 to the statement that "advertising should be more closely regulated". Perhaps one reason for this need for more regulation of advertising on the part of consumers is the fact that "most advertising to them, so far, makes false claims" (index = +ve 62.5). They would think that the government, could at least ensure that some truthfulness is "added" to most advertising claims or, at least, ensure that advertisers back up product claims with facts about performance.

Moreover, most respondents felt that most advertising is intended to deceive rather than to inform (index = +ve 46.25). It is no wonder that consumers' confidence in advertising is wearing out as shown by the respondents' general dissatisfaction with advertising (index = -ve 52.5) (see Table 4-6, appendix B1). Yet advertising in general is considered very important by the consumers (see Table 4-8, appendix B3). Advertisers could make a good name for advertising if they could only take time to find out what it is that consumers want to read, see and hear from their advertisements.

4:4 CONSUMER ATTITUDES TOWARDS RETAILING AND SELLING

Table 4-4 summarizes respondents' attitudes toward

retailing and selling, the two distribution aspects that this study examined, among others. Most respondents interviewed generally agreed with the statement that "most retail stores serve their customers well." This is shown by a high positive index of 63.75. Also respondents did not agree that "most of their shopping was unpleasant because of the way retailers treated them" (index = +ve 35). They, in addition, found most retail salespeople to be very helpful (index = +ve 23.75). And more generally, the respondents indicated a strong satisfaction with the selling conditions at most of the stores at which they buy products - (see Table 4-6, Appendix B1).

Besides, as can be noted from Table 4-7 (Appendix B2), respondents interviewed (about 53 percent) did not seem to have frequent problems with or complaints about the stores at which they buy. At the same time, over 67 percent of them considered the selling conditions at most stores at which they buy very important (see Table 4-8 appendix B3). So, in other words, it may not be enough to say that as long as consumers get what they want from any store they buy from, they would not mind how they are treated and, also, the selling conditions at the same stores, among others. Hence the positive attitude tendency shown here by the consumers is very consistent except, of course, for the fact that consumers thought that middlemen generally made excessive profits (index = +ve 37.5).

TABLE 4 - 4

CONSUMER ATTITUDES TOWARD RETAILING OR SELLING (N = 80)

Statement	Percent Agreeing			Percent Neither Agree nor Disagree	Percent Disagreeing			Index*
	Strongly Agree	Agree	Total		Strongly Disagree	Disagree	Total	
1. Most retail stores serve their customers well	10.0%	65.0%	75.0%	13.75%	5.0%	6.25%	11.25%	63.75
2. Because of the way retailers treat me, most of my shopping is unpleasant.	10.0%	7.5%	17.5%	30.0%	10.0%	52.5%	52.5%	-35
3. I find most retail salespeople to be very helpful.	6.25%	43.75%	50.0%	23.75%	8.75%	17.5%	26.25%	23.75
4. Most retail stores provide an adequate selection of merchandise.	10.0%	48.75%	58.75%	16.25%	5.0%	20.0%	25.0%	38.75
5. In general most middlemen make excessive profits.	22.5%	30.0%	52.5%	32.5%	1.25%	13.75%	15.0%	37.5
6. When I need assistance in store, I am usually not able to get it.	7.5%	7.5%	15.0%	21.25%	11.25%	52.5%	63.75%	-48.75
7. Most retailers provide adequate services.	7.5%	33.75%	41.25%	22.5%	5.0%	31.25%	36.25%	10

* Index = % of sample strongly agreeing or agreeing with statement minus % strongly disagreeing or disagreeing.

As a whole, the above findings agree with the findings of Corcoran and Tyrell (1975). In their report of a survey carried out in Kenya to determine customers feelings about rural shops where they make their purchases, most customers approved of the friendly services they received except for the opening hours and the availability of credit that was equally criticised and appreciated, respectively.

The consumers also agreed, generally, with the provision of adequate selection of merchandise by most retail stores. A positive index of 38.75 indicate this. Perhaps this may explain the reason why consumers seem happy with most retail stores or selling points at which they obtain goods. It is usually disappointing to walk from one store to another only to find that what you want is inavailable!

A high negative attitude index of 48.75 to the statement that "when I need assistance in^a store, I am usually not able to get it", and a strong positive index of 63.75 to the statement that "most retail stores serve their customers well", combine to reiterate the apparent satisfaction with retailing or selling. Hence, except for the disagreement with the profits retailers make, respondents seem to have a very favourable attitude toward retailing or selling.

4:5 CONSUMER ATTITUDES TOWARD MARKETING IN GENERAL

Table 4-5 summarizes consumers' attitudes toward

Marketing in General.¹ Most respondents interviewed were in general disagreement that "most businesses operate on the philosophy that the consumer is always right" (index = -ve 51.25). They agreed that despite what is frequently said, to the contrary, "let the buyer beware" is the guiding philosophy of most businesses (index = +ve 10). Indeed, in the literature reviewed in chapter two, Hawkins (1965) underscored the amount of distrust that consumers have for most businessmen. Perhaps it is because of the above indications that most businesses do not take seriously consumer 'rights' and that the consumer must have to 'beware' with what business offers to them.

No wonder, most respondents felt that most businessmen are primarily concerned with making profits at their expense. It is possible, that the respondents may have missed some facts important to their satisfaction with marketing in general but, that aside, the findings revealed here requires that businessmen must take an urgent step to restore a good 'consumer' perception of marketing. They indeed have a demanding public relations task to convince the 'consumers' that they (businessmen) are not too bad, after all.

1. Although the label "Marketing in General" was used in the questionnaire because of the belief that it would be less confusing to respondents than more accurate alternatives, this set of items can be thought of as reflecting a general impression of marketing's relationship with consumers. Note that no suggestions are being made that the items in this scale are perfectly equivalent to the domain of marketing in general.

TABLE 4-5

CONSUMER ATTITUDES TOWARD MARKETING IN GENERAL (N = 80)

Statement	Percent Agreeing			Percent Neither Agree nor Disagree	Percent Disagreeing			Index*
	Strongly Agree	Agree	Total		Strongly Disagree	Disagree	Total	
1. Most businesses operate on the philosophy that the consumer is always right.	6.25%	11.25%	17.5%	13.75%	38.75%	30.0%	68.75%	-51.25
2. Despite what is frequently said, "let the buyer beware" is the guiding philosophy of most businesses.	17.5%	25.0%	42.5%	25.0%	7.5%	25.0%	32.5%	10
3. Most businessmen seldom shirk their responsibility to the consumer.	17.5%	28.75%	46.25%	31.25%	5.0%	17.5%	22.5%	23.75
4. Most businesses are more interested in making profits than in serving consumers.	55.0%	31.25%	86.25%	6.25%	0%	7.5%	7.5%	78.75

All in all, the findings above indicate that marketing practitioners and businessmen in general, have tremendous work to do in terms of their service to the consumer 'public'. They need to improve on the quality of most products they offer to the consumers and to charge prices that consumers feel are fairly 'reasonable'. If not so, they have an important task of convincing the consumers that the quality of most products are upto standard and comensurate with the prices they are asked to pay.

Besides, marketing practitioners and businessmen in general, need to find out what really interests consumers in advertising. This will go along way to improve the apparent poor image that advertising is found to have so far. They need to also put more 'truth' in their advertisements and back up product claims with evidence of performance. In this case, advertising will serve its purpose of providing consumers with essential information.

Although all seems well with selling and retailing, this should not make businesses to relax in their efforts to make products available to consumers. In any case, retailing or selling is just one of the many parts that comprise distribution. Businesses should therefore find out the needs and wants of consumers in so far as distribution of products are concerned.

Finally, marketing practitioners and businessmen, in general, must do something to improve consumer perception

of the general role of marketing. They must enable the consumers to realize that marketing cares for them and not that they have to 'beware' of what marketing offers. It is hoped that these findings will, however, be useful to those in marketing practice to be able to plan their marketing activities in the best possible way to the benefit of both the consumer and the organization, as the succeeding section emphasizes.

CHAPTER FIVE

CONCLUSION

5:1. Summary

The primary objective of this study was to investigate, in general, attitudes of consumers toward marketing. Specific objectives were to examine the extent to which consumers' attitudes toward marketing practices were favourable or unfavourable; and to determine what attitudes consumers had on each of the four marketing mix variables. This was achieved by measuring **consumer** attitudes toward the four areas of marketing and marketing in general. In addition, consumers' satisfaction, in general, with the four marketing areas and the frequency by which consumers have had problems, with the products they buy; the prices they pay; the advertising they read, see, and hear; and the stores at which they buy was also measured. Finally, the importance of each of the four areas of marketing to consumers was also measured to help achieve the said objectives. Chapter four has already presented the findings, the following section of this chapter shall therefore, present some concluding remarks and discuss the limitations of the study in addition to some suggestions for further research.

Chapter four, section one, reported the findings about consumer attitudes toward product quality. In general, consumers indicated strong negative attitude tendency toward product quality. They felt the quality of most of

the products they buy is not as good as can be expected. They strongly agreed that most products they buy wear out too quickly (Index = 61.25). They also did not agree that the quality of most of the products they buy has consistently improved over the years. These findings, among others, indicate that consumers are largely dissatisfied with the product quality. Since not all consumers may openly complain about their dissatisfaction with products they buy, business firms in Kenya should not underestimate the impact of private actions that consumers may resort to (such as brand switching and "bad mouthing," e.g., of particular products in question). It would be advisable for business firms to keep abreast with what consumers think or feel about their products and, more specifically, to make dissatisfaction data an integral part of their information systems. Such data can pay off in keeping management aware of otherwise undiscovered attitudes towards a firm's products.

Consumers did not also seem happy with the prices they have to pay for the products they buy. They felt most products were overpriced. In general, most of the consumers felt strongly dissatisfied with the prices they pay. Coupled with their strong dissatisfaction with quality of products, it is expected that unless business firms take urgent corrective measures toward their product and pricing policies, consumers would continue to be more and more apprehensive with these marketing aspects.

Chapter 4:3 presented results on attitudes towards advertising held by consumers. While consumers said that they would not be better off if most advertising was eliminated, they expressed doubts about some of its major functions. They did not believe that most advertising provides consumers with essential information. They believed that most advertising makes "false" claims, that it is intended to deceive rather than to inform consumers. Hence consumers would rather they had advertising more closely regulated. Businesses need to be more **cautious** about the advertising they offer to the consumers.

On retailing or selling whose results are presented in section 4:4, consumers, except for the excessive profits retailers make, generally showed a very favourable attitude. They appreciated adequate selection of merchandise provided by most retail stores. They also approved of the friendly service they receive from retailers. In general, these findings suggest favourable consumer attitudes toward retailing or selling aspect of marketing.

Finally, in general, it was indeed apparent that consumers are highly skeptical about marketing in general. Most consumers strongly agree that most businessmen are more after profits at the expense of consumers, that despite what is frequently said, "let buyer beware" is the guiding philosophy of most businesses.

5:2 MANAGERIAL IMPLICATIONS

Consumers interviewed in this study by and large showed a high negative attitude tendency toward marketing as measured via its four areas of practice. The apprehension thus expressed about these four marketing areas in general, and more particularly, about product quality, price of the promotion, products, and about marketing in general, should indeed constitute an important message to most business firms and more so to marketing executives. It is possible, in a developing country like Kenya, that executives view rising sales of their products as evidence of consumer satisfaction, when in fact, many consumers may feel they are choosing the best products from a basically unsatisfactory selection of products. Business must not deceive itself by interpreting sales increases as consumer satisfaction. The findings here suggest that business must re-examine and modify its policies to improve products offered to consumers and the prices they ask them to pay.

Most respondents to this study lacked confidence in advertising. It is not advertising's "right" to exist that was questioned. A majority of respondents doubted advertising's truthfulness. If as the findings here suggest, advertising is not credible, it is a reasonable assumption that it is losing effectiveness at the margin in its ability to communicate, which means that the same amount of advertising will accomplish less, or that it

will take more advertising to accomplish the same amount of communication. Business, however, can still do a lot to improve the image of advertising. The primary step would be to put more "truth" in advertising and back up product claims with facts about performance. Some firms may even need to conduct research to find out what consumers wish to know about products rather than "feeding" consumers with what the firms think they should hear.

The overall impression that one gets from this study is that consumers here seem to have 'serious' dissatisfaction with marketing that demand constructive and corrective action. Business should realize that service is its first obligation if it is to grow and flourish. The enlightened marketing practitioner attempts to satisfy the consumer and enhance his/her total well-being on the "assumption" that what is good, in the long-run, for consumers is good for business.

5:3 LIMITATIONS OF THE STUDY

There are limitations, in general, which are common to all survey research. Stokes (1973) cites a few considerations which may impair the validity and thus the usefulness of most surveys. These include: responding, on the part of the respondent, to protect the self interest; methodological artifacts (for example, where

respondents systematically respond in a manner they believe is expected by the researcher); and lack of relationship between attitude and behaviour - it is now generally accepted that there need be no relationship between attitude about an object and subsequent behaviour (Stokes 1973; Assael, 1981). Hence attitude measures alone are poor indicators of behaviour. Therefore, this study, like all other survey studies, share the above limitations.

However, the last, but not least, and perhaps the most important limitation of this study, is the fact that the study, was limited to one socio-economic class of Nairobi consumers due to financial and time factors. No one socio-economic class can represent a microcosm of the national population. The findings of this study, must then be interpreted with a lot of care. At best, the results of this study only properly apply to the middle socio-economic class of Nairobi consumers. It could have been possible for the study to yield different results had a national population sample been taken.

5:4. SUGGESTIONS FOR FURTHER RESEARCH

First, the study should be broadened to cover a cross-section of the national consumer public. It would be interesting to investigate whether or not national attitudes toward marketing differed significantly from the findings of this study.

Secondly, it would be appropriate to explore into the consequences of consumers' negative attitudes toward marketing. This study only revealed consumers' preponderance to disagreement with marketing. The effect of such negative preponderance need be studied in future in order to give a clear picture to marketing practitioners of what possible actions consumers may resort to for "redress" from their dissatisfaction with marketing.

Lastly, on a general note, the areas of consumer satisfaction with respect to marketing is still largely an unexplored area. Indeed, further indepth study is necessary for each of the four marketing areas through which attitudes toward marketing has been measured in this study.

5:5 IN CONCLUSION:

This study was exploratory. Its somewhat limited findings do not deserve to be generalized across the country; the sampling frame was indeed insufficient to represent the entire national consumer. It is hoped, however, that this study will provide future researchers with some point of reference and data for purposes of comparison.

APPENDIX

The following table shows the results of the experiments conducted during the course of the investigation. The data are arranged in order of increasing complexity of the problem.

For each experiment, the number of trials is given in parentheses. The results are given in terms of the number of correct responses and the percentage of correct responses. The standard error of the mean is also given. The results are compared with the results of the control group. The results are also compared with the results of the previous experiments. The results are also compared with the results of the literature.

A P P E N D I C E S

DATA COLLECTION INSTRUMENT

APPENDIX A

A. Listed below are seven or so statements pertaining to each of the four marketing areas. There is also a fifth section labelled "Marketing in General" that contains four statements.

For each statement, please put an X in the box which best describes how strongly you agree or disagree with each statement. For instance, if you "Strongly agree" the quality of most products today is as good as can be expected, put an X in the Agree Strongly box. Similarly, if you "Strongly disagree" the quality of most products is as good as can be expected, then put an X in the Disagree Strongly box.

	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
PRODUCT QUALITY					
1. The quality of most products I buy is as good as can be expected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am satisfied with most of the products I buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Most products I buy wear out too quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Products are not made as well as they used to be.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Too many of the products I buy are defective in some way.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The companies that make products I buy don't care enough about how well they perform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The quality of products I buy has consistently improved over the years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PRICE OF PRODUCTS:

	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
1. Most products I buy are overpriced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Businesses could charge lower prices and still make profits.					
3. Most prices are reasonable considering the high cost of doing business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Competition between companies keeps prices reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Companies are unjustified in charging the prices they charge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Most prices are fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. In general, I am satisfied with the prices I pay.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ADVERTISING FOR PRODUCTS:

1. Most advertising provides consumers with essential information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Most advertising is very annoying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ADVERTISING FOR PRODUCTS:

	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
3. Most advertising makes false claims.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. If most advertising was eliminated, consumers would be better off.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I enjoy most ads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Advertising should be more closely regulated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Most advertising is intended to deceive rather than to inform consumers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RETAILING OR SELLING:

1. Most retail stores serve their customers well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Because of the way retailers treat me, most of my shopping is unpleasant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I find most retail salespeople to be very helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Most retail stores provide an adequate selection of merchandise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RETAILING OR SELLING:

5. In general, most middlemen make excessive profits.

Agree Strongly Agree Somewhat Neither Agree nor Disagree Disagree Somewhat Disagree Strongly

6. When I need assistance in a store, I am usually not able to get it.

7. Most retailers provide adequate service.

MARKETING IN GENERAL:

1. Most businesses operate on the philosophy that the consumers is always right.

2. Despite what is frequently said, "let the buyer beware" is the guiding philosophy of most businesses.

3. Most businesses seldom shirk their responsibility to the consumer.

4. Most businesses are more interested in making profits than in serving consumers..

B. Now, I would like to know how satisfied you are, in general, with each of these four marketing areas. Please tick the box which best describes your overall satisfaction with each marketing area.

	Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
1. The quality of most of the products available to buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The prices of most products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Most of the advertising you read, see, and hear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The selling conditions at most of the stores at which you buy products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. Listed below are four questions which ask about how often you have had problems with the products you buy, the prices you pay, the advertising you read, see, and heard and the stores at which you shop.

After each statement, there are five numbers from 1 - 5. The higher the number means that you have experienced the problem more often. For each question, please tick the box which comes closest to how often you have experienced the problem. Remember to tick one box for each question.

	Very Seldom				Very Often
	1	2	3	4	5
1. How often do you have problems with or complaints about the products you buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. How often do you have problems with or complaints about the prices you pay?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. How often do you have problems with or complaints about advertising?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. How often do you have problems with or complaints about the stores at which you buy products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. Please tick the box which best describes how important each of these four areas are to you. For example, if you feel the quality of most products available to buy is extremely important, then tick the "extremely important" box. Similarly, if you feel the quality of most products available to buy is not important at all, then tick the "Not at all important" box.

	Extremely Important	Very Important	Somewhat Important	Not Top Important	Not at all Important
1. How important to you is the quality of most products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. How important to you are the prices you must pay to purchase the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. How important to you is most of the advertising you read?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. How important to you is most of the advertising you see?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. How important to you is most of the advertising you hear?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. How important to you is the selling conditions at most of the stores in which you buy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX B1

TABLE 4-6

CONSUMER SATISFACTION, IN GENERAL, WITH EACH OF THE FOUR MARKETING AREAS:

Statement	Percent Satisfied			Percent Neither Satisfied nor Dissatisfied	Percent Dissatisfied			Index*
	Very Satisfied	Somewhat Satisfied	Total		Very Dissatisfied	Somewhat Dissatisfied	Total	
1. The quality of most of the products available to buy.	2.5%	55.0%	52.5%	13.75%	3.75%	25.0%	28.75%	23.75
2. The prices of most products.	0.0%	10.0%	10.0%	27.5%	20.0%	42.5%	62.5%	-52.5
3. Most of the advertising you read, see and hear.	2.5%	25.0%	27.5%	13.75%	18.75%	40.0%	58.75%	-31.25
4. The selling condition at most of the stores which you buy products.	8.75%	45.0%	53.75%	21.25%	0.0%	26.25%	26.25%	27.5

* Index = Percent Satisfied minus Percent Dissatisfied

APPENDIX B₂

TABLE 4-7

HOW OFTEN CONSUMERS HAVE HAD PROBLEMS WITH
THE PRODUCTS THEY BUY: THE PRICES THEY PAY;
THE ADVERTISING THEY READ, SEE, AND HEAR;
AND THE STORES AT WHICH THEY BUY.

Statement	RESPONSE CATEGORIES				
	Very Seldom	Seldom	Ofte	More Often	Very Often
1. How often do you have problems with or complaints about the products you buy?	10.0%	28.75%	41.25%	12.5%	7.5%
2. How often do you have problems with or complaints about prices you pay?	5.0%	21.25%	23.75%	21.25%	28.75%
3. How often do you have problems with or advertising?	13.75%	26.25%	17.5%	10.0%	32.5%
4. How often do you have problems with or complaints about the stores at which you buy products.	21.25%	31.25%	23.75%	13.75%	10.0%

APPENDIX B₃

TABLE 4-8

HOW IMPORTANT EACH OF THE FOUR
MARKETING AREAS WERE TO CONSUMERS

Statement	RESPONSE CATEGORIES:				
	Extremely Important	Very Important	Somewhat Important	Not too Important	Not at all Important
1. How important to you is the quality of most products?	48.75%	28.75%	21.25%	1.25%	0.0%
2. How important to you are the prices you must pay?	31.25%	42.5%	21.25%	5.0%	0.0%
3. How important to you is most advertising you read?	13.75%	15.0%	35.0%	25.0%	11.25%
4. How important to you is most of the advertising you see	6.25%	22.5%	28.75%	31.25%	11.25%
5. How important to you is most of the advertising you hear?	7.5%	18.75%	15.0%	38.75%	20.0%
6. How important to you is the selling conditions at most of the stores at which you buy?	30.0%	37.5%	21.25%	8.75%	2.5%

APPENDIX C

LIST OF ESTATES COMPRISING MIDDLE

SOCIO-ECONOMIC CLASS - NAIROBI CITY

(The star (*) indicates the estates that were randomly drawn from the total and where the field study was carried out).

1. PARKLANDS
2. PANGANI
3. *NGARA
4. *NAIROBI SOUTH B
5. NAIROBI SOUTH C
6. *GOLDEN GATE
7. PLAINSVIEW
8. *BURU-BURU (PHASES 1 TO 5)
9. SUNRISE
10. *DONHOLM
11. PIONEER
12. *KIMATHI
13. NGUMO
14. HARAMBEE
15. GOLFCOURSE
16. *MAGIWA
17. KIBERA (*PROPER')
18. NGEI I
19. ONYONKA
20. OTIENDE
21. RUBIA

22. *MADARAKA
23. HIGHVIEW
24. NAIROBI WEST
25. BELLEVIEW
26. *OUTERING
27. KARIOBANGI SOUTH
28. *OLD RACECOURSE
29. HURUMA FLATS
30. AYANY
31. PUMWANI

SELECTED BIBLIOGRAPHY

- Achenbaum, A.A., "Advertising Doesn't Manipulate Consumers",
Journal of Advertising Research, 12
(April 1972): 3-13.
- Allport, W.G., "Attitudes" in C.A. Murchinson, ed.,
A Handbook of Social Psychology
(Worcester, Mass. Clark University Press,
1935): 798-844.
- Aire, U.J., "Consumer Attitudes to Local Products in
a Developing Country; The Nigerian
Situation". Journal of Management Studies;
(August 1971); 18-27.
- Assael, H., Consumer Behaviour and Marketing Action,
(Boston Massachusetts: Kent Publishing
Company, 1981).
- Baker, R., "Marketing in Nigeria", Journal of
Marketing 46 (July 1965).
- Barksdale, H.C., and Darden, W.R., "Consumer Attitudes
Toward Marketing and Consumerism",
Journal of Marketing, 36 (October 1972):
28-35.
- Barksdale, H.C.; Darden, W.R., and William, P. Jr.,
"Change in Consumer Attitudes Toward
Marketing, Consumerism, and Government

- Regulation: 1971-1975", Journal of Consumer Affairs 10 (Winter, 1976): 117-139.
- Corcoran and Tyrell, A Marketing Man's Guide to Kenya-Nairobi (Corcoran and Tyrell, 1975).
- Corcoran, "How Dangerous is Gramoxone?" Consumers Digest, Vol. III NO. 4 (August 1983):
- _____, "Consumer Protection", Consumers Digest, Vol. II No. 6 (August/September 1982).
- _____, "Distribution of Goods in Kenya", Consumers Digest, Vol. 1 No. 2 (June 1981).
- _____, "Punish Chemical Cheats", Daily Nation, April 14th, 1982.
- Fairner, R.N., "Would you Want Your Daughter to Marry a Marketing Man", Journal of Marketing, (January, 1967).
- Fayerweather, J., International Marketing (Englewood Cliffs, New Jersey: Prentice Hall Inc., 1965).
- Ferraro, G.P., "Nairobi: Overview of an African City", African Urban Studies 3 (Winter 1978-79): 1-15.

- Festinger, L., A Theory of Cognitive Dissonance,
(New York: Harper and Row, 1957).
- Fishbein, M., "A Behaviour Theory Approach to the
Relations Between Beliefs About an
Object and the Attitudes Toward the
Object", in Martin Fishbein ed.,
Readings in Attitude Theory and Measurement,
(New York: John Wiley and Sons, 1967):
389-400.
- Gaski, and Etzel, M.J., "The Index of Consumer Sentiment
Toward Marketing", Journal of Marketing
Vol. 50 (July 1986).
- Hawkins, H.C.G., "Distribution in Tanganyika", (New York:
Frederick A. Praeger 1966).
- Heyden, S., Wonderer (New York: Alfred A. Knopf,
1963).
- Hustad, T.P., and Pessimier, E.A., "Will the Real Consumer
Activist Please Stand Up. An examination
of Consumer's Opinions About Marketing
Practices", Journal of Marketing
Research, 10 (August, 1973): 319-324.
- Kotler, P., Marketing Management: Analysis Planning,
and Control, 4th Ed., (Prentice Hall of
India Private Limited 1982): 3-6.

- Krugman, E.H., "The Impact of Television Advertising: Learning Without Involvement", Public Opinion Quarterly 29 (Fall 1965): 349-356.
- Landstrom, W.J., and Lamont, L.M., "The Development of a Scale to Measure Consumer Discontent", Journal of Marketing Research, 15 (November 1976): 373-381.
- Likert, R., "A technique for the Measurement of Attitudes," In Gilbert, A. Churchill, Marketing Research Methodological Functions, 2nd Ed., (The Dryden Press, Hinsdale Illinois, 1979): 225-116.
- Locandar, B.W., and Spivey, W.A., "A Functional Approach to Attitude Measurement", Journal of Marketing Research, 15 (November 1978): 576-587.
- Lutz, R.J., "A Functional Theory Framework for Designing and Pretesting Advertising Themes", Attitude Research Plays for High Stakes (Chicago: American Marketing Association, 1979): 37-49.
- Marcus, E., "Selling - The Tropical African Market", Journal of Marketing (July 1961): 25-31.

- Masinde, C.K.M., Perceived Quality of Service: The Case of Kenya Airways, M.B.A. Project, University of Nairobi, 1986.
- Müller, J.A., "Who is the Discontented Consumer," In Combined Proceedings, Thomas V. Greer, ed. (Chicago: 1974), American Marketing Association: 486-490.
- Munn, H.L., "Retailing in Nigeria", Journal of Retailing (Fall 1966): 26-32.
- Omana, C.J., "Marketing in Sub-Saharan Africa" In Peter D. Bennet, ed., Marketing and Economic Development: American Marketing Association, 1965.
- Packard, V., The Hidden Persuaders, (Pocket Books, New York: 1957).
- Prfde, W.M., and Ferrel O.C., Marketing: Basic Concepts and Decisions, 2nd ed., (Houghton Mifflin Company, Boston 1980).
- Stanton, W.J., Fundamentals of Marketing (New York: McGraw-Hill Book Company, 1964).
- Tiwani, E., "Urban Aspects of the Social Geography of Nairobi", African Urban Notes VII, I (1972): 36-61.

Waruingi, C.B., "Consumer Complaints in Kenya During 1975 and 1976", Contact: The Journal of the Kenya Consumer Organization, (April 1979): 11-15.

_____, The Consumer and the Marketing System In a Developing Country: Kenya, Ph.D. Dissertation, Indiana University, Graduate School of Business, 1980.

Wind, Y., "Brand Loyalty and Vulnerability" In Arch G. Woodside, Jogdish N. Sheth and Peter D. Bennet eds., Consumer and Industrial Buying Behaviour, (New York: North Holland Inc., 1977): 313-319.

_____, "Kenya Textile Saga Still Unfolding", Weekly Review, July, 11, 1977.

Woodside, A.G., Clockey, J.D., and Combes, J.M.;

"Similarities and Differences of Generalized Brand Attitudes", In Assael H. Consumer Behaviour and Marketing Action (Boston Massachusetts: Kent Publishing Company, 1981).