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**AN ANALYSIS OF REPRESENTATIONS OF SAFARICOM AND
AIRTEL TELEVISION ADVERTISEMENTS.**

BY

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university. No part of this project may be reproduced without the prior permission of the author or UNIVERSITY OF NAIROBI

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Dedication

I dedicate this research proposal to my dad Robert Orangi, mum Anita Orangi, my brothers Herman, and Nelson for their moral and financial support throughout the study. May God bless you all.

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OPERATIONAL DEFINITION OF TERMS

Media image: A mental conception held in common by members of a group and symbolic of a basic attitude and orientation

Representations:

Constructions in any medium especially the mass media, of aspects of reality such as people, places, objects, events, cultural identities and other abstract concepts. Such representations may be in speech or writing as well as still or moving pictures

Marketing Communication channels

Specific media used for reaching intended audience such as newspapers, radio television

Semiotics:

The study of signs and symbols as elements of communicative behavior. It is also the analysis of systems of communication as language and gestures.

Advertisement:

Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet

LIST OF ABBREVIATIONS

CCK:	Communications Commission of Kenya
GDP:	Gross Domestic product
ICT:	Information Communication technology
ITU:	International telecom Union
SAFCOM:	Safaricom
SIM:	Subscriber Identity Module
SMS:	Short Message Service

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ABSTRACT

The two leading mobile phone companies in Kenya; Safaricom and Airtel periodically present innovative services to attract new clients and retain existing ones. These services are packaged and presented as offers. Some offers target specific segments of consumers such as youth and professionals while others are meant for the general public. Due to the hype in the communication strategies adopted to popularize the new services, they generate considerable interest in the media and among the consumers. The wording and graphic images accompanying these offers in the media, specifically television, may determine their degree of acceptance and uptake rates.

The objectives of the study included determining the prominent representations in Safaricom and Airtel advertisements, to establish if the advertisement representations influence customer choices and to evaluate the extent to which the representations reflect the socio- cultural context of Kenya. Theories informing the study were the information processing theory as well as the theory of social semiotics.

The study was a case of Safaricom and Airtel companies. The population was sampled using both purposive and multi- cluster sampling methods. Research tools included interviews, questionnaire, in-depth interview, a focus group discussion and content analysis. Data was analyzed both qualitatively and quantitatively and using the computer aided data analysis program SPSS.

Findings of the study confirmed that representations in Safaricom and Airtel advertisements do influence consumer choice as well as reflect the social cultural context of Kenya and thus their success. Recommendations of the study include education of consumers on how to be a more critical audience of consumers so as to be less susceptible to manipulation by misleading advertisements; translation of native and sheng languages

used for consumers to understand the message since Kenya has different people of different ethnicity; ensuring information of products also reaches the marginalized communities instead of concentrating it in big towns.

CHAPTER ONE

INTRODUCTION

1.1: Background of the Study

The realization of the media's power to influence thought, feelings and behavior has spawned a huge amount of interest (Cashmore, 2008). The media has been recognized and implicated as a very powerful and influential force. When considering the power of the media, there is need to consider more specifically the power of images. The constant bombardment of visual stimulus continues to produce a very visually intensive and dependent society (Harris & Lester, 2012). One reason why images are considered to be particularly powerful is because of the emotion that they contain and conjure. Such is the strength of a picture or an image hence their capacity to be more susceptible to becoming part of our long-term memory.

Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products or services (Kotler & Keller, 2009), but choosing efficient means to carry the message is difficult. Traditional promotion involves all the marketing tools currently available, most evident marketing channels that are used in developed countries, such as TV and Internet. It is therefore important for the consumers of services provided by the two companies to be aware and access all the important information about the products offered by the two companies in their decision making. This is because it influences the type of brand that enters the consideration set. Also awareness influences the type of brands selected from the consideration set (Macdonald and Sharp, 2007).

According to Brassington and Pettitt (2009), consumer awareness can be well achieved through the use of advertisements. This is because the main objective is to reach prospective customers and influence their awareness, attitudes and buying behavior. Organizations spend a lot of money to keep individuals (markets) interested in their products. It is therefore important for organizations to ensure that they understand what makes potential customers behave the way they do.

Morden (2012) regards advertising as a means of establishing a basic awareness of the product or service in the mind of the potential customer. This is in order to build up knowledge about it. On the other hand, Kotler (2008) views advertising as being one among the four major tools that companies use so as to be able to directly persuade targeted buyers and the public. To Kotler, the main aim of advertising is to enhance potential buyers' responses to the organization. Advertising is one main purpose to create awareness of the advertised product and provide information which will help the consumer to make purchase decisions, and eventually develop brand loyalty (Kotler, 2008). Advertising, sales promotion and public relations are the available tools to marketers (Etzel et al, 2007). This is because these mass communication tools trade off the advantage of personal selling as well as the opportunity to tailor a message to the prospective customers, so as to reach many people at a lower cost per person. Keller (2003) argues that media images help consumers to determine how well a consumer thinks about a brand. It therefore determines how the consumer responds to certain stimuli with regard to a brand. Further, Rossiter and Percy (1987) assert that brand awareness is a very important component of brand knowledge that is therefore reflected by a consumer's ability to identify a brand even if it is under different conditions and is therefore related to the strength of the brand node or to a larger extent trace in memory.

In addition, Chikweche & Fletcher, (2012), stress that innovative newspaper images are key when it comes to communication with potential consumers. Use of such images, for instance, groups of women for direct marketing including demonstrating the product of a firm, not only builds awareness among potential consumers but also enables a channel of getting feedback from them. It is important to shift from promotion towards awareness. The objective is that consumers need to be aware of new products and services that are being offered to them. It means that companies need to find new ways that can enable them communicate with the market given that the traditional channels, such as TV and Radio, are not applicable in some markets as a result of problems of coverage, infrastructure as well as the one-way communication it stands for (Prahalad, 2010).

Representation of media images so as to create awareness in this market is therefore critical. Development of media images needs to consider the degree of essentiality as well as potential added value to the consumers (Chikweche & Fletcher, 2012). This means that if a media image is carrying any features that are not a representation of the target audience; it will most likely have less impact on the minds of the consumer. With understanding the market segment's constraints, firms are likely to enhance acceptability, which is in line with Prahalad (2010) who argues for a shift from a focus on promotion to representation. Whilst both words and pictures are viewed to be an invention, it is essential to recognize the impact that the accompanying words and even the presentation of a news item can have on the interpretation of the image.

This is as a result of the connotation of photographs being unclear, as well as the accompanying titles, headlines, bylines and text can have such a vast influence on the meaning; not just the meaning of the image but also the meaning of the entire news story (Colson 2007).

1.1.1 Mobile Telephony

Mobile telephony began transforming the nature of communication as early as the second half of the 19th century. In the 20th century, there was a second revolution which took place, as radio freed those same communications from the constraint of a wire. In the mid-1860s, James Clerk Maxwell a Scottish mathematician produced a pair of equations whose solution predicted electromagnetic waves propagating at the speed of light (Calhoun, 1988). However, it took 40 years before the first mobile application took place. In September of 1899, Guglielmo Marconi brought in the era of practical mobile radio communication with his historical radio telegraph transmissions from a ship in New York Harbor to the Twin Lights in Highlands New Jersey. Early mobile telephone systems looked similar to broadcast systems, where powerful transmitters were used to cover a distance of 20-30 miles from a high tower or rooftop (Calhoun, 1988).

In the U.S. the first cellular system was put into operation by the Bell System in Chicago, in 1983, as part of a rapid deployment plan. Meanwhile, these systems were also being installed in Japan and Europe and this marked the beginning of a worldwide deployment that has now touched virtually every corner of the earth. More significantly, Motorola soon introduced the “DynaTAC,” a 2-pound hand-held unit that was about the size of a brick, and could be carried in an attaché case. The evolution toward the pocket phone had begun (Greenstein, 1999). There have been massive innovations of mobile telephony to this age and at the moment; designers and investors are facing difficult issues in shaping the next generation of cellular systems. However, they can draw comfort from the realization that few technologies have demonstrated the benefits, popularity and rapid evolution that have characterized mobile communications for more than a century (Buus, 1999).

Mobile telephony is today the most dominant service in the world amongst all other Information and Communication Technology (ICT) services (Frempong, 2009). The International Telecommunication Union (ITU) indicated that by the end of 2012, there were 6.8 billion mobile subscribers in the world with the Americas, Asia, Europe and Africa having 1.08 billion, 3.5 billion, 790 million and 545 million respectively (ITU, 2012). Williams, Solomon and Pepper (2012), defined mobile telephony as the provision of telephone services to phones which may move around freely rather than stay fixed in one location. The mobile telephone networks are available to many people irrespective of their physical locations. Mobile telephony popularity in most African countries has been fuelled by the poor penetration of fixed line networks (Frempong, 2009).

In Kenya, there are hundred times as many mobile phones as landlines and 60 percent of the population enjoys mobile phone coverage (Aker & Mtibi, 2010). Data from CCK indicated that the total mobile telephony subscription stood at 30.4 million by the end of the first quarter 2012/13 compared to 7.5 million subscriptions in the year 2003 (CCK, 2013). However, it is only Safaricom Ltd which has recorded growth among the four mobile operators in Kenya (Manica & Vescovi, 2009).

The enactment of the government regulatory policy facilitated the liberalization and privatization of the telecommunication industry in Kenya. As a result, innovation and competition were encouraged to stimulate efficiency and growth of the mobile sector (RoK, 2010). The current oligopoly structure of the mobile operators therefore portrays an asymmetrical market share regardless of an overall upward trend of growth in the mobile telephony sub-sector.

1.1.2 Mobile Telephony in Kenya

World Bank (2012) reported that the growth of the mobile industry in Kenya has been on an upward trend since the year 2000 with a contribution of 7.6% to the Gross Domestic Product (GDP) in the financial year 2011/2012. Although the growth of mobile telephony in Kenya is generally on a positive trend, most mobile operators are struggling to survive in the market with the exception of Safaricom Ltd which dominates the market. Safaricom is a local mobile telecommunications company that was established in the year 2000 through a partnership between Telkom Kenya and Vodafone PLC from the United Kingdom.

Initially, the government through Telkom Kenya Limited was the largest stakeholder owning 60 percent of the company but this was reduced by the Initial Public Offer and listing of Safaricom shares in the Nairobi Stock Exchange in 2008. Vodafone PLC now has majority shareholding of 40 percent. The company was one of the two Telecom providers that were the first in the Kenyan market with the then Ken cell now Airtel. Safaricom is currently the market leader with more than 85 percent market share. Safaricom also leads in revenue base across all industries in Kenya and is the most profitable company in Eastern Africa (Safaricom, 2010).

Safaricom has retained a market leadership position with the most subscribers despite being relatively expensive compared to its competitors. Among the core competencies that have created its competitive edge include M-PESA, widespread network coverage and its high speed data technology. Airtel comes second and it is relatively cheap compared to Safaricom. It too tries to beat Safaricom by coming up with Airtel money transfer service.

All industries are built on fundamental assumptions. As long as these assumptions hold, the players can continue business as usual. However, when the assumptions become obsolete, the result is marked by a period of change and chaos until a new order can be established

(Djavanshir and Khorramshaghol, 2006). The main assumption in the telecommunication industry is that the pursuit of a low cost strategy is effective in gaining subscribers but this does not solely guarantee growth and increase in market share. This is why Safaricom remains a market leader despite offering high rates for its tariffs.

Safaricom is currently the market leader with 84 percent market share and a subscriber base of approximately 15.5 million active subscribers according to the recent annual financial results followed by Airtel with 4million subscribers.

1.2 Statement of the Problem

A price war has characterised Kenya's mobile communications sector in recent years, following the market entry of the third and fourth network. This has led to accelerated subscriber growth, but it has also presented challenges to the profitability of the operators, forcing them to streamline their operations and develop new revenue streams

There has been phenomenal growth in the mobile telephone sector in Kenya in the past few years. Consequently, competition in the sector and the ever rising subscriber base has necessitated new and innovative services that can attract and retain users in a given network while taking advantage of, and keeping up with the fast changing developments in ICT. The communication strategies adopted by the operators to popularize their new services are usually packaged and presented in advertising as unique offers. These have generated considerable interest in the media and among consumers due to the creativity in language use.

Whereas the existing literature has focused on the dynamic effects of sales promotions for the consumer brand awareness, it has frequently overlooked the dynamic effects of offers for the awareness that consumers develop of a product. One of the few exceptions is Clark *et al.* (2009)

who used empirical evidence drawn from diverse market situations to show how the dynamic operation of advertising works especially through the awareness channel. The current study seeks to fill this gap as well.

Etzel *et al* (2007) consider advertising; sales promotion and public relations as mass communication tools that enhance brand awareness. These findings indeed reveal that there are various factors that influence brand awareness. However none of these studies has particularly sought to establish the influence of advertising with specific consideration for representation of media images in television advertisements among mobile service providers in Kenya. Wykes and Gunter (2009) further claims that there has in fact been very little research addressing the nature of media representations. Gauntlett (2002) also observed that there has been a decrease in the publication of content analysis studies of representations. The majority of studies regarding image and representation have in the past focused on magazines and films.

The present study therefore seeks to fill this gap by analyzing representation of media images pertaining to new services in television adverts of Safaricom and Airtel in Kenya.

1.3 Objectives of the Study

The main objective of this study is to evaluate representation of images in television adverts by Safaricom and Airtel.

The specific objectives are:

- i. To determine the prominent representations in Safaricom and Airtel advertisements.
- ii. To establish if the advertisement representations influence customer choice.

- iii. To evaluate the extent to which the representations reflect the socio-cultural context of Kenya

1.4 Research Questions

- i. What images and items constitute the dominant representations in Safaricom and Airtel advertisements?
- ii. How do representations in the Safaricom and Airtel advertisements influence customer choices?
- iii. To what extent do the representations in the advertisements reflect the socio-cultural context of Kenya?

1.6 significance of the Study

Mobile telephony is one of the central economic drivers in Kenya. This sector has broken beyond the telecommunication industry to compete with the financial sector, marketing industry and almost any other industry. Part of the approach by the companies entails marketing themselves as therefore being providers of local solution and entrenching themselves among the Kenyan people. This study will therefore be a significant endeavor in promoting advertising awareness among consumers. The study will be beneficial to consumers to enable them understand how marketers frame representations used to influence consumers in their purchasing decisions. The study will therefore contribute to the fields of advertising and marketing communication while providing insight into the pragmatics of offer messages by identifying how explicit and implicit meanings determine diverse impacts of messages.

1.7 Scope and Limitations

The scope of the study was Safaricom and Airtel television advertisements in the past three years. A limitation expected in the course of the study was lack of co-operation from the respondents. This was mitigated by obtaining clearance from the relevant offices to ensure authenticity of the study. The respondents were also assured of anonymity through a signed introductory letter.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the related literature on the subject under study presented by various researchers, scholars, analysts and authors. The materials are drawn from several sources which are closely related to the theme and the objectives of the study. The main areas discussed are: media representations, the theory and concept of semiotic analysis and the media representation.

2.2 Media Representations

According to Hall (2007), representation involves the production of the meaning of the concepts in our minds via language. It is therefore considered as a link between concepts and language, which enables people to refer to objects, people or events, or indeed to imaginary worlds of fictional objects, people and events. The realization of the media's power to influence thought, feelings and behavior has spawned a huge amount of interest (Cashmore 2005). For instance, talking of something having an influence on someone simply refers to its effect or power to affect. This is usually in relation to the knowledge of a person's action or opinion.

Belton (2010) however points out that “‘influence’ be it from the screen or elsewhere can as well act at a more general level, in therefore matters less concrete and specifiable as compared to opinions, insinuating itself into our ideas and perceptions, affectively and aesthetically, as well as cognitively.

It is evident that people live in a media saturated world and therefore countless numbers of representations, signs as well as images are provided by the media every single day, and when constantly bombarded by such a consistent endless supply, it becomes inevitable that they are likely to shape and direct people's tastes and choices. Such is the volume and repetition that many associations automatically get made and as a consequence, the association that thin is beautiful, for example, ultimately gets taken for granted and accepted (Cashmore 2005).

In considering the power of the media, there is the need to also consider more specifically the power of pictures. This means that indeed constant bombardment of visual stimulus continue to produce a very visually intensive and dependent society (Harris and Lester 2012). The media, especially the news, appear to have become very heavily reliant on the visual. Another important reason why pictures are considered to be particularly powerful is because they contain an emotion and conjure. As a result of the strength of a picture or an image, they become more susceptible to becoming part of our long-term memory (Lester and Ross 2003)

Advertising has a specific contribution with regards to the construction of a global village, as well as the partial understanding of the external worlds. A textual analysis was proposed by Fairclough (2003), who addressed a wide range of features of texts which include direct address to audiences, modality, nominalization, passive voice, vocabulary and rhetorical as well as persuasive features of texts. Goatley (2000), further carried out an investigation on the obvious as well as the less obvious ideological strategies in and behind advertisements as it gives some important aspects of consumerist ideology used by copywriters.

Kress and van Leeuwen (2006) brought into play the existence of "a visual code" or "grammar of visual design". According to them both visual structures and verbal structures can very well be used to express meanings emanating from common cultural sources. In this regard visual

structures point towards a particular interpretations of experience as well as different forms of social interactions. This therefore solves Barthes' paradox through the consideration of the codes which are embedded in all forms of visual communication and are, or should be an essential part of the critical disciplines.

An advertisement, just like any semiotic entity such as a book and child's drawing is the result of design. Kress (2010) contributes to this debate by stating that the design is shaped by the prior analysis which is provided by the rhetor via questions such on the environment of communication, the relations of power at issue as well as the resources available to make the message, notwithstanding the phenomenon to be communicated and the resources available to make the message. In the case of advertising, the rhetor is an advertiser who in the persuasive environment with resorting to all kinds of resources makes an attempt to get the likely responses of an imagined audience in different ways, with different conceptions of purpose, power and affect.

2.3 Implication of representations on Consumer Choice

Customers are created and maintained through marketing strategies. The quality of marketing strategies depends on knowing, serving and influencing customers. Consumer behavior involves a sequence of decisions and activities. Those are: decisions about whether to consume, decisions about what categories of goods and services to consume, decisions about what brands to consume, decisions about buying and shopping behavior, and decisions about how products will be used and discarded (Robertson, 1994).

The study of consumer behavior is quite complex, because of many variables involved and their tendency to interact with and influence each other. These variables are divided into three major

sections, those are: External Environmental Variables Influencing Behavior: These are the factors influenced by external environment like; culture, subculture, social class, social group, family and interpersonal influences (Brent, 1975). Consumers have a great deal of choices and options to decide on. They have the products on an extreme range of attributes.

The study of consumer behavior is therefore very important to marketers because it enables them understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also what they buy, when and where and how they buy it, and how often they buy it, and also how they consume and dispose it. A study by Azam (2006), observed that among 16 service attributes the actual competition are taking place in network coverage, call charge, BTTB connectivity, internet service, service duration of prepaid cards, balance transfer facility, Text SMS service, Customer care, SIM replacement facility, as well as music and sports news service while no significant difference exists in the remaining attributes.

Tang (2009), while carrying out a study of the relationship between the values and customer decision- making style of telecommunications of university students established a relationship between personal values and customer decision making style of telecommunication service of university students.

2.4 Relationship between media representations and culture of consumers

2.4.1 Definition of culture

Culture is derived from Latin word “Cultura” meaning “cultivation” and was first used by Romans; however Germans practiced sociological meanings of culture two hundred years ago under the name of “kulturges-chichte” (Burke, 2008). Sir Edward Burnett Taylor, an English anthropologist in 1871 gave one of the earliest definitions of culture, which is used today as well. He defined cultures as; “Complex whole which includes knowledge, beliefs, art, morals, law, Customs and any other capabilities and habits acquired by man as member of society (Taylor & Samovar: 2009,)

Cultures differ from each other on basis of beliefs and values. Different cultures have different values and values which are important in one culture (group of people) may not be as important in another culture. So cultures affect the marketing behavior and urge the business organizations to promote their products and services according the certain/specific culture for promotion of products and services (Jain, 1993)

Jens Allwood provide very simple and effective definition of culture as referring to all the characteristics common to a particular group of people that are learned and not given by the people (Allwood: 1985).According to Jens Allwood, a culture has four dimensions i.e. Patterns of thoughts, behaviors, artifacts and nature. Another definition of culture by Hofstede is; “...the collective programming of the mind which distinguishes the members of one group or category of people from others.” (Hofstede, 2005:4)

It is a social environment through which culture is learned and derived rather than inheritance and genes. Each culture has different coding of mind depending upon group of people which

belong to that specific culture and the coding levels differentiate according to different cultures. For example each culture has different gender roles, social class, dressing/dressing by profession, habits of eating. A culture can be identified as “corporate culture”, “national culture” or “age culture”. However this research is based on the national level of culture

2.4.2 Consumer behaviors and culture

The process involved in consumer behavior is defined by De Mooij as the study of process involved when people select, purchase, use, dispose of products, services, ideas or experiences to satisfy needs and desires (DeMooij2010: 93). Everyone in a society holds the concept of “self”, which is image about our current personality and the personality we want to be. The idea of self, identity and image is linked to the concept of self. Cultural values play very important role in conception of consumer self. Individualistic cultures perceive the concept of self as “autonomous entity” and each person holds distinctive set of qualities, attributes or processes and behaviors are developed on basis of configuration of these attributes. For example youngsters in individualistic societies developed their identity to function independently in society apart from their family whereas in collectivist cultures the identity is developed by encouraging dependency and the complex relationships in the society exist which are very complex.

In collectivist culture the concept of self is considered as “interdependent entity” developed and encompassed by social relations, so in collectivist cultures there are more “familial self”, “we” self. In masculine culture the concept of self is enhanced as “self-esteem” whereas in feminine culture the concept of self is modesty (De Mooij: 2010).

Personality can be defined as “sum of qualities and characteristics of being a person” (De Mooij 2010, p97). Personality of each person is unique in its own way having traits like autonomy and

sociability; different people behave differently in different situations. In individualistic cultures persons have individualistic autonomous and independent characteristics combined with internal attributes (motives, abilities, traits and values) let them to behave in certain way.

Whereas in collectivist cultures these factors are varied by impact of social roles, which in turn let them to behave in certain way. People belonging to different cultures have different personality traits. The recent model for studying variation in traits in different cultures is Four factor Model called 'Big Four' which these variations relate personality traits to Hofstede Cultural Model. The Four personality traits are extraversion, openness to experience, agreeableness, conscientiousness and neuroticism. (Hofstede & McCrae: 2004).

Discussing about social process steering consumer behaviors contains emotions and motivations and is bounded by cultures and variation in motives helps for development of advertisement appeals across cultures. Psychologists argue that Emotions (anger, fear, sadness, joy) are universal however the use of these emotions, meanings and intensity of the emotions vary according to specific cultures. According to study East Asian cultures tend to display positive emotions only e.g. joy and happiness (De Mooij, Hofstede: 2011).

Mental process has also great impact on branding and communication, how people think, learn or communicate are mental /cognitive processes. Three kinds of processes are involved in cross cultural studies i.e. abstract versus concrete thinking, categorization and information processing. The collectivist culture members are inclined towards concrete features of product because they are not much used of conceptual thinking; however members of individualistic cultures are more inclined towards abstract brand features.

The second process i.e. categorization is about categorization of people and objects by people on basis of individualism and collectivism. Individualistic cultures categorize on basis of rules and regulations whereas collectivist cultures categorize on basis of relationships among objects. Information processing varies along with individualism/collectivism and power distance. In high power distant and collectivist cultures people tend to gain information through implicit communication and prefer to buy product on basis of trust on company and feelings whereas people in low power distant and individualistic culture tend to gain information via friends and media for purchasing. Information flow automatically and frequently caused by social interaction and knowledge is acquired unconsciously “well informed” is co related with low context, individualism and low power distant culture (Hofstede, De Mooij: 2010).

2.5 The Role of Advertising in Mobile Telephony

Advertising presents a medium for understanding on how advertisers make attempts in order to persuade potential readers. According to Bignell (2002) photographs used in television advertisements are designed to work as a system of signs which therefore gives form and meaning to consciousness and reality. Kress (2010) further opines that indeed the sign is considered as the central concepts of semiotics. In the sign, meaning and form are fused into one entity.

Van Leeuwen (2005) considers visual communication as having both verbal and visual modes of communication in television advertising with complex interaction between them. It can therefore be conceived that the linguistic and the visual choices made by advertisement producers are not accidental at all, however they have the ideologically-laden choices.

Obviously, the main purpose of advertisements is to get the consumer to purchase the product in question, the message within the advertisement has to be as persuasive as possible and ensure that certain emotions, feelings and values are awakened in the consumer. Television advertisements are an extremely effective way to reach a mass audience. Obviously- because the advertisements are in audio visual, the use of color, voice, text and photography are all key factors in ensuring a successful campaign. Advertisements cannot simply attempt to sell the product in question; they must make it appeal to the consumer. It is important that advertisements not only attempt to make clear the attributes of the product they are trying to sell but also ensure that these actually mean something to us the consumer (Williamson 1972).

It is no wonder that advertising is constantly being studied and analyzed due to the constant speculation of ‘hidden meanings’ and underlying messages. Using semiotics in advertising can help to reveal the hidden meanings and messages in the underlying level; this modern day method of semiotics is based on the writings of Charles Pierce and Ferdinand Saussure (Beasley and Danesi 2002).

Advertisements continue to form part of the increasingly valuable assets for many companies (Ger *et al.*, 2003). In a cluttered marketplace, advertisements continue to stand up as among the main source of differentiation for providers of products and services, which can be quickly tracked given the easy access to technology and information (Lim and O’Cass, 2011). Many consumers therefore are likely to use brands as clues to be able to indicate product performances, instead of having to engage themselves in search for information when making decisions between competing brands.

In most cases consumers use adverts as cues in making decisions to purchase or try products (Ger *et al.*, 2003). According to Monroe and Krishnan (2005) a cue is defined as all

informational stimuli which is available to the consumer before consumption, and can therefore be intrinsic or extrinsic. Few examples of intrinsic cues include taste and design, while extrinsic cues include COO, brand, as well as price (Rao and Monroe, 2009).

It is said that indeed consumers tend to rely heavily on extrinsic cues (Jacoby et al., 2007). Moreover, Han and Terpstra (2008) assert that indeed consumers utilize extrinsic cues when evaluating a brand since they often are unable to detect its true intrinsic quality. To a very large extent, a brand also speaks of familiarity and credibility (Fatt, 2007) about the product and service. In developing economies for instance, consumer choice is significantly increasing. However, in the junior stages of economic transformation, there is very little information available to the consumer. It means therefore that, consumers in transitioning economies rely heavily on cues from brands by default (Reardon *et al*, 2005).

In less-developed countries, many brands are still desired and therefore trusted simply because of their functional values and in these markets, for many people, it is therefore often enough that a brand has to have a guaranteed origin and thus a guaranteed consistency of quality (Inter-brand, 1998). Brands are mostly used as a surrogate to inform the customer about the product, which includes the relative product quality given that the direct experience with a product is not easily available (Rao, 1972).

Keller (2003) argues that indeed the consumer brand knowledge determines how well a consumer thinks about a brand. It also therefore determines how the consumer responds to certain stimuli with regards to a brand (Lim and O’Cass, 2001). Rossiter and Percy (2007) on the other hand assert that brand awareness is a very important component of brand knowledge that is therefore reflected by a consumer’s ability to identify a brand even if it is under different

conditions and is therefore related to the strength of the brand node or to a larger extent trace in memory.

Edge (2005) on the other hand asserts that, the indiscriminate value of a strong brand lies heavily on the impression left with any single individual who comes into contact with the organization. He further argues that indeed the most compelling reasons for an effective branding is to gain customer loyalty as well as support a premium price given that purchasers rely mostly on experience and their long held attitudes about a brand; and also that successful brands are mostly focused on one specific market segment.

2.5.1 Advertising and Brand Awareness in Mobile Telephony

By investing in advertising, mobile service providers aim to encourage consumers to choose their brand. For a consumer to choose a brand, two conditions must be satisfied: First, the brand must be in her choice set. Second, the brand must be preferred over all the other brands in her choice set (Nedungadi, 2010). Advertising may facilitate one or both of these conditions but it is always upon the consumer to decide on what to purchase either by being influenced by the advertisement or by other factors.

A growing strand of the literature has focused on the determinants of the brand awareness set or the subset of products from which the consumer selects the one to purchase. Many papers have tried to infer how these choice sets come about using survey data. Bronnenberg and Vanhonacker (2006) developed a model choice, which sets as arising from the salience of a product (or brand). According to their study, it was established that consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible, such as, through price promotions or a more prominent shelf placement.

Roberts and Lattin (2011) further developed a model in a bid to distinguish between awareness sets and choice sets. They examined how awareness set might arise as a result of firms' strategies, for example through advertising expenditures, the choice set is shaped by consumer decisions. In their model, consumers simultaneously choose, among products they are aware of, to invest in learning about the ones that are expected to lead to the highest expected utility. This study also incorporates this variable in the study so as to establish how advertising enhances brand awareness.

The behavioral literature in marketing has highlighted the same two dimensions in the form of the size of the consideration set and the relative strength of preferences (Nedungadi, 2010). It is, of course, possible that advertising also affects other aspects of consumer knowledge. For example, advertising may generate some form of subjective horizontal product differentiation that is unlikely to be reflected in either brand awareness or perceived quality.

2.6 Advertising and Consumer Choices

Sutton's (2011), carried out a study to establish, how advertising affects consumer choice. Sutton's (2011), bounds on industry concentration in large markets implicitly assume that advertising increases consumers' willingness to pay by altering quality perceptions. While profits increase in perceived quality, they may decrease in brand awareness thereby stalling the competitive escalation in advertising at the heart of the endogenous sunk cost theory.

Moreover, Doraszelski and Markovich (2007), sought to show that even in small markets industry dynamics can be very different depending on the nature of advertising. The three estimated a demand model, and argued that advertising could be modeled as affecting the choice set or as affecting the utility that the consumer derives from a brand. They further argued that if

the role of advertising is mistakenly specified as affecting quality perceptions (i.e., preferences) rather than brand awareness as it often is, then the estimated parameters may be biased.

This is also reiterated by Sovinsky (2008), in her study of the U.S. personal computer industry. She established that traditional demand models overstate price elasticity because they assume that consumers are aware of and hence choose among all brands in the market when in actuality most consumers are aware of only a small fraction of brands.

According to the new complicated marketing funnel there exist capabilities for contributors that also create brand awareness. For example, an individual customer, who may not buy a lot, but will always rate and makes reviews, can largely influence many other potential or existing buyers (Haven *et al.*, 2007). This therefore creates the need for marketers to develop new perspective to the brand awareness characterized by advertising. Engaged users and brands are likely to become members of a community/group who share their interest with each other. It follows that memorability of the brand is maximized if indeed the amounts of cognitive effort people that is spend during the processing are maximized. In the same regard, the chance of remembering a brand later is largely maximized too, and it occurs in the form of recall or recognition (Plummer *et al.*, 2007).

Hollebeek (2011) further defines customer engagement with a brand as being mixture of intellectual as emotional interactions that characterize customer's contextual as well as brand-related state of mind. This means that in cases where brands are advertised, customers quickly think and talk about them, so brands therefore involve their customer easily and quickly. Advertising among customers and a brand therefore has positive effects on brand awareness and customer satisfaction by getting customers' feedback. Statistics show high level social media engagement among people and brands. As an example, more than 70% of U.S. adults have been

involved in at least one of the activities such as commenting on product reviews sites or blogs, as well as attending online discussion boards/forums.

Kim *et al.*, (2010), while looking at the influence of advertising on brand awareness in the electronics industry in the U.S, he sought to create an understanding on how the choice set as the result of a process of sequential search. The study choose to abstract away from the role of consumers in actively determining choice sets and, instead mimic Goeree (2008) or Draganska and Klapper (2011), who regard the brand awareness as a result of firms' advertising decisions. The findings of the study established that advertising expenditures affect not only the consumers' awareness but also the utility that they may obtain from purchasing a product. However, it is seldom the case that choice sets are available to researchers as in Draganska and Klapper (2011).

In their study of the mature German coffee market, Draganska and Klapper (2011), regard the effect of advertising over the brand awareness of a consumer to be essentially static. To separate the two effects of advertising they relied on a combination of aggregate information and data on individual choice sets from consumer surveys. The study established that indeed advertising leads to brand awareness, which further leads to enhanced customer retention.

While examining the influence of advertising on the choice of consumer products in Greece, Goeree (2008), estimates a model for the personal computer market that considers the supply side of the market in order to deal with the endogeneity problem. As a result, introducing variation in the consumers' brand awareness creates a dimensionality problem in the model, arising from the high number of possible choice sets. One of her contributions is to provide a strategy to overcome these problems and measure the effect of advertising on the inclusion of a product in consumer brand awareness.

Traditional promotion involves all the marketing tools currently available, most evident marketing channels that are used in developed countries, such as TV and Internet. They have been characterized by being cost efficient as having the ability to have a wide reach at reasonable prices. Awareness has been regarded as being an influential factor on consumer decision making. This is because it influences the type of brand that enters the consideration set. Also awareness influences the type of brands selected from the consideration set (Macdonald and Sharp, 2007).

A study conducted by Hoyer and Brown (2010) that pioneered the research at the individual decision level examined the effects of brand awareness on consumer choice. According to the study it was revealed that awareness impacts heuristically on perceived quality of the consumer. Similarly according to the consumer behavior theory product choice is regarded as a highly involving problem-solving process (Foxall, 2012).

However, a study of Hoyer (1984) indicated that, in many purchase situations, the consumer is a passive recipient of product information in that the consumer spends minimal time and cognitive effort choosing brands. In other situations that involve common, market- repeat purchase products, it is evident that consumers choose the brand on the basis of a simple heuristic e.g., brand awareness, package and price.

According to researchers and scholars (Brassington and Pettitt, 2003) brands are sensitive to the communication and anchors which catalyze consumer behavior. Further Ekelund and Gramm (2009) analyzed the relationship between advertising and aggregate consumption. This study however failed to establish the positive relationship between advertising and consumption. However, in their study, Tylor and Weiserbs (2012) established that indeed there is a positive relationship between advertising and aggregate consumption.

Baldinger and Robinson (2006) carried out an observation and established brand managers are supplement their mass-media advertising with more direct communications, through direct and interactive methods to build and maintain consumer loyalty. McConnell *et.al* (1968) on the other hand in a bid to establish the correlation between advertising spending and GNP, industrial production, found it impossible to establish the link between these variables.

2.7 Theory of Social Semiotics

In a Social Semiotic theory, signs are made not used by a sign maker who intends to bring meaning into an apt conjunction with a form, a selection/choice shaped by the sign-maker's interest. In this way, the present study will adopt the semiotic approach of Halliday (1994), which provides that a full theory of communication needs to represent meanings about actions, states, events in the world, as well as the ideational function in a bid to represent meanings social relations of those engaged in communication, the interpersonal function; and have the capacity to form texts with all semiotic entities which have internal and external coherence, the textual function. Images are seen as carriers of meaning and as such there is an assumption of fixity which is often equated to a powerful effect. Effectiveness is then used as an argument to explain the referential power of the image.

Codes define the conventions that define meaning of signs. A sign can have multiple meanings depending upon the different codes used to interpret the sign. In responding to images, audiences apply their knowledge of cultural codes that define the meaning of images. Social semiotics examines semiotic practices, specific to a culture and community, for the making of various kinds of texts and meanings in various situational contexts and contexts of culturally meaningful activity. Social semiotics therefore makes no radical separation between theoretical and applied

semiotics and is more closely associated with discourse analysis, multimedia analysis, educational research, cultural anthropology, political sociology. There are different types of codes; visual codes of composition (framing pictures), movement (pan shots, zooms, close-ups), and sequence (editing/juxtaposing of images), verbal codes defining uses of speech and stories absent codes defining uses of music, debate, and reconstruction of events

Semiotics is considered as a globally important field of study and research. According to Umberto Eco in his book “A Theory of Semiotics” signs are anything, which can be used to substitute for something else. That something else does not have to exist or be somewhere, he adds, which means that semiotics studies anything that can be used to lie, for if something cannot be used to lie, it cannot be used to tell the truth or communicate anything. Some semioticians, generally in academic institutions, focus their attention on semiotic theory and the historical development of semiotics, but others are more interested in applying semiotics, often in combination with other theories, to culture and society. This paper however will use semiotics to examine how people find meaning in various aspects of their everyday lives, in the media to which they are exposed, and, when it comes to consumer societies, to messages from marketers.

Kress and van Leeuwen (2006) consider visual communication to be always coded. This is because societies have developed ways for talking about codes only with respect to codes, which are highly valued. Such codes play a crucial role when it comes to controlling the common understandings of any societies and are therefore the essential needs requisite for them to function. Social codes serve to define the meaning of signs and various social practices operating in a specific context. Audiences draw on their knowledge of these codes to interpret the meaning of signs and practices.

2.8 The information processing theory

The research is informed by the information processing model. The information processing model was originally devised to model the mathematical efficiency of technical communication channels (Shannon, 1948; Weaver and Shannon, 1963). Applied to human communication, the theory assumes that humans ‘process’ data much in the same way as computers or other machines. It is also called the ‘transmission’ model since data are transmitted to the receiver. If the message was encoded accurately, and transmitted via the correct medium, the only reason for miscommunication would be ‘noise’, which refers to anything which interferes with the transmission or decoding/encoding process. . It encompasses not only a theory of communication but a theory of human cognition. There are many variations on the information processing theme, but they all share key assumptions about human communication, persuasion and advertising.

Research into intermediate advertising effects focuses on the elements which, according to the information processing model, are sequentially necessary in order for persuasion to take place. For example, it is assumed that if consumers like an advertisement because of its humor they are more likely to respond emotionally to the brand, and therefore more likely to change their attitude from negative or indifferent to positive. The assumption is that purchase is then more likely to result. Many studies are conducted on consumer memory to try to understand which advertising formats prompt the best recall scores, on the assumption that remembering an advertisement is a stage in the process leading to purchase. Advertising agencies typically conduct research on any given advertisement before they launch the campaign. They will show the advertisement to a selected audience.

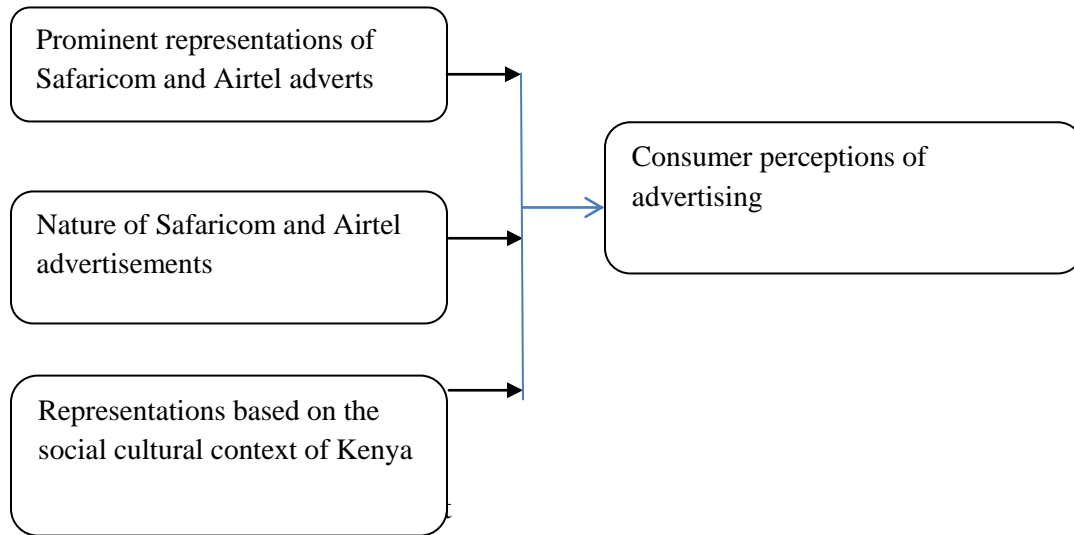
Keller *et al.* (1998) who sought to uncover the generalized cognitive mechanisms underlying the relationship between advertising and attitude, memory and behavior. MacInnis and Jaworski

(1989) sought an integrative scheme for research, using the information processing approach to study consumer responses to advertisements. Advertising science is a huge enterprise commanding vast resources.

2.9 Conceptual framework

Independent Variables

Dependent Variable



The study considered prominent representations of Safaricom and Airtel, nature of advert and representation of adverts based on socio-cultural content of the consumers in Kenya as the independent variables and their impact on public image that the consumers will develop after the advert as the dependent variable.

Each of the independent variables were examined based on their results on the image the customer will have after the advertisements on the two companies.

2.10 Chapter Summary

This chapter examined the related literature on the subject under study presented by various researchers, scholars, analysts and authors. The materials are drawn from several sources which are closely related to the theme and the objectives of the study. The main areas discussed are: the theory and concept of semiotic analysis and media representation. The chapter reviewed literature on advertising and consumer choice. The next chapter entails the research methodology that will be used in the study.

CHAPTER THREE

METHODOLOGY

3. 1 Overview

This chapter describes the methods that were used in the collection of data pertinent to answering of the research questions. It entails research design, target population, sampling, data collection, research instruments

3.2: Research design

This study adopted the case study design. According to Mugenda & Mugenda (2003), this is an In-depth investigation of an individual, group, institution or phenomenon, which is viewed as an example of a group of individuals, institutions or phenomena. In this research, the mixed method was used. The study focused on qualitative research design. Burns and Grove (2003:19) describe a qualitative approach as a systematic subjective approach used to descry be life experiences and situations to give them meaning. Holloway and Wheeler (2002:30) refer to qualitative research as a form of social enquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live. Researchers use the qualitative approach to explore the behavior, perspectives, experiences and feelings of people and emphasize the understanding of these elements.

The rationale for using a qualitative approach in this research was to describe the way consumers make sense of the images that are presented in Safaricom and Airtel advertisements to make a choice on which product to consume. It is evident that people live in a media saturated world and therefore countless numbers of representations, signs, as well as images are provided by the

media every single day and as result consumers decode the messages and create their own meaning which would aid in making purchase decisions. The researcher investigated the prominent representations used in Safaricom and Airtel advertisements. The researcher was directly involved in seeking views on the kind of images of the two mobile service providers and how they influenced customer choices. According to Field and Morse (1996:8), researchers who use this approach adopt a person-centered holistic and humanistic perspective to understand human lived experiences without focusing on the specific concepts. This research was fundamental in creating a holistic picture of the objectives of the study. The final analysis and assumptions were inferred from the research results. Quantitative research was used to measure the prominent representations in the mobile service providers, the influence of representations on consumer choice as well as the extent to which the representations reflect the social-cultural context of Kenya.

3.3: Research Population and Sampling.

Paroo (1997:218) defines population as the total number of units from which data can be collected. The research population in this study is Safaricom and Airtel subscribers and officials from the marketing department of the two companies

3.3.1 Sampling size

Sampling may refer to the process of selecting a number of individuals for a study in such a way that the individuals selected represent a large group from which they were selected. Mugenda and Mugenda (1999). Polit et al (2001:234) confirm that in sampling, a portion that represents the whole population is selected. Sampling is closely related to generalizability of the findings. In Kenya, there are millions of Safaricom and Airtel subscribers all over the country. This being

a qualitative research, Kasomo (2006) suggests that a sample is said to be representative if certain known percentage frequency distributions of elements and characteristics within the sample are similar to the corresponding distributions within the whole population. A large number may not be practical to include in the research due to time and financial constraints.

3.3.2 Sampling Technique

Multistage cluster sampling was used. Kenya is divided into 47 counties. Since the population is scattered, random sampling was used to select one region. Since a region comprises of many areas, a form of settlement area will be selected randomly (for example Westlands, Embakasi, Donholm, Kahawa Wendani, Kasarani e.t.c). Random sampling was used to come up with 80 participants who subscribe to either Safaricom or Airtel to be included in the study from the selected settlement area.

Purposive sampling was used in the study. Parahoo (1997:232) describes the purposive sampling as a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data. This was used to identify officials from the marketing department of Safaricom and Airtel.

3.4 Data collection techniques and tools.

According to Parahoo (1997:325), a research instrument is a tool used to collect data. An instrument is a tool used to measure knowledge, attitude and skill. Primary data will be obtained through an in-depth interview with the marketing officials of Safaricom and Airtel, a focus group Discussion with Safaricom and Airtel Subscribers .Questionnaires were used to collect data from Safaricom and Airtel mobile subscribers. Secondary data was collected from previous researches

on the topic, existing literature such as published books, articles and magazines. The research used a code sheet to collect data for content analysis.

3.4.1 The questionnaire

A questionnaire was used to collect data from Safaricom and Airtel mobile subscribers. The researcher approached the participants and issued out the questionnaires during their free time. This enabled them to find time to provide specific information in regards to objectives of the study, reflect before answering questions. This was simple for them since the language used was simple and questions clear having been moderated by the researcher with the assistance of the project supervisor. The researcher was interested in the following 1) If consumers were aware that advertisement representations influence consumer choice. 2) How consumers would rate the influence of advertisements on consumer choices.

3.4.2 in-depth interview schedule

According to Dillon *et al* (2001) in-depth interviews are sessions in which free associations and hidden sources of feelings are discussed, generally through a very loosely unstructured question guide. It provides detailed background about reasons why respondents give specific answers and an elaborative data concerning respondent's opinions, values, motivation, recollections, experiences and feelings. In-depth interviews also allow for lengthy observation of respondents' non-verbal responses. (Barbie 2001). They were customized to individual responses and as a result, the most appropriate for officials of marketing In Safaricom and Airtel. The research questions were be 1) strategies that mobile service providers use in designing advertising messages. 2) What kind of consumers do mobile service providers target? 3) What type of representations do mobile subscribers capitalize on? 4) Are the strategies the company is using

different from other competing mobile service providers? 5) How would the officials rate the use of adverts in influencing customer choices.6) Are there complaints from customers on services and products provided? 7) What are the challenges companies face in designing advertising messages? 8) What are the measures put in place to deal with the challenges?

3.4.3 Focus Group Discussion

This type of interview is normally used when it is known that the subjects have been involved in the situations under study and focuses on their experiences regarding the situations. (Kasomo 2006). The technique does not employ a detailed interview guide but has a general plan and usually asks questions to make comments which are intended to lead the respondent towards giving data to meet the objectives of the research. (Kasomo 2006). This method was appropriate for Safaricom and Airtel Subscribers because most of them might not have time for detailed interviews, it saves time and only asks specific objective directed questions. Research questions here included: 1) what mobile subscriber the respondents have subscribed to. 2) If the customers have had an opportunity to watch Safaricom and Airtel adverts. 3) If they have come across representations depicting culture. 4) If so, the kinds of depictions they showed of culture. 5) If the cultural depictions influenced their purchase choice. 6) To rate the frequency of cultural representations.

3.5 Data analysis

Data analysis means to organize, provide structure and elicit meaning. Analysis of qualitative data is an active and interactive process. (Polit *et al* 2001:383).

3.5.1 Content Analysis

Berelson (1952) defined content analysis as a research technique for objective systematic and quantitative description of manifest content of communications. Content analysis was done by the researcher and focused on aspects of representations that marketers use when advertising Airtel and Safaricom products. The researcher first of all identified themes and the actual representations in the themes identified. Qualitative data was organized systematically into themes and categories as they emerged.

3.5.2 Computer aided data analysis

Data from the questionnaires and focus Group Discussion and in-depth interview was tabulated using SPSS by using descriptive statistics and presented using tables (cross tabulation), charts, graphs and correlations from which inferences and conclusions shall were drawn and a research report compiled.

3.6 Reliability and Validity

According to Hamersley (1992), validity and reliability are achieved when description of the phenomenon under study depicts its existence in its natural setting. To achieve trustworthiness of the qualitative research process, credibility was built through multiple methods of data collection which was used to build confidence of findings. Secondly, debriefing by keeping an individual outside the research to question meanings, and interpretations of the researcher.

3.7 Ethical considerations

All sources of information were properly quoted in order to avoid plagiarism. Consent of each participant was sought and the principle of voluntary participation will be adhered to. The nature

and purpose of the study was shared with each participant before being engaged in the research. Confidentiality and privacy was strictly ensured by ensuring that the names of the participants did not appear anywhere on either the questionnaire or the interview schedule.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.0 The research Findings

4.1 Introduction

The purpose of the study was to analyze the representations of Safaricom and Airtel Advertisements.

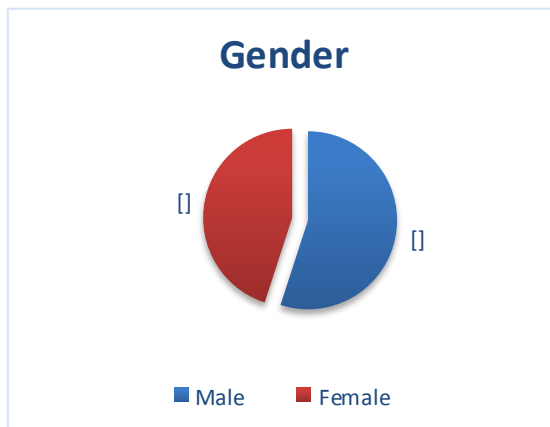
4.2 findings from the Questionnaire for Safaricom and Airtel mobile subscribers

4.2.1 The questionnaire completion rate

The questionnaire completion rate was 100%. The researcher established a good relationship with all 80 respondents and made a follow-up of every questionnaire sent out. The researcher also administered questionnaires personally and collected them after completion.

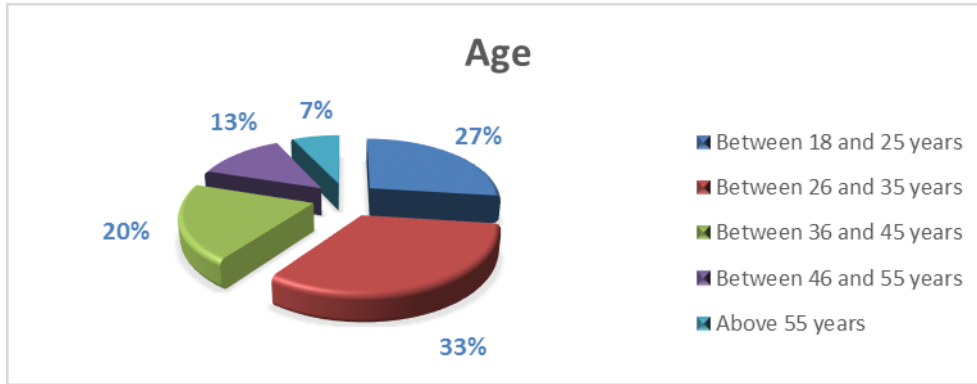
4.2.2 Gender of respondents

55% of those who participated in the survey were male; 45% were female.



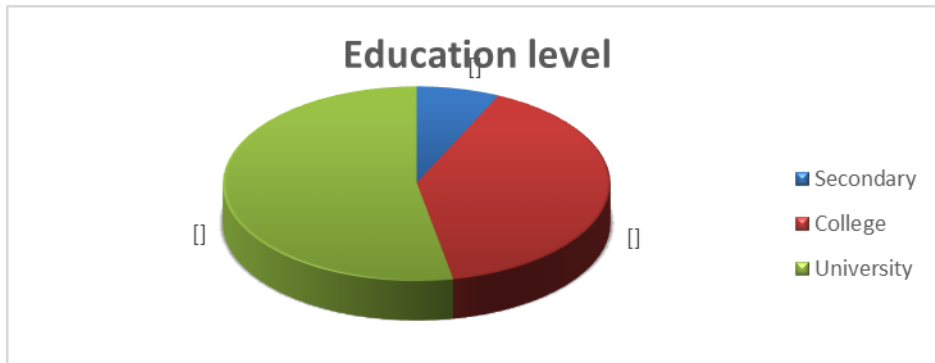
4.2.3 Age bracket of respondents

The bulk of participants were aged between 26 to 35 years and 18 to 25 years at 33% and 27% respectively. Individuals aged between 36 and 45 years formed the third largest group. Thirteen percent of participants were ages between 46 and 55 years while only 7% of those interviewed were above 55 years.



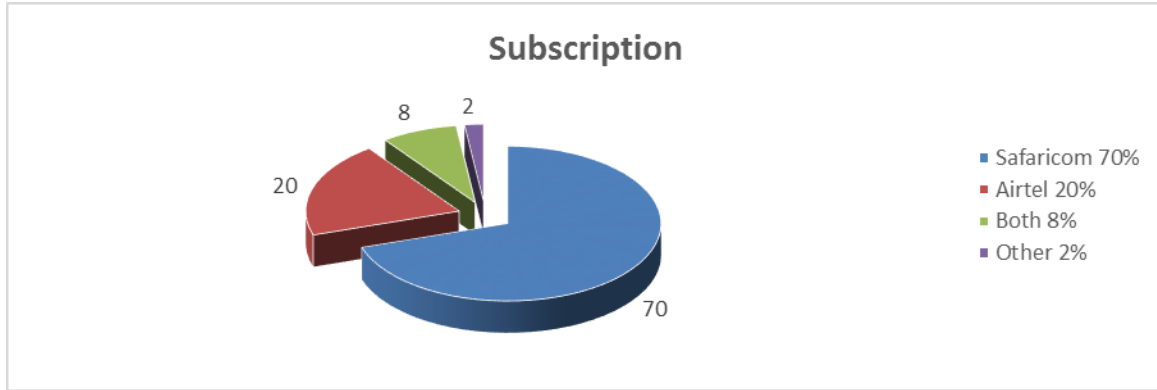
4.2.4 Education level

The majority of the respondent, 53% had university level education. 40% were college graduates while 7% had studied up to secondary level.



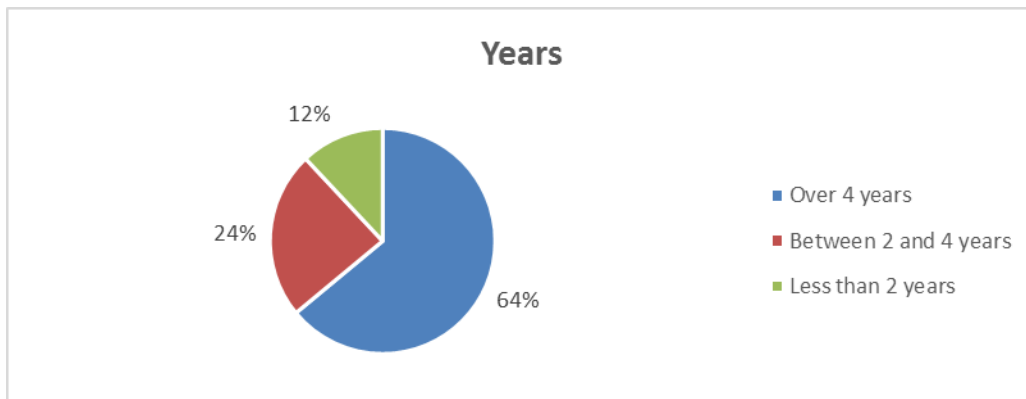
4.2.5 Subscription

Safaricom holds the bulk of subscribers at 70%. Airtel is the second largest mobile service provider at 20%. 8% of those interviewed held both safaricom and airtel lines. Only 2% subscribed to other mobile service providers.



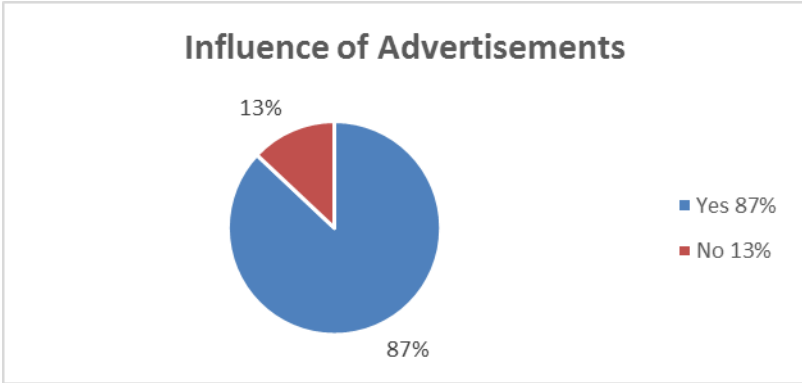
4.2.6 Subscription period in years

64% of the participants had used mobile services for over 4 years. 24% of subscribers the services for a period of between two and four years while 12% had used the cell phones services for less than 2 years.



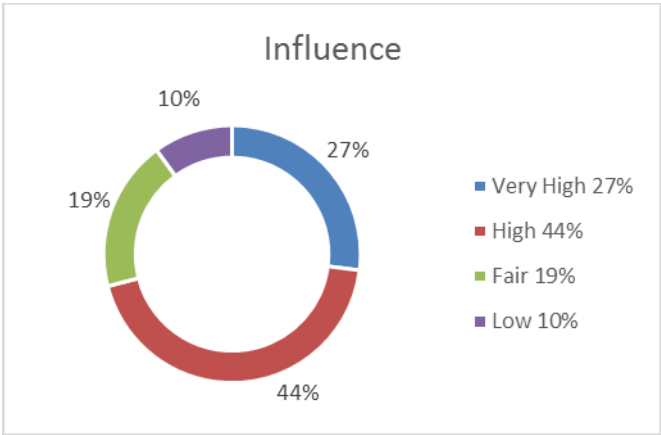
4.2.7 Influence of Safaricom and Airtel advertisements on consumer choice

A majority of consumers, 87% agreed that the advertisements by mobile service providers influence their subscription choice. Only 13% believe that the advertisements have no influence on their choices.



4.2.8 Degree of Influence of Safaricom and Airtel advertisements on consumer choice

Of those who believed that the advertisements influence consumer choice, 27% state that this influence is very high. 44% believe that the influence is high. 19% rate the influence as fair while 10% view the influence as low.



4.3. Findings of the Focused Group Discussion guide.

The focused group discussion purposively targeted both Safaricom and Airtel Subscribers. There were 8 participants in total and before the discussion started, they watched 8 recorded advertisements from both Safaricom and Airtel companies from which the discussion begun.

4.3.1 Favorite advertisements in Safaricom and Airtel

Respondents mentioned that some of their favorite advertisements in Safaricom were: '*Niko na Safaricom*', '*Nchi na Safaricom M-pesa*, *Niko na Safaricom naweza*, Relax, you've got M-pesa, as well as Safaricom *Bamba na bob*. For airtel, the most favorite was *Shikisha* story, *Airtel Karo*, *Usigongwe Tena* and Mr. Money

4.3.2 What is it that is loved most about them.

The respondents who had their favorite airtel advertisement as *shikisha story* said that the advertisement related well with their way of life as in the young man in the advertisement reflected the way of life for the youths and the way their parents react to issues. Those of Safaricom said that they loved the music that was sung, as well as the physical Kenyan features that are portrayed for example Lakes, rivers, the day to day activities that Kenyans go through in a bid to making money for example fishing on the lake side, Herding in the Maasai land, Tea plucking in Kericho as well as traffic in the Urban areas like Nairobi

4.3.3 Whether Safaricom and Airtel adverts reflect the social-cultural context of Kenya?

The response in this question was very positive as the respondents sighted instances where they believed their culture as a Kenya people was portrayed. In the Safaricom's '*Karibu tusherekee* advert', there is rich representations of culture as one respondent gave instances where there are Muslims walking in and out of the mosque, Christians in a church worshipping there is also an instance of traditional circumcision celebrations, The Maasai herding cattle, a fisher man fishing,

the 'jua kal'li people in their businesses, the youth playing pool as well as a family enjoying a meal together.

4.3.4 Type of feelings Representations arouse

The respondents were quick to say that these advertisements made them feel proud to be Kenyan because they reminded us of our heritage. One added that Safaricom and Airtel advertisements had the choice of making the advertisements without going too deep into the cultural issues because at the end of the day all they needed was to increase sales but they went a step further to remind us of our identity as a Kenyan people.

Others pointed out that they felt Patriotic especially when the advertisements would be made in Swahili language being accompanied by music while showing the physical features of the country as well as the National flag. One went ahead and said that the '*nikona* Safaricom' advertisements gave her goose bumps whenever it was run on the television because it made her feel a sense of belonging and pride of being Kenya.

4.3.5 Purchase Choice in Relation to advertisements

The respondents here had a slightly varying response. Six of them said they did influence purchase choice while the other two said that they did not. Those who said that the advertisement influenced their purchase choice had the following reasons.

a) To fit in

Some said that most advertisements showed various groups of people like the youth, the working class, farmers as well as old people using products that are being advertised. As a result of this, they were also compelled to use these services as a way of fitting in and not being left out. An example is the Safaricom advertisement in which people with businesses open a pay bill number

so that customers may pay via m-pesa. As a business person, one would also want to have the pay bill number so as not to feel left out and backward as well as the fact that the advertisement having the illusion of being successful in business.

b) Purchase out of need

Those whose purchase choice did not depend on the advertisement said that they only buy the advertised products if the need arises. One respondent pointed out that he never used to use m-pesa before but due to the fact that he moved away from his family, he had to use the service to send money home

c) Rational Decision Making

The other respondent on the other hand said that the advertisements do not influence her purchase choice but instead has to sit down and think over the message that had been passed in the advertisement. If a new phone for example is in the market and has been advertised, she first of all evaluates whether there is need that she purchases it and then weighs the pros and cons of which it is then that she can make a decision on whether to purchase or not.

4.3.6 Advertisements in Relation to sales

All the respondents were positive on this issue. They supported the fact that advertisements in both the companies boost sales as well as help them to increase their mobile subscription. This is because they said that it is through the advertisements that customers are aware of new products and services as well as being given supportive information on where to get these products and services as well as their benefits. It is also through the advertisements that consumers are given different offers on call rates mostly as compared to the other mobile service providers.

4.3.7 Suggestions on improvements to be made on the advertisements

The respondents said that in those advertisements where a native language or ‘sheng’ is used, there should be some translation so that everybody can understand what is being communicated and as such not to be left out. Another respondent said that the two companies had capitalized so much in placing advertisements on television forgetting that not everybody affords one. The suggestion that was made is that they should also focus on making advertisements that would reach the masses in the countryside who do not own television sets.

4.3.8 The future of Safaricom and Airtel

The respondents said that the future was bright for both the companies because communication among people is key and at the same time felt that the companies had the potential to come up with even more innovative products that would make life easier. But most were for the idea for Safaricom to lower its charges

4.4 Findings from the in-depth interview schedule

The interview schedule purposively targeted one official from the marketing and communications department of both Safaricom and Airtel

4.4.1. The strategies used in making mobile phone products and services Advertisements

Auditory marketing

The interview revealed that the effectiveness of a selling environment depends on its capacity to manage the subjectivity of the potential consumer. The Safaricom official confirmed that Music in every point of sale is an integrant part of the atmosphere, so are lightning or design, and whatever in its place (discrete speakers or video-clips in a big flat TV) has a role to play in the customer perceptions. Music, he said may provide a better indicator of mood because there is no single music center in the brain.

For Safaricom Company limited this has been achieved through the use of music and jingles that has come from Safaricom choir marketing the Safaricom products, services and brands in diverse promotions. The use of “skiza” on the caller ring back tone, “niko na safaricom” song promo and the thematic “m-pesa” advert called relax “uko na m-pesa” have impacted greatly on consumers and as such facilitated the profitability of the company profile through brand awareness .

Animation

The interview revealed that the use of the pictorial form of communication leads humans to improved comprehension and retention and that animation appeals to the power of the human visual system. Animation, the Airtel official said it is an important component in designing interactive multimedia which creates a visual interest. The Safaricom official re-sounded the same saying that Safaricom unveiled a new animation based way of communicating with its 15

million-plus consumers. The campaign was meant to convey the benefits of Safaricom's superior product and service offering in an exciting and easy-to-understand manner.

Content Localization

In competing with other mobile service providers, the Safaricom official said that Safaricom Company uses content localization which is the process of adapting a product or service to a particular language, culture, and desired local "look-and-feel." In localizing a product, in addition to idiomatic language translation, such details as time zones, currency, local color sensitivities, product or service names, gender roles, and geographic examples must all be considered "look-and-feel." He added on to say that this was the reason as to why Safaricom advertisements had representations that depicted the Kenyan-ness of the Kenyan people like shooting the advertisements in familiar places with familiar way of life of the Kenyan people.

Use of celebrities in marketing

Safaricom uses celebrities to go out and launch their new products. The official said that great masses turn up for such promotions and launches and as a result creates more awareness about the products and services. The case is the same with Airtel who for example used teacher Wanjiku of the then Churchill show to advertise for Airtel Money.

4.4.2. Segments of consumers targeted by the advertisements

The Safaricom and Airtel officials said that they target major groups of people from all walks of life and also different groups of people like youths, middle wage earners as well as the affluent and as such provide products and services that suite the different sets of group. Like for the low income earners for example, Safaricom official said that Safaricom at some point came up with

the '*simu ya jamii*' service as well as having scratch cards worth ten shillings which is quite affordable.

Online shoppers are another set of consumers that is targeted. The interview revealed that Safaricom and Airtel had taken their mobile money platform M-Pesa and Airtel Money online in a deal that allows their users to pay for goods and services on the Internet. The move opens up the companies to the lucrative retail payments market where they are eyeing airlines, hotels, supermarkets, insurance firms and other service providers to sign up. The Safaricom official added that the company had been courting retailers and utility service providers with the M-Pesa pay bill facility through which it assigns companies business numbers that subscribers use when making payments.

The interview revealed that already more than 600 companies have signed up to the M-pesa and Airtel money, including Kenya Power, DStv, Deacons, Nairobi City Water and Sewerage Company and Kenya Airways. It is also possible to pay for shopping using M-Pesa at all Uchumi and Naivas supermarkets countrywide.

Data from the Central Bank of Kenya (CBK) shows that the value of transactions moved through mobile money platforms has more than doubled in the past two years to reach Sh1.5 trillion last year.

Youth are another major target for both Safaricom and Airtel. The Safaricom official said that the company had introduced a new internet bundle targeted at the youth dubbed Chattitude. For Shs10 a day, customers are able to access Facebook, Twitter and WhatsApp for a day which roughly translates to shs300 a month. The daily access social internet bundle targets the growing youth market that has taken to social media for their daily communication. The

interview also revealed that Internet usage has been growing on the back of increased smart phone penetration among Safaricom and Airtel users and continuous introduction of affordable data bundles with the youth being at the heart of this growth.

4.4.3. The role the top management plays as regards to formulation of advertisements

The Airtel official confirmed that leadership was not a serious challenge in the company. Unlike some 5 years ago that the same was an issue, they noted that some organizational challenges were a result of poor leadership. He said that the top management supported advertisement projects and their implementation. The same was re-sounded by the Safaricom official and this is due to the fact that advertisements played a major role when it came to convincing people to purchase new products and services.

4.4.4. Type of representations the Advertisements capitalize on

The officials said that they majorly capitalize on representations that potential consumers would easily identify with. For different categories of people for example the youth and even the low income earners, they made sure to include representations that each category would identify with for example the use of sheng for the youth and the way of life of the low income earners for example scenes of ‘hustling’ to make ends meet.

4.4.5. Strategies the companies adopt that are different from other mobile service providers.

a) Differentiation strategy

The discussion from both the officials revealed that Product differentiation on firm’s innovative products is done to differentiate from their competitors and this is aimed at making them earn a competitive advantage over others. Since most of the mobile telephony industry products are the

same and the current regulation of ceiling imposed by the government on interconnection fee discourages firms from further lowering their call charges, Safaricom for example had to look for other ways of differentiating themselves to attract and retain customers.

b) Price differentiation

The Safaricom official identified price differentiation as yet another strategy employed by Safaricom that aims in categorizing its customers according to their needs, market segmentation, and engaging in infrastructure development. Both officials of Safaricom and Airtel attested to the fact that they have different product for different income earning groups ranging from Data bundles to the value of airtime.

c) Low –cost strategy

Another strategy that was identified by the Airtel respondent to lead in the market is the low cost strategy on the company products and services. The respondent noted that since the services offered by the company are similar to that offered by competitors, it had to reduce its charges so as to woo clients to their side. The interview also revealed that Safaricom has employed low cost strategy through tight control of costs and overhead, minimization of operating expenses, reduction of input costs, tight control of labor costs, and lower distribution costs. Some of the mechanism they are using to achieve this includes gradual phasing out of scratch cards top up and instead encouraging customers to use M-pesa, restructuring the organization structure to reduce the duplication of duties. The low-cost leader gains competitive advantage by getting its costs of production or distribution lower than those of the other firms in its market. Despite the mobile service products being the same, the company is forced to offer the products and services at industry level in order to realize returns on investment.

d) Market segmentation

It was noted that Safaricom had segmented the local market according to their various needs and wants and by so doing the company tailors their products to these unique markets. The official from Safaricom gave an example of Safaricom coming up with lower denominations calling cards; Okoa jahazi as one of the products tailored to meet the lower markets in the industry. The respondents indicated that Safaricom targets markets that are less vulnerable to substitutes or where competition is weakest as they will be able to introduce their products to the customers and at the same time preparing themselves for competition in case a new competitor enters the target market. On being asked what factors Safaricom uses in developing a product that focuses on a particular segment, the respondents pointed out that it looks at the functional, social, budget, age and social characteristics of the respondents to developing products that meet the needs of the targeted market

4.4.6 Advertisements in influencing consumer choice

Both the officials highly rated the use of advertisements in influencing consumer choice because it is through the advertisements that consumers get to know about new products and services in the market. The Airtel official asserted that advertising can influence consumer decision making in many ways. It can appeal to a cultural value, and lifestyle desire or the consumers need to belong to a higher social class. The Safaricom official in support of this said that it can be seen in the number of sales that are made ranging from data bundles, M-pesa subscription, and number of those who took part in the Tetemesha completion.

4.4.7. Challenges facing the Safaricom and Airtel in the design of Advertisements

Keeping up with Marketing trends and strategies

Both the officials said that marketing has gone through many transformations, especially in the last decade. This is mainly because marketing focus has shifted from the print media to online media and as such technology has introduced new tools that make communication with potential customers more efficient and effective. In addition the officials talked of different strategies that come up in marketing sector as well as new trends and because of these, marketers have to be up-to-date.

Competition

With more and more advanced analytic tools available, the officials of the two companies' official said that marketers are being held to higher standards because of competition and pressure to deliver. The Airtel official said "It is no longer enough to do marketing-You must be able to measure and understand the value of each of your efforts in terms of leads, customers and revenue." He also said that one needs to prove that return on investment is high enough to warrant that effort, time and money.

4.4.8 Efforts being put in place to curb these challenges

To curb this, the Safaricom official said that they try to understand their audience and come up with ways to provide value to them by finding out the best tools and methods for doing so. An official from Airtel was quick to add that they invest some time into reading about the latest developments in the industry

The discussion revealed that officials use advanced marketing analytics to track which marketing activities were generating leads, customers and revenue. From this, they double up on what is working and cut out on what is not

4.5 Findings from the code sheet

Table 4.5.1 Distribution in terms of gender

Gender	Frequency	Percentage
Female	51	53
Male	57	47
Total	108	100

Source: Author

From the findings, it is evident that men are featured more at 53% compared to females at 47%. This can be attributed to the fact that from the advertisements, most men are always out there in the fields attending to economic activities that are a characteristic of men for example herding and fishing.

Table 4.5.2 Distribution in terms of age

Age	Frequency	percentage
15 yrs old or younger	8	7
16-30 years old	37	34
31-45 years old	32	29
46-60 year old	21	19
61 years or older	5	5
Cannot tell	6	6
Total	109	100

Source: Author

From the code sheet findings, it is evident that the highest percentage of the age group that was featured in the advertisements was 16-30 years at 34% owing to the fact that they form the bulk of the youth fresh in college as well as from college and those who are early into stable employment as well. This was followed by the age bracket of 31-45 years at 29% and this could be due to the fact they are stable financially. This was followed by the age group of between 46-60 years at 19%, then those that are 15 years and below who were featured in the advertisements as primary going school children at 7% whose parents could pay for school fees via Airtel

Money and M-pesa as others featured as part of family. Following closely is those of above 61 years of age at 6% and finally 6% for those whose age could not be easily ascertained.

Table4.5.3: Distribution in terms of Occupation

occupation	Frequency	Percentage
Athlete	3	2
BusinessPerson	36	26
Teacher/ducator	11	8
Entertainment industry	6	4
Farmer	9	6
Home makerv	14	10
Lawenforcer	3	2
Studnts	28	20
Fishermen	8	7
Other	15	11
Cannot tell	8	6
Total	141	100

Source: Author

From the content analysis, it is evident that the business person category is highly featured in the advertisements at 26% followed closely by the students category at 20%, Other occupation that could not be ascertained was at 11%, followed by homemakers at 11%. This category was followed by educators at 8% then fishermen and farmers followed closely at 7and 6 %respectively. Entertainment, athlete and law enforcer closed up this category at 6%,2% and 2% respectively.

Table 4. 5.5. Distribution in terms of Social Economic Status

Social Economic Status	Frequency	Percentage
Upper Class	18	31
Middle Class	26	45
Lower class	10	17
Cannot tell	4	7
Total	58	100

Source: Author

The findings showed that the middle class category was featured mostly in the advertisements at 45% and this could be due to the fact that it forms the bulk of the Kenyan population., and this was followed by the upper class at 31% followed by the Lower class at 17%. Those whose economic status could not be ascertained fell at 7%

Table 4.5.6.Distribution in terms of Location

place	frequency	percentage
Country side	22	22
Towns	27	27
Leisure Places	10	10
Farms	16	16
Places of Business	25	25
Total	100	100

Source: Author

From the findings, it is evident that most advertisements were shot in towns at 27% followed closely by the business places at 25%.Next was the country side at 22% followed by farms at 16% and finally at leisure places at 10%.

Table 4.5.7 Distribution in terms of National Identities

National Identities	Frequency	Percentage
Use of National Language	15	25
Use of flags	1	2
Tourist Attraction Sites	30	50
Monuments	2	3
Use of Kenyan Native languages	7	12
Other	5	8
Total	60	100

Source: Author

The findings indicated that use of tourist attraction sites that indicate the richness of the country was at 50% followed by the use of the National language Swahili at 25%. This was followed by the use of Kenyan Native language at 12%, and then others at 8% and closing on this category were monuments and use of flags at 3% and 2% respectively.

Table 4.5.8 Distribution in terms of groups of people

Groups of people	Frequency	Percentage
Families	9	14
Youth Groups	16	25
People in white Collar jobs	21	33
Country side people	11	17
Students	7	11
Total	64	100

Source: Author

The findings in this category indicate that groups of people with white collar jobs were greatly featured at 33% followed by youth groups at 25% then the countryside groups at 17%. Next was the families category at 14% and finally students at 11%.

Table 4.5.9 Distribution in terms of geographical features

Geographical Features	Frequency	Percentage
Mountains	19	40
Lakes	11	23
Plantations	9	18
Forests	7	14
Wildlife	3	6
Museums	0	0
Total	49	100

Source: Author

The findings in this category depicted that Mountains were mostly featured at 44% followed by lakes at 23% then plantations of for example tea at 18%. Forests followed at 14%, then wildlife at 6%.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.0 Conclusions and recommendations

5.1 Conclusion

It is very vital for any institution to assess and know the level of customer satisfaction they are presently at. High customer satisfaction levels could translate in-to profits for a firm such as Safaricom and Airtel whereas dissatisfied customers are more likely to shift in favor of competitors

The findings of this research confirm that representations in Safaricom and Airtel do influence consumer choice as well as do represent the social cultural context of the Kenyan people. Through advertisement, these two companies ensure that their products are known to their target audience. Aaker(2010) considers brand awareness, brand associations, perceived quality and brand loyalty to be the most important dimensions of consumer-based perspectives.

In making of representations, the two companies consider representations that reflect the way of life of the target audience. Since mobile phone providers target almost all the age groups from the young to the old, the two companies in making advertisements tend to lay focus on all the age groups as well as different categories of people. Whatever person watches these advertisements will always get something that they identify with be it at the work place, religion, patriotism as well as ethnicity. To make it even wholesome, they have come up with representations that touch on Kenyans in a special way and this is through showing the beauty of Kenya as a country and the use of The National language to show unity.

There are various strategies that are used to make the representations memorable and this we see with Safaricom in the use of Celebrity Personalities. The celebrity-product match model states

that attractive endorsers are more effective when promoting products used to enhance ones attractiveness. (Kamins, 1990) and the impact will not be significant in the case of a product that is unrelated to unattractiveness. Kahle and Homer (1985) found that in the case of attractiveness, related products the use of physically attractive celebrities increase message recall; product attributes, and purchase intention. In keeping with tradition, Safaricom unveiled some of the biggest artistes in Kenya's music scene to headline the years Niko na Safaricom Live countrywide music tour which covered five towns including the cities.

The social cultural context of the Kenyan people is covered majorly in both the Safaricom and Airtel advertisements. This was achieved by the two companies through content localization which a technique of adapting a product or service to a particular language, culture and desired local "look-and-feel." According to Shannon (2000), the goal of localizing user interfaces is to provide a 'technologically, linguistically and culturally neutral platform from which to launch e-commerce initiatives while allowing a framework that incorporates local content and functionality. Safaricom had released a major brand advertising campaign featuring a 600 member choir singing in Swahili in scenic locations, aiming to cement the company's connection with the Kenyan market. The Safaricom choir appears on Mt. Kenya, Mt. Longonot Crater, Mt. Elgon, alongside the Tana River, Ndere Island, Porror ridge, The aberdare Range, Lake Victoria, Kericho and in the Suguta Valley South OF Lake Turkana.

Advertising has long been a creative way to influence consumers into thinking they want or need a certain product. This is done though images that a consumer processes as a reality and emotionally connects with. This type of persuasive control in the hands of an advertiser should be grounded in moral and ethical responsibilities to portray their images with a certain amount of

accuracy. This issue is prevalent not only the realm of advertisements reaching consumers but also to images reaching people as citizens of a democratic country.

Images can be altered to promote a certain view point or to gain support for a certain cause. However, consumers ultimately need to be the decision makers on how they react to advertisements and the decision they make thereafter. If an individual is educated through public service announcements regarding the analyzing of advertisements or images, they can consciously choose not to accept an image as the ultimate truth and societal norm. The decision to be more critical and the responsibility to stop the amount of control images have on the society's values lay in the hands of the consumer .Therefore, the strong power that images have had on an individual is a shared responsibility between the moral decisions of the advertiser or creator of the image as well as the necessary critical thought process of the individual.

5.2 Recommendations

In a society where television advertisements are becoming more and more frequent, organizations and activist groups should step up to educate consumers on how to be a more critical audience of advertisements. When consumers are more aware of how to be a 'smart audience', they will be less susceptible to be easily manipulated by misleading advertisements. This will in turn help the advertisers learn to be more honest in the way they present images if consumers learn to be more critical, the advertiser will inevitably react and become more aware of being honest in the images they create.

In some advertisements, there is use of 'sheng' language which is popular among the youth although the elderly age group cannot understand. In some advertisements too, there is use of Native language that not everybody understands. These should also be translated as the

advertisements run so that everybody can understand them and not feel that they have been left out.

Most Safaricom and Airtel advertisements are always aired in television. The challenge comes in when it comes to the marginalized groups for example the Maasai and The Samburu. Despite the fact that they use products from these two companies, they do not have adequate coverage and neither do they have access to information about new products and services offered by these companies because they do not own television sets. The two companies should come up with ways of ensuring that information about their new products and services reach the marginalized and not only concentrate on those within big towns.

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Appendix i

LETTER OF INTRODUCTION

FROM:

PeninaOrangi

P.O. Box 5199, kisumu

Email: peninaorangi@gmail.com

Phone: 0720606925

DATE: XXXXXX

TO: WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: REQUEST FOR YOUR PARTICIPATION IN RESEARCH PROJECT

The questionnaire you are being requested to complete, and which is hereby enclosed, is designed to gather research information on: An analysis of representation of media images of Safaricom and Airtel advertisements”

The study is being carried out for a Research project paper as a partial fulfillment of a Master of Arts Degree in Communication Studies at the University of Nairobi.

The information in this questionnaire shall be treated with confidentiality and at no instance shall your name be mentioned in this research or your confidentiality divulged to unauthorized persons or entities.

You are hereby assured that the information collected will only be used for academic purposes

The Research Assistant administering the questionnaire enclosed herein shall assist you to fill it, in case of such need. If you require further clarification, kindly contact the lead Researcher, via the above address (with phone number indicated). Your assistance in facilitating this research is highly appreciated

Thanking you in advance;

Appendix ii

RESEARCH QUESTIONNAIRE

Please answer questions by putting a tick [√] in the appropriate box or by writing in the space provided.

SECTION A: GENERAL INFORMATION

1. Gender

Male []

Female []

2. Age Bracket

18-25 years []

26-35 years []

36-45 years []

46-55 years []

Above 55 years []

3. Highest Level of Education

Primary []

Secondary []

College []

University []

4. Mobile subscription

Safaricom []

Airtel []

Both []

Other []

5. If yes on Safaricom, Airtel or Both, for how many years have you subscribed

2years and below []

2-4 years []

4years and above []

SECTION B:

6. Do you believe Safaricom and Airtel Advertisements influence customer choices?

Yes []

No []

Please Explain

.....
.....
.....
.....

7. If yes, how would you rate the influence of Safaricom and Airtel representations on consumer choice?

Very High []

High []

Fair []

Low []

Please Explain

.....
.....
.....

Appendix iii

A focused Group Discussion on Safaricom and Airtel subscribers on the extent to which Safaricom and Airtel representations in the advertisements reflect the social-cultural context of Kenya

1. Mention some of your favorite advertisements in Safaricom and Airtel
2. What is it that you love most about them?
3. Do you think Safaricom and Airtel adverts reflect the socio-cultural context of Kenya?
4. If so, in what ways. If no, why so?
5. Describe how the various cultures of the Kenyan people are depicted in Safaricom and Airtel adverts.
6. What kind of feelings do these representations of culture arouse in you?
7. Do the Safaricom and Airtel adverts influence your purchase choice?
8. Do you think advertisements in Safaricom and Airtel have boosted the two companies in having many subscribers? What do you think is the future of Safaricom and Airtel.
9. What do you think should be done to make the advertisements more appealing?

Appendix iv

In-depth Interview schedule for Marketing and Communication staff at Safaricom and Airtel Companies.

1. What are some of the strategies used in making mobile phone products and services advertisements?

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.....

2. What segment of consumers do you majorly target with these advertisements and why?

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.....
.....

3. What role does the top management play as regards the formulation of the advertisements?

.....
.....
.....

4. What kind of representations do you capitalize on and why?

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.....
.....

5. What strategies does the company adopt that are different from other competing mobile service providers?

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.....
.....

6. How would you rate the use of advertisements in influencing customer choice?

.....
.....

.....
.....

7. What strategies are in place to maintain customers?

.....
.....
.....

8. What challenges is the company facing in the design of advertisements?

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.....
.....

9. What efforts are being put in place to curb these challenges?

.....
.....
.....

Thank you

Code Sheet

Gender: The gender of characters in the advertisements

1.Male

2..Female

Age: The apparent age of the characters

a)15 years old or younger.

b)16-30 years old

c)31-45 year old

d)46-60 years old

e)61 years old or older

f)Cannot tell

Occupation: The apparent occupation of the characters

01. None identified

02. Athlete

03. Attorney

04. Business person

05. Teacher/educator

06. Entertainment industry

07. Farmer

08. Home maker

09. Law enforcer

10. Restaurant business(owner, waiter/waitress,bartender)

11. Student

12. Other

13. Cannot tell.

SES: Social Economic Status of the characters

i) Upper/Middle class- Well to-do, high level job or no job, not dependent on monthly income to live.

ii) Middle class: Works for a living, has all necessities and luxuries.

iii) Working class/lower class: Does not have all necessities, does not possess luxuries, maybe unemployed, and/ or on public assistance.

iv) Cannot tell

Place: The various places where shooting of the advertisements have taken place.

P. Countryside

Q. Towns

R. Leisure places (parties, restaurants, play grounds)

S. Deserts

T. Farms

National Identities: Those images that portray a country's nationality

a. Use of National language (Swahili)

b. Use of flags

c. Monuments

d. National colours

e. other

Groups of people:

f. families

g. youth groups

h. political groups

i. people in white collar jobs

j. country side people

k. the aged

.Geographical Features-Features that Kenya prides itself in

12. Mountains

13. Lakes

14. Plantations (e.g bananas, tea, maize, wheat)

15. Forests

16. wildlife

17. Museums