

**FACTORS AFFECTING BRAND LOYALTY IN PRINT MEDIA  
INDUSTRY IN KENYA: A CASE OF NEWSPAPER  
SUBSCRIBERS IN KISUMU CITY.**

**BY**

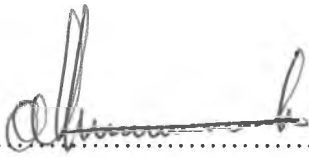
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**A Research Project Submitted in Partial Fulfillment of the Requirements for  
the Award of the Degree of Masters of Business Administration School of  
Business, University of Nairobi.**

**October 2012**

## DECLARATION

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


Signature.....

DATE..23/11/2012..

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This Research Project has been submitted for examination with our approval as University Supervisors;

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## **DEDICATION**

This Research Project is dedicated to my son Bonfredrine M. Odhiambo Jnr from whom I get the encouragement to aim higher and provide a better life for him and my wife Martina Nduku, to my loving mum Colleta who gifted me with all that I have now and lastly to GOD almighty.

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I wish also to thank University of Nairobi management and the entire staff who cooperated with me, giving their assistance in accessing relevant references for my research Project. Finally am grateful to my colleagues and family members as I sincerely appreciate Mr. Bunyassi Mulenga for typing and printing this work. Lastly, I would like to thank Hellen from Nairobi University and all those who helped in one way or the other but I have not mentioned in this space.

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## LIST OF ABBREVIATIONS

<b>NMG</b>	Nation Media Group
<b>SMG</b>	Standard Media Group
<b>SN</b>	Star Newspaper

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## ABSTRACT

The study sought to determine factors that affected brand loyalty in the print media industry. Daily newspapers refers to those published at least four times a week and calculated as average circulation (or copies printed) per 1,000 people. The top and most influential daily newspapers in Kenya are the Daily Nation and The Standard. Other important news dailies include People Daily, Kenya Times, and The Star. The researcher employed descriptive survey. Descriptive survey was employed because it allowed the researcher to adopt a holistic approach on the study sample and utilize research tools like questionnaires and interview schedules. The target population consisted of newspaper subscriber's who are known to be the current purchase decision makers. There were approximately 500 subscribers of Daily Newspaper in Kisumu City. The study adopted stratified random sampling technique to draw a sample from the study population. Stratification allowed the investigation of the characteristics of interest for particular subgroups. Data collection was from two main sources; primary and secondary. Secondary sources included relevant documents and reports. Secondary data was collected by reviewing available literatures and refereed journals in relation to the topic. In using Primary sources data was collected from selected respondents. Primary data was gathered using interview Guides and Questionnaires. Both Likert Scale and closed ended questionnaires were administered, this was because Close ended questionnaires were easier to analyze since they were in an immediate usable form and again each item was followed by alternative answers. The researcher preferred to use this method because of its ability to solicit information from respondents within a short time. Measures of central tendency (mean, mode, median), frequencies and percentages were used to describe the population. The researcher concluded that there was need to create and maintain a higher intensity level of distribution of products and equally reduction of product price, this was because respondents showed a strong belief in price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands. In line with the study objective the researcher recommended that there was need to improve on the service quality within the print media industry in that the impact of sales people consumer relationships will generally result in long-term orientation of consumers towards the brand this can be done through investing on training of the Vendors, Merchandisers and Agents on how to aggressively sale their products.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Brands play an integral part in today's consumer markets due to their capability of providing value for both the customer and the firm. From the consumer's perspective, a brand is seen as "a purveyor of advantages" (O'Cass & Grace, 2003, p.452) that not only communicates the source of the offering (Aaker, 1991; 1996) but also signals quality and reduces search costs and the risk of transactions (Davis et al., 2000; Janiszewski & van Osselaer, 2000; Keller, 1998). Branding is the process by which companies distinguish their product offerings from those of their competitors (Aaker, 1991). Marketers develop these products into brands which attain a unique identity. By developing a unique identity, branding permits customers to develop an association with it and trust it. Once this trust is developed, branding will lead to high sales, ability to charge price premiums and the power to resist distribution of power (Ehrenberg, 1990). Thus a brand is created by augmenting a core product with distinctive values that distinguishes it from its competitors. The issue of brand loyalty has generated considerable interest in recent years both in academic and managerial circles, since companies spend millions of shillings each year in establishing and tracking brand loyalty levels. Further, the cost of building powerful brands have sky-rocketed and the failure rate of new brands is high. Therefore, brand managers have started refocusing their attention on retaining their existing customers for long term benefits (Keller, 2005).

Factors such as brand name or awareness, price, promotion, product availability, product quality, social class and product place of origin have a positive influence on brand loyalty in consumers. While a brand might initially start its life with nothing more than a distinctive name,

over time it is gets recognized by consumers for its functional capabilities and ultimately develops into a shorthand notation that is associated with several unique values (de Chernatony & Dall'Olmo Riley, 1998). As such, brand loyalty has been shown to result in repeat sales as well as positive word-of-mouth and, in turn, is expected to lead to an organization's future profitability (Caruana, 2002; Juhl *et al.*, 2002). Consumers may repeat the purchase of single brands or switch around several brands or switch around several brands due to the tangible quality of the product sold. Price significantly influences consumer choice and incidence of purchase (Aaker, 2002).

Loyalty base is measured by the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. Packaging helps protect the product on its way to the consumer, provide protection after the product is purchased, help gain acceptance of product from middlemen and help persuade consumers to buy a product. Promotion generally affects consumer's images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours. The family is the most important consumer buying organization in the society and family members constitute the most influential primary reference groups. Each member of the family influences the buying decision making process. Although brands might initially be created and developed by an organization, it is often believed that a brand primarily rests and exists within a consumer's mind (Grace & O'Cass, 2002).

### **1.1.1 Brand Loyalty**

Brand loyalty refers to the Consumers behavior of repeatedly purchasing a specific brand over a certain period of time (Aaker, 1995). This is based on past behavior, and the local consumer is highly likely to purchase the products of a specific brand currently and in the future. According to (Aaker, 1995), a powerful brand enjoys a high degree of brand loyalty. Related brand choice theories claim that, in order to increase the sales or marketing share of a particular

brand of products, it is necessary to either strengthen the brand loyalty of existing customers or try to persuade the consumers of other brands to switch. The former is called inertia or brand loyalty, and the latter, brand switching.

Although it is an important concept, brand loyalty measurement has not flourished in the marketing literature (Chaudhri, 1999). Brand awareness and brand association are linked to consumers brand preferences. Salient brands are high in both intentions to buy the brand and brand loyalty. Since the most selling brand tends to be copied quickly by competitors, competitive brands lack variation between each other. Similar brands have different market shares because of the different number of people to whom each brand is salient. The main function of advertising as argued by (Chaudhri, 1999) is to reinforce an existing consumer's propensity to buy a particular brand. Brand loyalty is the strength of the relationship between the relative attitude towards a brand and patronage behaviour (Dick and Basu, 1994). They further suggest that involvement and brand loyalty are positively related, and high product involvement precedes the development of brand loyalty. The major problem confronting brand executives is identifying factors that affect brand loyalty. Obviously, they look for vital information relating to the factors influencing brand loyalty.

In the traditional sense, brand loyalty refers to repetitive purchase behaviour or to the propensity to purchase a brand again (Baldinger, 1992) or to the result of cognitive activity and decision making (Avinandan and Ghosh, 1996). In line with this reasoning, brand loyalty is defined in the present study as stated preference for the same brand in two time periods, a definition initially used by (Guest, 1964) and later employed in at least 17 other studies of brand loyalty (Engel et al 1978). Kenya's media is noteworthy given the continent's history that has had a devastating effect on the industry. In Kenya, the Daily Nation and its sister paper Sunday

Nation has grown phenomenally since inception. They command a market share of 74 per cent and outsell their nearest competitor by a ratio of more than 3:1. The Standard Newspaper being the biggest competitor in the print media industry in Kenya distributes 80,000 copies of their newspaper on a daily basis. The Star is now the third largest newspaper in Kenya and is growing rapidly. It was launched in July 2007 as the Nairobi Star, a 32 page tabloid style newspaper concentrating on human interest stories in Nairobi and Kenya.

### **1.1.2 The Print Media Industry in Kenya**

Daily newspapers refer to those published at least four times a week and calculated as average circulation (or copies printed) per 1,000 people. The top and most influential daily newspapers in Kenya are the Daily Nation and The Standard. Other important news dailies include People Daily, and The Star. The Nation Media Group also publishes the Business Daily, which carries business and investment news features, and The East African weekly, is a weekly collection of news from the East African region. The Daily Nation is the most authoritative of all Kenya's newspapers, providing comprehensive and balanced coverage of Kenyan news. The newspaper is also arguably the most objective, independent, and unbiased in its news coverage. The Nation Media Group, East Africa's largest media conglomerate, publishes the Daily Nation. The Standard is Kenya's oldest daily newspaper (founded in 1902) and the second most widely read, it is owned by The Standard Media Group. Like the Daily Nation, The Standard offers very comprehensive news coverage. However, this newspaper is more critical of the government and is perceived as leaning more towards the side of the opposition.

Business Daily, also published by the Nation Media Group, is East Africa's premier business newspaper, focusing on business news from the East African region. This Kenyan

newspaper used to be one of Kenya's top three papers, along with Daily Nation and The Standard. The People Daily commands a very small market share, though it was initially launched to challenge the Daily Nation. It offers mostly Kenyan political news. A newcomer to the Kenyan newspaper industry, The Star is a full-color, tabloid modeled after the Sun, published in the UK. The Star carries Kenya's "juicy" news, mostly focusing on gossip about Kenya's public figures and celebrities. It appeals to a younger audience who may not be interested in mainstream news carried by the other newspapers. Kenya, like many other countries, has its fair share of "gutter" or "street" publications whose content is not considered mainstream or newsworthy. Among these are the Weekly Citizen and Confidential. Both are less authoritative than their mainstream counterparts, but often carry interesting local news that other newspapers do not find worthwhile to publish.

## **1.2 Research Problem**

Creating and maintaining strong brands and loyal customers have become increasingly difficult in today's competitive environment. Brand loyalty has been shown to be associated with higher rates of return on investment through increases in market share. Though several factors (e.g., trust, satisfaction, commitment, familiarity, content etc.) are found to influence brand loyalty, involvement plays a predominant role (Aaker, 2001). Many newspapers have tried to deal with these problems through approaches that focus on marketing and circulation. These solutions often undervalue content and the importance of relationships between newspapers and their publics. They also largely fail to address the role newsroom culture has played in the disengagement of readers from newspapers. Reasons proposed for falling circulation range from competition from other media (most recently the internet) to declining levels of literacy among the population in general, to the proposition that newspaper represent a "mature" industry

approaching its sunset. Despite the importance of brand loyalty to business success, little theoretical research has been done to find out the factors that influence consumer brand loyalty in the print media. According to the Kenyan Media Vulnerability study (2010), Kenyans want plural and diverse media that would promote diversity of opinions and respond to the diverse aspirations and expectations of the entire Kenyan population in terms of age, education, gender, social status, interests and ethnic backgrounds. The numerous challenges include, professional, and market constraints are manifestations of these vulnerabilities that continue to inhibit market share presence. While there has been some research on the general impact of brand loyalty there is little research that has been done on brand loyalty in the print media industry, thus factors that affect brand loyalty have been succinctly reported despite the importance of brand loyalty to business success.

In other related studies the concept of brand loyalty has been extensively discussed in traditional marketing literature with the main emphasis on two different dimensions of the concept, that is behavioral and attitudinal loyalty (Olive, 1997) presented a conceptual framework of brand loyalty that included the full spectrum of brand loyalty based on hierarchy of effects model with cognitive, affective, conative (behavioral intent) and action (repeat purchase behavior) dimensions. According to (Chaudhru, 1999) brand loyalty measurement has not yet flourished in the marketing literature. In her literature (Amine, 1998) distinguishes two main approaches to define the loyalty construct, the behavioral one suggests that the repeat purchasing of a brand over time by a consumer expresses their loyalty and the attitudinal perspective which assumes that consistent buying of a brand is a necessary but not sufficient condition. More specifically, the overall objective of this study will be achieved by addressing

the following research questions, what are the factors that affect brand loyalty in the print media industry in Kenya.

### **1.3 Objectives of the Study**

To determine the factors that affect brand loyalty in the print media industry in Kenya.

### **1.4 Value of the study**

The study was a source of great experience and a contribution;

To the researcher as a prerequisite in order to fulfil the requirement for the award of the Degree of Masters of Business Administration of the University of Nairobi. Equally to various managers as they were reliably informed of the factors that affect brand loyalty, thus influencing consumer buying decisions.

Furthermore, this study is significant to other Marketers in that the determinants of brand loyalty were established and could be an important factor in relation to facing competition for marketers in print media industry. The study built alongside the existing literature on the factors that affect brand loyalty and equally identified areas of further study.



# CHAPTER TWO

## LITERATURE REVIEW

### 2.0 Introduction

In this chapter the researcher reviewed related literature on the factors affecting brand loyalty in the print media industry in Kenya. The literature review was done in accordance with objectives and research questions of the study that guided the researcher in understanding the research problems.

### 2.1. The Value of Brands

According to the American Marketing Association (AMA), a brand is defined as “a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of a competitor” (de Pelsmacker et al., 2007, p.40). While a brand might initially start its life with nothing more than a distinctive name, over time it is gets recognized by consumers for its functional capabilities and ultimately develops into a shorthand notation that is associated with several unique values (de Chernatony & Dall’Olmo Riley, 1998). As such, a brand is argued to be one of the most essential concepts in the world of marketing due to its ability to create a perception of superiority in consumers’ minds (Levine, 2003). From a customer’s point of view, brands are seen as purveyors of advantages in terms of both economic and symbolic values (O’Cass & Grace, 2003) In this respect, brands not only serve as a rich source of information which might signal the quality of a product and reduce consumers’ search costs and risks of transaction (Biswas, 1992; Janiszewski & van Osselaer, 2000) but they might furthermore act as a symbol that directs meaning to the consumer and hence represents a form of promise regarding future purchases (Keller, 1998). On the other hand, brands have also become an integral part in most

companies' marketing strategies since they are increasingly understood as valuable assets and a major source of competitive advantage (O'Cass & Grace, 2003; Skinner, 1990 in Grace & O'Cass, 2002). In that case, branding has been highlighted as a mechanism to engage both buyer and seller in long-term trusting relationships (Fournier, 1998; Keller, 1993) and a process of creating value which, in turn, will satisfy customers and ultimately keep them coming back (Aaker, 1991). Moreover, strong brands might even play a more significant role in a consumer's decision-making process than the perceived quality of the product or service per se (Arora & Stoner, 1996).

## **2.2. Brand Loyalty**

In contrast to Grace and O'Cass' (2005a) conceptualization, brand loyalty instead of a consumer's mere purchase intention is modeled as the ultimate dependent variable in the Business Loyalty framework. It is often understood as consisting of both a behavioral and an attitudinal dimension (Aaker, 1991), and thus not only refers to customers' future purchasing behavior but also to a certain degree of a deeply held dispositional commitment which induces users to resist situational influences and marketing efforts that might have the potential to cause brand switching behaviors (Oliver, 1999 in Chaudhuri & Holbrook, 2001). As such, brand loyalty has been shown to result in repeat sales as well as positive word-of-mouth and, in turn, is expected to lead to an organization's future profitability (Caruana, 2002; Juhl *et al.*, 2002). From a firm's perspective, previous research has additionally found brand loyalty to have the strongest effect on brand equity (Yoo *et al.*, 2000) thus indicating its potential to cause superior brand performance outcomes such as price premiums or greater market shares (Aaker, 1996; Chaudhuri & Holbrook, 2001). Based on the assumption that it is the final outcome of a consumer's brand evaluation, brand loyalty is expected to result from a person's overall disposition toward the brand (brand attitude) (Chaudhuri & Holbrook, 2001; Martin, 1999). In this respect, previous research has shown that customers' purchase intentions

and behaviors are significantly influenced by brand attitudes (O’Cass & Grace, 2004) and that consumer’ emotional responses to brands (brand affect) strongly impact on brand loyalty (Chaudhuri & Holbrook, 2001).

## **2.3 Brand Attitude**

Brand attitude is defined as the consumer’s overall positive or negative disposition toward the service brand and is expected to have a strong effect on brand loyalty and behavioral intentions (Keller, 1998). In the Service Brand Loyalty model, brand attitude is affected by consumers’ perceptions of and satisfaction with all brand stimuli that are experienced in the pre-purchase and consumption stage including brand evidence and brand hearsay (Grace & O’Cass, 2005a). With respect to the different stages in the relationship between the consumer and the service offering (pre-purchase, consumption, post-purchase), brand attitude is understood as a more enduring global assessment of the brand as compared to a customer’s immediate response to its performance (i.e. satisfaction). For instance, some of the rather tangible and more accessible service brand dimensions (e.g. price, services capes) might directly shape consumers’ overall disposition toward the brand while those brand attributes that are experienced in the consumption stage (e.g. employee service, feelings) might indirectly influence attitudes through consumers’ satisfaction evaluation. Similarly, communication variables might be related to satisfaction and brand attitudes since earlier studies found that advertising, for example, could partially mitigate the detrimental effects of negative product performances on customers’ brand attitudes (Smith, 1993 in Kempf & Smith, 1998).

### **2.3.1 Product Quality**

Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or conformance to requirement’ (Russell and Taylor, 2006). Consumers may repeat

the purchase of single brands or switch around several brands or switch around several brands due to the tangible quality of the product sold. According to Frings (2005), the components of product quality of fashion merchandise include size measurement, cutting or fitting, material, color, function and the performance of the merchandise.

Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product. Further, consumers rely personally to colour and could select or reject a fashion because of colour. If the colour does not appeal to them or flatter their own colour, they will reject the fashion (Frings, 2005). Functional attributes in sportswear include quick dry, breathable, waterproof, odor-resistant, lightweight and antimicrobial and finally, durability which is the use of garments. Perfectionist or quality consciousness is defined as an awareness of and desire for high products and thinned to make the best or perfect choice versus buying the first product or brand available. This indicates that quality characteristics are also related to performance.

### **2.3.2 Price**

Price is the value placed on what is exchanged. Price is defined as what is given up or sacrificed to obtain a product or service from the consumers (Aaker, 2002). It is a critical component of the marketing mix because it is important to consumers and the firm because it influences the total revenue or profitability. It helps therefore to determine the product image and can be used as a competitive tool. Loyalty base is measured by the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. If a consumer is willing to pay 10 percent more to buy Coke rather than Pepsi, it then shows that the price is associated with brand loyalty (Aaker,2002). Price can also be the only relevant product attribute for some consumers and only follows those attributes and do not really care of other characteristics a brand can have. Consumer's price sensitiveness depends on many different factors like knowledge of substitute, consumers' possibilities to compare competitors, cost importance for the consumers and their

experienced pleasure and quality. Consumers with high brand loyalty are willing to pay a premium price for their favored brand and so their purchase intention is not easily affected by price.

In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands (Evans et.al 1996, Keller, 2003). Consumer's satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change. Basically long-term relationships of service loyalty make loyal customers more price tolerant, since loyalty discourages customers from making price comparison with other products by shopping around. Price has increasingly become a focal point in consumers judgments of offer value as well as their overall assessment of the retailer.

Price significantly influences consumer choice and incidence of purchase (Aaker, 2002). It was emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is described as the quality of payment or compensation for something. It indicates price as an exchange ratio between goods that pay for each other. Price also communicates to the market the company intended value positioning of its products or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice. Additionally, consumers generally evaluated market price against an internal reference price, before they decide on the attractiveness of the retail price (Evans et.al 1996, Keller, 2003).

### **2.3.3 Packaging/Style**

This Consists of all activities of designing and producing the container, or a wrapper of a particular product. Packaging helps protect the product on its way to the consumer, provide protection after the product is purchased, help gain acceptance of product from middlemen and help

persuade consumers to buy a product. Approaches of packaging: multiple packaging places several units of the same product in one container, Family packaging uses highly similar packages for all product packages within common and clearly noticeable feature for example coca cola products. Style is visual appearance, which includes line, silhouette and details affecting consumer perception towards a brand (Firings, 2005). According to Abraham and Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style. Consumer's judgment depends on the consumer's level of fashion consciousness, so judgment will be conditioned by their opinion of what is currently fashionable.

#### **2.3.4 Promotion**

Promotion is a firm's effort to influence customers to buy a company's product. Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non personal presentation of information in mass media about a product, brand, company or store. It generally affects consumer's images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours. This shows that promotion, especially through advertising, can help establish ideas or perceptions in the consumer's minds as well as help differentiate products against other brands. Promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users. Promotion has a key role in determining profitability and market success and is one of the key elements of the marketing mix which includes advertising, direct marketing, sales promotion, public relations, personal selling and sponsorship (Evans et.al 1996, Keller, 2003).

Advertisements also act as an influence to the buyer's decision to buy; adverts are means by which the availability and the quality of products are notified to consumers. Also they act as ways in which confidentiality is increased to the buyers of a product. Therefore advertisements are a major influencing factor to buyers when they decide what to buy, they are persuasive in nature and also they provide information about a product including quality, offers and price cuts, availability of a product and the price of the product and this aids the consumers to make quick decisions about purchasing a product. The adverts also aid in building brand preferences and loyalty through their constant and consistent campaigns (Kotler, 2003).

### **2.3.5 Satisfaction**

Satisfaction, as compared to brand attitude, refers to the customer's immediate response to the brand's performance and thus results from the confirmation/disconfirmation of users' expectations (Spreng *et al.*, 1996). This being the case, satisfaction is considered to be the outcome of customers' post-purchase evaluations of both tangible and intangible brand attributes (brand evidence). Keeping in mind that satisfaction is often closely related to service quality (Caruana *et al.*, 2000), several service brand dimensions have been identified as being strongly associated with satisfaction. For example, the interaction with the service personnel (i.e. employee service) (Johns, 1999) as well as a company's physical surroundings (Bitner, 1992) have shown to affect service satisfaction while other brand stimuli such as price, brand name and core service were found to impact on consumers' perceived service quality (Berry, 2000; Dodds *et al.*, 2001). On the other hand, it has been noted that overall satisfaction not only involves a judgment of individual attribute performance but also a satisfaction judgment which is based on the expectations that result from various sources of information (Spreng *et al.*, 1996).

### **2.3.6 Social class**

This Refers to a group of people who share equal position, defined by parameters such as income, education, occasionally people of the same class seem to share the same values and beliefs, they live in the same estates, the children attend the same school, buy the same products and so on. Social factors include reference groups, family and status. A person's reference group consists of all that have a direct or indirect influence on the person's attitude or behavior. Groups having a direct influence on a person are called membership groups. Membership groups may be primary (family, friends, neighbors' and co-workers) or secondary (religious, professional, trade unions). The family is the most important consumer buying organization in the society and family members constitute the most influential primary reference groups. Each member of the family influences the buying decision making process. Reference groups are those groups used by individuals as a point of reference for their own judgment, values and behavior. The reference group shapes the taste and preference of an individual, however this depends on the level of conformity to the group where the level of conformity varies from one individual to another, the level of conformity depends on the degree of dependence to the group, benefits yielded by an individual from the group when they conform and finally the sanctions that arise as a result of non conformity to the group. Therefore reference groups that include religious groups, the family and peer groups are major determinants' of the buying decision making of an individual in the group (Berry, 2000; Dodds *et al.*, 2001).

### **2.4 Brand Evaluation and Consumer Response**

It is a common assumption that brands differentiate themselves based on the fact that they excel on particular aspects and hence there has been a growing interest by managers and marketers to understand the components of a brand and how these are perceived by consumers (de Chernatony & Dall'Olmo Riley, 1998). As an extension of their earlier proposed 'atomic brand model', de Chernatony and Dall'Olmo Riley (1998) therefore developed their 'Double



Vortex Brand Model' in an attempt to illustrate the process by which customers perceive and, as a consequence, behave towards brands. Their framework has been validated by extensive interviews with brand consultants and practitioners who generally assumed a brand to consist of both functional capabilities (i.e. tangible, rationally assessed performance) as well as symbolic features (i.e. intangible, emotionally assessed values).

Overall, the model addresses branding from the perspective of both the organization (left vortex) and the end consumer (right vortex) indicating that brands are originally created by a firm. As such, a company's inherent mission and values are expected to strongly shape a brand's development. However, while managers and marketers consider a brand to encompass various interrelated elements (e.g. brand as legal protection, brand as risk reducer), de Chernatony and Dall'Olmo Riley (1998) stress that a brand is ultimately perceived and made sense of in the consumers' minds by assessing a product based on the confidence they have in the specific brand being the right choice (i.e. consumers as benefit seekers). These confidence evaluations, in turn, are not only believed to be derived from a brand's rational (e.g. price-performance characteristics) and emotional (e.g. psychological and social benefits) dimensions but their importance is also supposed to differ among certain types of products and with varying degrees of consumers' previous experiences.

Although brands might initially be created and developed by an organization, it is often believed that a brand primarily rests and exists within a consumer's mind (Grace & O'Cass, 2002). As a consequence, marketers and managers who aim to succeed in branding not only need to understand how consumers make sense of a brand and how they formulate brand images and associations but, more importantly, to what extent specific brand associations might influence their ultimate attitudes and behaviors (O'Cass & Grace, 2003). In this respect, Keller (1993;

1998) tried to model the entire brand knowledge construct from the customer's perspective in order to explain how consumers evaluate and respond to brands. In his view, a customer's brand knowledge is basically comprised of two components, namely brand awareness and brand image. While the former merely refers to a consumer's familiarity with and awareness of an offering, the latter has been ascribed a more important position and is related to a person's overall perception or mental picture of the brand (Keller, 1993).

As such, a brand's image must be understood in terms of customers' brand associations which are defined as "anything linked to a brand in memory" (Aaker, 1991) and which can be formed from consumers' own direct experience with the brand (e.g. purchase, consumption) or via the image portrayed through a variety of marketer-controlled and uncontrolled communications (e.g. advertising, word of- mouth). Within Keller's (1998) brand knowledge framework, these brand associations are mainly modeled in the form of various product and non product-related attributes thus highlighting the fact that a customer's evaluation of a branded offering is based on his/her perception of specific brand dimensions. Whereas product-related attributes, represent components of the core product function, other dimensions such as price, feelings and user imagery (i.e. perception of the typical user of the product) are specified as external or non product-related attributes.

In order to explain how brand associations ultimately influence consumers' behavior, Keller (1993; 1998) linked a customer's overall brand knowledge with the concept of brand equity. Defined as the differential effect of brand knowledge on consumer response to the marketing of the brand, brand equity requires customers to be aware of and familiar with the offering (brand awareness) and to hold favorable, strong and unique brand associations (brand image). As such, brand equity might similarly be understood as a product's extra value

embedded in its brand name (Yoo et al., 2000). However, besides merely consisting of consumers' brand perceptions in the form of brand awareness and associations, Aaker (1996) and Chen and Chang (2008) emphasize customer behavior as another key dimension of customer-based brand equity based on the fact that brand attitudes and loyalty (purchase intentions) have often been used as surrogates of this concept.

In this respect, brand loyalty has been referred to as a consumer's "deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999: p. 34) and it was found to be most strongly related to brand equity (Yoo et al., 2000). Based on this definition, brand loyalty is not only considered to consist of customers' repeated brand purchases (behavioral loyalty) but also to include a consumer's dispositional commitment (attitudinal loyalty) toward a brand in terms of certain unique values associated with the offering (Aaker, 1991; Chaudhuri & Holbrook, 2001). This is also in accordance with the conceptualization of Keller (1998) who modeled customers' attitudes as specific forms of brand associations which, in turn, affect brand equity.

Overall, it can thus be noted that brand loyalty and brand attitude are significant consumer response variables which might lead to superior brand performance outcomes such as greater market shares, favourable word-of-mouth, repeat sales and customers' willingness to pay premium prices by being mediated through brand equity (Aaker, 1996; Chaudhuri & Holbrook, 2001).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter highlighted on the research design that was used, area of the study, population of the study, sample selection methods and size, data collection methods, procedures of data collection and data analysis methods that were used.

#### **3.2 Research Design**

The researcher employed descriptive survey. Descriptive survey seeks to uncover the nature of factors involved in a given situation, the degree in which it exists and the relationship between them (Bell, 1993). Descriptive study is undertaken in order to ascertain, and it is able to describe the characteristics of the variables of interest in a situation (Uma, 2003). Descriptive survey was employed because it allowed the researcher to adopt a holistic approach of the study sampled, thus enabling and utilizing research tools like questionnaires and Interview guides. The researcher equally obtained information from a sample rather than the entire population at one point in a given time.

#### **3.3 Population**

The target population consisted of newspaper subscribers of key media organizations in Kisumu City, this group of people were known to influence the Daily newspaper purchase decision one way or the other. There were approximately 500 subscribers of Daily Newspaper in Kisumu City (ABC 2012).

### **3.4. Sample size and sample design**

The study population constituted newspaper subscribers, in the selected location the Target population was 500 Respondents of which according to Gay (1996), 10% of the population was considered to be reflective. Therefore the sample size of the study was 50 respondents; the study employed stratified random sampling technique to draw a sample from the study population. This is most efficient when differentiated information is needed regarding various strata within the population (Uma, 2003). Stratification allowed the investigation of the characteristics of interest for particular subgroups. Thus stratification guarantees representation of those who have interacted on the study or are not based on each Heterogeneous stratum. (Mugenda, 2003) argues that stratified sampling design is used on the basis of the researcher's judgment and that the key respondents are relevant for the study.

### **3.5 Data collection**

Data collection was from two main sources; primary and secondary. Secondary sources included relevant documents and reports. Secondary data was collected by reviewing available literatures or publication in relation to the topic. The researcher employed the technique to pick information that was available from these reports. In using Primary sources data was collected from selected respondents with the help of trained enumerators. Certain other types of information such as the perceptions and attitudes of employees are best obtained by talking to the key respondents, or by administering research instruments to individuals (Uma, 2003). Primary data was gathered using Interview Guides and Questionnaires. It involved both qualitative and quantitative approaches. The use of the two approaches at the same time in basic research was recommended by (Gay, 1996) as the best way to get sufficient results.

Employee's perceptions of the work and the work environment and their attitudinal and behavioral responses can be tapped by talking to them and seeking their responses through questionnaires (Uma, 2003). The structured questionnaire was the main instrument of the study to be administered to the respondents. Both approaches were adopted to enable the researcher get relevant information concerning the research topic. The researcher preferred to use this method because of its ability to solicit information from respondents within a short time as supported by (Gupta, 1999). Moreover, respondents were given time to consult records so that sensitive questions could be truthfully answered as supported by (Floyd et.al 1993).

Both likert scale questions and closed ended questionnaires were administered, this was because Close ended questionnaires were easier to analyze since they were in an immediate usable form and again each item could be followed by alternative answers. The questionnaires incorporated likert scale designs in order to explore key variables of factors affecting brand loyalty in the print media Industry in Kenya. The researcher preferred to use this method because of its ability to solicit information from respondents within a short time as supported by Gupta (1999).

Interview Guides were used to generate information from the respondents. The researcher conducted a face to face interview with key respondents to the study. This allowed respondents to share their, experiences and opinions, thus enabling the researcher to capture a wider perspective of the study from the respondents view (Uma, 2003).

### **3.6 Data analysis techniques**

The researcher collected both qualitative and quantitative data that was used to analyze data from targeted respondents. Upon completion of data collection, the Questionnaires and Interview guides were edited, coded and entered into a computer spreadsheet in a standard format to allow for analysis of both descriptive and inferential statistics. The Statistical Package for the Social Sciences (SPSS) computer software was used for analysis. Statistical procedures were applied on the data to express concepts and relationships. The researcher used both descriptive and inferential statistics. Measures of central tendency (mean, mode, median), frequencies and percentages were used to describe the population.

## **CHAPTER FOUR**

### **PRESENTATION, ANALYSIS AND INTERPRETATION OF THE RESULTS**

#### **4.0 Introduction**

This chapter of the study systematically presents the results that were obtained from the research that was conducted. The results are quantitatively and qualitatively presented. The analysis and interpretation follows tabular presentation at some stages and the face to face interview guide results from the respondents are also presented to supplement the quantitative presentation.

The presentation of the study is guided by the research questions that guide the study. The background information of the respondents however is also presented. Hence forth, the presentation is divided into two sections where section one presents the background information of the respondents, section two, represents the results of the study according the research objectives that guided collection. The presentation of the data follows in the following discussion.

#### **4.1 Background Information**

The presentation of this data as already pointed out is done in two sections. The current section presents the background information of the respondents. The researcher felt that this information was important because the respondents, background determines their ability to posses the required information and subsequently determined the necessity of the researcher to probe for any detail and establish sufficient rapport with the respondents.



On the respondents, gender distributions the researcher established the situation as presented in Table 4.1

**Table 4. 1: Gender distribution of the respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	30	60
Female	20	40
<b>Total</b>	<b>50</b>	<b>100.0</b>

**Source: Primary Data**

As can be observed from table (4.1), the gender distribution of the respondents was representative. That is 30(60%) of the respondents were male and the other 20(40%) of the respondents represented females. The results indicate that during the survey, both sexes were accessible. The researcher attributes this state of affairs to the fact that newspaper subscribers cut across board irrespective of their sexes.

During the face to face interview however, respondents expressed that they were comfortable with newspapers subscription mainly because they could not afford to miss out of the current affairs, equally they stated that the newspaper subscription could be low due to the poor generational reading culture by the younger people who preferred watching news than reading news. This information necessitated the researcher to establish the level of education of the respondents as depicted in table (4.2) below. The researcher endeavored to explore the level of education of the respondents. This variable was deemed worth establishing by the researcher because the education level of the individual determined his or her ability to possess adequate information and equally ascertain whether this variable had an association with regard to newspaper subscription.

**Table 4. 2: The distribution of respondents by their level of education**

<b>Level of Education</b>	<b>Total No. of respondents</b>	<b>Male</b>	<b>Female</b>	<b>Total Percentage</b>	<b>M%</b>	<b>F%</b>
Masters	11	7	4	22	14	8
Degree	18	12	6	36	24	12
Diploma	10	6	4	20	12	8
Secondary	5	3	2	10	6	4
Primary	4	1	3	8	2	6
Illiterate	2	1	1	4	2	2
Total	50	30	20	100	60	40

**Source: Primary Data**

The findings on table (4.2) shows the respondents' education background and depicted that 11(22%) were postgraduate holders, 18(36%) graduates. Those with diploma certificates were 10(20%), secondary level having 5(10%) primary with 4(8%) and lastly those who did not attain any formal education certificate thus being 2(4%). This showed considerable growth on the level of education between male and female respondents however male respondents still dominated in terms of the level of education attained. There was equal representation from the respondents on the illiteracy level as demonstrated by the table (4.2).

During the face to face interviews it was established that not all respondents were well educated. Therefore, for the above respondents who did not comprehend the research questions, the best method of collecting data from them was through a face to face interview where the research questions were simplified to give an easily understandable meaning, even though this percentage could understand the questions asked and respond, there was still the need to interpret some concepts further of which the enumerators were employed to that effect. The researcher

sought to establish the sector of Occupation of the respondents; the results are depicted on table (4.3)

**Table 4. 3: Sector of occupation**

<b>Years of experience</b>	<b>Respondents</b>	<b>Percentage</b>
Private	18	36
Own Business	16	32
Public	12	24
Student	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

As expressed by Table (4.3), the respondent's sector of occupation was varied. That is, 18(36%) were from the private sector as compared to 16(32%) who owned their own business. Those who represented the public sector were 12(24%) of the total participants. This distribution left 4(8%) of the respondents who represented the student population.

During the face to face interviews most of the respondents indicated that subscription was influenced by the sectors they represented. The reasons expressed were that mainly, different sectors keyed on different types of information thus constant subscription. The researcher sought to establish the respondents years of subscription. Table (4.4) demonstrates the number of years the respondents subscribed to newspapers.

**Table 4. 4: Distribution of the respondent's years of subscription**

<b>Years of experience</b>	<b>Respondents</b>	<b>Percentage</b>	<b>Mean</b>
1-3 years	20	40	50/4
4-7 years	14	28	
7-10 years	10	20	
Over 10 years	6	12	
<b>Total</b>	<b>50</b>	<b>100</b>	<b>13</b>

**Source: Primary Data**

As expressed by Table (4.4), the respondent's years of subscription was unevenly distributed. That is, 20(40%) had spent a period between 1-3 years as compared to 14(28%) who had spent 4-7 years subscribing. Those who had spent 7-10 years were 10(20%) of the total participants. This distribution left 6(12%) to have subscribed for a period of over 10 years. The results generally indicate that the respondents had varying experiences with regard to subscription. However the mean score of the respondents indicate that the majority 44 respondents were categorized as having subscribed for 10 years and below this was attributed to the increment of new subscribers.

During the face to face interviews most of the respondents indicated that it was not easy to subscribe for more than 10 years. The reasons expressed were that mainly, there was a high rate of migration to other towns as a result of job transfer and retirements. Despite the expressions however, the researcher was confident, because he was able to obtain varying views from respondents with varying subscription experiences.

## 4.2 Answers to Research Questions

This study was basically guided by research questions. The verification of the research questions was guided by the conditions that described the data. After presentation of results of the research questions, the results from the face to face interviews are also presented for clarity.

### 4.2.1 Brand Loyalty in print media Industry

The first research question of this study was derived from the research objective. The question sought to establish Brand Loyalty in print media Industry. In order to get answers to ascertain this research question, the researcher inquired from the respondent their perceptions on a number of issues. These issues included what category of newspapers dailies brand do respondents prefer, which place do you mostly frequently buy the above brand mentioned, What influences you to make the purchasing decision of the brand mentioned above, What is the price level of the brand mentioned. On what category of newspapers dailies brand do respondents prefer, the results are presented on table (4.5).

**Table 4.5: What category of newspapers dailies brand do respondents prefer?**

<b>Answer</b>	<b>Respondents</b>	<b>Percentage</b>
a) Daily Nation Newspaper	19	38
b) The Standard newspaper	15	30
c) The Star Newspaper	8	16
d) People Daily Newspaper	6	12
e) No response	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.5) When asked the category of brand newspapers dailies respondents preferred, majority of the respondents 19(38%) stated that they preferred the Daily Nation, 15(30%) of the respondents preferred The Standard newspaper. This left a distribution of 8(16%) of the respondents alluded to the Star Newspaper. 6 (12%) of the respondents stated that they preferred the People Daily Newspaper. However 2(4%) of the respondents did not respond they returned the questionnaires without answering to the questions.

During the face to face interview majority of the respondents stated that they preferred the Daily Nation because of the variety of information that they provided including the Job vacancies and Obituary information. The results on table (4.5) enticed the researcher to enquire which place respondents most frequently buy the above brand mentioned; the results are presented in table (4.6)

**Table 4.6: which place do respondents most frequently buy the above brand mentioned?**

Respondents	Frequency	Percentage
a) Vendor	21	42
b) Supermarket	19	38
c) Agent	8	16
d) No response	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.6) on which place do respondents most frequently buy the above brand mentioned, the majority of the respondents 21(42%) stated that the purchased there products through Vendors as compared to 19(38%) who preferred to purchase there products from supermarkets, whereas 8(16%) of the respondents purchased there products from Agents. 2(4%) of the respondents did not answer the questionnaires.

During the face to face interviews majority of the respondents stated that they preferred purchasing their products from Vendors because of the convenience of the product being brought to their places of work. The researcher sought to establish what influences the respondents to make the purchasing decision of the brand mentioned above; the results are presented on Table (4.7)

**Table 4.7: What influences you to make the purchasing decision of the brand mentioned above?**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
a) Friends	19	38
b) Children	8	16
c) Yourself	21	42
d) No response	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.7) 21(42%) of the respondents stated that the purchase decision was a personal decision that they made, in contrast to 19(38%) of the respondents who felt that they were influenced by friends and colleagues. Equally 8(16%) of the respondents stated that their children had influenced their purchase decision. 2(4%) of the respondents did not respond.

During the face to face interviews the respondents stated that their decision to subscribe to the newspaper was a personal decision and mostly influenced by the Headlines that they spotted on most dailies. The researcher sought to establish the respondent's perception of the price level of their preferred brand as depicted on table (4.8).

**Table 4.8: As per your perception indicate the price level of the brand mentioned**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
a) Low	8	16
b) Medium	19	38
c) High	21	42
d) No response	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.8) 21(42%) of the respondents stated that the price level of their preferred brand was high, in contrast to 19(38%) of the respondents who felt that the price level was medium. Equally 8(16%) of the respondents opined that the price level was low, leaving a distribution of 2(4%) the respondents who did not respond.

During the face to face interviews the respondents though not satisfied with price level of their preferred brands still felt content with the information that they received from their desired products.

#### **4.2.2 Factors that influence Brand Loyalty**

In order to get appropriate answers to the research objective, a number of elements were subjected to the respondents to solicit for their perception of the variables in question. For instance, the researcher solicited respondents, opinion on what factors influence Brand Loyalty, Respondents rating on loyalty statements pertaining to brand preference, complaints about respondents preferred brand, recommendation for the chosen brand, and satisfaction with the brand marketing area. The results to this study were analyzed by generating tables and



percentages which were used to make the comparison of the perceptions as the following data depicts on table (4.9).

**Table 4.9: What factors influence Brand Loyalty?**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
1. Brand name or awareness	12	24
2. Price	10	20
3. Promotion	8	16
4. Product availability	11	22
5. Product quality	9	18
6. No Response	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.9) the distribution depicted that 12(24%) of the respondents felt that Brand name or awareness affected brand loyalty. However, 11(22%) of the respondents felt that Product availability had an influence on brand loyalty. This left a distribution of 10(20%) of the respondents that felt that the price did affected there preference to a particular brand. 9 (18%) of the respondents were of the opinion that product quality could determine their preference of a particular brand. 8(16%) of the respondents settled on promotion as the key determinant of the factors that affected brand loyalty.

During the face-to-face interviews, the respondents opined that Brand name or awareness greatly influenced their association with a particular product in that people will often buy familiar brand because they are comfortable with the familiar brand, or there may be an assumption that a brand familiar is probably reliable, in business to stay and of reasonable

quality, therefore a recognizable brand will thus be selected over an unknown. Respondents to explain this point cited products like Coca-cola that have traditionally enjoyed a wider market share due to their brand name and awareness. The researcher then sought to establish the Respondents rating on Loyalty statements pertaining to brand preference, the results are presented on table (4.10).

**Table 4.10: Loyalty statements pertaining to brand preference**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
I am loyal to my brand because of its feature stories	12	24
I am loyal to my brand because of its political coverage	10	20
I am loyal to my brand because of its advertisements	8	16
I am loyal to my brand because of its Job Vacancies	6	12
I am loyal to my brand because of its pricing	14	28
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.10) on Respondents rating on Loyalty statements pertaining to brand preference 14(28%) felt that they were loyal to their brand because of its pricing, whereas 12(24%) of the respondents felt that they were loyal to their brand because of its feature stories, compared to 10(20%) of the respondents who felt that they were loyal to their brand because of the political coverage, leaving a distribution of 8(16%) of the respondents who were loyal to their brand because of its advertisements. 6 (12%) of the respondents settled for job vacancy as the reason to their loyalty. During the face to face interviews the respondent stated that the pricing of their preferred product determined there loyalty to the product especially during this tough economic times they further stated that in some cases price is the only relevant product

attribute in some consumers thus other characteristics are therefore secondary, consumer price sensitivity depends on many different factors like knowledge of substitute, consumers possibilities to compare competitors, cost importance for the consumers and their experienced pleasure and quality. They argued further that consumers with high brand loyalty were willing to pay a premium price for their favored brand and equally wait for its availability therefore their purchase intention is not easily affected by price. The researcher concluded that price significantly influenced consumer choice and incidence of purchase. This motivated the researcher to establish complaints about respondents preferred brand, the results are presented on table (4.11)

**Table 4.11: Complaints about respondents preferred brand**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
Poor Distribution/Product availability	14	28
Poor Availability of the Newspaper Vendor	11	22
Poor Availability of the Agent	13	26
Poor Availability of the Supermarket Merchandisers	12	24
No response	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

Reflecting on table (4.11) the majority of the respondents 14(28%) stated that Poor Distribution/Product availability was their major complaint about their preferred product, 13 (26%) of the respondents felt that Poor Availability of the Agent really affected their preference of their product, 12(24%) of the respondents stated that Poor Availability of the Supermarket Merchandisers affected their preference brand, leaving a distribution of 11(22%) of the

respondents who felt that Poor Availability of the Newspaper Vendor have affected their preference of their preferred product.

During the face-to-face interviews, the researcher was able to establish from the respondents that most of these dailies had a poor distribution network, thus some respondents opted to purchase alternative brands because of lack of availability of their preferred brand. They further stated that the convenience of the brands shows significant influence on the buying behavior, consumers will not go to another place just to find the brand that they want; instead, they choose another brand. On Recommendations for the chosen brand, the results are presented on table (4.12)

**Table 4.12: Recommendations for the chosen brand to increase Sales**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
Reducing the price	14	28
Trained vendors	12	24
Trained Agents	8	16
Trained Supermarket Merchandisers	6	12
Discount	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.12) the table depicts the Recommendations for the chosen brand, 14(28%) of the respondents stated that Reducing the price of their preferred brand would increase purchase, 12(24%) of the respondents felt that there was a need to train vendors, while 8(16%) of the respondents felt that Agents were the ones who needed training. However, 10(20%) of the respondents felt that there was a need for discounts to be offered for large purchases, whereas 6(12%) of the respondents still felt that super market merchandise needed

training. During the face to face interviews the respondents stated that reducing the prices of their preferred brand would increase sales, they alleged that the economy was tough on them thus the reduced purchase of their preferred brands. The researcher sought to establish how the respondents were satisfied with the brand marketing areas; the results are presented on table (4.13)

**Table 4.13: Satisfaction with the brand marketing area**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage</b>
1. P.O.S.M (Posters, danglers, wall branding, bill boards)	12	24
2. Discounts	16	32
3. Radio Advertisements	10	20
4. T.V advertisements	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

According to table (4.13) majority of the respondents 16(32%) felt that they would be comfortable with discounts being offered as marketing incentive, 12(24%) felt that Posters, danglers, wall branding, bill boards were the sure way of brand marketing, a similar number of respondents 12(24%) felt the same with regard to T.V advertisement, this left a distribution of 10(20%) of the respondents who opined that radio advertisement clearly marketed there brand.

During the face to face interview the respondents stated that the best way of increasing sales and creating satisfaction on the brand marketing area would be giving discounts to consumers, this according to the respondents would increase purchases and further make them content with the purchase decision. The researcher at this point felt that the factors affecting brand loyalty in the print media industry had been addressed and did not probe any further.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

The current chapter of this study presents the discussion of the results derived from the data presented in Chapter four, the discussion leads into varying conclusions and a number of recommendations are subsequently derived.

#### 5.1 Summary of the Findings

The following are the summaries on the findings based on the objective that guided the study. The results are also cross referenced with the findings of other scholars in related studies that have got a supportive element of the current study. Brand loyalty refers to the Consumers behavior of repeatedly purchasing a specific brand over a certain period of time (Aaker, 1995). This is based on past behavior, and the local consumer is highly likely to purchase the products of a specific brand currently and in the future. According to (Aaker, 1995), a powerful brand enjoys a high degree of brand loyalty. Related brand choice theories claim that, in order to increase the sales or marketing share of a particular brand of products, it is necessary to either strengthen the brand loyalty of existing customers or try to persuade the consumers of other brands to switch. The former is called inertia or brand loyalty, and the latter, brand switching.

Factors such as brand name or awareness, price, promotion, product availability, product quality, social class and product place of origin have a positive influence on brand loyalty in consumers. While a brand might initially start its life with nothing more than a distinctive name, over time it is gets recognized by consumers for its functional capabilities and ultimately develops into a shorthand notation that is associated with several unique values (de Chernatony & Dall'Olmo Riley, 1998). As such, brand loyalty has been shown to result in repeat sales as

satisfaction while other brand stimuli such as price, brand name and core service were found to impact on consumers' perceived service quality (Berry, 2000; Dodds *et al.*, 2001).

## **5.2 Conclusion**

The Study objective sought to determine the factors that affected brand loyalty in the print media industry in Kenya. The researcher concluded that there was need to create and maintain a higher intensity level of distribution of products and equally reduction of product price, this was because respondents showed a strong belief in price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands. The researcher further concluded that price was increasingly become a focal point in consumer's judgment of offer value as well as their overall assessment of the brand.

## **5.3 Recommendations**

In line with the study objective the researcher recommended that there was need to improve on the service quality within the print media industry in that the impact of sales people consumer relationships will generally result in long-term orientation of consumers towards the brand this can be done through investing on training of the Vendors, Merchandisers and Agents on how to aggressively sale their products.

## **5.4 Areas for Further Research**

Due to Internet and the advent of digital era the researcher proposes that there is need to further research on the effectiveness of E-Newspaper with regard to influencing brand loyalty.

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## APPENDIX I

### FACTORS AFFECTING BRAND LOYALTY IN PRINT MEDIA INDUSTRY IN KENYA: A CASE OF SUBSCRIBERS IN KISUMU CITY

This questionnaire is intended to collect information on the factors that affect brand loyalty in the print media industry in Kenya. Please fill in the blank spaces provided or tick (✓) where necessary. Information provided will be treated with the necessary confidence.

#### BACKGROUND INFORMATION

1. Gender: Male  Female
2. How old are you?
3. Marital status  
Single  Married  Divorced
4. Family Size
5. Sector of occupation Private  Own Business   
Public  Student
6. Other specify.....

#### SECTION B: WHAT INFORMS BRAND LOYALTY IN PRINT MEDIA INDUSTRY

1. From the following category of newspapers dailies which brand do you currently use?

(Tick as applicable)

- a) The Standard newspaper  Daily Nation Newspaper
- c) The Star Newspaper  People Daily Newspaper

2. State the number of years of that you have used the same brand (Tick as applicable)

- a) 0-10
- b) 11- 20
-

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well as positive word-of-mouth and, in turn, is expected to lead to an organization's future profitability (Caruana, 2002; Juhl et al., 2002). Consumers may repeat the purchase of single brands or switch around several brands or switch around several brands due to the tangible quality of the product sold.

Price significantly influences consumer choice and incidence of purchase (Aaker, 2002). Loyalty base is measured by the amount a consumer will pay for the brand in comparison with another brand offering similar or fewer benefits. Packaging helps protect the product on its way to the consumer, provide protection after the product is purchased, help gain acceptance of product from middlemen and help persuade consumers to buy a product. Promotion generally affects consumer's images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours. The family is the most important consumer buying organization in the society and family members constitute the most influential primary reference groups. Each member of the family influences the buying decision making process. Although brands might initially be created and developed by an organization, it is often believed that a brand primarily rests and exists within a consumer's mind (Grace & O'Cass, 2002).

Satisfaction, as compared to brand attitude, refers to the customer's immediate response to the brand's performance and thus results from the confirmation/disconfirmation of users' expectations (Spreng *et al.*, 1996). This being the case, satisfaction is considered to be the outcome of customers' post-purchase evaluations of both tangible and intangible brand attributes (brand evidence). Keeping in mind that satisfaction is often closely related to service quality (Caruana *et al.*, 2000), several service brand dimensions have been identified as being strongly associated with satisfaction. For example, the interaction with the service personnel (i.e. employee service) (Johns, 1999) as well as a company's physical surroundings (Bitner, 1992) have shown to affect service

c) 21-30

d) 31 and above

3. From which place do you mostly frequently buy the above brand mentioned?

a) Supermarket

b) vendor

(c) Agent

4. What influences/ suggests you to make the purchasing decision of the brand mentioned above?

a) Friends

b) children

c) Friends

d) Yourself

e) Others.....

5. as per your perception indicate the price level of the brand mentioned

a) Low

b) Medium

c) High

6. Listed below are ten statements pertaining to brand preference. For each statement, please "X" the box which best describes how strongly you agree or disagree with each statement. For example, if you strongly agree with the brand preference then "X" agree strongly box. On the other hand, if you strongly disagree with the brand preference, then "X" disagree strongly box. Remember to 'X' one box for each statement.

**KEY:**

- 1. Strongly disagree
- 2. Somewhat Disagree
- 3. Agree nor disagree
- 4. Somewhat Agree
- 5. Strongly Agree

- 1. I am loyal to my brand because it is easy to handle  1  2  3  4  5
- 2. I am loyal to my brand because of its print layout  1  2  3  4  5
- 3. I am loyal to my brand because of its quality of pictures  1  2  3  4  5
- 4. I am loyal to my brand because of its feature stories  1  2  3  4  5
- 5. I am loyal to my brand because of its sport news  1  2  3  4  5
- 6. I am loyal to my brand because of its political coverage  1  2  3  4  5
- 7. I am loyal to my brand because of its advertisements  1  2  3  4  5
- 8. I am loyal to my brand because of its Job Vacancies  1  2  3  4  5
- 9. I am loyal to my brand because of its font's size  1  2  3  4  5
- 10. I am loyal to my brand because of its pricing  1  2  3  4  5

**SECTION C: FACTORS WHICH INFLUENCE BRAND LOYALTY**

1. Listed below are eight questions which ask about how often you have had complaints about your preferred brand. For each question, please 'X' the box which comes closest to how often the problem occurs. How does the following influence brand loyalty on the print media industry. Remember to 'X' one box for each question.

**KEY:**

1. Strongly Disagree
2. Somewhat Disagree
3. Agree nor disagree
4. Somewhat Agree
5. Strongly Agree

- |   |  |
|---|--|
| 1. Poor Brand awareness or name                       | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 2. Low Social class                                   | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 3. Poor Distribution/Product availability             | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 4. Poor Availability of the Newspaper Vendor          | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 5. Poor Availability of the Agent                     | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 6. Poor Availability of the Supermarket Merchandisers | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 7. Poor Quality of the newsprint                      | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 8. Poor Quality of Pictures                           | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |

2. Listed below are eleven questions which ask what you will recommend for the chosen brand.

For each question, please 'X' the box which comes closet to what you feel should be improved.

How does the following influence brand loyalty on the print media industry. Remember to 'X' one box for each question.

**KEY:**

1. Strongly disagree
2. Somewhat Disagree
3. Agree nor disagree
4. Somewhat Agree
5. Strongly Agree

- |  |  |
|--|--|
| 1. Increase of the font's size                             | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 2. Reducing the price                                      | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 3. Making it Easy to Handle                                | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 4. Attractive print layout                                 | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 5. Trained vendors   | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 6. Trained Agents  | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 7. Trained Supermarket Merchandisers                       | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 8. P.O.S.M (Posters, danglers, wall branding, bill boards) | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 9. Discounts   | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 10. Radio Advertisements                                   | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| 11. T.V advertisements                                     | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |

3. How satisfied are you in general with each of these four marketing areas. Please 'X' the one box which best describes your over all satisfaction with each marketing area.

**KEY:**

- 1. Very satisfied
- 2. Somewhat satisfied
- 3. Neither satisfied nor dissatisfied
- 4. Somewhat Dissatisfied
- 5. Very Dissatisfied

- 1. P.O.S.M (Posters, danglers, wall branding, bill boards)       1  2  3  4  5
- 2. Discounts       1  2  3  4  5
- 3. Radio Advertisements       1  2  3  4  5
- 4. T.V advertisements       1  2  3  4  5



## APPENDIX II: INTERVIEW GUIDE

### FACTORS AFFECTING BRAND LOYALTY IN PRINT MEDIA INDUSTRY IN KENYA: A CASE OF SUBSCRIBERS IN KISUMU CITY

1. What informs brand loyalty in the print media industry
2. Which brand of newspaper dailies do you currently subscribe
3. How long have you subscribed to that brand
4. Where do you buy the above mentioned brand
5. What influences/ suggests you to make the purchasing decision of the brand mentioned
6. Indicate the price level of the mentioned brand
7. From the following statements pertaining to brand preference which do you support and why?
  - a ). I am loyal to my brand because it is easy to handle
  - b). I am loyal to my brand because of its print layout
  - c). I am loyal to my brand because of its quality of pictures
  - d). I am loyal to my brand because of its feature stories
  - e). I am loyal to my brand because of its sport news
  - f). I am loyal to my brand because of its political
  - g). I am loyal to my brand because of its advertisements
  - h). I am loyal to my brand because of its Job Vacancies
  - i). I am loyal to my brand because of its font's size
  - j). I am loyal to my brand because of its pricing

8. What are the Factors which influence brand loyalty?
9. What are the frequent complains about your preferred brand
  - a). Poor Brand awareness or name
  - b ). Low Social class
  - c). Poor Distribution/Product availability
  - d). Poor Availability of the Newspaper Vendor
  - f). Poor Availability of the Supermarket Merchandisers
  - g). Poor Quality of the newsprint
  - h). Poor Quality of Pictures
10. How satisfied are you in general with each of these four marketing areas.
  - a). P.O.S.M (Posters, danglers, wall branding, bill boards)
  - b). Discounts
  - c). Radio Advertisements
  - d). T.V advertisements