

**FACTORS LEADING TO HIGH BRAND RECOGNITION OF TELEVISION
ADVERTISEMENTS OF CROWN PAINTS PRODUCTS**

KAMENDE MUMO NDAITA

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE AWARD OF MASTER OF SCIENCE
(MARKETING) SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

NOVEMBER 2015

DECLARATION

This research project is my original work and has not been presented for award of any degree in any university.

Signature _____ Date: _____

Kamende Mumo Ndaita

D65/60732/2013

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

Signature: _____ Date: _____

Dr. Raymond M. Musyoka

Senior Lecturer

Department of Business Administration

School of Business, University of Nairobi

DEDICATION

For the support, belief and encouragements given throughout this course and academic journey; I would like to thank my sisters Shanice and Mary to my brothers, Peter and George ,Parents Mr and Mrs Ndaita for the never ending faith, hope and persistence. I am forever indebted. Thank you

ACKNOWLEDGEMENT

My sincere thanks to God for the gift of life, health and spirit to pursue this course in the midst of all challenges both life and academic. My sincere gratitude also goes to everyone who has encouraged and assisted me directly or indirectly in undertaking and completing this programme. Special thanks to my moderator and supervisor Dr. Justus Munyoki, and Dr. Raymond Musyoka respectively for their guidance, invaluable support and rich contribution in the development of this paper.

To the University of Nairobi, GFK - Verein, my colleagues and friends, most especially the MSc (Marketing Research) class of 2014, who stood by me through the tough times and gave me the moral support that I needed.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
ABSTRACT.....	xi
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.1.1 The concept of Brand	3
1.1.2 The Concept of Advertisement.....	5
1.1.3 Paint Industry in Kenya	7
1.1.4 Crown Paints Ltd.....	9
1.2 Research Problem	9
1.3 Objectives of the Study.....	11
1.4 Value of the Study	12
CHAPTER TWO: LITERATURE REVIEW.....	13
2.1 Introduction.....	13
2.2 Theoretical review	13
2.2.1 Theory of Attitude-Towards-the-Ad	15
2.2.2 Importance of Consumer Attitude	15
2.3 Consumer Decision Making Process	17
2.4 Brand Awareness	18
2.5 Factors influencing Brand Awareness	19
2.5.1 Celebrity Endorsement	19
2.5.2 Visual Presentation.....	20
2.6 Advertising.....	23
2.7 Television Advertising Effectiveness	25

CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY	28
3.1 Introduction.....	28
3.2 Study Design.....	28
3.3 Population of Study.....	28
3.4 Sampling Design.....	29
3.5 Data Collection	30
3.6 Data Analysis	30
CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSIONS	31
4.1 Introduction.....	31
4.1.1 Response Rate	31
4.2 General Respondent's Information	32
4.3 Sample Demographics	32
4.4 General Consumer Information per Constituency	35
4.4.1 Competitor Product Usage /Comparison with Crown Paints Products.....	35
4.4.2 Customer Length of service	37
4.5 New Product Knowledge and Satisfaction with Crown Products Attributes in Relation to Advertisement and Brand Awareness	39
4.5.1 Satisfaction with Crown Products Attributes	40
4.6 Does Satisfaction with Accessibility of Crown Products lead to High Brand Recognition of TV Advertisements?	43
4.7 Does price of Crown Paints Product Affect High Brand Recognition on TV Advertisements?.....	46
4.8 Advertisement of Crown Brand	49
4.9 Effects of Service on brand recognition and TV advertisements	51
4.10 Complaints Redress at Crown Paints.....	54
4.11 Means Used to Complain.....	55
4.12 Walk in Clients opinion on Factors Leading to High Brand Recognition of Television Advertisements of Crown Paints Products.....	58
4.13 Nature of Service Sought	58
4.14 Frequency of Visits and its Effects on Brand Awareness.....	59
4.15 Average and Ideal Waiting Time	61
4.16 Interaction with Client has a Factor Leading to Brand Recognition of Television	

Advertisement of Crown Paints Products	63
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	65
5.1 Introduction.....	65
5.2 Summary of Findings.....	65
5.3 Conclusion	67
5.4 Recommendations for Further Research.....	68
5.5 Limitations of the Study.....	69
REFERENCES.....	71
APPENDICES	69
Appendix I: Letter of Introduction	74
Appendix II: Questionnaire	75

LIST OF TABLES

Table 4.1: Response Rate.....	31
Table 4.2: Marital Status of the Respondents	32
Table 4.3: Age of the Respondents	32
Table 4.4: Gender of the Respondents	33
Table 4.5: Employment Status of the Respondents	33
Table 4.6: Monthly Expenditure on Crown Points Products	34
Table 4.7: Education Level	34
Table 4.8: Products Attribute	36
Table 4.9: Knowledge of New Products	40
Table 4.10: Satisfaction with Crown Products Attributes	41
Table 4.11: Accessibility of Crown Products	43
Table 4.12: Price of Crown Paints Product.....	46
Table 4.13: Advertisement of Crown Brand.....	49
Table 4.14: Service on Brand Recognition and TV Advertisements.....	52
Table 4.15: Recognition of Brand Awareness on TV Advertisements of Crown Paints Products.....	57
Table 4.16: Average Waiting Time to be Served – Minutes	62
Table 4.17: Interaction with Client	63

LIST OF FIGURES

Figure 1.1: Customer-Based Brand Equity Pyramid	4
Figure 4.1: Crown Paints vs Competitor Paints.....	36
Figure 4.2: Customer Length of Service.....	37
Figure 4.3: Frequency of Interaction	38
Figure 4.4: Advertisement Strategy	39
Figure 4.5: Crown Paints Product Attributes on Brand Awareness.....	42
Figure 4.6: Crown Paints Products Accessibility in Relation to Competitors.....	45
Figure 4.7: Comparison of Crown Paints Pricing to Competitors	48
Figure 4.8: Comparison of Crown Paints Customer Service to Competitors	54
Figure 4.9: Did you Know Who to Complain to	55
Figure 4.10: Means Used to Complain	56
Figure 4.11: Satisfaction with Complaints Handling.....	56
Figure 4.12: Nature of Service.....	59
Figure 4.13: Frequency of Visits	60
Figure 4.14: The time taken to get Service	61

LIST OF ABBREVIATIONS

COFEK	Consumers Federation of Kenya
CCK	Communications Commission of Kenya
TAT	Turnaround time
COMESA	Common market of eastern Africa
ISO	International Organization for Standardization
MSA	Marketing Society of Award
HBR	Harvard business review
ICT	Information Communications and Technology
SDTV	Standard Definition Television
KNBS	Kenya National Bureau of Statistics
SPSS	Statistics Package for Social Scientists
TV	Television
UHF	Ultra High Frequency
USA	United States of America
VAT	Value Added Tax
VHF	Very High Frequency
APA	Advertising Practitioners Association

ABSTRACT

This study was conducted to determine factors leading to high brand recognition of television advertisements of crown paints products. To achieve this, primary data was collected using structured questionnaires; the questionnaires were administered to (10) respondents per stratum comprising of Kenyan male and female adults who were accessed in crown paints outlet within the strata through distributors, drop and pick method. Strata comprised of constituencies within Nairobi County which were (8) as per the 2009 constituency geographical divisions. Data was analyzed using descriptive statistics; this was presented in form of tables, cross tabulations, frequencies and percentages. Pearson correlation coefficients and matrices were conducted to test the correlation among variables and demographics with reference to significance. The study found that respondents quality, pricing, mode of advertisement and customer care were the main parameters that lead to high brand recognition of television advertisements of crown paints products. The highest relation is on product attributes in which Crown Paints has excelled in offering high product quality to customers. Customer service attributes also have a high satisfaction rating of above 80%. Attributes that have contributed to customer delight in this regard are telephone calls being handled with courtesy; staff adequately identifying them when telephone calls are made to Crown paints and general good public relations by staff. Such are characteristic of customer service that ought to be retained to maintain overall high Brand Recognition of Television Advertisements of Crown Paints Products. The lowest scoring attributes in relation Brand Recognition of Television Advertisements its customer technical support service, after sales service and delivery of products as per timelines promised. There ought to be measures put in place by Crown Paints to ensure that service to customer does not end with delivery of products. Systems of customer follow up and providing technical assistance when in need ought to be put in place to ensure continuity of brand awareness. Turnaround times of delivery of goods to customers also ought to be re-looked with aim of providing more efficient services. The researcher recommended that similar studies should be carried out in other counties and consumers need to be provided with more information about crown paints products.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Organizations have learned that the ability to communicate effectively and efficiently with their target markets is critical to their success; advertising therefore occupies an important place in the framework of modern-day marketing. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influences audiences, but television is one of the strongest medium of advertising and due to its mass outreach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

Brand awareness is a valuable factor in measuring advertising effectiveness and core foundation in developing a long term relationship with the customer (Keller 2008). Almost every one grows up in the world which is flooded with the mass media television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007). Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual,

verbal, and text) by an identified sponsor to persuade or influence behavior (Ayanwale and Bovee 1995).

As a promotional strategy, advertising serve as a major tool in creating Brand awareness in the mind of a potential consumer. Brand awareness has been argued to have important effects on consumer decision-making, since consumers choose brands that are familiar to them (Hoyer & Brown 2001; Macdonald & Sharp 2000). Brand awareness affects perceptions and is an important choice tactic for consumers facing a new decision task. Consumers who are aware of one brand in a choice set tend to sample fewer brands across a series of product trials (Macdonald & Sharp 2000). Brand awareness thus provides a basis for customer affinity and consumers therefore often assume that because a brand is familiar, it has achieved market acceptance at some level (Aaker 2010).

The most influencing theory in marketing and advertising research is attitude-towards-the-ad. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent (Goldsmith and Lofferty,2002).

Attitude research has been popular beginning 1990's. Wicker (1969) posits that theorists have believed and seen a real connection between attitudes and behaviour. This study will be guided by attitude theory of tricomponent attitude model in an attempt to determine attitude towards brand recognition of television advertisements.

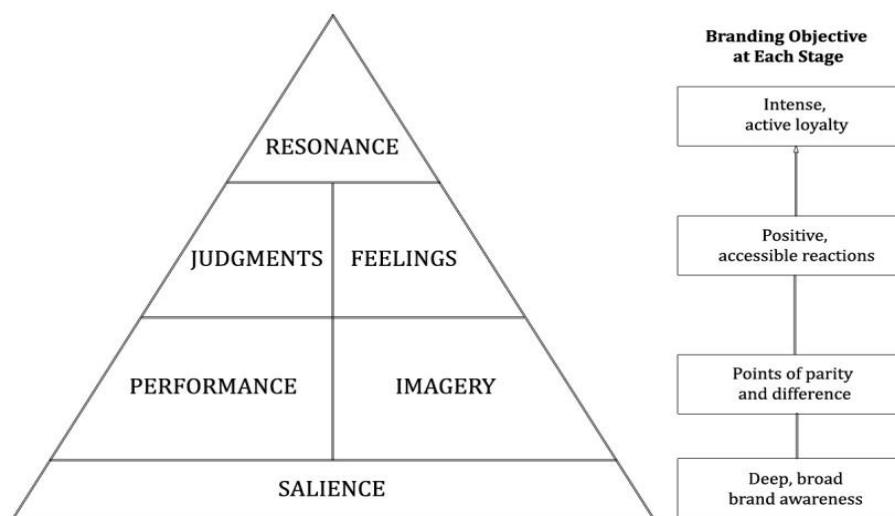
1.1.1 The concept of Brand

Brand awareness is an important indicator of consumers' knowledge about a brand, the strength of a brand's presence in the consumers' minds and how easily that knowledge can be retrieved from memory (Allen & Semenik 2009). It is the probability that consumers will easily recognise the existence and availability of a company's product or service (Mowen & Minor 2001). There are two main types of brand awareness, namely 'aided awareness' and 'top of the mind awareness' (Farris et al. 2010). Aided awareness occurs when a consumer is provided with a list of brand names and they recognise the brand from the given set whereas 'top of the mind awareness' occurs when the name of the brand is automatically recollected because the consumer very promptly associates the brand with the product category (Keller 2008). Despite their inherent differences, both types of brand awareness are useful in their respective domains of application. Moreover, brand awareness also comprises brand recognition, which is the ability of consumers to confirm that they have previously been exposed to a particular brand, and brand recall, which reflects the ability of consumers to name a particular brand when given the product category, category need or some other similar cue such as brand logos (Liu, Liston-Heyes & Ko 2010).

Brand awareness is essential characteristic of Salience, the first stage in the Customer-Based Brand Equity Pyramid created by Keller (2008). It is the first stage, in other words the foundation of the pyramid to reach the ultimate goal of creating a strong relationship with the customizer, which is the top of the pyramid.

Brand awareness measurement is a useful metric for companies who want to launch an advertising campaign to build a strong brand (Hollis 2005). Keller (1993) describes brand awareness as the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions as presented in figure 1.1.

Figure 1.1: Customer-Based Brand Equity Pyramid



Source: (Lane Keller, 2008)

Brand awareness consists of two types: brand recognition and brand recall (Percy and Keller 2008). Leigh, Zinkhan and Swaminathan (2006) distinguish a third type of awareness, aided recall. The mediated form between free recall and recognition, although closer to free recall than recognition, assists the user by providing a relevant cue like product or product category. Recall refers to reproduction of a stimuli experienced earlier and recognition is the awareness of a previously experienced stimuli.

1.1.2 The Concept of Advertisement

Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. Advertising is to create brand awareness, preference, and selection of product or services.

The goal of effective advertising is to form positive attitude toward ad and the brand, to increase the number of purchase, then a positive emotional response to an ad may be the best indicator of effective advertising. That's why basic aim of advertising to encourage people to buy things and creates brand awareness (Bijmolt 1998). Among components of marketing integrated communication model, advertising has more identified position than the other marketing components, because costumers informed of new products through advertising . In addition, advertising is minimized barriers between costumers and organization (Blech, 2001; Lopez et al, 2002).

Advertising is aimed at long-term brand building and as a paid form of controlled, non-personal, outward communication. It promotes ideas, goods and services of an identifiable source aimed at a specific target market in order to inform, remind or persuade consumers to act (Percy & Elliott 2005). The implication is that advertising is primarily communication, thereby also serving communication objectives. Both verbal and non-verbal communications are used in a goal-orientated way in order to convince a consumer of specific benefits of a product (Arens 2006; Belch & Belch 2004). Gopalakrishana and Smith (2004) maintain that the abovementioned communication helps consumers to learn and remember brands and their benefits by repeating the message and building associations between brands, logos, images and benefits – a form of classical conditioning. Moreover, advertising is often a central

element of a marketing communication plan for building brand equity (Keller 2007), and the advertising message strategy is an indication of what the marketer and advertiser wish to accomplish through the advertisement (O'Guinn et al. 2009).

Various message effects are created during the processing of advertising, namely message involvement, advertising recall and message believability (Wang 2006). For advertising to be effective, an appropriate level of consumer involvement is required. Involvement helps explain not only how consumers process advertising messages, but also how the specific information might affect consumers (Bel Chen 2011). Zaichkowsky (1986) first explained how involvement is built on the foundation of personal relevance. He proposed three antecedents of involvement, namely personal factors (such as personality, needs, values and interests), the object or stimuli factors (the source and content of communication) and situational factors (such as the occasion, temporal perspectives and physical surroundings).

These antecedents of involvement determine the level of involvement the consumer has with the relevant product, brand and advertising message (Belch & Belch 2004; Egan 007). Advertising therefore works mainly by communicating a persuasive informational message to build strong brands (Heath & Feldwick 2009).

High attention levels have been linked with improved recall and are, therefore, normally regarded as being important for successful communication (Rossiter & Baack 2005), particularly in the case of television advertising. Moreover, it is necessary to distinguish between advertisement recall and brand recall. Sometimes, consumers remember the advertisement but not the brand. This is mostly a risk with

highly creative advertisements and unfamiliar brands. On the other hand, brand recall occurs when consumers can remember the brand name in an advertisement, which can be ascribed to message elements that encourage usefulness, such as differentiation, positioning and features (Sheinin, Varki & Ashley 2011).

1.1.3 Paint Industry in Kenya

Currently in, there are four main players in the paint manufacturing business in. Crown Paints, Basco Paints, Sadolin and Solai Paints. The paint market can be divided into two areas: Premium paints market and Economy paints market.

Crown Berger, is the only paint company listed at the Nairobi Securities Exchange. Formed in 1958 it is the market leader in the paint market in, controlling approximately 65% of the market. In 2013 Crown Paints announced that it wants to grow its premium paints market share from 65% to 75%. The manufacturer is also seeking a 25% control of the economy paints market in. Regionally, Crown Paints operates Regal Paints in Uganda and it announced plans of setting up a US\$ 3 million paint manufacturing plant in Tanzania.

Basco Paints manufactures the Duracoat brand of paint. Founded in 1976, the family-run business has a capacity of producing at least 22 million litres of paint per year. It is the second largest paint company in in terms of market share. Basco Paints was the first manufacturer to launch Ecofriendly Emulsion Paints or green paints dubbed the Duracoat Ecofriendly Emulsion range. Basco also launched the Duracoat Antibacterial Range of paints as well as the Duracoat Lead and Chrome Free range of paints. Basco Paints operates the Duracoat Expert Training Centre, the firm's flagship

CSR project, where painters are turned into experts and they are trained for one week, examined and then certified. So far over 1,000 certified experts have graduated from the centre.

Sadolin Paints (East African) Ltd has been operating in since 1959. It was then a subsidiary of a Danish paint manufacturer, Sadolin and Holmblad, which was acquired by Akzo Nobel Coatings in the 1980s. Since this acquisition, Sadolin Paints (EA) Ltd has been in a long-term technology transfer arrangement with Akzo Nobel Coatings.

According to Frost and Sullivan a global market research firm, placed revenues from paints and coatings in and Tanzania markets at US\$ 123.3 million. The firm projected that the revenues would rise to US\$ 188.5 million by the year 2018. The growth in this market can be attributed to increased investment in infrastructural projects by the governments as well as maintenance programmes in both the public and private sectors. It is worth noting that has some of the largest real estate development projects in the East African region. Then paint and coatings market is also driven by aggressive marketing and branding campaigns by the manufacturing companies. In order for the Paint companies to make their brand well known to customers they invests a lot in their promotional activities, for which consumer market have been dominating through TV advertisements. Their primary goal is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money in TV advertisement to keep customers interest in their brand.

1.1.4 Crown Paints Ltd

Crown-Paints Ltd is a leading paint manufacturing company which was established way back in 1958 with an annual turnover of 5.2 billion and has the capability of producing up to 1.5 million litres of paint per month. This has enabled the company to not only cater for the n market, but also to service East African countries along with the COMESA market. Crown has built a strong distribution network of National Dealers in addition to its Nairobi hub; it has depots in Mombasa and Kisumu where their quality products reach the end users. In its quest to perfect quality and customer satisfaction, the company has bagged several accolades which include; ISO 9001:2008 Certification; “Best Advertising Campaign” Winner in the Marketing Society of Award (2010); Super brands status (2008). These efforts have also enabled the company to enter partnership agreements with international paint organizations like Teflon, Crown UK and others which gives the company advantage and international face.

1.2 Research Problem

Advertisers are spending more than ever on television commercials on broadcast and cable networks. In 2011, advertisers spent nearly \$60.5 billion on commercial time (Addicks, & Pritchard, 2011). Organisations have learned that the ability to communicate effectively and efficiently with their target markets is critical to their success; advertising therefore occupies an important place in the framework of modern-day marketing. A strategic marketing communication plan is one of the key elements in integrated marketing communications; it allows marketers to build a synchronised communication strategy that reaches every market segment with a single, unified message (Czinkota & Ronkainen 2001; Egan 2007; Shimp 2010).

Researchers and practitioners concur that the task of marketing communications is to inform, persuade and remind consumers (directly or indirectly) about the products or brands that companies offer. Mass media advertising has long been the cornerstone of most brand-building efforts (Ouwensloot & Duncan 2008). Advertising represents the voice of a brand and is a means by which a brand can establish a dialogue and build relationships with customers (Kotler & Keller 2009). One of the major reasons for the growing importance of advertising over the past decade is that advertising plays a major role in the process of developing and sustaining brand equity (Belch & Belch 2004; Shimp 2010). Customers need information to be able to choose between alternative brands (Jooste & Cant 2000). A brand is often a company's most valuable asset because it provides customers with a way of recognizing and specifying a particular product, should the customers want to choose it again or recommend it to others. A brand is essentially a marketer's promise to deliver a specific set of features, benefits and services consistently to the consumer (Kotler & Keller 2009). Brands serve significant communication functions and, in doing so, establish beliefs amongst consumers about the attributes and general image of a product (Hoffman 2003; Laforet 2010).

The average person is exposed to more than 600 advertisements per day (Clow & Baack,2002), making advertising in general an intricate and enduring part of everybody's life. The advertisement greatly impinge on consumers' awareness and have the potential of affecting their thoughts, attitudes, feelings, and decisions. It is thus distinctively fair to attest that in a modern market, advertising is a vital tool that if managed and developed effectively can increase sales or market share and, ultimately, the profitability of the enterprise (HBR 2014)

According to Advertising Practitioners Association (APA) the number of advertising agencies as grown from 2 members to 15 agencies. The list of players are attracted by the multi-billion sector that has been growing exponentially in the last five years. In 2008, annual advertising spend was KSh 20billion and by 2011, the annual advertisement spend was KSh 65.4 billion. According to data from Ipsos Synovate, in the first quarter of 2012, KSh 18.3 billion had been spent in advertising. In the same period last year (2011), the figure was KSh 12billion. It is worth noting that this figure is exclusive of online and outdoor advertising. The KSh 18 billion reflects the total value of the advertising booked without taking the discounts and value addition provided by the media houses.

Consumers are bombarded with increasing marketing messages about brands (McKay-Nesbitt . 2011). Fragmentation and rising costs are also inhibiting marketing through traditional mass media like television (Joachimsthaler & Aaker 1997). Consequently, marketers are constantly faced with the challenge to build brand awareness both economically and efficiently in the minds of consumers (Aaker 2010). One could thus assume that the building of strong brands begins with creating brand awareness (Hauser 2011; Ye & Van Raaij 2004), so that consumers are able to identify a brand through brand recognition or recall performance (Stapel 1998). It is in this regard that the study will attempt to assess factors affecting brand recognition in television advertisements by crown paints ltd in with a view to addressing the gaps.

1.3 Objectives of the Study

The objective of the study will be to assess the factors leading to high brand recognition of television advertisements of crown paints products.

1.4 Value of the Study

This study will benefit scholars and researchers as it will expand their knowledge on brand recognition in TV advertisements and related areas. They will be able to come up with other relevant areas of study within the study; moreover, this study is very helpful as a source of secondary data for reviewing the literature.

The top management will have advanced knowledge on brand recognition in TV advertisements. This advanced knowledge will help them formulate and implement such important policies which will ensure that the effective brand recognition in TV advertisements give their firm a competitive edge. They will also be able to address the outstanding challenges of effective brand recognition in TV advertisements.

The results of this study are expected to contribute to theory building, policy issues and marketing practice. The study will add to the existing knowledge on attitude and specifically consumer attitude towards products or services on television advertisement. It will also assist marketing managers during new product development, segmentation of markets, brand repositioning or advertisement of products and services in that they can come up with innovative ways that suit consumers attitudes regarding their products and services.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review the theory guiding this study as well as importance of consumer attitudes, characteristics of attitude, role of attitude, models of attitude, measurement techniques of attitude and literature on Brand recognition and advertisement by various researchers, scholars and authors.

2.2 Theoretical review

Tricomponent attitude model is relevant to this study with respect to the components. Opinions as measures of attitude was discussed by Thurstone (1928) and Doob (1947), they posited that opinion expresses attitude. Thurstone (1928) used opinions as an attitude measurement method but accepted that use of opinions can be limiting as a respondent may knowingly or unknowingly avoid to present real attitudes.

Motivated by a desire to understand the relationship between attitudes and behavior, psychologists have sought to construct models that capture the underlying dimensions of an attitude (Schiffman and Kanuk, 2007). The following section examines several important attitude models: the tricomponent attitude model, the multiattribute attitude models, the trying – to – consume model, and the attitude – toward – the – ad models.

According to the tricomponent attitude model, attitudes consist of three major components: a cognitive component, an affective component, and a conative component. The first part of the tricomponent attitude model consists of a person's cognitions that is, the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes. A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. Conation, the final component of the tricomponent attitude model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. The connotative component is usually treated as an expression of consumer's intention to buy (Schiffman and Kanuk, 2007). Multiattribute attitude models portray consumers' attitudes with regard to an attitude object as a function of consumers' perception and assessment of the key attributes or beliefs held with regard to the particular attitude object. The attitude – toward – object model is especially suitable for measuring attitudes toward a product (or service) category or specific brands.

According to this model, the consumer's attitude toward a product or specific brands of a product is a function of the presence or absence and evaluation of certain product – specific beliefs and/ or attributes. The attitude – toward – behavior model is designed to capture the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself. The appeal of the attitude –

toward – behavior model is that it seems to correspond somewhat more closely to actual behavior than does the attitude – toward – object model.

2.2.1 Theory of Attitude-Towards-the-Ad

The attitude-towards-the-ad is an influencing theory in marketing and advertising research. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent (Goldsmith and Lofferty, 2002). Consumer buying behavior is based on the concept and idea that he/she simply decided to purchase a product or service at the spot (Adelaar et al. 2003). As the goal of effective advertising is to form positive attitude toward ad and the brand, to increase the number of purchase, then a positive emotional response to an ad may be the best indicator of effective advertising (Goldsmith and Lofferty, 2002). That's why basic aim of advertising to encourage people to buy things and creates awareness (Bijmolt et al. 1998).

2.2.2 Importance of Consumer Attitude

Boyd and Stasch (1988) observe that by virtue of attitude being relatively enduring in nature, they have particular interests to marketing strategists. They do not guarantee that certain type of behavior will occur but they are useful as guides to what buyers are likely to do in certain circumstances. Attitudes are difficult to change thus a company should try to fit its products into existing attitudes rather than attempt to change attitudes (Kotler and Armstrong, 2004). Consumer attitude can also assist managers in positioning their products in the market by taking note of the attributes that consumers so desire and making them stand out at the expense of the competitor's products, this can also help when segmenting the market, whereby

markets are segmented as per consumer cognitive and affective demonstrations towards an attitude object (Ochiel, 2010).

In general, the more information consumers have about a product or service, the more likely they are to form attitudes about it, either positive or negative. However, regardless of available information, consumers are not always willing to process product - related information. Furthermore, consumers often use only a limited amount of the information available to them (La Piere, 1934). Specifically, only two or three important beliefs about a product are likely to dominate in the formation of attitudes, and less important beliefs provide little additional input. This suggests that marketers should fight off the impulse to include all the features of their products and services in their ads; rather, they should focus on the key points that are at the heart of what distinguishes their product from the competition (Schiffman, 2010).

For routine brand choice, consumers appear to rely upon habit and past experience, rather than on the collection and evaluation of all available information, in order to reduce their “cost of thinking” (Ehrenberg, 1988), the same applies to the high involvement purchases; consumers appear to make use of their existing value systems and often display quite limited information research (Wasson, 1979). According to Assael (1981), attitudes are developed based on consumer personality, family or peer group influence, information or experience. Kotler (2001) observes that a buyer’s preference for a brand will increase if someone he/she respect favours the same brand strongly. However, the influence of others becomes complex when several people close to the buyer hold contrary opinions and the buyer would like to please them all.

2.3 Consumer Decision Making Process

Buying and using products or services occurs as a result of consumer decision making. Engel, Kollat and Blackwell developed a model known as Consumer Decision Process model (CDP) and basically show the steps a consumer goes through from need recognition all the way to consumption, further adding post consumption evaluation and divestment. According to the model a consumer recognizes a need then searches for relevant information followed by pre purchase evaluation of alternatives, purchase, consumption, post purchase evaluation then finally divestment. According to Blackwell et al., (2006) need recognition occurs when an individual senses a difference between what he or she perceives to be the ideal versus the actual state of affairs, consumer's information searching maybe internal from memory, knowledge or external from peers, family and the market place.

Evaluation of alternatives involves evaluation of options identified during the information search process which is followed by purchase decision and consumption. Post consumption evaluation enables consumer's experience a sense of either satisfaction or dissatisfaction, satisfaction occurs when consumer's expectations are matched by perceived performance whereas when experiences and performance fall short of expectations dissatisfaction occurs (Blackwell et al., 2006). Divestment is the last stage in the consumer decision process model where consumers have the option of outright disposal, recycling or remarketing. Consumer's decision making maybe low or high based on information processing and involvement thus we can have a product that requires low information processing and low involvement like salt (commodity products), low information processing and high involvement like TV programmes (Brand loyalty), high information processing and low involvement like

Candy (Variety seeking) or high information processing and high problem solving like automobiles (Problem solving), (Kardes et al., 2011).

2.4 Brand Awareness

One of the primary activities of brand management is brand building. Brand building is concerned with shaping and reinforcing a brand image that is remembered easily by consumers and is consistent over time (Roy et al., 2003). The building blocks of brand image are brand associations. These associations are the bits of information a consumer holds about a brand. The benefit of strong brand associations is that the brand develops a strong relationship to the product category, specific product attribute, or specific usage situation in the mind of the consumer (See Farquhar and Herr, 1993 as reported in Roy et al., 2003).

Brand awareness is important when consumer sees television advertisement and decides whether he or she needs the product related to the presented brand. The brand should be recognized due to prior connections. According to Bettman (1979) this type of awareness is sufficient for low involvement convenience goods. Recognising the advertised brand leads to a higher probability of purchasing it. Brand recall is important when someone comes up to the brand outside the store. This occurs more often for high involvement and high loyalty goods. There is a category need which is followed by the brand which comes in mind first. It is the opposite way compared to brand recognition (Percy and Rossiter 1992). Since most purchase decisions are made in the store, brand recognition seems to be the most important type (Keller 1993). Singh et al. (1988) argue that research to recall is more complicated and that it could be unnecessary if the recognition level of learning is sufficient. According to Leigh et

al. (2006) recall and recognition capture different advertisement aspects. Both types are needed to get a complete picture of advertisement effects.

2.5 Factors influencing Brand Awareness

2.5.1 Celebrity Endorsement

Television advertisements present a world of glamour and viewers are conditioned into believing that it is possible for them to live like the participants when they use the advertised products. A key aspect that advertisers especially in the fashion arena use to impact and attract the consumers' attention is celebrities. Langmeyer and Shank (1994), define this assemble not only comprise objective beauty, but also non-physical beauty, such as sportsmanship, grace, intelligence and credibility. A good-looking celebrity is more likely to be a more powerful foundation of a brand's awareness due to the advantage of their celebrity standing and their physical attractiveness (Kamins, 1990).

In research that has investigated physical attractiveness showed that physically attractive celebrities have a positive effect on the products and brands with which they are linked to. Joseph (1982) states that physically attractive celebrities have a positive effect on the way the product is perceived and looked upon. Kahle and Homer (1985) discovered that the celebrity's attractiveness can improve the way the brand is remembered, what the brand promises and the attractiveness of a brand. In an even more current study, Till and Busler (1998) bring to a close that the use of an attractive representative for the brand has positive effects, on the attitude of the consumers targeted, towards brand.

2.5.2 Visual Presentation

Visual presentation of advertising is the simplest way of pertaining information, as to perceive visual information the human uses least energy. At least one visual aspect in the ad has to affect the customer subconsciously. The presentation of advertising information and therefore a higher demand for merchandise will depend on the knowledge of the customer's psychology.

Hutchison et al, 2011, lighting creates salience by focusing attention to certain episodes in the adverts and thus making them appeal to viewers. It is a mode of signification that reveals phases and scenes in the plot of an advertisement. It is used to signal the start and end of scenes. It depicts the setting of a scene in the advertisement. Lighting is also used in the advertisements to highlight density by concentrating and focusing on the items and episodes for emphasis. Daylight scenes are marked with bright natural sunlight while night scenes are marked with room and electric bulb lightings. A strong vertical gradient of luminance reflects natural daylight distribution while a minor vertical gradient of luminance reflects pictures taken inside rooms or at night.

Among the environmental factors recognized to produce important emotional and behavioral reactions on the consumer, color seems to play a big role. One effective way to grab customer's attention is with a knowledgeable use of color. Color actually improves the business from boosting the effectiveness of promotions to polishing the halo over the brand and even generating new revenues". (Funk and Ndubisi, 2007, p.41) Moreover, color has been identified as "an essential

characteristic of textiles products and it is a powerful marketing tool that can encourage consumers to buy products” (Cresswell, 2004, p.5).

Advertisements use different colors to achieve special effects with regard to the symbolic meanings and significations associated with the colors. (Berlin and Kay, 1996) Colors are culture-dependent in that different cultures associate certain colors with certain symbolic meanings. Copywriters use color to appeal to viewers’ emotions and create the desire to purchase products. Colors in advertisements are seen in the product packaging, participants’ dresses, wall paintings and the general setting of the advertisements. Berlin and Kay (Ibid.) further say that colors are associated with certain symbolic meanings. The blue, pink, red and yellow colors in the advertisement are generally pleasant, soothing, energizing and stimulate brain wave activity (Berlin and Kay, 1996).

White color symbolically stands for cleanliness, innocence and purity while red stands for love and it is said to increase heart rate (Marsland, 2006). Music is considered to be the most commonly studied stimulus variable (Turley & Milliman, 2000). Most retailers would agree that music is one of their most important considerations and expenses (Yalch & Spangenberg, 1993). Billions of dollars are spent worldwide on music in the retail environment (North & Hargreaves, 1998). Past reviews of experimental evidence in this area have included music as part of a larger review of atmospheric effects (Lam, 2001; Turley & Milliman, 2000), and more narrowly focused on just its effect on shopping behavior (Allan, in press). Music is also considered to be the most used executional cue in commercials (Yalch, 1991).

Dunbar (1990, p. 200) argued that “music makes you watch or listen [to advertising] in a different way” than commercials without music and adds an emotional dimension to the consumer response to the brand. Television advertisements use songs and soundtracks as accompaniments to the actions and speech in the advertisements. Alpert and Alpert (1989), a major component influencing audience responses is background music accompanying commercials. Music audience moods and purchase intentions without necessarily affecting the intervening cognitions. It is used for entertainment, information and to capture the viewers’ attention. Viewers reported that it is easy to follow and master as it is written on the television screen so they can sing along. It is interesting, entertaining and moving. The fact that it is written and scrolls at the bottom of the screen makes it a visual mode of signification as well. The viewer is manipulated into reading and singing along.

Herméren (1999), through these television animations, the impact of star power as proposed by who distinguishes various kinds of power through an advertisement may have a persuasive influence. He says that in the star power the product is associated with a celebrity figure in form of an animation or cartoon. According to Crystal (1997) the language of advertisements is generally laudatory, positive, unreserved and emphasizing the uniqueness of a product. It is also a perfect case of the use of weasel words as proposed by Shrank (1990) in which he says that advertisements often use misleading words. Advertisers use weasel words to say things that are not necessarily true. Respondents probably find the phrases striking because animations speak however they find it strange that they should be able to speak. It is fantasy and respondents described such advertisement as unrealistic, exaggerated and inappropriate.

Television advertisements use words, phrases and sentences both written and spoken to illustrate the action in the discourses. Words generally construct the slogans, messages and songs and blend in with other modes of signification to construct the narrative processes that tell the story in advertisements. Striking phrases and sentences include slogans, advertisement claims and advertisement promises. They are an ideal site from which to observe the constructive function of linguistic labeling and categorization. Specifically, it has been stated that “positive and negative emotions, as well as, specific emotions like hope, fear, regret, guilt, embarrassment, and general moods can affect how consumers think, the choices they make, how they feel after making a decision, what they remember, and how much they enjoy an experience” (Hoyer and Macinnis, 2010, p.10).

2.6 Advertising

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. Might be defined as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). Dunn et al. (1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Technology advancement had not given

new products and services, but they have changed the meaning of many words. With increase in mass media, advertising effectiveness, as more traditional mass media, had reduced. Now advertiser is looking for new and probably less cluttered media. The current age of digital media had given consumer choices to opt in and opt out of marketing messages and advertising. Consumers are getting more control of what they want and when they want. All these things are moving toward the interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007).

As a promotional strategy, advertising provides a major tool in creating product awareness and condition the mind of a potential consumer to take final purchase decision. As advertiser's primary mission is to reach potential customers and influence their awareness, attitudes and buying behavior (Ayanwale et al., 2005 and Adelaar et al., 2003). Television advertising is a form of advertising in which goods, services, organizations, ideas, are promoted via the medium of television. Through television, advertisers can reach a wide variety of consumers (Abideen et al., 2011).

Over a number of years in the past, many models and constructs have been discussed in the marketing and advertising literature, each having the objective of trying to understand the processes used by consumers to make brand or product evaluations when they are exposed to advertisements (Muehling et al., 1993). The works have investigated relationships among cognitive responses directed towards the brand, advertisement, brand attitudes, and finally, purchase intentions and behavior. A review of the literature states that, involving attitude towards advertisement influence brand attitudes and supports the

advertisement–brand attitude relationship across different media and product types (Muehling et al., 1988).

Mass media and advertising also make available information about consumption and the value of material goods (Abideen et al., 2011). O’Guinn and Faber (1989) explained that once buying behavior is developed, the individual face great difficulty in controlling buying even after its detrimental effects are recognized.

2.7 Television Advertising Effectiveness

Measuring the effectiveness of television advertising, one should keep in mind that processing of and responses to television advertising do not always occur immediately after exposure to the advertisement intervention. This is referred to as the sleeper effect. Many persuasive messages therefore do not have an initial effect, but changes in behaviour take place after a period. In general terms, this is any delayed effect that arises as a result of some intervention (Cardwell 1999). Results from a study by Berger and Mitchell (1990) show that attitudes formed on the basis of repeated advertisement exposure are more accessible from memory, and are held with more confidence than attitudes based on a single advertisement exposure.

In addition, Romaniuk (2009) and Ouwersloot and Duncan (2008) believe that a television advertisement is only effective when the consumers who see the advertisement know which brand is being advertised. When measuring brand recognition, respondents are required to recognize a stimulus, which might be a word, object or image, as something they have previously seen (Keller 2007). O’Guinn et al.

(2009) suggest that a strong brand presence helps to reinforce the link between the message and the brand.

Higgs (2004) suggests that the longer a brand is shown in an advertisement, the more likely respondents will be able to store that information in their memory. Results from a study by Unnava and Burnkrant (1991) support this notion and explain that attention and encoding variability contribute independently to brand name memory, suggesting that brand presence assists in reinforcing the brand name in memory. Additionally, Pieters (2012) conclude that the decision to zap (fast-forward) through an advertisement depends on how the brand is presented within the advertisement.

The ability of an advertisement to concentrate consumers' visual attention reduces avoidance significantly, and the likelihood that consumers will zap through an advertisement can be decreased with a 'pulsing strategy' in which brand images are shown more frequently for a shorter period of time within the advertisement instead of longer at the beginning or end. Therefore, the following hypothesis can be postulated: According to communication theory, a television advertising message is only effective when consumers who see the advertisement know which brand is being advertised (Romaniuk 2009).

Higgs (2004) suggests that good branding is fundamental in marketing communication as it is a vital component in the reinforcing process and in the positive brand associations that are formed as a result. Zigmond (2009) suggest that brand recognition can be increased by showing or mentioning the brand earlier on in a television advertisement. Higgs concurs that the earlier the brand is brought into a

television advertisement, the better the brand recognition may be. Although brand presence and brand introduction are conceptually related to brand recognition in the literature, the link between them has been given little consideration in empirical research.

From the above literature discussion, it is evident that marketing communication, and in this case specifically television advertising, serves to inform, remind and persuade consumers to purchase brands, or to influence their attitude towards a specific brand. Furthermore, the above discussion also reveals that television advertising is only effective when consumers who see the advertisement know which brand is being advertised, since effective advertisements should increase brand name awareness (Teixeira et al. 2012; Zigmond et al. 2009). Therefore, if marketers succeed in creating television advertisements that influence consumers to know and remember which brand was advertised, increasing brand awareness, even after some time, the advertising message will be more effective (O'Guinn et al. 2009; Romaniuk 2009).

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter presents the research methods that the researcher adapted in undertaking this study. The chapter highlights the research design, target population, sampling techniques, sample size and the data collection and procedure that will be used in this study.

3.2 Study Design

A research design according to Zikmund (2003) is a framework for conducting the business research project. It details the procedures necessary for obtaining the information needed to structure or solve business research problems. This research used descriptive research design approach which involves acquiring information about one or more groups of people about their characteristics, opinions, attitudes or previous experiences (Gay and Airasian, 2003). Kothari (2004) defines research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy procedure. Thiongo (2007), Ochiel (2012) and Kuria (2012), used descriptive study in their related studies.

3.3 Population of Study

The population of interest for the study comprised of an adult male and female residing within Nairobi County aged 18 years and above. The actual respondents of the study were residents of Nairobi County aged 18 years and above and living within

the (8) constituencies that formed the strata for the study, respondents were accessed in estates within the constituencies (strata) through administration of questionnaire in households. Mugenda and Mugenda (2003) describes a target population as a complete set of individual cases or objects with some common characteristics to which researchers want to generalize the results of the study.

Nairobi County was composed of 8 constituencies as per the last Population and Housing Census conducted in August, 2009 (Statistical abstract KNBS, 2013). Additional nine constituencies were added as a result of subdivision of the eight constituencies namely; Kasarani, Starehe, Langata, Westlands, Embakassi, Makadara, Kamukunji and Dagoretti. Nairobi County consumers are of interest to this study because of high construction business thus high rate of purchase of paints.

3.4 Sampling Design

A stratified random sampling method was used to select a sample of (80) respondents from the (8) constituencies within Nairobi County. From the strata (constituencies), (10) respondents per stratum were approached for purposes of filling questionnaire for the study. Infotrack Research conducted an almost similar study successfully using (60) respondents per stratum. The research was limited to (10) respondents per stratum due to time and resource constraints. Roscoe (1975) proposes a rule of thumb for determining a sample size and posits that a sample size of 30 - 500 is appropriate for most academic researches. In stratified sampling the population is divided into several sub populations that are individually more homogenous than the total population and then items are selected from each stratum to constitute a sample. The

researcher is more able to get precise estimates for each stratum due to homogeneity relative to population (Kothari, 2004).

3.5 Data Collection

Primary data was collected using structured questionnaires (see appendix 2); the questionnaires were administered to (10) respondents per stratum comprising of crown paints outlet (whole sellers) and n male and female adults who were accessed in crown paints outlets. The questionnaire was divided into four sections; Section A consisted of general information about the respondents, Section B, C and D consisted of questions relating to brand recognition of television advertisements of crown paints products.

3.6 Data Analysis

Data was analyzed using descriptive statistics. Data collected was summarized, edited, coded and classified into various categories as per the objectives of the study and responses. Collected data was analyzed and presented in form of tables, cross tabulations, frequencies and percentages. Pearson correlation coefficients and matrices were conducted to test the correlation among variables and demographics.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Introduction

Data analysis was guided by the research objectives presented in chapter one. The report contains tables directly related to the research objectives which were mainly on branding and advertisement components. SPSS was also instrumental in the analysis especially in content analysis and finding the correlation between demographics and variables of study.

4.1.1 Response Rate

The returned questionnaires were cleaned, edited and coded. Out of the 80 questionnaires distributed only 1 questionnaire was not returned but on follow up the respondent filled and returned the questionnaire thus leading to a response rate of 100% percent which was good enough to facilitate data analysis. The high success rate in questionnaire response was facilitated by explaining to participants the importance of the study and assuring them of confidentiality. From table 4.1 the response rate of respondents is 100%. The researcher deemed the response rate adequate and sufficient for the study and for the purpose of data analysis.

Table 4.1 Response Rate

Targeted respondents	Actual respondents	% Response
80	80	100%

Source: Author (2015)

4.2 General Respondent's Information

The demographic characteristics of respondents were discussed and analyzed in terms of marital status, age in years, gender, respondent's occupation, household expenditure and highest level of education.

4.3 Sample Demographics

The demographic characteristics of respondents are discussed and analyzed in terms of marital status, age in years, gender, respondent's occupation, household expenditure and highest level of education.

Table 4.2: Marital Status of the Respondents

Your Marital Status	Frequency	Percent
Single	49	61.3%
Married	30	37.5%
Divorced	1	1.3%
Total	80	100.0%

Source: Author (2015)

Majority of those sampled were single (49) with a percentage of 61.3% followed by those who are married at 30 contributing to a percentage of 37.5% while only 1 person was divorced at a percentage of 1.3%.

Table 4.3 Age of the Respondents

Age (Years)	Frequency	Percent
19 - 29 Years	51	63.8%
30 - 39 Years	23	28.8%
40 - 49 Years	3	3.8%
50 - 59 Years	2	2.5%
Up to 18	1	1.3%
Total	80	100.0%

Source: Author (2015)

Majority 63.8% of the respondents interviewed were in the age bracket of 19 - 29 years followed by those in the age bracket of 30 - 39 years at 28.8% then 40 - 49 years at 3.8% finally 50 - 59 years at 2.5% and only 1.3% of upto 18 years. The analysis shows that most of the respondents were single probably because of the age brackets of the respondents

Table 4.4 Gender of the Respondents

Your Gender	Frequency	Percent
Female	42	52.5%
Male	38	47.5%
Total	80	100.0%

Source: Author (2015)

Majority 52.5% of the respondents were female and 47.5% of the respondents were male, this implies that there were more female than male in the study.

Table 4.5 Employment Status of the Respondents

Employment status	Frequency	Percent
Employed	43	53.8%
Business	14	17.5%
Government	10	12.5%
Student	9	11.3%
Unemployed	4	5.0%
Total	80	100.0%

Source: Author (2015)

53.8% of the respondents were employed while 17.5% were in business, government employees comprised of 12.5% of the sample while students were 11.3% and finally those unemployed were 5.0% contributing to the total percentage of 100.

Table 4.6: Monthly Expenditure on Crown Points Products

Your business Expenditure (Monthly in Kshs.)	Frequency	Percent
11000 - 29000	29	36.3%
30000 - 49000	20	25.0%
Less than 10000	13	1.3%
50000 - 69000	10	16.3%
90000 and above	6	7.5%
70000 - 89000	2	2.5%
Total	80	100.0%

Source: Author (2015)

A good proportion 36.3% of the respondents indicated that they spend approximately between 11,000 to 29,000 kshs on their monthly business expenditure followed by 25.0% who spend between 30,000 to 49,000 kshs and 16.3% who indicated that they spend between 50,000 to 69,000 on their monthly business expenditures, 2.5% of the respondents spend between 70,000 and 89,000 kshs while 7.5% spend 90,000 and above; those who spend less than 10,000 kshs on their business expenditure accounted to 1.3% of the total sample.

Table 4.7 Education Level

Your Highest Level of Education	Frequency	Percent
Maters level	2	2.5%
Degree	42	52.5%
Diploma	21	26.3%
Post graduate	11	13.8%
Secondary	4	5.0%
Total	80	100.0%

Source: Author (2015)

The highest level of education attained was used as a measure of education. According to the research findings, the respondents were well educated. University graduates comprised of 52.5% of the respondents with 13.8% being post graduates, 26.3% had diplomas while 5.0% had secondary education. Only 2.5% had master's education.

4.4 General Consumer Information per Constituency

The customers mostly consisted of dealers of the Crown Paints products. These were retail outlets that bought the products for onward selling to end users of the paints. The questions in the tool interrogated the factors leading to high brand recognition of television advertisements of crown paints products in

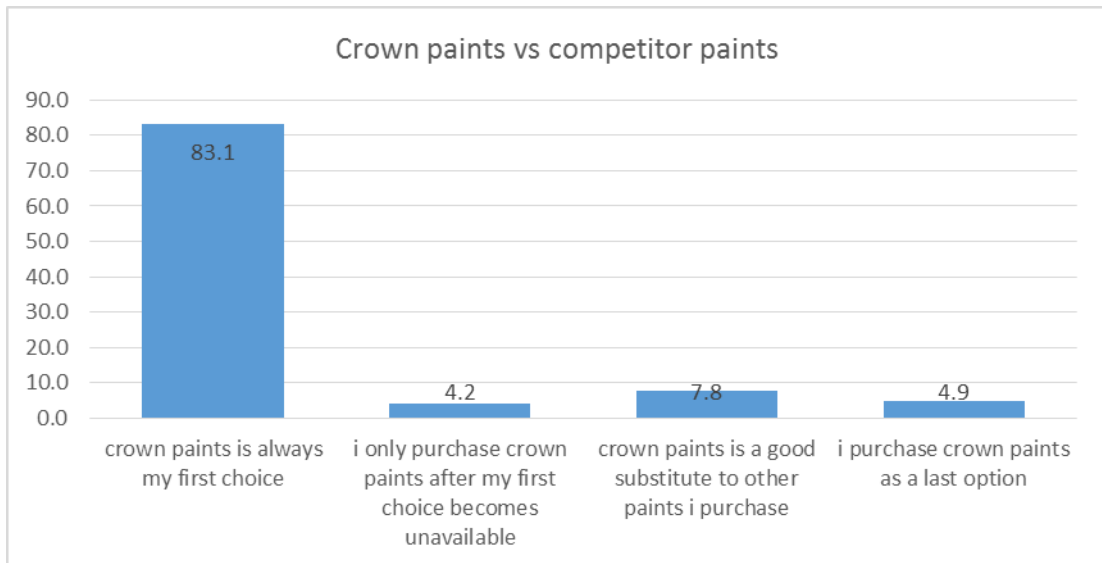
4.4.1 Competitor Product Usage /Comparison with Crown Paints Products

The survey interrogated other similar competitor products used by customers and also sought customer perception on how well the products compare with the Crown Paints ones. The following names were the most mentioned as competitor products used by the customers:

- i) Basco Paints
- ii) Sadolin Paints
- iii) Galaxy
- iv) Duracoat

Having experienced the Crown Paints products and the others, the customers were given an opportunity to compare them and also get preference between the competing products. The figure below presents their opinions.

Figure 4.1 Crown Paints vs Competitor Paints



Source: Author (2015)

In comparison to other competitor products, Crown Paints comes out as products of choice for most of the customers (83.1%) who reiterate that Crown Paints is always their first choice when selecting paints to purchase amongst different brands. Their attributes of consideration when selecting suppliers of products include: quality; accessibility; availability; ease of getting information on product usage; price and sales service from staff. Level of importance for each is as indicated in the table below.

Table 4.8: Products Attribute

Attribute	Most important rating - %
Product quality	78.5
Product availability	62.6
Product accessibility	57.9
Product price	46.3
Ease of getting information of product usage / attributes	48.7
Sales service from staff	52.6

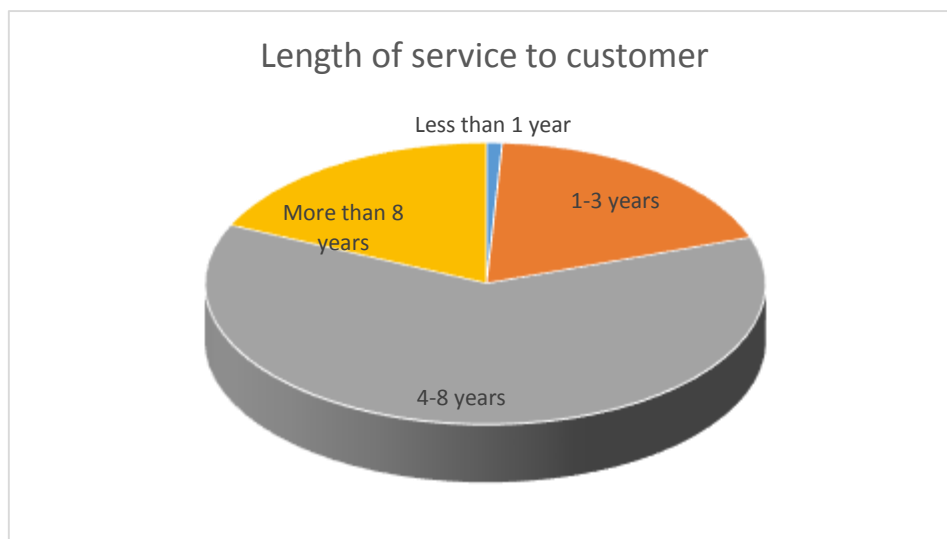
Source: Author (2015)

Most important attribute for customers is the product quality while price of products is least important for them when it comes to selection of suppliers. Apparently quality overrides cost in this case. Quality is followed by product availability (62.6%) and product accessibility (57.9%). Out the above response it was clearly shown that high brand recognition of television advertisements of crown paints products in compared to their competitors it's highly affected by quality of products.

4.4.2 Customer Length of service

The research wanted to find out the correlation between customer length of service and brand recognition and awareness of advertisement.

Figure 4.2: Customer Length of Service

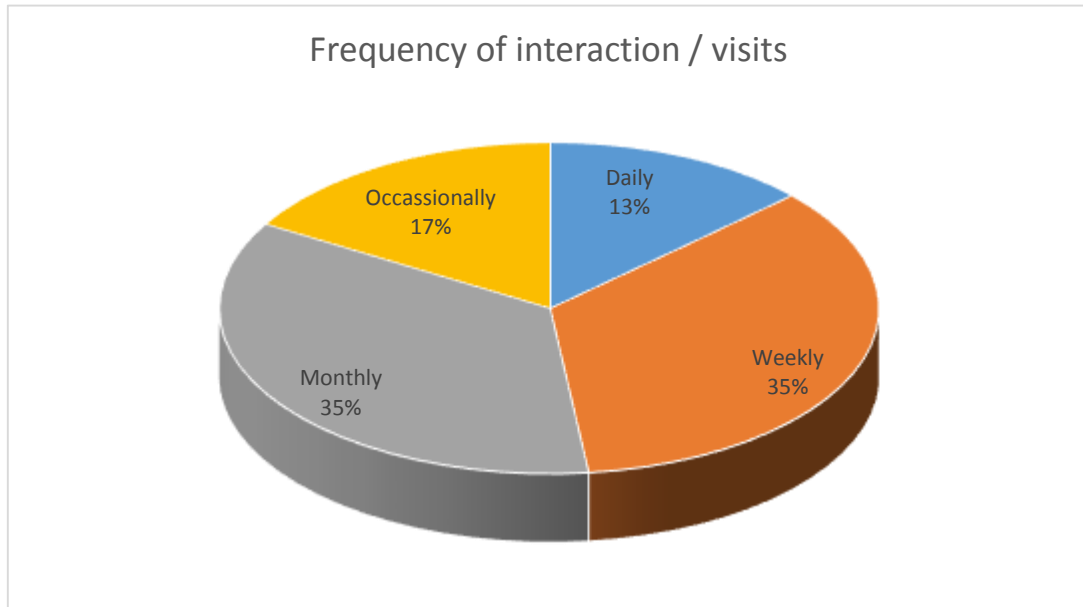


Source: Author (2015)

There is significant longevity and a positive customer relation of the brand and advertisement awareness in terms of periods customers have been served by Crown Paints. Only 0.9% of them have been customers for less than 1 year and brand awareness was low. Most of them (62.1%) have been customers for between 4 to 8

years and brand awareness was very high while 18.2% have been served by Crown Paints for more than 8 years were awareness and recognition was delightful.

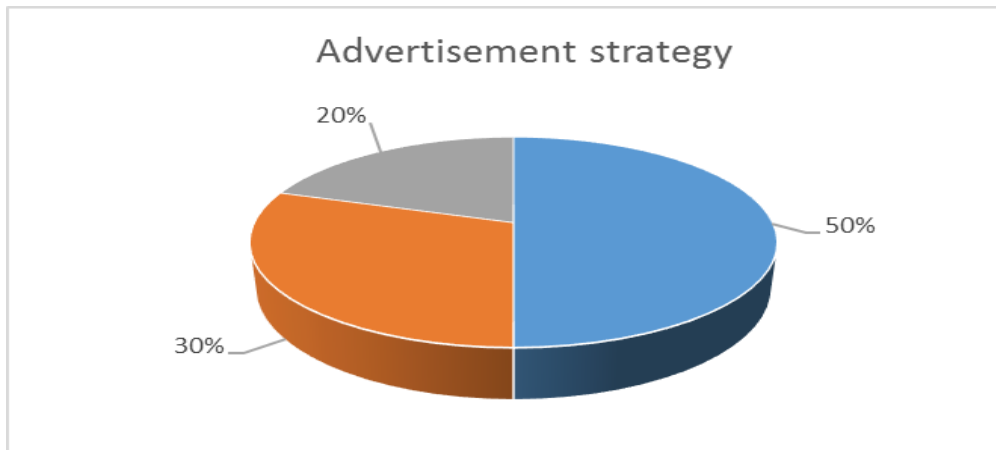
Figure 4.3 Frequency of Interaction



Source: Author (2015)

There is significant interaction between the customers and Crown Paints in the process of being served. Majority of customers, 35% admit to interacting with Crown Paints staff weekly and a similar percentage monthly. 13% of them have daily interactions while 17% only interact occasionally. Frequent interaction with the customers kept brand and advertisement awareness of crown paints product well known.

Figure 4.4: Advertisement Strategy



Source: Author (2015)

According to the study findings, 50% of the respondents had the knowledge and appreciated Television advertisement strategy that crown paints used to advertise their products, 30% had partial idea on what advertising strategies were but did not know which their company employed, and lastly, 20% did not know what advertising strategies were and whichever their company employed in its promotional campaigns. Those that knew about the strategies indicated that growth and profitability was based on the company's market dominance.

4.5 New Product Knowledge and Satisfaction with Crown Products Attributes in Relation to Advertisement and Brand Awareness

The survey tested knowledge of customers of new products in Crown Paints. This was for the purpose of testing advertisement effectiveness and also assess whether the customers were privy to new products existing so they can communicate the same to the end users. The table below presents level of knowledge of the new products of Crown Paints in relation to TV advertisement.

Table 4.9: Knowledge of New Products

Product	Customer knowledge - %
Medicryll	51.0%
Crown Metallica	55.1%
Aquavor	41.5%
Gyplast	47.4%
Sandtex	61.4%
Teflon	84.4%

Source: Author (2015)

Out of all the new products of Crown Paints, it is only Teflon that is widely known by the customers (84.4%) This is distantly followed by Sandtex (61.4%). Other new products are less known. . This shows that generally consumers had favorable knowledge of new products through TV advertisement.

4.5.1 Satisfaction with Crown Products Attributes

The study also sought to gauge the respondents on whether product quality affects brand awareness and mode of advertisement. Satisfaction of customers with product attributes of Crown Paints was rated. Product attributes assessed included quality, instruction labels, product ingredients and the brand. The table below represents customer satisfaction with these attributes.

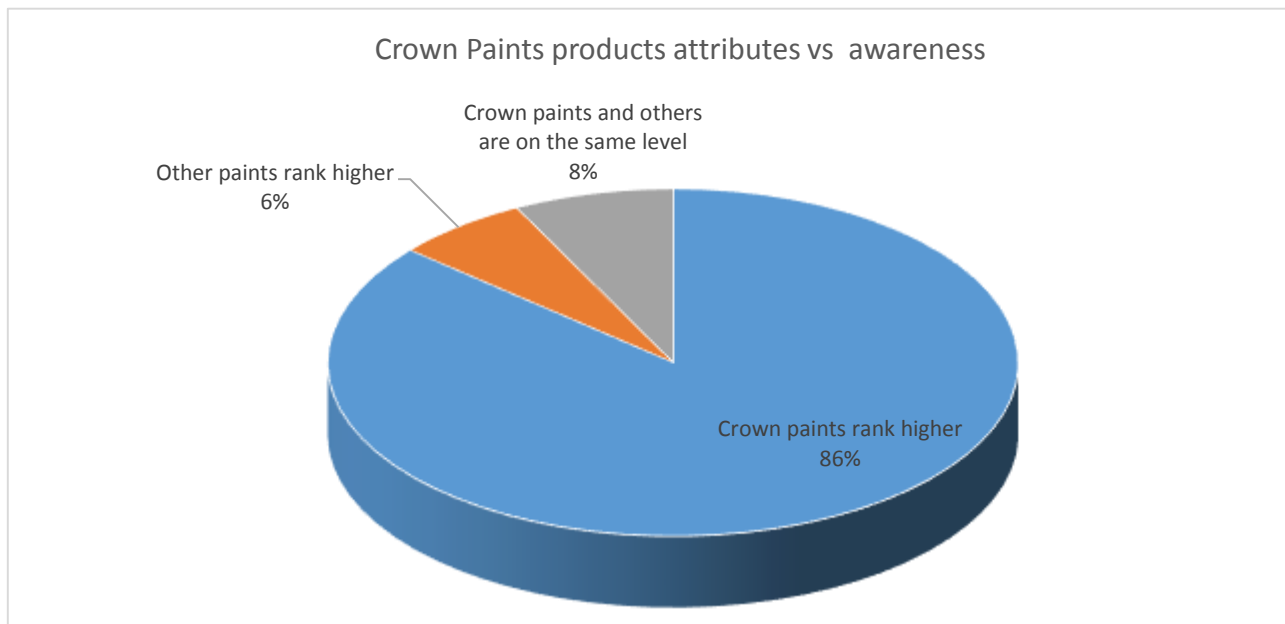
Table 4.10: Satisfaction with Crown Products Attributes

Attributes	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	%
The product quality is superior	1.1	1.1	5.5	40.5	51.8	4.41	88.1
The product label instructions are easy to understand, convey to end user	0.3	0.3	7.8	46.5	45.1	4.36	87.2
There are very rare occurrences of product failure as a result of misunderstanding right procedure of usage	0.3	2.3	11.8	43.4	42.2	4.25	85.0
The product ingredients present a high standard quality product in the industry	1.2		12.5	38.5	47.6	4.33	86.5
The Crown Paint brand stands out in the market	0.9	2.3	15	29.9	51.9	4.30	85.9
Average satisfaction						4.33	86.5

Source: Author (2015)

All products attributes inspire high satisfaction amongst the Crown Paint customers. All attributes of quality, label instructions, procedure of usage, product ingredients and product brand score satisfaction levels of above 80%. They highest satisfaction attained is product quality of which the satisfaction rating is 88.1%. Average satisfaction for product attributes is 86.5%. This shows that high brand awareness highly affected by the quality of the product. Comparison of Crown Paints Product Attributes on brand awareness and nature of advertisement compared with competitors.

Figure 4.5 Crown Paints Product Attributes on Brand Awareness



Source: Author (2015)

In products attributes, Crown Paints is ranked way ahead of the competitors with 86% of the customers alluding that the product attributes are rank higher compared to other paints. Only 6% express that the competitor products rank higher while 8% intimate that they are all on the same level. Most of them reiterate that Crown Paints products are of superior quality, durable, easy to use and match the end user requirement hence the high ranking.

4.6 Does Satisfaction with Accessibility of Crown Products lead to High Brand

Recognition of TV Advertisements?

Ease of accessing Crown Paint products was interrogated by the survey by posing statements that present an ideal situation when products of an organization have ease of access. Satisfaction with such attributes was tested amongst the customers. The table below presents the outcome.

Table 4.11: Accessibility of Crown Products

Attributes	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	%
The Crown Paint products are easily accessible	0.3	2.0	7.4	53.7	36.6	4.24	84.9
Crown Paints service points / outlets are located at convenient places	0.6	4.0	18.7	43.4	33.3	4.05	81.0
There are several options offered by Crown Paints to access their products	2.6	3.2	11.1	47.7	35.4	4.10	82.0
One does not have to personally visit Crown Paints outlets to access their products	1.1	2.3	4.9	52.7	39.0	4.26	85.2
The product is easily	0.9	2.6	17.2	41.7	37.6	4.13	82.5

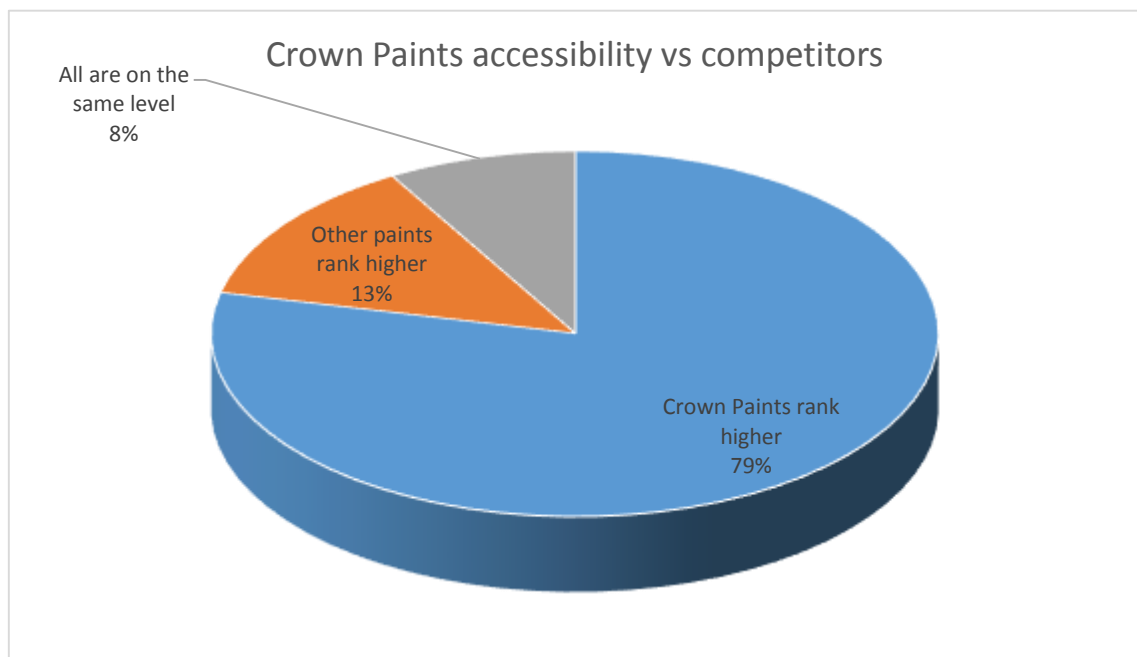
available when needed							
In case of wrong orders, correction of the mistake is efficiently and effectively handled	1.7	5.7	21.4	36.7	35.0	3.97	79.5
There is efficiency in delivery of pending orders	1.2	6.1	22.8	37.9	32.1	3.94	78.7
Credit notes always received on time	3.5	8.4	19.9	36.3	32.0	3.85	77.0
Average						4.07	81.35

Source: Author (2015)

Most attributes of accessibility score a high satisfaction rating by the customers of above 80%. The highest rating is on convenience where there is satisfaction rating of 85.5% on the attribute that “one does not have to personally visit Crown Paints outlets to access their products”. There are however certain attribute which despite having a high satisfaction rating are rated below other attributes. Such attributes are efficiency in delivery of pending orders and correction in case of wrong orders. These two attributes have the highest percentage of customers who are neither satisfied nor dissatisfied, 22.8% and 21.4% respectively. Issue of credit notes on time also derived some level of dissatisfaction amongst customers with an overall satisfaction of 77% compared to other attributes that have above 80% satisfaction rating. Overall satisfaction rating for accessibility attributes is 81.35%.

Further probing further reveal that new products of Crown Paints are more difficult to access than the older products. It is claimed that it takes time before the new products become readily available to customers and hence efforts need to be put forth in increasing their availability in the market. On the above information it was clearly indicated that there is a positive correlation between Ease of accessing Crown Paint products and high brand awareness. Comparison of Crown Paints products accessibility to competitors in relation to high brand recognition on TV advertisements.

Figure 4.6 Crown Paints Products Accessibility in Relation to Competitors



Source: Author (2015)

On accessibility of Crown Paints services to customer, the company is again ranked higher than the competitors with 79% of the customers alluding to this. 13% of them claim the competitors rank higher in this regard while 8% express that they are all on

the same level. Assertions that support such admissions include the fact that Crown Paints outlets are mostly located at convenient places therefore making their products easily accessible and available. Those who rank other competitor products higher claim that there is no efficiency in delivery and that there is need for more outlets of Crown Paints. Accessibility is key in terms high brand recognition of TV advertisements because consumers are able to relate the television advertisement with the actual products.

4.7 Does price of Crown Paints Product Affect High Brand Recognition on TV Advertisements?

Satisfaction with price of Crown Paint products and related attributes was tested amongst the customers. Issues like relation of possible high price to value given to customer were interrogated. The following table displays the outcome.

Table 4.12 Price of Crown Paints Product

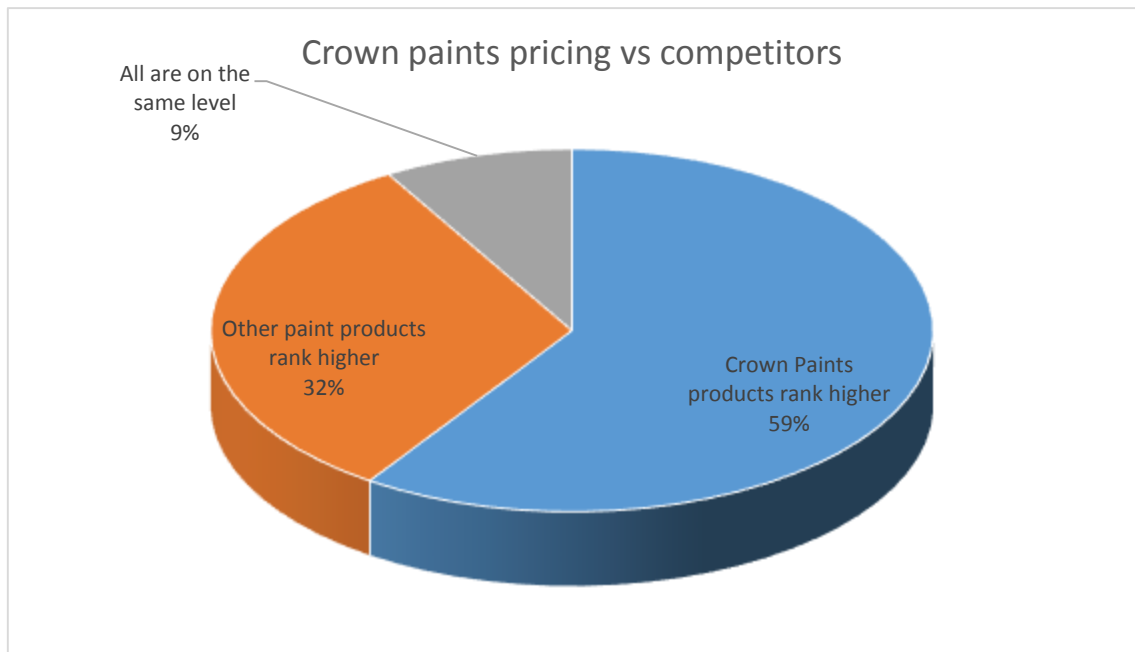
Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	%
The price of Crown Paints products is in line with product quality	1.7	8.4	17.1	41.9	30.9	3.9	78.4
The price of Crown Paints is in line with service provided by Crown Paints staff in the process of	1.8	6.8	26.3	38.9	26.3	3.8	76.2

accessing the product							
The price of Crown Paints products represents value for money spent	1.2	8.6	23.8	36.0	30.4	3.9	77.1
The price of Crown Paints products is commensurate with the market / industry price	3.3	7.2	30.4	35.2	23.8	3.7	73.8
Average relation						3.82	76.4

Source: Author (2015)

Satisfaction with price and related attributes of Crown Paints is relatively average compared to other satisfaction measurement parameters of product attributes; promotion and service quality. The price attributes have satisfaction rating in the range of 70% compared to other that are in range of 80%. The highest satisfaction in these attributes is price of Crown Paints being commensurate with the product quality. This attribute scores a satisfaction rating of 78.4%. The lowest scoring attribute is the price of Crown Paints being commensurate with the industry and market price. This attribute has the highest number of “middle ground” customers who are neither satisfied nor satisfied at 30.4%. Overall satisfaction is 76.4% in price attributes.

Figure 4.7: Comparison of Crown Paints Pricing to Competitors



Source: Author (2015)

Crown Paints pricing is ranked higher by majority of the customers (59%) in relation to having effective / best pricing. A significant number of the customers (32%) rank other paint products higher while 9% attest that they are all on the same level. Reasons given for assertion that Crown Paints rank higher include that fact that the pricing matches' quality and it is still affordable. Reasons for ranking other paint products higher include the affirmation that Crown paints is more expensive than the competitors and a perception that not all customers are given the same price. Price of crown paints product affect highly brand recognition on TV advertisements, where customers are highly satisfied recognition of brand on TV advertisements is high while those dissatisfied recognition of brand on TV advertisements is very low.

4.8 Advertisement of Crown Brand

Advertisement of Crown paints was assessed through testing satisfaction of customers with attributes related to effective promotion of a company's products. Such are like ease of getting information, advertisements on media, usage of social media and general creation of awareness of Crown Paints products amongst its target audiences.

The table below reveals the outcomes.

Table 4.13 Advertisement of Crown Brand

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	%
It is easy to get information about Crown Paints	1.2	2.6	6.1	55.3	34.9	4.20	84.0
There is always information flowing in about new products of Crown Paints in the market	1.4	2.9	7.8	54.0	33.8	4.16	83.2
The website of Crown Paints conveys adequate information needed on the products and related issues	2.0	1.3	14.1	51.6	31.0	4.08	81.7
Crown Paints has taken	2.1	1.4	17.1	48.3	31.1	4.05	81.0

good advantage of social media to publicise its products								
Advertisements of Crown Paints in the media are effective in creating awareness and interest in the product	1.9	1.2	18.0	43.8	35.1	4.09	81.8	
I always get the bulk SMS sent to customers	4.7	3.8	11.6	50.0	30.0	3.97	79.4	
Improvements on bulk SMS is satisfactory	4.4	4.4	14.6	49.2	27.3	3.90	78.1	
I always get the bulk email sent to customers	4.0	5.0	13.9	50.7	26.5	3.91	78.1	
I am happy with improvements on bulk email	3.9	3.3	17.0	50.8	24.9	3.90	77.9	
There is adequate frequency of advertisements on media to create awareness of crown paints	1.5	2.8	18.5	46.8	30.5	4.02	80.4	

The quality of advertisements of Crown Paints is superior compared to other similar advertisements	2.5	2.8	15.8	46.3	32.6	4.04	80.7
Average relation						4.029	80.58

Source: Author (2015)

Most Promotion attributes have a high satisfaction rating. The highest scoring attribute is easy of getting information about Crown Paints which has a satisfaction score of 84%. There are other attributes which despite having a relatively high satisfaction rating however scores lower than other highly placed ones. These are attributes to do with satisfaction of bulk sms and bulk email service. Each has a satisfaction score of 78.1% compared to other attributes with above 80% satisfaction score. The overall satisfaction score in advertisement is 80.58%.

4.9 Effects of Service on brand recognition and TV advertisements

Service attribute directly dealing with staff of Crown Paints was also measured. These attributes had to do with interaction between the customers and staff of Crown Paints and how they rated quality of such interaction. The table below presents the outcome.

Table 4.14 Service on Brand Recognition and TV Advertisements

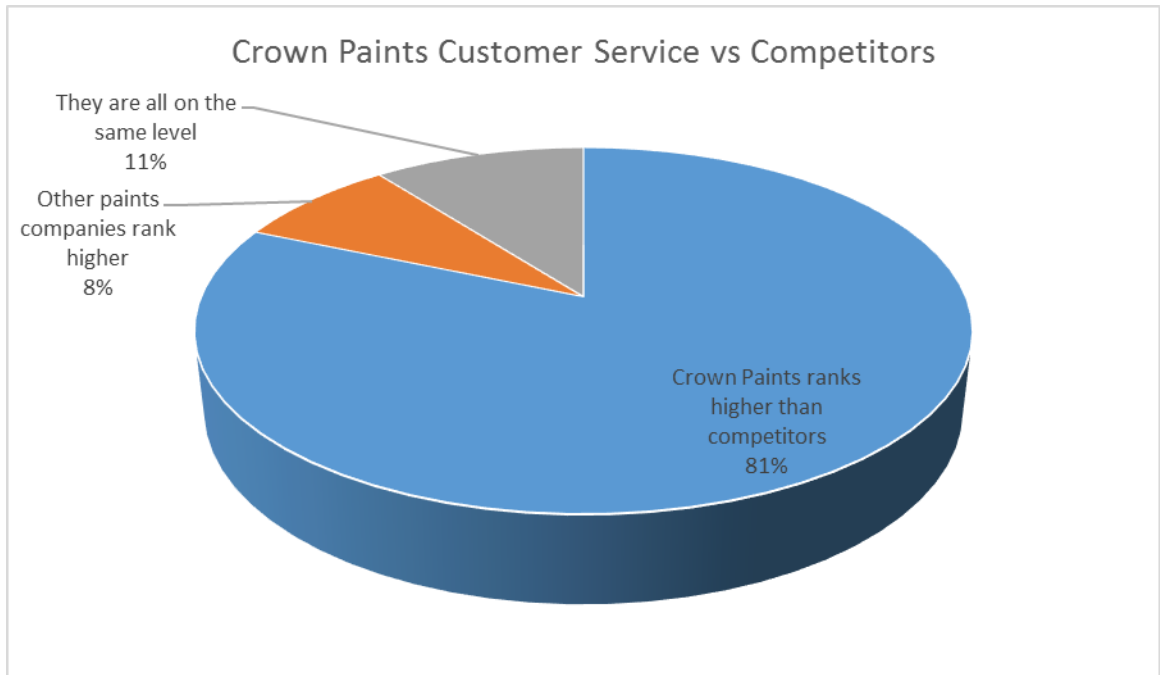
Attributes	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	%
Crown Paints is a customer focused company	1.15	2.30	12.64	50.86	33.05	4.12	82.5
There is general efficiency of service at Crown Paints	2.01	1.72	11.17	52.72	32.09	4.12	82.4
Staff at Crown Paints always ensure that products are delivered as per ordered quantity and specifications	1.44	2.30	14.08	43.10	39.08	4.16	83.2
The products are always delivered as per timelines promised	2.0	1.7	7.2	43.8	45.2	3.99	79.8
When one calls Crown Paints, the staff adequately identify themselves and name of the organization	2.0	3.2	22.6	38.0	34.2	4.28	85.7
All telephone calls are handled with courtesy	1.5	0.9	7.3	40.9	49.4	4.36	87.2
There is always feedback given in the process of accessing service at Crown Paints	2.4	1.2	19.1	42.4	34.9	4.06	81.3
Response to communication through email is always prompt	2.92	1.30	19.16	43.83	32.79	4.02	80.5
From interaction with staff of Crown Paints, I can say there is general good public relations exercised by the team	0.9	0.9	7.6	52.1	38.5	4.26	85.3
Courtesy from sales staff	2.0	1.2	7.0	50.4	39.4	4.24	84.8

Sales representative's availability	2.6	3.8	10.8	46.9	35.9	4.10	81.9
Sales representative's knowledge	2.3	2.9	9.0	46.4	39.4	4.18	83.5
Reliability of returning calls	3.82	4.41	14.12	43.24	34.41	4.00	80.0
Friendliness of the sales staff	2.0	0.9	7.0	53.4	36.7	4.22	84.4
Responsiveness to enquiries	1.5	2.3	11.7	49.9	34.7	4.14	82.8
After sales service	5.0	2.9	13.8	45.5	32.8	3.98	79.6
Technical support service	6.5	3.3	18.4	40.7	31.2	3.87	77.3
Average relation						4.12	82.48

Source: Author (2015)

In attributes to do with staff, i.e. customer service, many of the attributes have above average score while others have average scores. The top scoring attribute is telephone calls being handled with courtesy which has a rating of 87.2% in satisfaction. This is followed by staff adequately identifying themselves when telephone calls are made to Crown paints (85.7%) and generally good public relations by staff (85.3%). The lowest scoring attributes are technical support service, after sales service and delivery of products as per timelines promised. Satisfaction of these attributes is at 77.3%, 79.6% and 79.8% respectively compared to other attributes that have above 80% satisfaction scores. The overall satisfaction score for customer service is 82.48%.

Figure 4.8: Comparison of Crown Paints Customer Service to Competitors



Source: Author (2015)

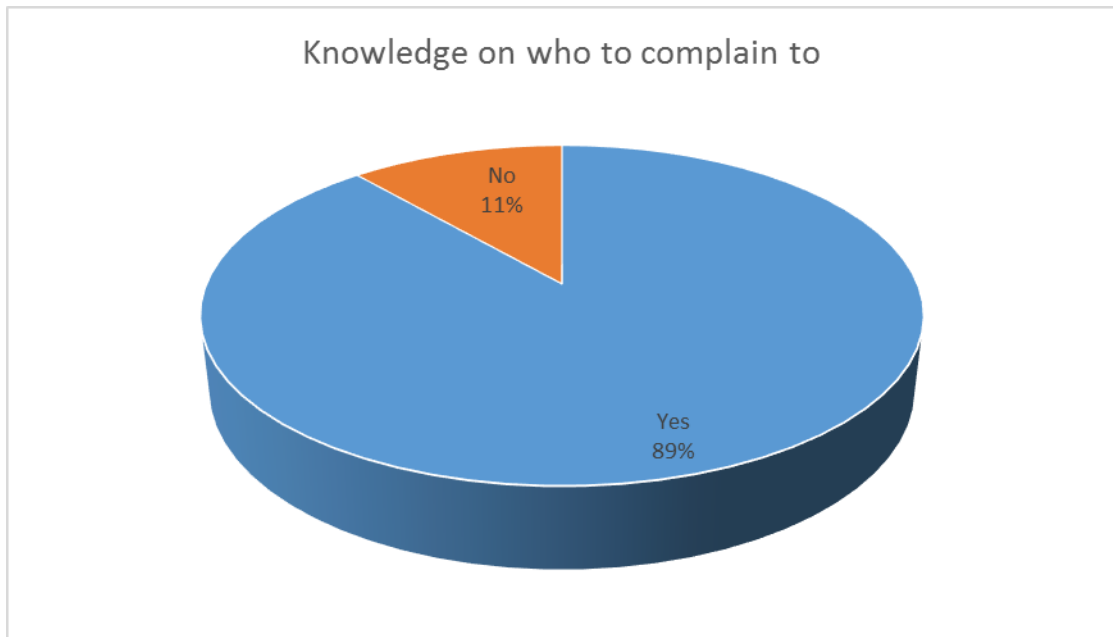
Crown Paints customer service is much higher placed by their customers in customer service than other competitors (81%). Only 8% of the customer think that other paint companies rank higher than Crown Paints while 11% of them believe they are all on the same level. Major reason given for the higher ranking is that the Crown Paints staff have good customer care and listening skills and are also knowledgeable and well trained. Customers who rank competitors higher claim that Crown paints staff are unresponsive and that follow up support is not effectively undertaken.

4.10 Complaints Redress at Crown Paints

The complaints redress mechanism for customers at Crown Paints was also assessed. Issues like how complaints are addressed if they are arise, if the customers know who to address it with and satisfaction with the outcome were interrogated. It was

established that 38.2% of the customers have had reason to complain at Crown Paints and the complaints mostly have to do with delays in delivery of products or corresponding documents e.g. credit notes.

Figure 4.9: Did you Know Who to Complain to



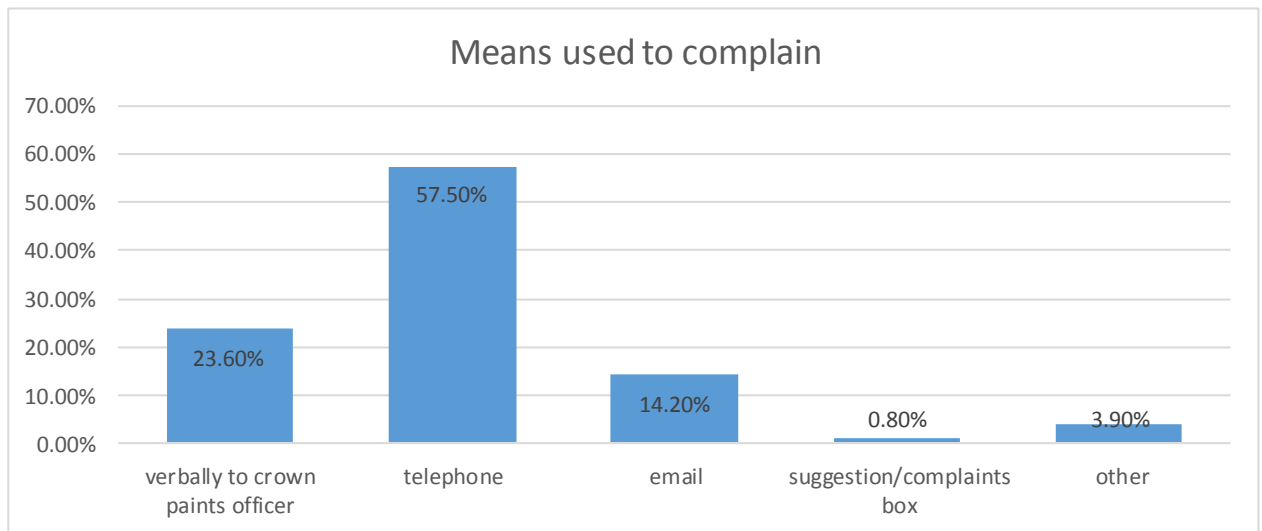
Source: Author (2015)

Most of the customers know where to lodge their complaint incase they have them (89%). 11% of them do not know where to lodge complaint. This means that available complaint redress mechanisms ought to be sensitized to customers so they get reprieve incase they have an issue to rise with Crown Paints.

4.11 Means Used to Complain

The question was directed to the consumer to find out the means of complain that promotes brand awareness.

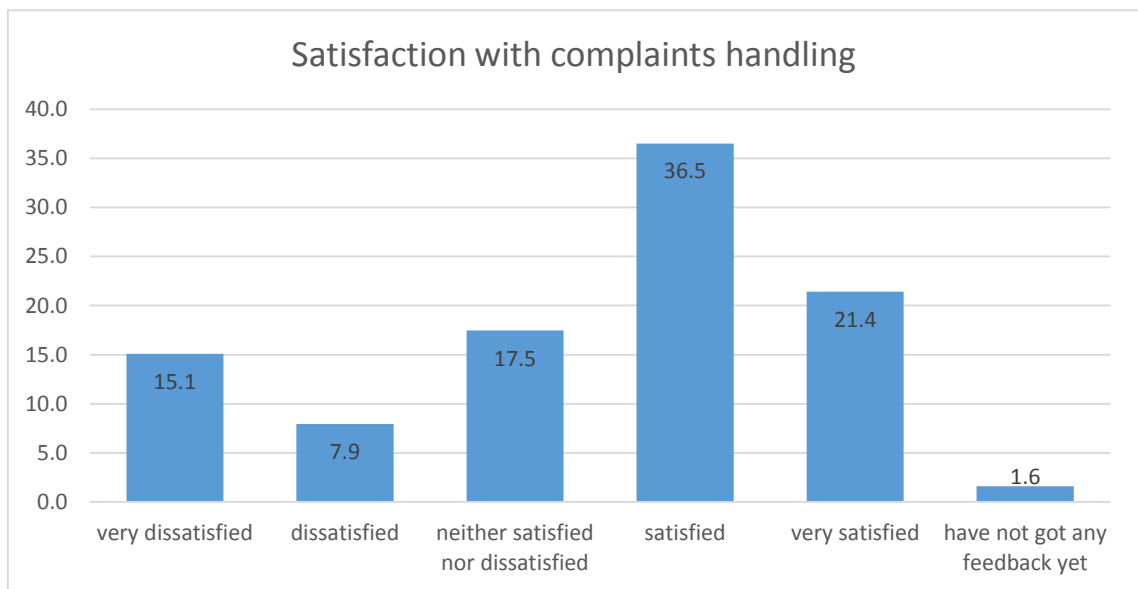
Figure 4.10: Means Used to Complain



Source: Author (2015)

The most popular means of lodging a complaint is through the telephone (57.5%) followed by physical contact to a Crown Paints officer (23.6%). Fewer of them choose to use the email option (14.2%).

Figure 4.11: Satisfaction with Complaints Handling



Source: Author (2015)

Customers have divided opinion in their satisfaction with complaints handling as a indicator of recognition of brand on TV advertisements. 36.5% are satisfied while a further 21.4% are very satisfied. On the other hand, 15.1% of them are very dissatisfied on the way the complaint was handled while 7.9% are dissatisfied. There needs to be a known complaint redress mechanism put in place at Crown Paints in order for the customers to feel placated when they have complaints with services or products of Crown Paints and hence improve satisfaction levels with complaints redress. Overall satisfaction score for complaints handling is 69.2%.

Overall measure on recognition of brand awareness on TV advertisements of Crown Paints products is a culmination of satisfaction outcome in all four aspects of satisfaction with: product attributes; accessibility; pricing; promotion, customer service and complaints redress. The overall satisfaction is as computed in the table below.

Table 4.15: Recognition of Brand Awareness on TV Advertisements of Crown Paints Products

Satisfaction attribute	Relation index (scale of 1-5)	Relation index (%)
Product attributes	4.33	86.50
Accessibility	4.07	81.35
Price	3.82	76.40
Promotion	4.03	80.58
Customer Service	4.12	82.48
Complaints redress	3.46	69.2
Overall	3.972	79.418

Source: Author (2015)

Overall customer satisfaction index at Crown Paints is 79.418% on a scale of 1 to 100 where 100 represents peak satisfaction and 1 represents lowest satisfaction. On a scale of 1 to 5 using similar satisfaction measurements, the score is 3.972.

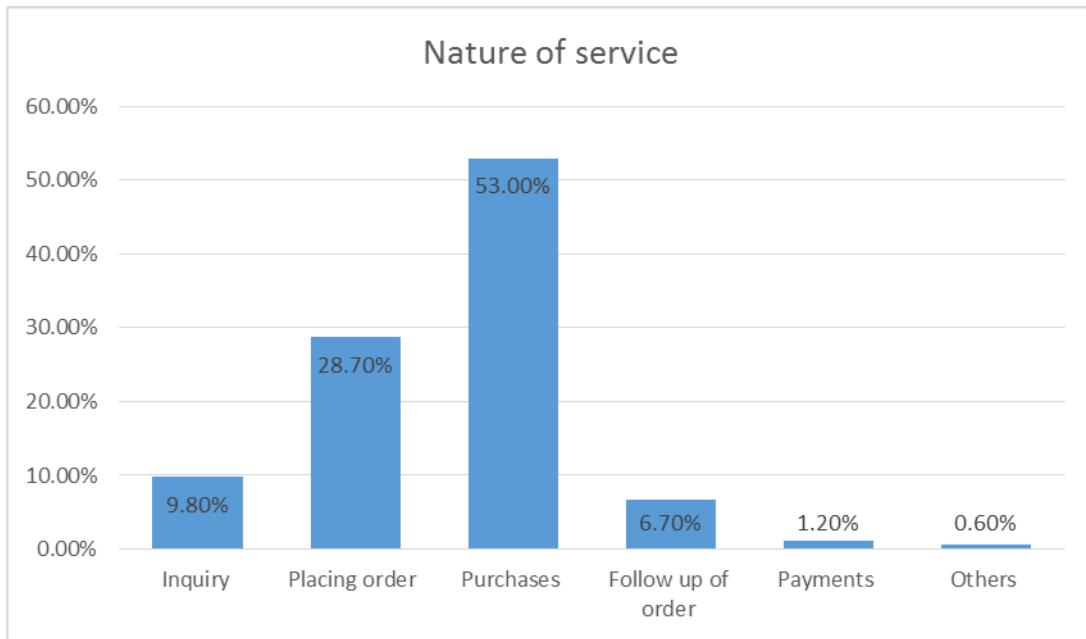
4.12 Walk in Clients opinion on Factors Leading to High Brand Recognition of Television Advertisements of Crown Paints Products

Walk in clients respondents are those who were interviewed after seeking services from Crown Paints supermarkets located at their premises in industrial area and Mombasa road. They consisted of both customers and potential customers who came for enquiries at the outlets. The respondent rating was based on the service quality at the customer care desk when the clients interacted with the customer care representatives and how the Factors affect brand recognition of television advertisements of crown paints products. Outcome from these interviews are divided into the following sections: Nature of Service Sought, Frequency of Visits, iii) Waiting time for Service all in relation to brand recognition of television advertisements of crown paints products

4.13 Nature of Service Sought

The nature of service sought by the walk in clients was sought in order to understand nature of interaction between the clients and the staff at Crown Paints outlets and how it affect brand awereness. The services sought are as presented in the figure below.

Figure 4.12: Nature of Service



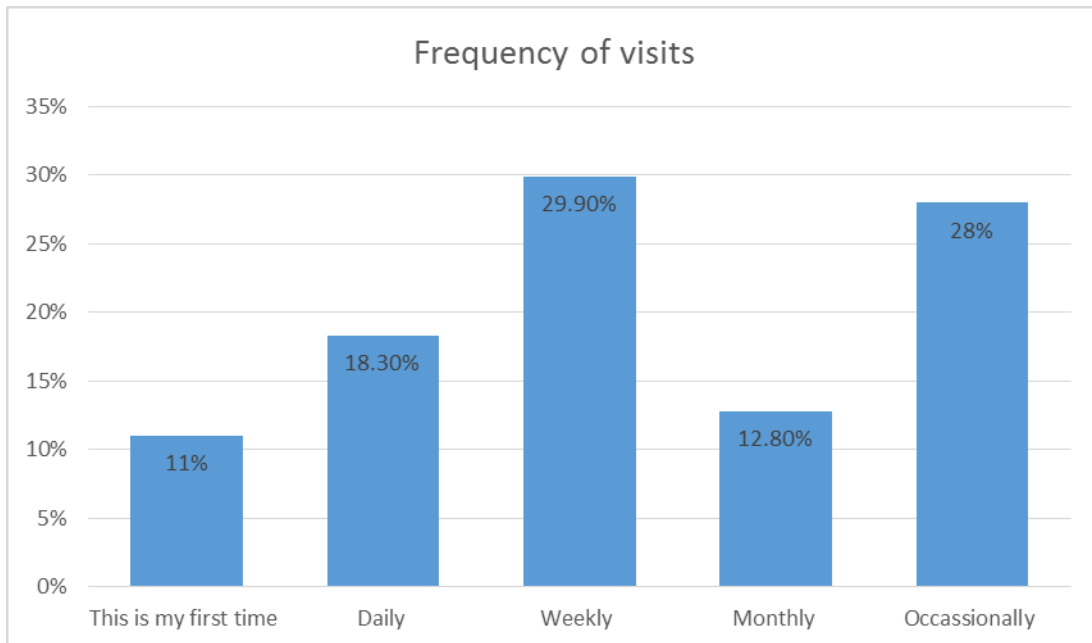
Source: Author (2015)

Majority of the walk in clients visit the outlets for the purpose of purchasing (53%) and placing an order (28.7%). This means that the outlets are mostly frequented by ready clients. This is distantly followed by prospective customers making inquiries (9.8%); following up orders (6.7%) and making payments (1.2%). This was evidence that crown paints products are highly known because of the frequency of clients in their outlets which also enables the crown paints advertise according to the voice of the customer feedback they get from the customers who visit the outlets frequently.

4.14 Frequency of Visits and its Effects on Brand Awareness

The frequency of visits by the customers to the outlets was sought in order to understand the judgments upon which the walk in customers were basing their experiences on. The following figure displays frequency of visits by the customers.

Figure 4.13: Frequency of Visits



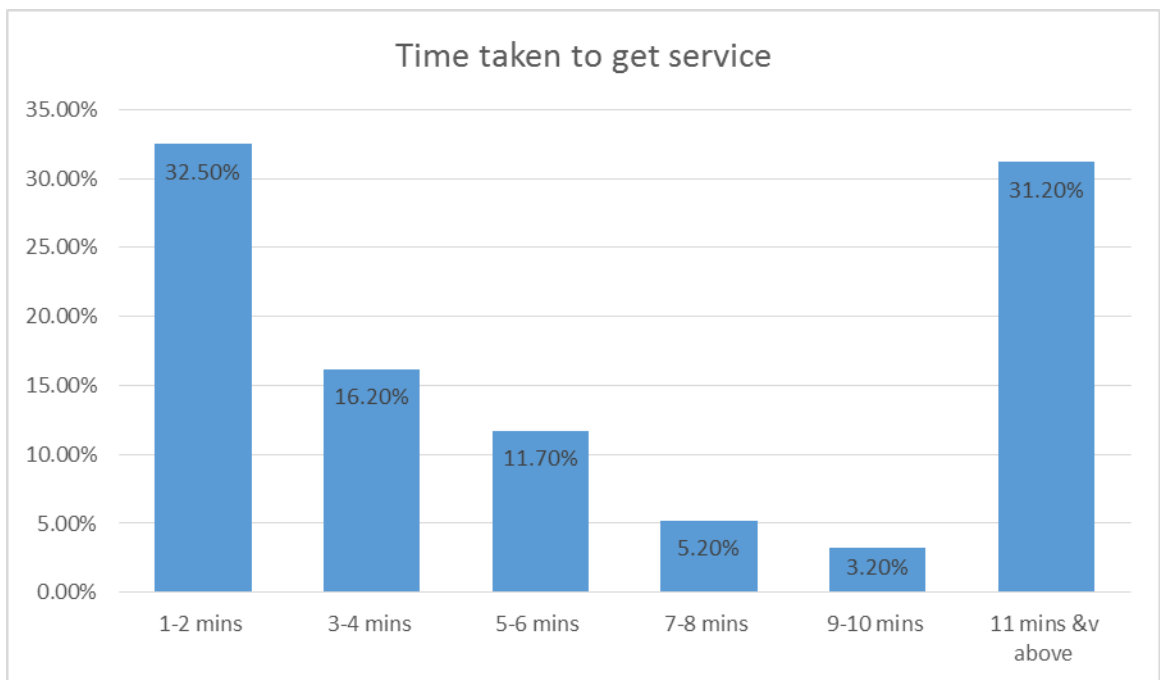
Source: Author (2015)

Highest frequency of visits is weekly whereby 29.9% of the walk in clients admit to seeking service at the outlets on weekly basis. This is followed by 28% of them who only visit the outlets occasionally and 18.3% who visit daily. For 11% of the visitors, it was their first time to visit the outlets. Assessment of customer service was based on the days experience and also previous visits experiences of the walk in clients. The frequency of visits was adequate to enable the clients give an assessment of nature of interaction with customer service staff at the outlets.

Time taken for Service in Relation to Brand Awareness

The time taken from point of interaction with staff at outlets and completion of transaction was also assessed. This is as presented in the figure below.

Figure 4.14: The time taken to get Service



Source: Author (2015)

Walk in customers were mostly served under 10 minutes. There is however a significant number (31.2%) who took more than 11 minutes to be served. Further cross analysis reveal that these are mostly customers who come for collection or purchase of products. This implies that this process takes up much time in terms of conclusion of transaction with customer and needs to be made more efficient.

4.15 Average and Ideal Waiting Time

The research sort to understand the average and ideal waiting time as a factor leading to High Brand Recognition of Television Advertisements of Crown Paints Products. The table below present's computation of average time spent at outlets compared to the walk-in clients opinion on ideal time they should spend to be given service.

Table 4.16 Average Waiting Time to be Served – Minutes

Outlet	Average waiting time to be served – minutes	Average time taken for service - minutes	Average total time spent at outlet – minutes	Ideal waiting time for clients- minutes
Likoni rd	10	8	18	11
Daresalaam rd	0	21	21	11
Mombasa road	3	13	16	12
Kipepe road- industrial area	4	3	7	4
Imara daima lane Mombasa road	6	7	13	13

Source: Author (2015)

According to the walk in clients, the idea of an ideal waiting time for service is varied and ranges from 4 to 13 minutes. It is only in the Imara daima outlet that the ideal waiting time standard set by the client is met. In this outlet, clients spend an average of 6 minutes waiting to be served, 7 minutes being given service which adds up to 13 minutes which is similar to their given ideal time to spend waiting for service.

However going by a general customer service ideal of 0 minutes that a client should spend to be given attention upon entry to any outlet, it is only Dare salaam road outlet that meets this ideal where customers spend an average of 0 minutes waiting for service. They however take the longest time compared to other outlets of Crown

paints in serving customers. They take an average of 21 minutes to serve a customer compared to a much lower 7 minutes taken to serve customers in the Mombasa road outlet.

4.16 Interaction with Client has a Factor Leading to Brand Recognition of Television Advertisement of Crown Paints Products

How interaction of clients affects factor High Brand Recognition of Television Advertisements of Crown Paints Products Satisfaction of walk-in clients with service they got from the customer care staff of Crown paints at the various outlets was also measured. Difference service attributes of efficiency, courtesy, conclusion of matter satisfactorily were measured. The quality of service on the day the interviews were carried out and also of the last time they visited the outlets were both measured in order to have an objective assessment of the customer experience at the outlets. The outcome is as presented in the table below.

Table 4.17: Interaction with Client

Attributes	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Mean	Satisfaction %
Courtesy of staff – today	0.6	1.2	5.5	41.5	51.5	4.41	88.2
Courtesy of staff – last visit	0.7	2	3.4	48	45.9	4.36	87.2
Helpfulness of staff – today	0.7		7.9	39.6	51.8	4.43	88.6
Helpfulness of staff – last visit			5.4	51.7	42.9	4.37	87.4
Efficiency of staff – today		1.8	14.9	40.4	42.9	4.24	84.8
Efficiency of staff – last visit		3.4	15.8	40.4	40.4	4.18	83.6
Knowledge of staff – today	0.6		7.4	42.3	49.7	4.40	88.0
Knowledge of staff – last visit		0.7	6.8	46.6	45.9	4.38	87.6

Conclusion of issue at hand – today		0.6	5	50.3	44.1	4.38	87.6
Conclusion of issue at hand – last visit		2	5.4	53.4	39.2	4.30	86
Friendliness of staff from start to end of visit – today	0.6		5.5	37.8	56.1	4.49	89.8
Friendliness of staff from start to end of visit – last visit	0.7		4.1	37.2	58.1	4.52	90.4
Professionalism of staff – today	1.2		7.9	40.2	50.7	4.39	87.8
Professionalism of staff – last visit		0.7	5.4	39.9	54.1	4.47	89.4
Presentability of premises – today		1.2	4.9	42.3	51.6	4.44	88.8
Presentability of premises – last visit		0.7	4.1	41.8	53.4	4.48	89.6
Cleanliness of premises – today		0.6	7.3	34.1	42.1	4.49	89.8
Cleanliness of premises – last visit	0.7	0.7	4.1	35.6	58.9	4.51	90.2
Overall						4.40	88.04

Source: Author (2015)

Generally, walk in customers are highly satisfied with quality of interaction with Crown Paints customer care staff at the various outlets. Highest satisfaction is derived from friendliness of staff and cleanliness of premises that have a satisfaction score of 90.4% and 90.2% respectively. The overall score of walk in customer satisfaction is 88.04%. Interaction with customers positively affected highly on brand Recognition of Television Advertisements of Crown Paints Products. Positive relation was seen between frequently interactions of customers and High Brand Recognition of Television Advertisements of Crown Paints Products.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the major findings of the study, conclusions, limitations of the study and recommendations for further research.

5.2 Summary of Findings

Respondent's outcome on Brand Recognition of Television Advertisements of Crown Paints Products reveals an above average score with high scores on certain attributes of respondent's measurements. The highest relation is on product attributes in which Crown Paints has excelled in offering high product quality to customers. This ought to be celebrated in Crown Paints as it has achieved customer delight thus showing a positive relation in brand awareness. Customer service attributes also have a high satisfaction rating of above 80%. Attributes that have contributed to customer delight in this regard are telephone calls being handled with courtesy; staff adequately identifying them when telephone calls are made to Crown paints and general good public relations by staff. Such are characteristic of customer service that ought to be retained to maintain overall high Brand Recognition of Television Advertisements of Crown Paints Products.

The lowest scoring attributes in relation Brand Recognition of Television Advertisements it's customer technical support service, after sales service and delivery of products as per timelines promised. There ought to be measures put in place by Crown Paints to ensure that service to customer does not end with delivery of products. Systems of customer follow up and providing technical assistance when

in need ought to be put in place to ensure continuity of brand awareness. Turnaround times of delivery of goods to customers also ought to be re-looked with aim of providing more efficient services.

Product accessibility also has a high score of Brand Recognition of Television Advertisements but there are however attributes that score lower than other high scoring attributes. These are like efficiency in delivery of pending orders; correction in case of wrong orders and credit notes being delivered on time. All these have to do with turning around time involved in processes leading to service to customer. Increase of capacity or resources in these processes need to be considered in order to improve service delivery.

Product price is also rated lower than other brand awareness attributes. It is however worthy of note that customers attach more weight to product quality than product price. So action for Crown Paint ought to be focused on retention of high product quality standards of which customers already admit to this. This will justify prices that the company offers which is said to be higher than other products in the market.

Advertisement is faulted by a section of the customers especially when it comes to new products communication to the market and public. They allude that this is not adequately done. This is further corroborated by the finding that some of the new products are not very well known among customers. Aggressive sensitization efforts therefore ought to be put in place to ensure the public is always aware of all products of the company.

Complaints redress receives the lowest attribute in relation to brand awareness rating among all other attributes. The way an organization handles its complaints provides as sense of justice and reprieve to its brand. When this is felt to be mishandled it may lead to dissatisfaction of customers. Issues around complaints redress in Crown Paints have to do with length of time it takes to resolve the complaints and knowledge of who to address complaints with. An efficient system of complaints handling ought to be put in place in Crown Paints with a dedicated officer given responsibility of addressing customer grievances and feedback given within a specified time. Avenues of seeking redress also ought to be publicized to customers so they know where to go to or what action to take in case they have grievances. This ought to be through either a dedicated line or direct access to a senior official in the organization.

Handling of customers at outlets has also generally been well taken care of by Crown Paints. Only improvement needed is reduction in waiting time for service. A system ought to be put in place in all outlets such that a walk in customer is given attention immediately they enter the premises. The customer service staff also ought to implement a certain given time in actual transaction with customer. This should be pegged on ideal waiting time which is suggested by customer to be a maximum of 11 minutes.

5.3 Conclusion

The crown paints products were classified to have top range prices compared to other similar products in the market. The customers however also associate the products with quality and as seen in earlier section, price is the least of their consideration when selecting products. Other qualities have precedence like product quality and

product availability. In light of the pricing they said offering discounts on bulk purchases to encourage loyalty. Another highly mentioned attribute was advertising and communication to the public on Crown Paints products. Compared to other similar companies in the market, they felt that Crown Paints could do better in terms of advertising its products. Customers also suggest that Crown Paints should give training to customers and dealers on product usage. This was suggested in light of prevention of product failure as a result of incorrect usage which would be vital to enhance market satisfaction.

Efficiency in service delivery; equality in treatment of dealers; discount offers and packaging were highly talked about. Efficiency is especially largely mentioned in relation to turn around time from order of products to delivery to customers. Certain delays occur in this process which displeases the customers. On equality of customers, certain customers perceive Crown Paints to offer considerations to customers in a biased manner. Corporate customers recommend to Crown Paints to be more proactive especially in handling long term clients. They claim that Crown Paints has somewhat reclined to a “comfort zone” when dealing with their longer service clients. As such, they suggest actions like offering incentives periodically to make the customers feel appreciated and hence enhancing loyalty from them and increase brand awareness.

5.4 Recommendations for Further Research

The study sought to determine factors leading to high Brand Recognition of Television Advertisements of Crown Paints Products. The researcher further recommends that a similar study can be carried out in other counties to do a

comparative analysis moreso with regard to demographic characteristics and attitude towards crown paints products.

The highest relation is on product attributes in which Crown Paints has excelled in offering high product quality to customers. This ought to be celebrated in Crown Paints as it has achieved customer delight thus showing a positive relation in brand awareness. Customer service attributes also have a high satisfaction rating of above 80%. Attributes that have contributed to customer delight in this regard are telephone calls being handled with courtesy; staff adequately identifying them when telephone calls are made to Crown paints and general good public relations by staff. Such are characteristic of customer service that ought to be retained to maintain overall high Brand Recognition of Television Advertisements of Crown Paints Products. This attributes when further collection is done will bring an attempt to establish if there is an existence of any patterns or trends that marketers in relation to advertisement and brand awareness, it will also help in enriching the area of attitude studies in the area of brand awareness as there exists a gap as demonstrated in available literature.

5.5 Limitations of the Study

Major limitation was difficulty in knowing the average time it would take a respondent to complete filling a questionnaire even though the researcher tried as much as possible to limit the number of questions to capture the main interest of the study, this required a lot of patience since the goal of the researcher was to try as much as possible to have a 100% response rate which was achieved but more time was taken since most respondents had other commitments and in most cases had to keep the questionnaire and fill later for collection by the researcher. Financial

constraint also proved to be an issue due to the total number of targeted respondents expected and mobility required in order to at least get responses from all the eight strata identified for respectively.

REFERENCES

- Armstrong M. (2006). *A Handbook of human resource management practice* (6th edition). London Paul Chapman.
- Astin, A., & Astin, H. (2001). *Principles of transformative leadership*. (6th Edition). New York, NY: Tata McGraw Hill.
- Barley D. K. (1994). *Method of social research* (4th Edition). New York, NY: The Free Press.
- Barrick E. (1991). *Identifications and some conditions of organizational involvement. In Administrative science.*
- Barta J. & Griffin (2005), *Organization Behaviour, Managing people and organization*. (5th edition). London: Cromwell Press.
- Barley D. K. (1994). *Method of Social Research* (4th Edition). New York, NY: The Free Press.
- Bwonda H. (2000). *Automotive supply chain: Global trends and Asian perspectives*. (2nd edition). London: Cromwell Press.
- Behling D. (1995). *Product Design and Development* (3rd Edition). New York, NY: McGraw-Hill Companies.
- Burke S. & Nzuve S.N. (2002). *The Theory of Industrial Organization*. 3rd edition, The MIT Press, Cambridge, Massachusetts.
- Chapman G. (2001). *Automotive Supply Chain: Global Trends and Asian Perspectives*. Unpublished Master' Thesis, tta University.

- Cole T. (1997). *Management function and Strategy Motivation for Performance*. 4th Edition North Carolina publisher, New York.
- Connor, John M. (2008): *Global Price Fixing*: 3rd edition, prentice Hall, Heidelberg.
- Churchill, C. F. & Halpern, S.S. (2001). *Building Customer Loyalty: Measuring and Maximizing Customer Satisfaction*. 3rd edition, Paul Chapman, London.
- McCarthy G. (1993). *Industry and Trade Summary: Motor Vehicles*. 3rd Edition, McGraw Hill Inc., New York.
- David J. (2004). *Industry and Trade Summary: Motor Vehicles*.” 4th Edition McGraw Hill, New York.
- Ferile G. (1996). “*Porsche on nichemanship*”. 4th Edition, Carolina publisher, New York.
- Kark P. & Judge T.A. (2003). Interviewers perception of person organization fit and organizational selection decisions. *In Journal of Applied psychology*.
- Karasar N (2005). *Scientific research method*. 3rd edition, Nobel Publication Distribution, Ankara.
- Kothari (2004). *Research methodology Methods and Techniques*, 2nd Edition, New Age international Limited Publisher, New Delhi, Banalore.
- Mugenda M. (2003). *Research Methodology: Qualitative and Quantitative Approaches*. 2nd edition, Nairobi Action Press, Nairobi.
- Murphy H. (1995). *International Journal of Automotive Technology and Management*, 6th Edition, Tata McGraw Hill, New York.

- Pancley D. (2005). *Industry and Trade Summary: Motor Vehicles*, 2nd edition, Academic Press New York.
- Smith H. (2007). *The changing culture of the European Car Industry* (2nd edition). London: Cromwell Press.
- Siringi S. (2005). *Varsities have failed to meet market needs*. Daily Nation Friday 9, September, 2005.
- Schipper L. (2007). *Global alliances in the motor vehicle industry* (4th Edition), New York. NY: McGraw Hill Inc.
- Stephen D.& Eppinger (2004). *Product design and development* (3rd Edition). New York. NY: McGraw-Hill Companies.
- Tuisan D. (2000). *Industry and trade summary: motor vehicles* (5th edition). Washington, DC: Washington Post.
- Van Vianen J. & Caldwell, D.F. (2001). *People and organizational culture* (3rd edition). Inter. J. Hosp.
- Wikinson & Marchington (2003). *People Management and Development* (3rd edition). London: Cromwell Press.

APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

University of Nairobi

School of Business

P.O Box 30197 - 00100

August 29th, 2014

Dear Respondent,

REF: REQUEST FOR RESEARCH ASSISTANCE, DATA COLLECTION

I am a postgraduate student at the University of Nairobi and as part of my academic work; I am required to undertake and submit a research project related to my field of study in partial fulfilment of the requirements for the postgraduate programme.

I kindly request you to fill the questions in the accompanying questionnaire to generate data required for this study. Information obtained will be used purely for academic purpose and will be held in strict confidence. Upon request, you will be provided with a copy of the final report. Your assistance and cooperation will be highly appreciated.

Thank you in advance for the consideration.

Yours Faithfully,

Kamende Mumo Ndaita

Research student

University of Nairobi

APPENDIX II: QUESTIONNAIRE

In partial fulfillment of the requirements of the masters of Science in marketing research I am undertaking academic research on factors leading to high brand recognition of television advertisements of crown paints products .The outcome of the research is intended to build in the body of academic knowledge Responses from the survey will be treated in utmost confidence and identity of the respondent is not required.

SECTION A: BACKGROUND INFORMATION

1. Customer name _____

2. Customer location (town) _____

3. Customer category

- Contractor -----1
- Professional -----2
- Dealer -----3
- Industrial -----4

4. Period as a customer of Crown Paints (K) Ltd

- Less than 1 year -----1
- 1 to 3 years -----2
- 4 to 8 years -----3
- More than 8 years -----4

5. Frequency of receiving service / accessing products from Crown Paints (K) Ltd

- Daily -----1
- Weekly -----2
- Monthly -----3
- Occasionally -----4

6. Which is your preferred outlet for purchasing Crown Paints Products?

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

7. Which products of Crown Paints do you prefer the most (List)

8. Please indicate other Paint products you purchase other than Crown Paints brand

9. (if using other brands other than Crown Paints) Please tell me which of the following statement best suit your choice of paints in relation to Crown Paints.

- Crown Paints is always my first choice -----1
 I only purchase Crown Paints after my first choice becomes unavailable ----- 2
 Crown Paints is a good substitute to other paints I purchase ----- 3
 I purchase Crown Paints as a last option ----- 4

10. On a scale of 1 to 5 where 5 is most important and 1 is least important, please rank the importance of the following attributes to you in selection of supplier of paints.

Attribute	Ranking
Product quality	
Product availability	
Product accessibility	
Product price	
Ease of getting information of product usage / attributes	
Sales service from staff	

11. Please tell me if you have heard of the following products by Crown Paints

Product	Yes	No
Medicryll		
Crown Metallica		
Aquavor		
Gyplast		
Sandtex		
Teflon		

SECTION B: CROWN PRODUCT ATTRIBUTES

12. In a scale of 1 (very dissatisfied) to 5 (very satisfied), Please indicate to what extent you are satisfied with the following statements about the Crown Paint Products attributes

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
The product quality is superior	1	2	3	4	5	99
The product label instructions are easy to understand, convey to end user	1	2	3	4	5	99
There are very rare occurrences of product failure as a result of misunderstanding right procedure of usage	1	2	3	4	5	99
The product ingredients present a high standard quality product in the industry	1	2	3	4	5	99
The Crown Paint brand stands out in the market	1	2	3	4	5	99

13. Considering the product attributes named above how would you compare Crown Paints to other paint products you have purchased in the past?

Crown Paints products rank higher -----1

Other Paint Products rank higher -----2

Crown Paints and other paint products are on the same level -----3

14. Please comment on your answer above regarding Crown Paints products

SECTION C: ACCESSIBILITY OF CROWN PRODUCTS

15. In a scale of 1 (very dissatisfied) to 5 (very satisfied), please indicate to what extent you are satisfied with the following statements about the Crown Paint Products accessibility

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
The Crown Paint products are easily accessible	1	2	3	4	5	99
Crown Paints service points / outlets are located at convenient places	1	2	3	4	5	99
There are several options offered by Crown Paints to access their products	1	2	3	4	5	99
One does not have to personally visit Crown Paints outlets to access their products	1	2	3	4	5	99
The product is easily available when needed	1	2	3	4	5	99
In case of wrong orders, correction of the mistake is efficiently and effectively handled	1	2	3	4	5	99
There is efficiency in delivery of pending orders	1	2	3	4	5	99
Credit notes always received on time	1	2	3	4	5	99

16. Considering the product accessibility factors named above how would you compare Crown Paints to other paint products you have purchased in the past?

Crown Paints products rank higher ----- 1

Other Paint Products rank higher ----- 2

Crown Paints and other paint products are on the same level ----- 3

17. Please comment on your answer above regarding Crown Paints accessibility

SECTION D: PRICE OF CROWN PRODUCTS

18. In a scale of 1 (very dissatisfied) to 5 (very satisfied), Please indicate to what extent you are satisfied with the following statements about the Crown Paint Products price

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
The price of Crown Paints products is in line with product quality	1	2	3	4	5	99
The price of Crown Paints is in line with service provided by Crown Paints staff in the process of accessing the product	1	2	3	4	5	99
The price of Crown Paints products represents value for money spent	1	2	3	4	5	99
The price of Crown Paints products is commensurate with the market / industry price	1	2	3	4	5	99

19. Considering the product price factors named above how would you compare Crown Paints to other paint products you have purchased in the past?

- Crown Paints products rank higher ----- 1
- Other Paint Products rank higher ----- 2
- Crown Paints and other paint products are on the same level ----- 3

20. Please comment on your answer above regarding Crown Paints price

SECTION E: PROMOTION OF CROWN PRODUCTS

21. Please indicate to what extent you are satisfied with the following statements about the Crown Paint Products promotion

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
It is easy to get information about Crown Paints	1	2	3	4	5	99
There is always information flowing in about new products of Crown Paints in the market	1	2	3	4	5	99
The website of Crown Paints conveys adequate information needed on the products and related issues	1	2	3	4	5	99
Crown Paints has taken good advantage of social media to publicise its products	1	2	3	4	5	99
Advertisements of Crown Paints in the media are effective in creating awareness and interest in the product	1	2	3	4	5	99
I always get the bulk SMS sent to customers	1	2	3	4	5	99
Improvements on bulk SMS is satisfactory	1	2	3	4	5	99
I always get the bulk email sent to customers	1	2	3	4	5	99
I am happy with improvements on bulk email	1	2	3	4	5	99
There is adequate frequency of advertisements on media to create awareness of crown paints	1	2	3	4	5	99
The quality of advertisements of Crown Paints is superior compared to other similar advertisements	1	2	3	4	5	99

22. Considering the product promotion factors named above how would you compare Crown Paints to other paint products you have purchased in the past?

- Crown Paints products rank higher ----- 1
- Other Paint Products rank higher ----- 2
- Crown Paints and other paint products are on the same level ----- 3

23. Please comment on your answer above regarding Crown Paints promotion

SECTION F: CUSTOMER SERVICE OF CROWN PAINTS

24. In a scale of 1 (very dissatisfied) to 5 (very satisfied), Please indicate to what extent you are satisfied with the following statements about customer service in Crown Paints

Statement	Very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Don't know
Crown Paints is a customer focused company	1	2	3	4	5	99
There is general efficiency of service at Crown Paints	1	2	3	4	5	99
Staff at Crown Paints always ensure that products are delivered as per ordered quantity and specifications	1	2	3	4	5	99
The products are always delivered as per timelines promised	1	2	3	4	5	99
When one calls Crown Paints, the staff adequately identify themselves and name of the organization	1	2	3	4	5	99
All telephone calls are handled with courtesy	1	2	3	4	5	99

There is always feedback given in the process of accessing service at Crown Paints	1	2	3	4	5	99
Response to communication through email is always prompt	1	2	3	4	5	99
From interaction with staff of Crown Paints, I can say there is general good public relations exercised by the team	1	2	3	4	5	99
Courtesy from sales staff	1	2	3	4	5	99
Sales representative's availability	1	2	3	4	5	99
Sales representative's knowledge	1	2	3	4	5	99
Reliability of returning calls	1	2	3	4	5	99
Friendliness of the sales staff	1	2	3	4	5	99
Responsiveness to enquiries	1	2	3	4	5	99
After sales service	1	2	3	4	5	99
Technical support service	1	2	3	4	5	99

25. Considering the product customer service factors named above how would you compare Crown Paints to other paint products you have purchased in the past?

Crown Paints products rank higher -----1

Other Paint Products rank higher -----2

Crown Paints and other paint products are on the same level -----3

26. Please comment on your answer above regarding Crown Paints customer service

SECTION G: COMPLAINTS REDRESS / CLOSURE

27. Have you **ever had reason** to complain about service or product received or any interaction with Crown Paints?

- Yes ----- 1
- No ----- 2

28. What was the nature of the complaint?

29. Did you know who to complain to?

- Yes ----- 1
- No ----- 2

30. Did you complain?

- Yes ----- 1
- No ----- 2

31. Through which means did you complain?

- Verbally to Crown Paints officer ----- 1
- Telephone ----- 2
- Email ----- 3
- Suggestion / complaints box ----- 4
- Other (specify) _____

32. How long ago did you lodge the complaint?

- Less than one week ago -----1
- One to two weeks ago-----2
- Two weeks to 1 month ago -----3
- More than 1 month ago -----4

33. How satisfied were you with the way the complaint was handled?

- Very dissatisfied ----- 1
- Dissatisfied ----- 2
- Neither satisfied nor dissatisfied ----- 3
- Satisfied -----4
- Very dissatisfied ----- 5
- Have not got any feedback yet -----6

34. Please give recommendations to Crown Paints on how it can improve service to customers and enhance customer loyalty.

Thank you for your responses