

EFFECTIVENESS OF MARKETING COMMUNICATION METHODS  
AMONG THE REGISTERED DEPOSIT TAKING SAVINGS AND  
CREDIT COOPERATIVES IN NAIROBI

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D61/8287/2006



A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS OF THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION IN THE SCHOOL OF BUSINESS, UNIVERSITY  
OF NAIROBI

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## DECLARATION

This is my original work and has not been submitted to any institution or university for examination

Signed Wanyoro Date 16-11-2011  
ANNA WANYORO  
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This research project has been presented for examination with my approval as university supervisor

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Department of Business Administration  
School of Business  
University of Nairobi

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Department of Business Administration

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## DEDICATION

To my brothers Peter, Gabriel and Killian Wanyoro  
What the mind can conceive you can achieve

To my parents  
Xavier and Naomi Wanyoro  
Whose prayers, love and care made me what I am today

To God Almighty in whom I have my being

## **ACKNOWLEDGEMENT**

I deeply appreciate the many people without whom this work would not have reached its present form. I would like to express my sincere appreciation to my supervisor Mrs. Mary Kinoti for her constructive suggestions, patience, advice, guidance, and encouragement without which this study would not have reached its completion stage.

I express gratitude to all my lecturers at the school of business, University of Nairobi, for their contributions during the entire Masters in Business Administration course.

I greatly appreciate all the customers of the SACCOs who responded to my questionnaires. I am grateful to the Customer Care Managers at the different SACCOs who allowed me to collect the data from their customers.

Special thanks to my family who undertook to accompany me throughout the course and who facilitated my studying in numerous ways.

I most sincerely thank my God Almighty for bringing me this far.

## ABSTRACT

The purpose of the study was to establish the marketing communication methods that are used by deposit taking SACCOS in Nairobi. Specifically the study sought to identify marketing communication methods used by deposit taking SACCOS in Nairobi and, establish the effectiveness of marketing communication methods used by deposit taking SACCOS in Nairobi.

A descriptive survey design was used for this study. The population of study comprised all customers of the 14 registered deposits taking SACCOS in the Nairobi, according to SACCOS Society Regulatory Authority (SASRA). The study used a sample size of 140 customers' respondents drawn from all 14 SACCOS. The respondents were selected using the convenient sampling technique. The study used primary data which was collected using semi-structured questionnaire. The data collected was analyzed through use of descriptive statistics. The data was presented using frequency tables.

Findings indicate that SACCOS use the personal methods of marketing communications to a large extent. These methods are using employees, printed material such as brochures, flyers and newsletters and word of mouth from friends, relatives or workmates. This can be attributed to the nature of the services of the SACCOS which are usually personal and of a durable nature. Further, findings indicate that the methods applied by SACCOS to communicate the members are effective though they were observed to be slow in using the contemporary methods of communication such as websites, television, radio, SMS and other IT based communication methods.

From the study findings, the following recommendations are made. First, SACCOS should research the most effective marketing communications and review constantly the marketing communications they employ. Secondly, SACCOS should evaluate alternative marketing communication strategies not just relying on the three that were established in the study. Further SACCOS should adopt the newer and more innovative ways of communication not to over rely on the conventional methods.

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## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

Organizations exist to attain certain mission for undefined period of time. In order to exist in the business for a long period of time, organizations must look for effective and efficient ways of doing business activities to achieve organizational objectives. At present due to environmental dynamism and competitiveness, the struggle for survival and succeeding in the business has become more difficult and challenging. The growth trend and nature of the Savings and Credit Cooperatives (SACCOs) in the competitive environment has brought several and special problems for marketing their products. Marketers in SACCOs have access to numerous forms of communication, referred to collectively as the marketing communication mix. The mix includes advertising, personal selling, direct marketing, packaging, public relations, sales promotion, corporate design, word of mouth, sponsorship, and exhibitions (Lovelock, 2004).

Marketing communication mix elements provide information and consultation that are important components to add value to a product or services. Customers need information about the features of the product or service, its price and how they can access it, to make informed purchase decision. Thus, if customers are able to get the necessary information about the product timely and adequately, they may feel that they are buying a quality product or service. This means having good and effective communication channels adds value to the product or service of the company as customers have confidence on their purchase. Aroro and Ferrand (2007) reveal that fewer than, one in five of the Kenyan adult population is currently formally banked. Alternative financial institutions such as SACCOs and micro finance institutions reach one in seven. Collectively these financial institutions provide service to only just over a quarter of the population. Further key findings of the 2009 survey by Aroro and Ferrand (2007) include a dramatic increase in the decline in the importance of savings and credit societies (SACCOs) in providing access compared to 2006.

There are at least two factors that could be driving the SACCOs' loss of customers. First, there is competition from the banks, as a result of proactive outreach by banks offering

easy access transactions accounts as well as credit. The growth of SACCOs has been in part, a response to the banking industry's withdrawal from the lower end of the consumer banking after liberalization. This compelled SACCOs to open to provide transaction accounts for members who were locked out of banks, particularly lower income public sector employees. The second factor is attrition of the SACCOS customer base as a result of retirement in the public sector, the mainstay of the SACCOS sector. Evaluating the effectiveness of the marketing communication tools used in SACCOs helps to realize whether their investment is worthy or not. Investment in marketing communications takes up a major share of organizations investment for marketing activities in general and marketing communication in particular helps to identify drawbacks of existing marketing practices and make necessary corrective actions to improve marketing activities effectiveness fruitfulness lies on marketing at the end of the day.

### **1.1.1 The concept of Marketing Communication**

Fill (1995) argues that the primary means available to marketers for influencing attitude change is the design and implementation of persuasive marketing communication which benefit from appreciation of the general nature of communication. From a marketing communication perspective, the principal communication task consists of developing decision making awareness. Arguments alone are seldom sufficient as the audience will not only evaluate the content of the information provided but also consider the ability to present the arguments and their image of the company who attempts to convince them. Effective communication means effective marketing. Buyers' perceptions of market offerings are influenced by the amount and type of information they receive as well as their reaction to that information (McArthur, 1996). There must be a good flow of information between seller and buyer to assist decision-making that precedes a purchase. An effective marketing communications system also allows feedback from the consumer to the seller.

Marketing communications can be defined as the process of: presenting an integrated set of stimuli to a market target with the aim of raising a desired set of responses within that market target; setting up channels to receive, interpret and act on messages from the

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market to modify present company messages and identify new communications opportunities (Doole, 1996). As both a sender and a receiver of market-related messages, a company can influence customers to buy its brands in order to make profit. At the same time it can stay in touch with its market so that it can adjust to changing market conditions and take advantage of new communications opportunities. Generally, marketing communication has the potential to inform the masses, present and prospective consumers about the goods and services of a company and force them to visit the company's manufacturing and or distribution centers for further information and making purchase decisions.

### **1.1.2 Savings and Credit Cooperatives in Kenya (SACCOs)**

Savings and Credit Cooperatives are Associations of people who have come together with common goals geared at improving their livelihood economically according to the Cooperative Societies Act. They are an important part of the financial sector in Kenya, providing savings, credit and insurance services to a large portion of the population. The Cooperative movement in Kenya dates back to 1931 when the first ordinance to regularize the operations of the cooperatives in the country was enacted. The following decade witnessed increased intervention in the sector with the eventual enactment of the Co-operative Ordinance Act of 1945, the predecessor of the current Co-operative Societies Act, Cap 490 of the laws of Kenya - as amended in 1997.

Savings and credit cooperative societies (SACCOs) are registered and regulated under the Co-operative Societies Act (Ministry of Cooperative Development, 2011). For registration the Act requires a primary society to consist of at least 10 persons and have the following objectives: Promote the welfare and economic interests of its members, Incorporate in its bylaws of the following cooperative principles: Voluntary and open membership; Democratic control of membership; Economic participation by members; Autonomy and independence, Education, training and information; Cooperation among cooperatives and Concern for the community in general. The SACCOs target a specific segment of population with similar orientation or with similar preoccupation. They are mainly low-income earners and the Society has objectives of uplifting their financial

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status. There are some SACCOs that target community members in general because of the virtue that they belong to that particular community whereas there are others who are more specific, their members have to come from a certain clique. The main requirement across all SACCOs is that their members have to have some source of income before qualifying to join the SACCOs. The SACCOs mobilize funds from them and give them access to financial services like loans, savings facility, front office services which is otherwise inaccessible to them through the main banks that are there either because they are unaffordable or physically inaccessible.

Before the 1990's, only employer based SACCOs were operational in the country with employment as the common bond. This system locked out a large number of people who were self employed. An amendment to the Act recognized the possibility of forming a SACCOs on a base other than employment. This development ushered in a new category, referred to as rural SACCOs. Their activities derive from agricultural produce being marketed through an organized system such as marketing cooperative societies. The reforms also ushered in the formation of SACCOs among informal sector operators engaged in public transport, textiles and commerce. Informal sector SACCOs are referred to as "rural" and employer based SACCOs are referred to as "urban".

Some of the major problems experienced by SACCOs are as follows in order of most recurrent problem, No comprehensive Loan policy and procedures, No Institutional capacity to introduce other Products & Services, Lack of Sufficient Funds for provision of services, No Internal Control Systems put in place, Client Base not growing, and Lack of Vision / Strategy follow up, Loan defaults from members. They are managed by committees elected from the members. They have accumulated savings, from which the members can give themselves loans depending on how much they have contributed. Through mobilization of funds the SACCOs in Kenya offer the following services to its members: Loans, Deposit & Savings facility, Front Office Services, Cheque Clearing Services. Many of them have capital and assets running into billions of shillings, cooperators are easily accessing cheap and friendly banking services running into millions per person. If your salary can support it, the general rule is for SACCOs to give

loans of up to three times the savings held by the member applying for loan. Rarely does the interest run more than 12 per cent generally on a reducing balance basis. Members get only one vote regardless of how much money you have at the SACCOs and all of our directors are volunteers and receive no compensation for their service. This process guarantees that SACCOs are looking out for the financial interests and not that of a small group of stockholders. SACCOs are also regulated by the government.

## **1.2 Research Problem**

Over the last twenty years, Kenya has experienced financial tremors. The first one occurred in the mid eighties when a number of locally owned financial institutions collapsed. Secondly in the mid nineties, when mainstream banks had a critical look at their client portfolio (Arora, 2007). Those urban based clients in the rural areas were relocated to far away branches where transactions cost were higher than the bank service fee given that, most SACCOs members were affected. Their minimum balances for maintaining an account with them also increased to unaffordable levels. During 1990-2003, the credit to private sector as a proportion of Gross Domestic product fell sharply (Arora, 2008). This was closely linked to the abandonment of lower income markets by commercial banks; this period saw the emergence of SACCOs seeking to fill the gap.

Initially most SACCOs offered limited financial services to the customers such as accepting cash and cheque deposits. These products generated minimal revenue with and time the range of financial services was expanded to include short term advances, salary processing and standing orders. With the increased range of products, the number of account holders increased, business blossomed and income increased. In early 2000 most banks intensified their competition and most clients had options to cater for their ever changing needs. SACCOs were faced with challenges as their capacity to lend was limited by the deposits/shares, lack of enough flexibility to meet members diverse credit needs due to lack of funds, lack of speed in product / service delivery due to lengthy decision making procedures and rigidity in pricing of loans and not able to differentiate pricing between products and customers segments. Currently SACCOs provide services to 13.1% of the 18.5% formally banked population in Kenya (Steadman, 2007) while the

currently unregulated micro finance institutions (MFIs) reach 1 7% based on either large scale formal employment or smaller holder commercial agricultural commodity production, the SACCOs are able to offer both basic credit and savings services to their members. A large number (42 9%) of those using SACCOs also maintain accounts with banks. Collectively the formal institutions, banks, SACCOs and MFIs provide services to just over a quarter (26 6%) of the population. Half the population (50.6%) makes use of various forms of informal financial services. The most common of these are Rotating Savings and Credit Associations (ROSCAs), often referred to as merry-go-round. The use of the informal systems increases the level of total financial inclusion in Kenya by 35% to reach 61.7%. This leaves over a third of the population (38.3%) financial excluded (Wright, 2007)

There are several studies that have been done so far on Marketing Communication these include studies of Mbithi (2002), Mutura (2007) and Waweru (2010) amongst others. These research studies looked at, the effectiveness of Word of Mouth as tool used to influence consumer behavior, the impact of positive public relation on the sales of an organization and increasing sales through packaging but none of them have however, focused on the effectiveness of marketing communication tools used by SACCOs. Given the current competitive environment this research addressed the effectiveness of marketing communication tools used by SACCOs by answering the following questions. Which marketing communication methods are used by Deposit taking SACCOS in Nairobi? And how effective are the marketing communication methods used by deposit taking SACCOs in Nairobi?

### **1.3 The Research Objectives**

The objectives of this research were -

1. To identify marketing communication methods used by deposit taking SACCOs in Nairobi
2. To establish the effectiveness of marketing communication methods used by deposit taking SACCOs in Nairobi



#### **1.4 Value of the Study**

This study will avail more knowledge in the marketing communication planning adopted by SACCOs as it will guide in effecting the most effective marketing communication tools. Understanding the effectiveness of the marketing communication tools will also maximize the return on investment, increase the visibility of the SACCOs. For the SACCOs members they will be able to make informed decisions as they will be fully aware which products and services are offered in comparison to other financial competitors.

The findings of this study will benefit policy makers such as the government officials as they make more informed decisions in regards to the sensitizing the potential members of their benefits in view of competitors especially in low income areas. Lastly, researchers will be able to use for both business and academic purposes so as to improve the competitiveness of this industry. The study may stimulate interest that will lead to further research in a related aspect in the field of marketing communication.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter presents a review of the literature on the subject under the study by various scholars, researchers, analysts, and authors. The research has drawn materials from several sources which are related to the theme and the objective of the study. The review was undertaken in order to eliminate duplication of what has been done and provide a clear understanding of existing knowledge base.

### **2.2 Theoretical Models of Communication**

In the communications literature, there have been several studies of the attributes of alternative media best suited for particular communication purposes, with the attributes selected in accordance with "uses and gratifications" theory (Katz, Gurevitch and Haas 1973; Katz, Blumler and Gurevitch 1974). This theory posits that communication receivers have needs, such as requirements for information, knowledge and understanding. These needs can be met by different media to a varying extent. For instance, the print medium is often seen to be more informative than television, while television is more entertaining. Katz et al (1973) decompose several key media into a list of attributes and rank media on their attainment of these attributes. The attributes then become the link between receivers' needs and how these needs can be gratified by senders of communications. In keeping with the uses and gratifications theory, we compare the media in terms of a list of relevant attributes. Lasswell (1948) definition of communication is who (source or sender), says what (message), in which channel (medium), to whom (audience or receiver), with what effect.

The classic model of effective communication postulates that the sender message will be most effective when the sender has correctly anticipated the needs and preferences of the receiver, that is, when the sender encoding of the message corresponds with the receiver decoding of it (Shannon and Weaver 1949). Whereas the Shannon-Weaver model of effective communication is about the message, McLuhan (1964) insightful though extreme dictum that the medium is the message suggests that the correspondence

recommendation should also apply to the medium or channel. Hence, for effective communication, the sender should also match the channel that the receiver prefers. Previous research demonstrates that receivers have distinct preferences for the ways in which certain types of messages, differing in their uses, are received, and also for the ways in which they can reply to these messages (Westmyer, DiCioccio and Rubin 1998; Flanagan and Metzger 2001). Senders of messages have their own preferences for the mode of communication (Rice, D Ambra and More 1998). Hence, if senders go with their personal preference, they may choose a medium that diverges from the medium preferred by receivers. If message effectiveness is the ultimate criterion, therefore, it is important to find out whether media divergence is less effective than the theoretically recommended practice of media matching.

## **2.3 Marketing Communication Tools**

Marketing communication is about the promotion of both the organization and its offerings. It recognizes the increasing role the organizations play in the marketing process and the impact organizational factors can have on the minds of consumers (Fill, 1995). Marketing communication is a systematic relationship between a business and its market in which the marketer assembles a wide variety of ideas, designs, messages, media, shapes, forms and colours, both to communicate ideas to and to stimulate a particular perception of products and services by, individual people who have been aggregated into a target market (Smith, Berry and Pulford, 1998).

However, promotion as a means by which a seller can communicate with the buyers and for buyers to be able to communicate back to the seller is only a part of a much larger system known as the marketing communication process. According to Smith (1998) and Smith et al (1998) there are 11 different communication tools available to a marketer: personal selling, advertising, sales promotion, direct marketing, public relations, sponsorship, exhibitions, packaging, point-of sale and merchandising, word of mouth and corporate identity. When combining these into a communication mix, the marketer needs to take account of their particular appropriateness for the target market, the rate at

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which each tool will generate sales or awareness, and the rate of sales response when the tools are combined into the mix

The importance of each communication tool will vary according to the type of customer and the general pattern of communication in a market. It is important to bear in mind that there is a wide range of communication tools which are not generally included in the marketing communication mix as they are controlled by other functional and line managers (Smith et al., 1998)

Personal selling is promotion via a sales pitch by a sales representative to a prospect, or by a retail assistant to a customer, guaranteeing exposure to self-selected members of a target market (Baker, 1994). Personal selling includes according to Foster (1998,) face-to-face sales calls/meetings, telephone sales calls, videoconferencing, tradeshow/exhibitions, conferences/seminars, and word of mouth. Selling today is more about partnering and relationship building. You don't sell to people, you partner with them. Today selling is about building a durable relationship that is depending on satisfying the customer constantly. Many companies are now measuring success not just by units sold but also by the far more rigorous yardstick of customer satisfaction. Selling has moved beyond the marketing and sales departments as companies realize that in today's heated competitive markets the whole company must sell (Smith, 1998)

Personal selling offers several advantages to the marketer. These include direct access to customers on a planned basis, control over presentations and approaches, and an increase in the number of employees that, if the situation warrants, can be rotated into other assignments. Salespeople can report directly back on the success or failure of their efforts. There are several disadvantages to personal selling, these include a lengthy process to recruit and train individuals, and a possibility of loss of control of some aspects of the marketing mix. Another major disadvantage is that if there is a need to lower the marketing effort, reducing the sales force is a painful process that normally requires terminating employees and changing territories and assignments. These personal

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changes can be expensive and trying on the manager and salespeople involved (Powers, 1989)

Advertising is promotion via a recognizable advertisement placed in a definable advertising medium, guaranteeing exposure to a target audience in return for a published rate for the space or time used (Baker, 1994) Advertising is thought by some to help buyers 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 (Smith, 1998) The role of advertising in the communication mix is an important one Advertising, whether it is on a national, local, or direct basis, is important as it can inform, remind or persuade established or potential customers of the existence of a product, service or organization.

Advertising can reach huge audiences with simple messages that allow receivers to understand what a product is, what its primary function is and how it relates to all the others similar products This is the main function of advertising, to communicate with specific audiences These audiences may be customer or organization-based, but wherever they are located, the prime objective is to build awareness of a product/service or an organization (Fill, 1995) According to Powers (1998) advertising has some advantages and disadvantages The advantages are that it can be quickly implemented have widespread market coverage, have control of message content, and that is easily can be terminated The disadvantages are that it cannot target individual customers, that it is difficult to change message thrust quickly, and that it also is difficult to determine cost effectiveness.

Sales promotion (SP) is promotion via a considerable array of related but distinct promotions (such as contests, premium offers, free goods and services, et cetera) All intended to achieve exposure for the promoted product and some, furthermore, offering the target audience an incentive to respond actively (Baker, 1994) The international Chamber of Commerce (ICC) defines sales promotions as: Marketing devices and techniques which are used to make goods and services more attractive by providing some



additional benefit, whether in cash or in kind, or the expectation of such a benefit" (Boddewyn & Leardi, 1989, p.365) Effective sales promotion can creatively build the brand franchise while achieving many other objectives such as increasing sales, cementing loyalty, building databases, generating publicity and more. (Smith, 1998) The characteristics of sales promotion can be defined as following (Boddewyn & Leardi, 1989) Techniques and devices commonly used on a temporary basis, to make goods and services more attractive to distributors or final customers by providing them with some additional benefit or inducement (incentive) or the expectations of such a benefit, whether in cash, in kind (nature) and /or services, whether immediately or at a later time, whether freely or conditionally. Direct marketing is promotion via a mail shot (delivered in the post), a mail drop (delivered to the door), telemarketing (unsolicited phone calls) or a fax message (also unsolicited), guaranteeing exposure to individual members of a target audience (Baker, 1994). Direct marketing brings the market directly into the home or office of an individual buyer instead of the buyer having to go to the market. Direct marketing should not be used solely as a tactic, for example a one-off mail shot designed to win an initial sale. It can and should be used on a more strategic basis by integrating it with other marketing communication tools and in the longer term by developing a database (Smith, 1998).

Publicity is promotion via a release to definable news media in the hope of secondary exposure via an editorial mention earned by the newsworthiness of the subject matter (Baker, 1994). Positive publicity is dependent primarily on good relationship with the media (media relations). A simple definition of public relations is, "the development of and maintenance of good relationship with different publics." The publics are the range of different groups on which an organization is dependent. These include employees, investors, suppliers, customers, distributors, legislators/regulators/government, pressure groups, the community, the media, and even competition. Sponsorship is promotion via association of a product or service with an entity, event or activity (such as sports teams, music concerts or cultural programs) in the expectation of secondary exposure via attribution to the sponsor during associated media coverage (Baker, 1994). Sponsorship is

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more than patronage, altruism or benefaction. It can indeed help others while simultaneously achieving specifically defined communications objectives.

Exhibitions are unique in that they are the only medium that brings the whole market together: buyers, sellers and competitors – all under one roof for a few days. Products and services can be seen, demonstrated or tested, and face-to-face contact can be made with a large number of relevant decision-makers in a short period of time. Relationships can be strengthened and opportunities seized if planned carefully (Smith, 1998). Packaging is promotion via display, guaranteeing exposure to customers at the point of sale, but not a wider target audience (Baker, 1994). Since many sales assistants have been replaced by self-service systems, packaging today often has to act as a silent salesman, helping customers by bringing a particular brand to their attention, highlighting USPs (unique selling propositions/unique benefits), giving friendly tips on usage and, ultimately, helping them to break through the misery of choice created by the increasingly vast range of seemingly similar brands (Smith, 1998).

There was a time when below the line point-of-sale (POS) materials were considered relevant only to cosmetics, perfumery, confectionery or other impulse purchases. Today merchandising techniques apply to a broader spectrum of marketers, from customers to industrial. Although vast budgets can be spent above the line of advertising to gain the customer's attention or change an attitude, fewer resources are sometimes allocated to the crucial moment in the buying process – the point in the buying cycle where the customer is physically in front of the service and is about to make a decision whether to buy or pass by – the point of sale (Smith, 1998). On the other hand, merchandising here can provide customers with useful information, for example reminding the buyer about other relevant products and any special offers. People talk about organizations, their products, their services and their staff. Whether it is a complaint, admiration or an endorsement, products and services are often a source of conversation. Today it is not just the products themselves but their marketing communications, including advertising campaigns, editorial stories, publicity stunts and special offers, which are discussed (Smith, 1998). Of all the elements of the communication mix, word of mouth (WOM) is by far the most

potent on a one-to-one basis. No amount of advertising or expert selling could compete with a colleague or friend recommending or criticizing a particular product or service. Similarly, it is unlikely that a teaser advertisement could motivate a viewer actively to watch out for the next advertisement in a campaign in the way that WOM could. For example, a previous discussion about a particular advertisement among friend can arouse interest in and increase observation of subsequent television advertisement.

Corporate identity is what is says visual means of identifying a corporation, company or organization. Logos and names are only a part, albeit a very obvious part, of an organizations identity. Corporate identity is a strategic asset that helps to achieve the longer-term communication goals. It cannot therefore be used as a short-term tactical tool like advertising or PR, which can change from day to day (if required). As with any fixed asset, the corporate identity asset needs to be checked and maintained to keep it in good working order. It is allowed to fall into disarray or disrepair it can, like other assets, eventually become a liability by projecting an inappropriate image (Smith, 1998).

## **2.4 Guidelines for Marketing Communication**

There are four main guidelines for developing effective marketing communication and effective messages for products and services. They apply to every product or service and to everyone who hopes to develop effective advertising. First, all marketing communication must take the customer's viewpoint. This simply means that advertising strategies and the resulting advertising executions must always be directed to what the customer or prospect wants to hear or see or is interested in, not just what the advertiser wants to say or do (Ranchod, 1998). Secondly marketing communication is about delivering sales messages. It is simply one way a marketer has of delivering sales messages for his or her product or service to a large number of prospective customers in many different locations at the same time. Thus, if delivery and acceptance of a sales message will not influence the receiver to purchase, then it is not likely the advertising will be successful, no matter how interesting or entertaining it may be (Ranchod, 1998). First and foremost, marketing communications must persuade. That is the premise of a

sales message. And persuasion usually occurs when there is a benefit for the receiver, not just for the sender.

Thirdly, customers buy benefits, not attributes. People are interested in the benefit of a product such as, for example, the taste of pancakes not in such attributes as the ingredients or contents of the package. The benefit is the end result the buyer gets. The attributes are those things that make the benefit possible. The distinction between benefits and attributes is a key one in developing effective strategies. We will return to this distinction often in this book. Finally, advertising has to sell! Many times the excitement of an exceptional idea or a new technology overwhelms the selling message. It is great when commercials are entertaining, but the real question is, "Did they do their job in selling the product or service? Monitoring selling success during a campaign is a critical component of the campaign's overall success" (Bertho, 1998).

## **2.5 Measuring Marketing Communication Effectiveness**

**Reasons Why Companies Should Measure Marketing Communication Effectiveness.**

**Avoiding Costly Mistakes:** companies are spending thousands if not millions of dollars each year for marketing. The only way to ensure that this money is not being wasted on ineffective marketing communication programs is to continuously evaluate the effectiveness of the chosen programs and to ensure that these programs are achieving their intended purpose. Evaluating the effectiveness of the chosen programs is not all about money, it also gives the marketer the opportunity to analyze the non-tangible effects of the chosen program and they can evaluate a good evaluation program will be able to analyze the consumer's reaction to that program, its effects on the company's image or its effectiveness in comparison to a banner ad program (Boddewyn and Leardi, 1998).

**Evaluating Alternative Strategies:** Not only is it important to evaluate the effectiveness of the chosen method, but also the opportunity costs of choosing that method. Often after companies have chosen a method, they focus their attention exclusively on that method.

ignoring the potential profits that would have come about if they went with an ulterior method (Percy, 1997) A good evaluation program will be able to analyze the effectiveness and the opportunity costs of the chosen method Increasing the Efficiency of Advertising, often after companies choose a particular method, they become attached to that method and lose sight of the initial goal they were aiming for Because the marketers know what the intended message of that chosen program is, they expect their customers to know that message as well A continuous evaluation of the chosen program will ensure that the message the consumers are receiving from this program is aligned with the message the marketer intended to send. (Percy, 1997)

### **2.5.2 Reasons why companies do not measure effectiveness of marketing communication methods**

The most common reason that companies provide for not measuring their advertising effectiveness is the cost of conducting a measurement program Often companies believe that the money used for measuring their marketing communication effectiveness can better spend on creating more advertisements or improving their product (Schultz, 1991) the company that does not measure the effectiveness of its current program, will not know if this program reaches their desired audience, sends the desired message or meets its intended goals. According to Kotler and Keller (2004) being able to increase the marketing communication budget or improve the product will not help the company if the message is sent to the wrong audience or if the message that is comprehended by the consumers is different from the message that the company intended to send As a result even the slightest evaluation effort can go a long way in ensuring that the desired message is sent to the appropriate audience and hence saving the company thousands if not millions of shillings.

Research problems can be very complicated, time intensive and confusing for a company that is trying to start such an effort. In addition, it can be very difficult to isolate and evaluate the effects of only one of the company's marketing efforts, as a result managers often cannot justify the costs if they can't pin point the contribution of each of their marketing efforts. It might be very difficult to isolate the contribution of the company's

banner ad program from their overall marketing effort as a consumer might not necessarily make a purchase based on what they see in banner ads, but consider a variety of factors such as brand image and previous experience with the company, when making a purchase decision. However, although it might be true that we cannot pin point the Shilling contribution of one program, research can be used to evaluate the communication, reach and other factors associated with each advertising method (Booewyn and Leardi, 1998). Disagreements on what, when and where to test, There are a variety of methods used when determining what, where and when to measure the effectiveness of an advertising program. For example, sales managers may want to measure the contribution of the advertising program on sales, whereas top executives may be interested in the effects of the program on the company's image. These differences often lead to a great deal of confusion between the managers and might lead them to abandon the evaluation program altogether. However, there is no rational reason for this conflict as we will later see, each of the measurement tools work to achieve a different objective.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter highlights the methodology that was adopted in order to meet the objective of the study, included in this chapter is the research design, the population of the study, data collection instruments and data analysis procedures

### **3.2 Research Design**

A descriptive survey design was used for this study. A descriptive study according to Cooper and Schindler (2003), is a study whose objective is to find out aspects such as who, what, where, when and how. This research design is deemed appropriate for this study as it will enable the researcher to describe the marketing communication methods adopted by SACCOs and their effectiveness in achieving promotion objectives. Odero (2006) and Gichobi (2006) used a similar design successfully in related studies. The survey approach is preferred since it minimizes bias and maximizes reliability as it aims to obtain complete and accurate information from different respondents (Kothari, 2004).

### **3.3 Population of the study**

The population of study comprised all customers of the 14 registered deposits taking SACCOs in the Nairobi, according to SACCOS Society Regulatory Authority (SASRA).

### **3.4 Sample Size and Sampling Methods**

The study used a sample size of 140 customers' respondents drawn from all 14 SACCOs. The respondents were selected using the convenient sampling technique. Ten customers were interviewed from each SACCOS making a sample size of 140 respondents. Earlier empirical studies have used comparable sample sizes. Odero (2006) used a sample size of 120 in his study of SACCOs in Kenya while Gichobi (2006) had a sample size of 140 when he studied cooperative banking.



### **3.5 Data Collection**

The study used primary data which was collected using semi- structured questionnaire. The questionnaire was divided into three parts. Part one collected general information, part two sought information on the different marketing communication tools that are used, and part three established the effectiveness of the marketing communication tools. The data was collected from the selected SACCOs customers. The questionnaires were self-administered.

### **3.6 Data Analysis and Presentation**

The data collected was edited for accuracy, uniformity, consistency and completeness. It was then coded in preparation for subsequent analysis. The analysis involved the use of descriptive statistics. Percentages were used to analyze part A of the questionnaire. Data obtained in Part B and C of the questionnaire was analyzed using means scores and standard deviations, while the open ended questions were analyzed using content analysis to establish the fundamental commonality among the observed variables (Kothari 2004). The data was presented using frequency tables.

# CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND DISCUSSIONS

## 4.1 Introduction

This chapter presents the results and findings from the study. There were 140 questionnaires distributed to customers of registered deposit taking SACCOs concerning effectiveness of marketing communication methods in SACCOs. Of the 140 questionnaires sent to the sampled subjects, 96 were filled by respondents and later collected by researcher. This translated to 69% response rate. The data analyzed and presented in this section is based on the 69% response rate.

## 4.2 General Information of the Respondents

### 4.2.1 Gender

The study sought to establish the gender of the respondents. Results of analysis of this data is presented in table 4.1

Table 4.1: Gender of Respondents

Gender	Frequency	Percent
Male	45	46.9
Female	51	53.1
Total	96	100.0

Findings presented in table 4.1 indicate that 53% of the respondents were female while 47% were male.

### 4.2.2 Age

The study further sought to establish the age of the respondents. Analysis of results indicates that 38.5% of respondents were aged between 30 and 39 years, 26%, 26% were aged between 40 and 49 years while 19.8% were aged between 20 and 29 years. Those who were aged between 50 and 59 years were 15.6%.

**Table 4.2: Age of Respondents**

Age	Frequency	Percent
20 - 29 yrs	19	19.8
30 - 39 yrs	37	38.5
40 - 49 yrs	25	26.0
50 - 59 yrs	15	15.6
Total	96	100.0

**4.2.3 Level of Education**

The study further enquired on the level of education the respondents had attained

**4.3: Level of Education**

Education	Frequency	Percent
Secondary	19	19.8
University	77	80.2
Total	96	100.0

The results indicate that those who had university education were 80.2%) while those with secondary education were 19.8%. This is an indication that the respondents were literate and it can be interpreted to mean that customers in the deposit taking SACCOs are mostly of secondary or higher education. This also indicates that the respondents were literate enough to understand the questions and respond effectively.

**4.3 Marketing Communications methods used by SACCOs**

The study aim was to establish the extent of adoption of marketing communications in SACCOs. On the marketing communication activities that SACCOs were engaged in, the study had the results indicated in table 4.4

**Table 4.4: Marketing Communications methods**

Marketing Communication	Mean Scores	Standard Deviation
Use company	4.32	1.11
Use of Television	1.58	2.23
Use of Radio	1.00	0.00
Use the newspapers	1.28	0.68
Give gifts	2.35	0.79
Use of leaflets, brochures or newsletters	2.83	1.04
Use the media to cover their events	1.75	0.82
Participate in trade fairs	1.73	0.88
Use of letters, short text messages or call	1.73	1.04
Sponsor events or engage in charity	1.58	0.84

Those marketing communications with a mean score of above 3.5 were interpreted to be used to a great extent. Those with above 2.5 but below 3.5 were moderately used but those with mean scores less than 2 were rarely used or their use was little. Findings presented in table 4.4 indicate that that marketing communications mostly used to a great extent by SACCOs were use of company employees/ company representatives such as delegates to communicate about their products and services (4.32). Use of leaflets, brochures or newsletters to inform, educate or remind customers about their products and services were moderately used (2.83) while SACCCOs utilized gifts such as branded items for example T-shirts, calendars and umbrellas were used to a small extent (2.35).

#### **4.4.1 Marketing communication methods effectiveness**

Effectiveness was judged in several ways, a well-known model particularly suited to direct-response communications (East 2003) is the AIDA model (Awareness- Interest- Desire-Action). The researcher used the response steps in this model by asking recipients how welcome and pleasant the communication is (awareness), how likely they would be to investigate further (interest), to consider for purchase (desire), and to actually purchase (action).

**4.4.2 Marketing communication methods that created awareness**

These were the marketing communications that were viewed as effective in reaching target customers or in communicating new things or activities to existing customer base

**Table 4.5: Communications That Create Awareness**

Activity Creating awareness	Mean Scores	Standard Deviation
SACCOs employee or representative	4.32	1.20
SACCOs newsletter, brochure or leaflet	3.32	1.33
Trade shows or exhibitions	1.43	0.72
Radio advertisement about the SACCOs	1.24	0.75
Newspaper	1.39	0.97
Media Coverage	1.31	0.79
Friend, workmate or relative who is a member	3.52	1.44

Results presented in table 4.5 indicate that talking to SACCOs employees or representatives was the communication that is used to a very great extent (4.32). SACCOs newsletters, brochures or leaflets were another communication medium that created awareness to most of the customers (3.32) but its use was to a moderate extent. Friends, workmates or relatives, who are already members of the SACCOs (3.52) was used to a great extent. These findings concur with earlier findings from this study that SACCOS employees or representatives, leaflets and brochures and existing customer base were the mostly used marketing communication by SACCOs. These findings indicate that the SACCOs use marketing communication to promote both the organization and its offerings.

**4.5 Marketing Communication methods used to seek more information**

When customers become aware about a product, they start seeking more information before they make the purchase decision. The study investigated the channels used by SACCOs Customers to seek more information on the SACCOs before they made their decision to join. Results are presented in table 4.6. Results from the inquiry indicate that talking to a SACCOs employee or representative (4.28), and talking to a friend, relative

or workmate who had information about the SACCOs (4.08) were to a great extent the major sources of more information for customers before their joining decision. Reading information from the SACCOs brochures and newsletters (2.69) were used to a moderate extent. Obtaining information from website (2.10) was another source of information was used to a small extent.

**Table 4.6: Media mostly used by Customers**

Media mostly used	Mean Scores	Standard Deviation
Talking to a company employee or company representative	4.28	0.78
Talking to a friend, relative or workmate	4.08	0.83
Newspaper articles about the SACCOs	1.94	1.28
Obtained information from their website	2.10	1.27
Read information from their brochures and newsletters	2.69	1.28
Attended a trade show	1.53	0.96

#### 4.6 marketing communication methods used to convince

The study further investigated the marketing communication methods that were applied by SACCOs to convince customers to purchase. The study further investigated whether there were activities by other parties that made customers to be attracted to the SACCOs. Results from the inquiry are presented in table 4.7.

**Table 4.7: marketing communication that convince Customer to SACCOs**

Activities that endeared Customers to SACCOs	Mean Scores	Standard Deviation
Talking to a company employee or company representative	4.18	1.07
Talking to a friend, workmate or relative who is a member of the SACCOs	4.14	1.02
Reading the SACCOs brochures and newsletters	2.96	1.09
After seeing the additional benefits members of	1.86	0.83

the SACCOs received such as T-shirts and Diaries		
The SACCOs engaged in sponsorship activities such as sponsoring music festivals or local football team	1.31	0.55
After reading positive media reviews	1.50	1.12
After careful comparison of different products at a trade fair or exhibition	1.44	0.77

Results indicate that talking to a SACCOs employee or representative (4.18) and talking to a friend, workmate or relative who is a member of the SACCOs (4.14) were the major activities or communications that endeared the customer to join the SACCOs. This was during the investigation about the SACCOs by the customer. Reading the SACCOs brochures and newsletters (2.96) was another investigation method but its use was not like the earlier two. Other methods such as comparison of products, engaging in sponsorship, and after seeing promotional items like Umbrellas, T-shirts and diaries were instrumental to a very small extent. These findings indicate that these three methods are universally effective in Kenyan SACCOs to create awareness and attract customers to join the SACCOs.

#### 4.7 marketing communication methods that convince actual purchase

Marketing communications should not only create awareness but should be aimed at influencing the potential customers' purchase decision. The study investigated what forms of marketing communications that were instrumental in convincing the customer to join the SACCOs. Results from this inquiry were analyzed using percentages and results are as presented in table 4.8.

The marketing communications that were found to be instrumental in convincing customers to actually purchase the products included talking to a SACCOs employee or representative (4.03), to a great extent. Discussion with a friend, relative or a member of the SACCOs (3.13) used to a moderate extent and the brochures, leaflets, and SACCOs newsletters (2.70) to a small extent. This finding agrees with earlier findings that

Employees, printed material by SACCOs and relatives and close friends act as the major awareness creation tool, investigation tool and deciding factor in the decision to join a SACCOs.

**Table 4.8: marketing communication that Convinced Customers to purchase**

Activities that convinced Customers to Join	Mean Scores	Standard Deviation
SACCOs employec or representative	4.03	1.50
Advertisements on the television	1.44	1.00
Advertisements on Radio	1.40	1.05
Newspaper articles about the SACCOs	1.66	0.99
Discussion with a friend, relative or a member of the SACCOs	3.13	1.36
The brochures, leaflets, and SACCOs newsletters	2.70	1.06
Additional benefits such as T-shirts, umbrellas and diaries	1.81	0.84
SACCOs sponsored football match or music festival	1.22	0.42
A positive review by the media	1.47	1.10



## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter summarizes the outcome of the study. It provides a summary of findings and their interpretation and then lays down the conclusions drawn from the findings. The researcher then provides recommendations for policy and practice in line with the study findings. Lastly, the researcher gives recommendations for further research in the area of marketing in Saccos.

### **5.2 Summary of findings**

The purpose of this study was to identify marketing communication methods used by deposit taking SACCOs in Nairobi and establish the effectiveness of marketing communication methods used by those deposit taking SACCOs in Nairobi. This section provides a summary of the findings. Results from the survey indicate the extent which that marketing communications were used by SACCOs. SACCOs employees or representatives to communicate about their products and services and use of leaflets, brochures or newsletters to inform, educate or remind customers about their products and services. SACCOs used the newspapers to announce about their products and services such as end year results and dividend payout rates at a very small extent. SACCOs utilized gifts such as branded items for example T-shirts, calendars and umbrellas at a moderate extent. Other marketing communication methods which were used to a small extent include sponsor of events such as school games and music festivals, contributing to charity such as Red Cross and paying school fees for needy students. Surveyed SACCOs also utilized letters, short text messages or calling customers to inform about product launch at a small extent. Results also indicate that SACCOs participated in events or trade fairs such as the Agricultural Society of Kenya show. Further, analysis of results indicate that SACCOs used media less to cover their events, such as the annual delegates

meeting, ISO certification or any other major event in the SACCOs calendar. Use of television to announce about their products and services such as new loan products was used at a very small extent by a few SACCOs. Use of radio by surveyed SACCOs to announce their products and services such as new loan products was not used at all by the SACCOs.

On further investigations on marketing communications used, responses indicate that talking to SACCOs employees or representatives was the communication that is mostly used to create awareness by SACCOs. SACCOs newsletters, brochures or leaflets were another communication medium that created awareness to most of the customers. Another marketing communication method used to create awareness to SACCOs customers was friends, workmates or relatives who are already members of the SACCOs. These were indicated to convince the potential customers to join the SACCOs. The study further investigated the channels utilized by SACCOs Customers to seek more information on the SACCOs before they made their decision to join. Results from the inquiry indicate that talking to a SACCOs employee or representative, and talking to a friend, relative or workmate who had information about the SACCOs were the major sources of more information for customers before their joining decision. Reading information from the SACCOs brochures and newsletters were another source of more information for potential customers. This source of information was however not mostly used like the former two methods. Other methods indicated were used at a very small extent.

Findings indicate that talking to a SACCOs employee or representative, reading the SACCOs' brochures and newsletters and talking to a friend, workmate or relative who is a member of the SACCOs were the major activities or communications that endeared the customer to join the SACCOs. This was during the investigation about the SACCOs by the customer. Other methods such as comparison of products, engaging in sponsorship, and after seeing promotional items like Umbrellas, T-shirts and diaries were instrumental to a small extent. These findings indicate that these three methods are universally effective in Kenyan SACCOs to create awareness and attract customers to join the

**SACCOs** The marketing communications that were found to be instrumental in convincing customers to purchase products talking to a SACCOs employee or representative, discussion with a friend, relative or a member of the SACCOs and the brochures, leaflets, and SACCOs newsletters.

### **5.3 Conclusions**

From the study findings, the following conclusions are made First, SACCOs use the conventional methods of marketing communications to a large extent These methods are using employees, printed material such as brochures, flyers and newsletters and word of mouth from friends, relatives or workmates This can be attributed to the nature of the services of the SACCOs which are usually personal and of a durable nature Thus, the customers making a decision to join require in-depth information from the SACCOs employees or representatives from trusted friends, relatives or workmates This can also be attributed to the stiff competitions from other financial institutions

Secondly, the methods applied by SACCOs to communicate the members are effective though they were observed to be slow in using the contemporary methods of communication such as websites, television radio, SMS and other IT based communication methods

### **5.4 Recommendations for Policy and Practice**

From the study findings, the following recommendations are made. First, SACCOs should research the most effective marketing communications and review constantly the marketing communications they employ This would serve the purpose of avoiding costly mistakes. SACCOs spend money on marketing communications and hence they should ensure that they get value from money. The only way to ensure that this money is not being wasted on ineffective marketing communication programs is to continuously evaluate the effectiveness of the chosen programs and to ensure that these programs are achieving their intended purpose Evaluating the effectiveness of the chosen programs is not all about money, it also gives the SACCOs the opportunity to analyze the non-tangible effects of the chosen program and they can evaluate a good evaluation program

which will be able to analyze the consumer's reaction to that program, its effects on the SACCOs' image or its effectiveness in comparison to other programs.

Secondly, SACCOs should evaluate alternative marketing communication strategies not just relying on three that were established in the study. Often after companies have chosen a method, they focus their attention exclusively on that method ignoring the potential profits that would have come about if they went with another. SACCOs should design a good evaluation program which should be able to measure effectiveness and the opportunity costs of the chosen method. Often after companies choose a particular method, they become attached to that method and lose sight of the initial goal they were aiming for. Because the marketers know what the intended message of that chosen program is, they expect their customers to know that message as well. A continuous evaluation of the chosen program will ensure that the message the consumers are receiving from this program is aligned with the message the marketer intended to send. Further SACCOs should adopt the newer and more innovative ways of communication not to over rely on the conventional methods.

### **5.5 Recommendations for Further Research**

The scope of this study was limited to the deposit taking SACCOs in Kenya. There were 14 registered deposits taking SACCOs in the Nairobi, according to SACCOS Society Regulatory Authority (SASRA) at the time of this study. This limited the findings to only those SACCOs that take deposits and usually have FOSAs. These are the biggest and oldest SACCOs in Kenya and hence the findings of this study may not be generalized to the small SACCOs. The study therefore proposes to future researcher to consider investigating the marketing communications applied by the newer and younger SACCOs and compare findings to the findings of this study. Such a study would contribute more to theory and practice in SACCOs marketing.

### **5.6 Limitations of the Study**

This study had several limitations. First, accessibility of the SACCOs Customers was a challenge. This is because most of these customers were solicited from the branches

where they went to seek services. They were reluctant to participate since they had little time to spare and most indicated that these were their working hours. In some instances, the SACCOs customers declined to answer the questions. However, the researcher had made the questionnaires simple to fill and had few questions which motivated the respondents to answer.

Another limitation was reliability of the collected data. The researcher depended mostly on the recall capacity and subjective responses of the respondents. However, the researcher informed the respondents of the need to give as accurate information as possible in the survey to enable valid conclusions which would guide policy and practice.

Another limitation was time and interruptions of the interview. The researcher found that it took much time to get responses from the SACCOs customers which stretched the researcher's schedule much. However, the continued insistence and follow up of the researcher ensured a good return rate.

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**Appendix: Questionnaire to SACCOs members**

Anna Wanyoro  
University of Nairobi

**RE: DATA COLLECTION**

This questionnaire has been designed to assist the researcher ‘Anna Wanyoro’ a student at the University of Nairobi to collect data concerning effectiveness of marketing communication methods in register deposit taking savings and credit cooperatives in Nairobi Kenya you have been identified as one of the respondents in this study The information collected will be used for academic, policy and research purposes only and confidentiality is highly assured.

**Part A**

**General information**

Please provide information by ticking in the appropriate boxes [ ]

- 1. What is your Gender  
Male [ ]    Female [ ]
  
- 2. Which is you age Bracket  
Below 20 years [ ]  
20-29 years    [ ]  
30-39 years    [ ]  
40-49 years    [ ]  
50-59 years    [ ]  
60 and above    [ ]
  
- 3. Kindly indicate your level of education  
Primary    [ ]  
Secondary [ ]  
University [ ]

What is the Name of your SACCOS.....

**PART 2**

To what extent does you SACCOS use engage in the following Activities? Use a scale of 1-5 where 5 is to a Very Great Extent and one is to No Extent

	Very great extent(5)	Great extent(4)	Moderate Extent(3)	Small extent(2)	No extent(1)
Use company Employees to communicate about their products and services					
Use Television to announce about their products and services such as new loan products					
Use Radio to announce about their products and services such as new loan products					
Use the Newspapers to announce about their products and services such as end year results, dividend payouts rates					
Give gifts such as Branded Items for example T-shirts, calendars, umbrellas					
Use leaflets brochures, leaflets or newsletters to inform, educate or remind you about their products and services					
Use the media to cover their events such as the annual delegates meeting, ISO certification					
Participate in events or Trade fairs such as the Agricultural Society of Kenya(ASK-show) where you are able to compare learn more about the different products and services					
Use letters, Short text messages or call you when their launch new products or review the current products					
Sponsored events such as School Games, Music Festivals, Red Cross, Paying School fees for needy					

Any other, please specify.....

**PART 3**

1. To What extent would you say the following activities first made you aware or alerted about your SACCOS? Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

	Very Great Extent(5)	Great Extent(4)	Moderate Extent(3)	Small Extent(2)	No Extent(1)
Talking to a company Employee or Company Representative					
After reading the SACCOS newsletter, brochures, leaflets					
After visiting trade show or Exhibition like the ASK show, where you visited their stand					
After listening to a radio Advertisement where they talked about the benefits of joining the SACCOS					
After reading an article in the newspaper					
After they were covered in the media for their positive contribution to the Economy					
After a friend, workmate or relative who is a member of the SACCOS advised you to join					

Any other, please specify .....

2. When you were investigating about the SACCOS seeking more information, which of the following activities did you use to a great extent? Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

Talking to a company employee or Company Representative					
Talking to a Friend, relative or workmate					
Newspapers articles about the SACCOS					
Obtained information from their website					
Read information from their Brochures and newsletters					
Attended a Trade Show like the ASK show					

Any other, please specify

3. After you investigation, which of the following activities, increased your desire or made you wish to become a member of the SACCOS Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

	Very Great Extent(5)	Great Extent(4)	Moderate Extent(3)	Small Extent(2)	No extent(1)
Talking to a company employee or representative					
Talking to a friend, workmate or Relative who is a member of the SACCOS					
Reading the SACCOs brochures and newsletters					
After Seeing the Additional benefits members of the SACCOS received such as T-Shirts, Dairies					
The SACCOS engaged in Sponsorship activities such as Sponsoring the music festivals of local football team					
After Reading Positive Media Reviews					
After careful comparison of different products at a trade fair or Exhibition					
Any other, Please specify					

4. To what extent did the following activities convince or influence your decision to join the SACCOS. Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

	Very Great Extent(5)	Great Extent(4)	Moderate Extent(3)	Small Extent(2)	No Extent(1)
Talking to a Company employee or representative					
After a viewing a series advertisements on television					
After listening to advertisements on Radio					
After Reading Newspaper articles about the SACCOS					
After A discussion with A friend, relative or a member of the SACCOS					
The Brochures, leaflets and company newsletters					
The Additional benefits that the members from the SACCOS such as T-shirts, umbrellas dairies					
The SACCOS Sponsored a football match or the					

- 3 After you investigation, which of the following activities, increased your desire or made you wish to become a member of the SACCOS Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

	Very Great Extent(5)	Great Extent(4)	Moderate Extent(3)	Small Extent(2)	No Extent(1)
Talking to a company employee or representative					
Talking to a friend, workmate or Relative who is a member of the SACCOS					
Reading the SACCOS brochures and newsletters					
After Seeing the Additional benefits members of the SACCOS received such as T-Shirts, Daines					
The SACCOS engaged in Sponsorship activities such as Sponsoring the music festivals of local football team					
After Reading Positive Media Reviews					
After careful comparison of different products at a trade fair or Exhibition					

Any other, Please specify .....

4. To what extent did the following activities convince or influence your decision to join the SACCOS. Use a scale of 1-5 where 5 is to a Very Great Extent and 1 is to No Extent

	Very Great Extent(5)	Great Extent(4)	Moderate Extent(3)	Small Extent(2)	No Extent(1)
Talking to a Company employee or representative					
After a viewing a series advertisements on television					
After listening to advertisements on Radio					
After Reading Newspaper articles about the SACCOS					
After A discussion with A friend, relative or a member of the SACCOS					
The Brochures, leaflets and company newsletters					
The Additional benefits that the members from the SACCOS such as T-shirts, umbrellas daines					
The SACCOS Sponsored a football match or the					

music festivals					
A positive review by the media					

Any other, Please specify