THE EFFECTIVENESS OF BRAND PERSONALITY ON THE CHOICE OF LUBRICANTS BY MATATU DRIVERS: A CASE OF NAIROBI-NYERI ROUTE IN KENYA

BY

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DECLARATION

STUDENT'S DECLARATION

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

Signed …………………………………… Date ……………………..

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SUPERVISOR'S DECLARATION

This research project has been submitted for examination with my approval as the candidate's University Supervisor.

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DEDICATION

I wish to dedicate this research project to my classmates and the entire family for their support, encouragement and prayers.

May God bless you all.

ACKNOWLEDGEMENT

I first of all thank our good Lord for enabling me complete this research project. I would also like to acknowledge my supervisor for his effort.

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ABSTRACT

Branding serves many functions. Beyond identifying a product, branding can create perceptions of quality, reliability, and value in a product, as well as loyalty, confidence, and self-expression to the consumer. The main objective of this study was to investigate the extent to which brand personality was used in the positioning of lubricants in the Matatu industry with a specific reference to Nairobi-Nyeri Route

The research design that this study used was a descriptive survey design. The target population of this study was all the drivers of matatus in Nairobi-Nyeri Route. Stratified random sampling was used to select the sample size. From the possible 721 target population a sample of 10% was chosen using stratified random sampling. This generated a sample of 72 drivers for the purpose of the study. Both primary and secondary data were used for the study. Data was then analyzed using descriptive statistics such as percentages, averages and mean scores. The findings were presented using tables, pie charts, and bar graphs for easier interpretation. Content analysis was used to data that was qualitative in nature or aspect of the data collected from the open ended questions.

The study concludes that there was brand personality in lubricants in the Nairobi-Nyeri Route in Kenya. Majority of the consumers were attracted by various factors such as hygiene, efficiency, price and brand name and packaging and logo of the lubricants. The study further concludes that brand personality had an effect on lubricants in the Nairobi-Nyeri Route in Kenya. Most lubricants had a distinctive brand personality that helped create a set of unique and favorable associations in consumer memory and thus build and enhanced brand equity. The study recommends that for companies to improve brand personality of lubricants, there is need to improve brand name, logo and packaging. This contributes to brand recognition and visual awareness.

CHAPTER ONE: INTRODUCTION

1.0 Background of the study

In recent years, there has been increased interest in the brand personality construct as its strategic importance has become more apparent. Marketers attempt to differentiate and build preference for their brands not only on the basis of how consumers perceive them functionally but also on the basis of these brand personality perceptions (Aaker et al, 2001; Keller 1993). It is believed that consumers prefer those brands which, in addition to satisfying their functional needs and wants, also symbolize those personality aspects that they find most congruent with their own actual or desired (aspired to) personality associations (Belk 1988). The perceived personality of a brand can be shaped by marketers via "transferring cultural meaning" into it in various ways, such as by associating the brand in communications with an endorser or place that already possesses the personality or meaning considered strategically desirable for that brand (McCracken, 2004).

In assessing the strategic desirability of creating or reinforcing a particular kind of brand personality association for a specific brand, marketers need to study both (1) the existing brand personality that consumers associate with the focal brand and its competition, and (2) the extent to which a target consumer segment desires that particular kind of brand personality association, for that brand. The first of these analyses allows the marketer to assess how "differentiating" that particular kind of brand association will be; the second, how "relevant" and "value-creating" it will be. Both such "differentiation" and "relevance" are necessary for such a brand personality association to create consumer value (Batra and Homer 2004).

Organizations must realize that their services and products, regardless of how good they are, simply do not sell themselves, (Kotler and Keller, 2005). Liberalization and globalization brought a variety of products in the market. Consumers have thus become exposed to many products of all qualities, makes and origin. They therefore seek the best available products to satisfy their specific needs, (Milberg et al, 1997). With many substitutes, firms must differentiate their products in the eyes of the consumers. This state of events has lead many organizations to rethink about the concept of branding. Marketers today need to work harder to make their brands successfully in the market place, (Aaker, 1996).

Branding helps firms to compete using many properties of a product. In essence, products mean much more than a tangible thing from the buyers' point of view. A product is generally a promise of cluster of value expectations of which its non-tangible parts are as integral as its tangible parts, (Kotler and Keller, 2005). Both tangible and non-tangible parts must therefore meet customer expectations. Companies must therefore develop style and structure, which recognizes the fact that their most valuable and important assets are their brands which, must be managed properly from all facets, (Kotler and Keller, 2005).

Phau and Lau (2000) defines a brand as a name, term, sign, symbol or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors, (Keller, 2003). A brand does not have an expiry date. A brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the buyers. The best brands convey a warranty of quality, (Kotler, 2005). Branding has moved firms from production and selling concepts to marketing concept which necessitate that companies be better than competitors in creating, delivering and communicating customer value to its chosen target markets, (Aaker, 1996).

1.1.1 The Concept of Brand Personality

Aaker (1997) defines brand personality as "a set of human characteristics associated to a brand." Brand personality mainly comes from three sources: the first one is the association consumers have with a brand, secondly, the image a company tries hard to create, for example using an advertising spokesperson to create a corporate image, and the third is about the product attributes, for example product categories and distribution channels. Personality is a useful variable in the consumer's choices of brands. The brands selected by consumers are usually in compliance with their own personalities. Hence, brand personality offers the functions of self-symbolization and self-expression (Keller, 2003). Bhattacharya and Sen (2003) indicates that brand personality contains demographic features, such as gender, age and social class, and they may be directly influenced by the image of the brand users, personnel and product spokespersons, and indirectly affected by product attributes as well. For instance, Marlboro is a cigarette brand more likely to be smoked by males because "macho cowboys" are the brand image built up by Marlboro, Mercedes cars tend to be driven by those in higher social classes because Mercedes shows an image of high quality and high efficiency. Kotler and Keller (2005) note that consumers usually select brands having self-concept congruence. However, sometimes, consumers will select a brand according to their ideal self-concept or the social self-concept. Thus, brand personality may have the function of demonstrating and expressing one's own personality at the same time.

Karande et al. (1997) believed that product designers and marketing personnel may benefit from the features of brand personality, because they may develop their marketing plans according to the features. In addition, with brand personality, a product can be differentiated from other brands. Furthermore, brand affection can also be developed by brand personality, which can in turn reinforce consumer's brand personality.

Mooradian and Swan (2006) pointed out that brands have their own personalities, so users may choose the products matching their preferences and personalities according to perceived product images. A successful brand knows how to build its distinct brand personality, which facilitate customers to perceive its unique brand personality, then developing a strong binding relationship with the brand (Doyle, 1990). According to have a clear differentiation in conveying brand personality. The personality shall be consistently and persistently cultivated over the long run. When trying to change the way a brand image is conveyed, the original brand personality and value should first be strengthened in order to reduce to the minimum customer's feelings of chaos and inconsistency.

Aaker (1997) used personality psychology to develop a "brand personality scale," identified the five dimensions: sincerity, excitement, competence, sophistication and ruggedness of brand personality, and induce 15 facets and 42 traits. Aaker et al. (2001) also conducted a brand personality study in Japan in 2007, for which they slightly modified the brand personality scale released in 2001 exclusive for Japan, by taking different local and culture backgrounds into account, and established a new brand personality scale befitting the Japan market (Sternberg, 2000).

Distinct brand personality plays a key role in the success of a brand. It leads customers to perceive the brand personality and develop a strong connection to the brand (Doyle, 1990). A brand personality should be shaped to be long-lasting and consistent. Besides, it should also be different from other brands and meet consumer's demands (Kumar et al., 2006). Hence, the consumers of those toys and video games are like the brand spokespersons and become the basis for suppliers to build brand personality. With the specific brand personality, consumers of varying personality traits will be attracted and their brand preference will then be further developed. In addition, a company can

maintain a good relationship with customers through its brand personality (Aaker and Biel, 1993).

1.1.2 Matatu Industry in Kenya

Public transport in Kenya and especially in urban areas is dominated by Matatu vehicles. The term Matatu is derived from a local Kikuyu vernacular, term mang'otore Matatu which means "thirty cents" which was then the standard charge for every trip made. In the early 1960s, the total number of Matatus operating in the country was less than 400 and did so in the form of taxis. In 1973, President Jomo Kenyatta, responding to lobbying from Matatu operators declared that Matatus were a legal mode of transport and could carry fare paying passengers without obtaining special licenses to do so but had to comply with existing insurance and traffic regulations.

The origins of Matatu industry can be traced from the type of transport system that operated in towns in the early 1960s. Initially, the Kenya Bus Service existed since 1934 as the sole legal provider of public transport services. It was jointly owned by the United Transport Overseas Ltd (75%) and the Nairobi City Council (25% of the shares). It operated in major towns such as Nairobi, Mombasa, Kisumu, Nakuru and Eldoret. It was, however, not able to cope with the increase in demand for its services.

By 1990, of the 333,300 vehicles registered in the country, 17,600 were Matatus (Bhushan, 1993 cited in Muyia, 1995). By 2003, the number of Matatus operating in both urban and rural areas were estimated at 40,000 (Asingo, 2004). They comprised Nissans, mini-buses and pick- ups. They provided employment to nearly 160,000 persons and generated vast revenue for the Government in the form of charges for licenses, duty, VAT and other taxes. In addition, the industry plays a leading part in transportation of both persons and goods in both rural and urban areas.

1.2 Statement of the Problem

Branding serves many functions. Beyond identifying a product, branding can create perceptions of quality, reliability, and value in a product, as well as loyalty, confidence, and self-expression to the consumer (Aaker, 1996). It is particularly important for symbolic products, such as wine, and is used by consumers to imbue themselves with the brand's personality and create associations with the product's perceived user group (Belk, 1998). A general framework of brand personality developed by Jennifer Aaker (1997) posits five primary dimensions – sincerity, excitement, competence, sophistication, and ruggedness – which subsumes 42 individual traits, clustered around 15 facets. While there is partial overlap between the brand personality dimensions and the "Big Five" dimensions of human personality, the presence of two dimensions (sophistication and ruggedness) that exist only in the domain of brands suggests that consumers may prefer brands that do not necessarily match their own, but represent ideals with which they desire association (Aaker, 1997).

Brand personality is considered to be an important factor for the success of a brand in terms of preference and choice (Batra and Homer, 2004; Biel, 1993). Indeed, a well-established brand personality can result in consumers having stronger emotional ties to the brand and greater trust and loyalty (Johnson et al., 2000), thus providing an enduring basis for differentiation (Kim et al, 2001) which is difficult to copy (Aaker, 1996). From a managerial perspective, brand personality enables firms to communicate with their customers about the brand more effectively and plays a major role in advertising and promotional efforts (Lomax and McWilliam, 2001). As such, marketing practitioners have become increasingly aware of the importance of building "a clear and distinctive brand personality" (Yaverbaum, 2001).

Surprisingly, despite the importance to practitioners of creating meaningful and distinctive brand personalities (Bull and Oxley, 1996; Court et al., 1997), there is a relative paucity of empirical research to guide them in managing their development. This is particularly notable as brands must maintain consistent, desirable, and enduring personalities to ensure their long-term success (Lannon, 1993). A major reason for the lack of research was the absence, until recently, of a comprehensive and psychometrically sound brand personality measure. In this context, previous studies tended to rely on either ad hoc scales or measures of human personality (Matzler et al, 2006). Following Aaker's (1997) seminal work, however, in which a five-dimension, 42-trait scale of brand personality was developed and validated, a stream of empirical research has started to emerge (Bauer et al., 2000; Kim et al., 2001; Wysong et al., 2002). None of these studies, however, has sought to examine whether (and how) brand personality affects lubricants.

Locally, only one study has been done on brand personality. Wanjau (2001) did an empirical investigation of the extent of usage of brand personality in brand positioning in the lubricants market and found that advertising was considered as the most important factor in the brand positioning. Other related studies include Mbiuki (2007) who conducted a study on the effects of perceived quality on brand choice the case of lubricants for passenger cars in Westlands and found that the brands that were perceived to be of high quality performed better than the rest. On the other hand, Kinoko (2008) who conducted a study on competitive strategies adopted by primary lubricant marketers in Kenya and found that among the most widely used strategy was the application of brand equity. Further, studies focusing on the Matatu and Matatu industry include Mwaura (2002) who did a survey on perceived service quality whose focus was on Matatu industry. Muchilwa (2004) did a study on Matatu operators responses to changing government regulation in Kenya which was a case of Matatu owners in Nairobi, while

Mumenya (2005) carried out a survey on perception by stakeholders of the new traffic regulations in Kenya; A case of Matatu operators and commuters in Nairobi.

To the best knowledge of the researcher, no study had been done on the effectiveness of brand personality on choice of lubricants in the Matatu industry with a specific reference on Nairobi-Nyeri Route in Kenya. A knowledge gap therefore existed and it is this gap that the researcher sought to fill through this study.

1.3 Objectives of the Study

The main objective of this study was to investigate the extent to which brand personality was used in the positioning of lubricants in the Matatu industry with a specific reference to Nairobi-Nyeri Route.

The specific objectives of this study were:

i. To determine how brand personality in lubricant is created in the Nairobi-Nyeri Route in Kenya.

ii. To determine the effect of brand personality on lubricants in the Nairobi-Nyeri Route in Kenya.

1.4 Importance of the Study

While this study may be of value to any person interested in branding, it is anticipated that its findings will specifically benefit the following groups of people.

Matatu sector will be in a position to utilize the research findings and recommendations from the study to nurture and develop high equity for the brands.

Academicians- the study is expected to contribute to the existing literature in the field of marketing, specifically in brand equity. Future scholars can use this research as a basis for further research in the area of brand equity.

Consumers of petroleum sector products – The study will enlighten consumers and general public and therefore lead to quality in delivery of petroleum sector services to the benefit of clients and the general public.

Definition of Terms

Matatu   *This means the small buses and pickups that operate as passenger vehicles in Kenya.*

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter discusses the past study on brand personality. The specific areas covered here are brand personality; brand personality as a measure of core brand valuations, measuring brand personality, effects of brand personality of lubricants, consumer trust, consumer commitment, brand familiarity and brand image.

2.2 Brand Personality

Brand personality is defined as "the set of human characteristics associated with a brand" (Aaker, 1997). A distinctive brand personality can help create a set of unique and favorable associations in consumer memory and thus build and enhance brand equity (Keller, 2003; Johnson et al., 2000; Phau and Lau, 2000).

Extant brand personality research is currently silent on the above questions. Moreover, answers cannot be found by reviewing the findings of the brand extension literature. Despite the impressive number of investigations in this area (Ahluwalia and Gürhan-Canli, 2000; Barone et al., 2000; Bottomley and Holden, 2001), brand personality has not been studied as a dependent variable in brand extension studies. Instead, the focus has been on consumer evaluations of the extension itself (Kotler and Keller, 2005), attitudes towards the core (that is, parent) brand (Keller, 1993; Swaminathan et al., 2001), and economic outcomes such as market share (Reddy et al., 1994), profit maximization and cannibalization effects (Reddy et al., 1994; Lomax and McWilliam, 2001).

The literature does, however, raise the idea that brand personality may be affected by brand extensions. Keller's (2003) seminal work identifies those associations that consumers have with a brand which go to make up brand knowledge and, subsequently,

brand equity. Of particular interest to this research are associations from product attributes (for example, Fairy is associated with gentleness) and non-product attributes. In this context, while a substantial body of research has shown that product-related associations are indeed affected by brand extensions (John et al., 1998), there is no empirical research into how non-product related associations (such as a brand's personality) are affected by brand extension activity.

Branding is the process of creating a brand image that engages the hearts and minds of customers and is what separates similar products from each other (Duncan, 2005). Brands have been the focus of attention in the marketing literature. Studies have focused on brands as a source of sustained competitive advantage, brand identity; brands as an image in the minds of consumers, brands as value systems, brands as added value (Keller, 2003; Wood, 2000). Positioning a brand through an image-building campaign has been a cornerstone of brand marketing practice.

Since, the concept of brand personality emerged over three decades ago, there has been a burgeoning interest in the subject among marketing academics and practitioners (Freling and Forbes, 2005). Consumers have no difficulty consistently assigning human personality traits to brands, and therefore the idea that brand personality contributes in a meaningful way to the consumer brand relationship is central to developing a sound brand strategy (Hayes et al., 2006). The perception inside the consumer's mind feeds back to brand management, so that it is important for a firm to deploy its brand strategically (Wong and Merrilees, 2005).

According to Hogan (1991), the term "personality" has had two completely different meanings throughout psychology's history as a discipline. The first connotation concerns an individual's internal processes and propensities and helps to explain why they act in a

particular way; in this sense, personality is internal and must be inferred. In simple terms, this view of personality corresponds to a simple, "what I say about myself". The second meaning concerns one's social reputation or the manner in which a person is perceived by others, such as family, friends, co-workers and the public. In this sense, personality is public and verifiable; it is concerned with the amount of esteem, regard, and status accorded a person by outsiders.

The notion of brand personality results from the transfer of the personality concept from individual psychology to the marketing context. The assumption thereby is that brands, like individuals, can develop personalities that are indeed similar in their characteristics to human personalities (Aaker, 1997). In this paper, we concentrate on how a brand personality is communicated by means of a web site. In the literature, brand personality is often discussed with clear reference to products, corporate brands, or even countries but not how this is communicated online. Research in this area is important because for many SMEs, the internet has become one of the most important tools in their marketing communication toolbox. In contextualizing this study and taking into consideration Aaker's (1997) definition, brand personality is viewed as the "the set of human characteristics associated with a particular brand and how these are communicated."

2.3 Brand Personality as a Measure of Core Brand Evaluations

Brand personality supports the identification of the consumer with his/her brand and thus increases the personal meaning of a brand for an individual. The reason why consumers perceive brands as having personalities is part of a wider process of building or re-affirming their own self-concept (Aaker, 1997). Self-concept is defined as "the totality of the individual's thoughts and feelings having reference to himself as an object" (Kotler and Keller, 2005) and research has suggested that individuals tend to relate brands to self-

concepts. Individuals will accept brands with images similar to their perceived self-concept and reject brands with images dissimilar to their self-concept. Brands, therefore, have a personality that users value beyond functional utility and consumers will use brands as symbolic devices to explain and express their own particular personality. Porsche, for example, has a personality that is sophisticated and exciting, Nike has a rugged personality, while IBM's personality is one of competence (Keller, 2003).

Brand personality is an essential component of brand image that helps create brand equity (Batra et al., 1993; Biel, 1993). Van and Alba (2000) suggested that brand image consisted of three essential features: physical attributes (such as, color, components); functional characteristics (such as, cleans the engines/systems more effectively); and characterization (energy saving, wear and tear).

This latter characterization process was termed brand personality. It is well known that the introduction of brand extensions can have positive or negative effects on a core brand's image and subsequent equity (Swaminathan et al., 2001). Given that brand personality constitutes an essential part of brand image, extending the brand may well impact on the brand's personality dimensions.

A word of caution is warranted at this stage: unlike previous measures of core brand evaluation which enable the detection of "positive" (that is, core brand enhancement) and "negative" (core brand dilution) extension effects (Ahluwalia and Gürhan-Canli, 2000), a monotonic interpretation of brand personality dimensions is neither possible nor appropriate. For instance, an increase in "ruggedness" following the introduction of an extension could be positive or negative, depending on the salience of ruggedness as a dimension in defining the (original) personality of the particular brand in question. As Keller (2003) points out, many brands will not wish to be strong on some dimensions as

they conflict with other dimensions. For example, ESPN has a rugged personality (reflecting its sports focus) but is weak on the sophistication dimension (in line with its mass market focus).

This highlights an important issue when considering factors affecting a brand's personality: it is not sensible to consider all increases (decreases) on personality dimension scores as strengthening (weakening) the lubricant brand. This is because brand personality is a profile multidimensional construct (Duncan, 2005), in that its dimensions cannot be combined algebraically. Its conceptual nature is similar to human personality, for which "it is theoretically meaningless to algebraically aggregate introversion and conscientiousness to represent how strong the personality of a person is. Thus, the "ideal" personality of a brand will depend on the brand's market and its positioning within that market: for example, Advil (pharmaceutical drug) will presumably be unconcerned by being viewed as unexciting, K-Mart will be unsurprised by its lack of sophistication, and Oil of Olay and Revlon will be most pleased that they are not viewed as rugged (Keller, 2003).

In light of the above, when examining the impact of extensions on brand personality, changes in the latter must be interpreted as a modification of the original brand configuration (or profile) along the five brand personality dimensions. Post-extension evaluative statements regarding an "enhanced" or "diluted" brand personality can only be made under specific assumptions as to the desirability of the original (i.e. pre-extension) positions on each of the five brand personality dimensions. As the latter are clearly brand-specific, it follows that the interpretation of any changes in brand personality configurations as "positive" or "negative" must also be brand-specific.

2.4 Measuring Brand Personality

Several measures of personality of brand elements can be employed (Sunde and Brodie, 2005). Choosing the appropriate measure depends on the relative importance of brand awareness for consumer behaviour in the category and the resulting role it plays to the success of the marketing program for the brand. For example, if research reveals that many consumer decisions are made at the point-of-purchase where the brand name, logo, packaging, and so on will be physically present and visible, then brand recognition and visual awareness measures will be important. If research reveals that consumer decisions are mostly made in other settings away from the point-of-purchase where the brand elements are not physically present, on the other hand, then brand recall and verbal measures will be more important.

The appropriate measurement of existing brand personality imagery has been studied for over twenty years (Plummer 1984. Researchers have quite naturally sought to develop a valid and reliable measurement (survey) instrument of brand personality that is generalizable enough to be usable across various product categories and consumer segments, drawing on the extensive literature on human personality (Beldona and Wysong, 2007), but going beyond it where necessary (Batra, Lehmann and Singh 1993). The measurement instrument used most often recently is the one developed by Aaker (1997). In her extensive development of this instrument, she sought to develop scales "generalizable across product categories" (Aaker 1997); by having 631 respondents rate each of 37 brands on 114 personality traits - with these brands being carefully selected to represent a broad array of product/service categories, a few brands per category. She factor analyzed the between-brand variance after averaging the scores of each brand on each personality trait across multiple respondents. In other words, the data matrix she factor-analyzed was based on pooled data from 37 brands across multiple product

categories. Using this aggregated category/brand matrix, she found five factors, labeled Sincerity (sample item: honest), Excitement (daring), Competence (reliable), Sophistication (upper-class), and Ruggedness (tough).

It is widely acknowledged that "most of the research papers on brand personality are now based on Aaker's scale" (Azoulay and Kapferer 2003), though her scale is not without its critics. It has been criticized on conceptual grounds, with some critics questioning whether the aspects being measured truly represent "personality" (Azoulay and Kapferer 2003; Caprara, Barbaranelli and Guido 2001). Empirically, some others have complained that it does not replicate well in other countries and consumer samples, especially when it is used to gauge within-category brand personality differences (Siguaw and Mattila Austin, 2003). Importantly for present purposes, it has also been pointed out that some brand personality scale items (those of Aaker 1997, but also others) appear, depending on the category, to pick up functional product category characteristics rather than brand personality ones. Thus in one study the brands rated highest on "energetic" were energizer drinks, while the item "sensuous" was most associated with ice cream brands. Given the well-known phenomenon of "concept × scale interaction" in the literature on measurement by scales such as semantic differentials, it is not surprising that certain brand personality measurement items (in Aaker's scales, or others) might mean different things in different product categories (Caprara, Barbaranelli, and Guido 2001).

There is, however, another intriguing and important possible substantive explanation for these "category interaction" results: that entire product categories such as alcoholic beverages (or sub-categories such as beer or wine), not simply brands within them, also are perceived to possess a "personality." This explanation may in fact complement the measurement explanation provided above. Levy (1986) wrote "a primary source of meaning is the product (category) itself," pointing out that within the beverage category

liqueurs connote discrimination, while wine symbolizes snobbism, beer sociability and democracy, soup tradition, and juices virtue. Consistent with his ideas, Domzal and Kernan (1992) found that ads for most beers typically highlighted friendship and social consumption, while liquor ads stressed solitude, relaxation, extroverted festivity, as well as status communication. Levy (1981, p. 55) highlighted how user stereotypes - a common source of brand personality (Keller 1993) - differ for specific food categories: chunky peanut butter for boys, but smooth peanut butter for girls; lamb chops and salads for women, steaks for men. Other researchers such as Lautman (1991) have also noted that consumers appear to have a "schema" for different categories, clusters of inter-connected emotions, facts and perceptions stored in memory as a unit. Durgee and Stuart (1987) found that consumers associate "fun" with the entire ice-cream category. Batra and Homer (2004) report finding potato chips rated more "fun" than expensive cookies, which were rated as more "sophisticated and classy."

2.5 Effects of Brand Personality of Lubricants

2.5.1 Consumer Trust

The concept of brand personality offers a major managerial advantage in that it can impact the relation that a consumer has with a brand (Gouteron, 2008) and explain that consumer's behaviour (Azoulay and Kapferer, 2003). Thus that concept clearly offers a new prospect for brand management and performance in the field of relational marketing.

Trust is a key concept in the field of relational marketing as without trust there is no stable and lasting relationship (Gurviez and Korchia, 2002). Nonetheless, the nature of trust is debated in the literature. It can be seen as a belief, a will or a presumption. Gurviez and Korchia (2002) thus indicate that the authors mobilise cognitive, affective or

conative dimensions to define trust in the brand. There is also the issue of the number of dimensions to be used: is it a uni-dimensional or multidimensional construct?

In this research, the definition of trust proposed by Gurviez and Korchia (2002) will be used as it considers trust, as do most marketing studies, as a multidimensional construct and more specifically, three-dimensional: "trust in the brand, from the consumer's point of view, is a psychological variable that reflects a set of aggregated presumptions relating to the credibility, integrity and benevolence that the consumer ascribes to the brand". According to this definition, the brand will be credible if it can meet the performance expected by the consumer. The brand will be of integrity if it keeps its promises regarding the terms of the exchange and if its discourse, in a broad meaning, is perceived as being honest. Lastly, the brand will be benevolent if it is lastingly perceived as taking into account consumer's interests. Gurviez and Korchia (2002) indicate that it is the combination of those three dimensions that determines consumer's level of trust.

2.5.2 Consumer Commitment

In the field of marketing, the concept of commitment has been considered in many areas, including consumer behaviour (Bodet, 2005), which resulted in many definitions, yet none so far has been commonly accepted. According to Morgan and Hunt (1994), there is relational commitment when an exchange partner believes that a current relationship with another is important enough to deserve as much effort as possible to maintain it. Thus, the committed party believes that it is worthwhile to work on the relationship to ensure it goes on forever. Bozzo et al. (2003) indicate that the committed consumer will be prepared to make short-term sacrifices to protect the durability of his long-term consumption.

In order to complete the previous studies relating to the link between brand personality and commitment, this research distinguished two types of commitment: affective commitment and continuance commitment, also called cognitive or calculated commitment (Keller, 2003). The normative commitment, derived from organisational psychology research, is indeed less relevant when studying the existing relationship between a brand and a consumer (Fullerton, 2005).

Affective commitment is based on shared values, identification and attachment (Bansal et al., 2004). Intuitively, affective commitment will be the core of the relationship between a consumer and a brand as consumers relate with, and are involved in, most of the brands they consume on a regular basis (Fournier, 1998). Affective commitment explains the process whereby a consumer is loyal. He has a favourable attitude to and is a frequent buyer of the brand (Fullerton, 2005).

Continuance commitment originates in the lack of alternate options offered to the consumer and in the costs of changing. When consumers are committed in a calculated manner, they are linked to their partner because it is difficult for them to exit the relation or because they see few alternate options outside the existing relation. The potential loss of something that is valuable to the consumer is a key feature of continuance commitment (Fullerton, 2003, 2005). Lastly, Darpy and Volle (2007) stress that if the cognitive dimension (continuance commitment) is linked to opportunistic behaviour and to search for more valuable options, affective commitment translates a real identification between the partners and attachment comparable to friendly relationships.

Recently, several authors highlighted the significant positive influence of brand personality, in terms of overall personality or at the more specific level of personality traits, on brand commitment, without differentiating affective commitment from continuance commitment. Ben Sliman et al. (2005) showed that the Reassuring brand

personality trait has a significant positive influence on commitment. Ambroise et al. (2005), in terms of overall personality, indicated that it has an influence on commitment even if it is not true for all product categories and if the sign of the relation depends on consumers' level of involvement in the category of products.

2.5.3 Brand Familiarity

Brand personality assessments are expected to be affected by consumers' brand knowledge and familiarity (Alba and Hutchinson, 1987). In this context, it has been noted that "the degree to which consumers believe that a brand possesses personality traits relevant to its performance appears to be related to how well they 'know' the brand" (Hayes et al., 2001). Accordingly, and consistent with prior extension research (Klink and Smith, 2001), we incorporate brand familiarity as a control variable in our study.

Many studies have tried to distinguish between past purchasing behavior and brand loyalty and it has been suggested that brand loyalty includes some degree of commitment toward the quality of a brand, that is a function of both positive attitudes and repetitive purchases and yet is a separate construct from either attitudes or habit. Further, studies have tried to operationalize brand loyalty by measuring the factors that underlie disloyalty, as suggested by Jacoby and Chestnut (1978). Accordingly, phenomena such as price loyalty, variety seeking and multibrand loyalty, which have been noted by both practitioners and academics, have been included as negative indicators of brand loyalty.

Brands vary in the amount of power and value they have in the marketplace. At one extreme are brands that are not known by most users. At the other extreme, there are brands for which buyers have a fairly high degree of brand awareness. (Aaker, 1991, p. 61) defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category". According to Keller (2003),

brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages. Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable, and unique brand associations in memory.

Brand awareness is related to the strength of the brand in memory, as reflected by consumers' ability to identify various brand elements (i.e., the brand name, logo, symbol, character, packaging, and slogan) under different conditions. Brand awareness relates to the likelihood that a brand will come to mind and the ease with which it does so given different type of cues.

By applying these direct and indirect measures of brand recognition, marketers can determine which brand elements exist in memory and, to some extent, the strength of their association. One advantage to brand recognition measures versus recall measures is that they can be used in any modality. For example, because brand recognition is often visual in nature, visual recognition measures can be used. It may be difficult for consumers to describe a logo or symbol in a recall task either verbally or pictorially but much easier for them to assess the same elements visually in a recognition task. Nevertheless, brand recognition measures only really provide an approximation as to potential recallability. To determine whether the brand elements will actually be recalled under various circumstances, measures of brand recall are necessary.

Besides being judged as correctly recalled, brand recall can be further distinguished according to order, as well as latency or speed of recall. In many cases, people will recognize brand when it is shown to them and will recall it if they are given a sufficient number of cues.

Thus, potential recallability is high. The bigger issue is the salience of the brand -- do consumers think of the brand under the right circumstances, e.g., when they could be either buying or using the product? How quickly do they think of the brand? Is it automatically or easily recalled? Is it the first brand recalled?

2.5.4 Brand Image

Building a global brand is the aspiration of all automotive companies. To help understand the many facets of a brand we turn to the concept of brand personality. Briefly, the theory is that brands are inanimate objects, yet consumers often view brands as having human characteristics, in essence, creating a brand personality (Aaker, 1996, Aaker, 1997, Batra et al., 1993, Biel, 1993). Much like human personality, brand personality can be thought of as a relatively enduring predisposition about a product's image or trait characteristics. Aaker's (1997) seminal work and extensive brand personality research led to the development of a valid and reliable construct of brand personality on a number of dimensions. The dimensions of brand personality are based on 42 items and consist of the five dimensions: sincerity, excitement, competence, sophistication and ruggedness. In this research we use the concept of brand personality, and its five related dimensions, to capture the effects of country of the brand (COB) and country of manufacturing (COM) on the perceived similarities and differences of developed country consumers' perceptions. We chose brand personality for three reasons: First, the multidimensional nature of brand personality allows us to capture different facets of a brand. Second, brand personality is a valid and reliable measurement construct across respondent samples and product categories and widely accepted as an important brand-related construct in consumer marketing research. Third, brand personality is an important component of a brand and essential for effective brand management (Aaker, 1996) and both practitioners (Biel, 1992) and researchers emphasize the importance of brand personality.

Brand awareness is an important first step in building brand equity, but usually not sufficient. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play. One vitally important aspect of the brand is its image, as reflected by the associations that consumers hold toward the brand. Brand associations come in many different forms and can be classified along many different dimensions. Consistent with the laddering concept described above, it is useful to make a distinction between more "lower-level" considerations related to consumer perceptions of specific attributes and benefits versus more "higher-level" considerations related to consumer responses and their judgments and feelings toward the brand. There is an obvious relationship between the two levels as consumers' responses typically are a result of perceptions of specific attributes and benefits about the brand.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is defined as an operational framework within which the facts are placed so that their meaning may be seen more clearly. This chapter will present the methodology that was used to carry out the study. The chapter considered in details the methods used to collect any primary data or secondary data required in the study. It also discussed the research design, population size and sample used.

Once data had been collected the chapter discussed how this data was analyzed giving details of any models or programs to be used in analysis with reasons as to why these particular models or programs were used.

3.2 Research Design

A research design is defined as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to purpose with the economy in procedure. The research design that this study used was a descriptive survey design. A descriptive study is concerned with determining the frequency with which something occurs or the relationship between variables. This design is where background, development, current conditions and environmental interactions of one or more individuals, groups, communities, businesses or institutions is observed, recorded and analyzed for stages of patterns in relation to internal and external influences. This design was considered appropriate since only matatu sector were used for the study on creation and application of brand personality in lubricants. It was also appropriate because an in-depth and comprehensive inquiry was conducted.

3.3 Population

The target population of this study was all the drivers of matatus in Nairobi-Nyeri Route. The study choose the drivers as the focus of the study since it's them that were involved in each and every step of the matatu servicing involving lubricants; hence they were conversant with all the lubricants and procedures employed. This comprised of 721 drivers of the four major route SACCOs that include 2NK, 4N.T, Nyeri-Shuttle, Prestige Shuttle.

Table 3.1: Target Population

Route SACCOs	Population Frequency	Percentage (%)
2NK	298	41.3
4N.T	204	28.3
Nyeri-Shuttle	138	19.1
Prestige Shuttle	81	11.2
Total	721	100.0

Stratified random sampling was used to select the sample size. A random sample is the one where each and every driver has the chance of being chosen. The study used simple random sampling as it was appropriate since the population of study was homogenous and they were assumed to have equal knowledge on the subject under study. Statistically, in order for generalization to take place, a sample of at least 30 must exist (Cooper and Schindler, 2003). Moreover, larger sample minimize errors. Kotler (2001) argues that if well chosen, samples of about 10% of a population can often give good reliability. From the possible 721 target population a sample of 10% was chosen using stratified random

sampling. This ensured that every driver had an equal chance of being selected. This generated a sample of 72 drivers for the purpose of the study.

Table 3.2: Sample of the Study

Route SACCOs	Population Frequency	Sample ratio	Sample
2NK	298	0.1	30
4N.T	204	0.1	20
Nyeri-Shuttle	138	0.1	14
Prestige Shuttle	81	0.1	8
Total	**721**	**0.1**	**72**

3.4 Data Collection

Both primary and secondary data were used for the study. Primary data is facts, assumptions or premises obtained directly from the field. Secondary data is applied to facts, assumptions and premises contained in the documentary sources.

Primary data was collected using semi-structured questionnaires to the drivers, while secondary data was in form of literature review. The questionnaire was designed to address the research questions. The questionnaire was divided into two sections; A & B. Section A addressed the general information about the respondents and the industry. Section B addressed the main issues in order to seek responses to the research questions.

The researcher personally administered the research questionnaires to the drivers and the questionnaires were then collected after two weeks. An introductory letter accompanied the questionnaires so as to give authenticity to the research and explain the purpose of the

survey. After the period of returning the questionnaires elapsed, the researcher followed up by reminding the non-respondents about the importance of their input in the survey.

3.5 Data Analysis

Data analysis is the whole process, which starts immediately after data collection and ends with the interpretation and processing of results. Before processing the responses, the completed questionnaires were edited for completeness and consistency. The data was entered and coded into the Statistical Package for Social Sciences (SPSS) version 12. Mugenda and Mugenda (1999), explains that SPSS is a comprehensive, integrated collection of computer programme for managing, analyzing and displaying data. Data was then analyzed using descriptive statistics such as percentages, averages and mean scores. The findings were presented using tables, pie charts, and bar graphs for easier interpretation. Content analysis was used to data that was qualitative in nature or aspect of the data collected from the open ended questions.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.0 Introduction

This chapter presents analysis and findings of the study as set out in the research methodology. The data was gathered exclusively from questionnaire as the research instrument. The questionnaire was designed in line with the objectives of the study. To enhance quality of data obtained, Likert type questions were included whereby respondents indicated the extent to which the variables were practiced in a five point Likerts scale. The data has been presented in form of quantitative, qualitative followed by discussions of the data results.

4.1 Respondents' demographic characteristics.

4.1.1 Response Rate

The study targeted 72 respondents in collecting data. Results in table 4.1 below, show that 60 out of 72 target respondents, filled in and returned the questionnaire contributing to a 83% response rate. This response rate was good and representative and conforms to Mugenda and Mugenda (1999) stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. This commendable response rate was made a reality after the researcher engaged research assistants to administer the questionnaires. This survey can therefore be said to be successful.

Table 4.3: Response Rate

Response Rate	Frequency	Percentage
Responded	35	83
Not responded	8	17
Total	43	100

Source: Survey Data, (2010)

4.1.2 Matatu Cartel/ SACCO

The study went further to establish the Matatu Cartel or SACCO's which the respondents operated from. Results presented in figure 4.1 below shows that majority of the respondents worked in 2NK SACCO comprising 40 percent while 30 percent worked in 4NT SACCO. 20 percent worked with Nyeri Shuttle Cartel while 10 percent worked with Prestige shuttle.

Figure 4.1 Matatu Cartel/ SACCO
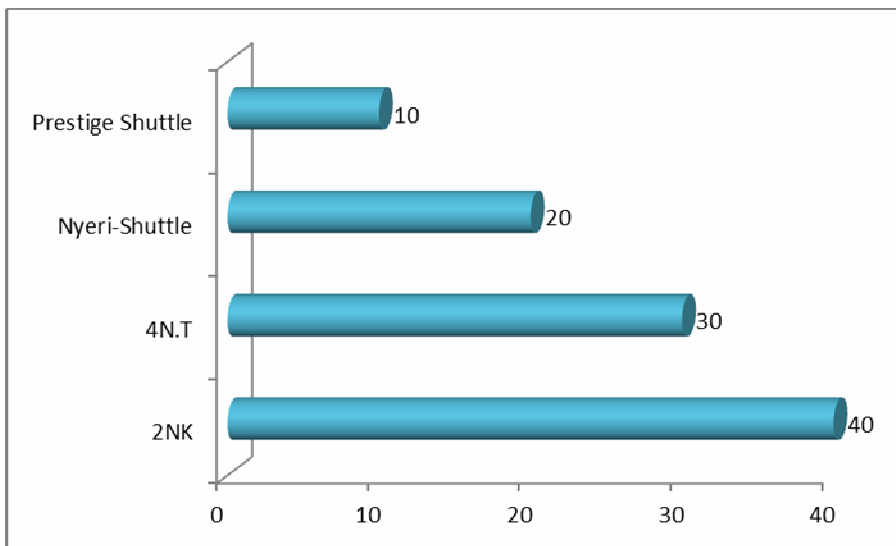
Source: Survey Data, (2010)

4.1 3 Age bracket

The study further established the age bracket of the respondents. The study revealed that a majority of the respondednts were between ages 31 to 40 comprising 50 percent followed by 23 percent who were between ages 21 to 30 years. 17percent were between ages 41 to 50 years while 7 percent were below 20 years.

Table 4.2 Age bracket

	Frequency	Percent
Below 20 years	4	7
21-30 years	14	23
31-40 years	30	50
41-50 years	10	17
Over 50 years	2	3
Total	60	100

Source: Survey Data, (2010)

4.1.4 Highest formal education

Further, the study inquired on the highest formal education of the respondents. Data revealed in figure 4.2 shows that most of the respondents had Certificate and diploma level of education comprising 48 percent while 44 percent had secondary school level of education. 6 percent had university degrees while only 2 percent had primary level of education

Figure 4.2 Highest formal education
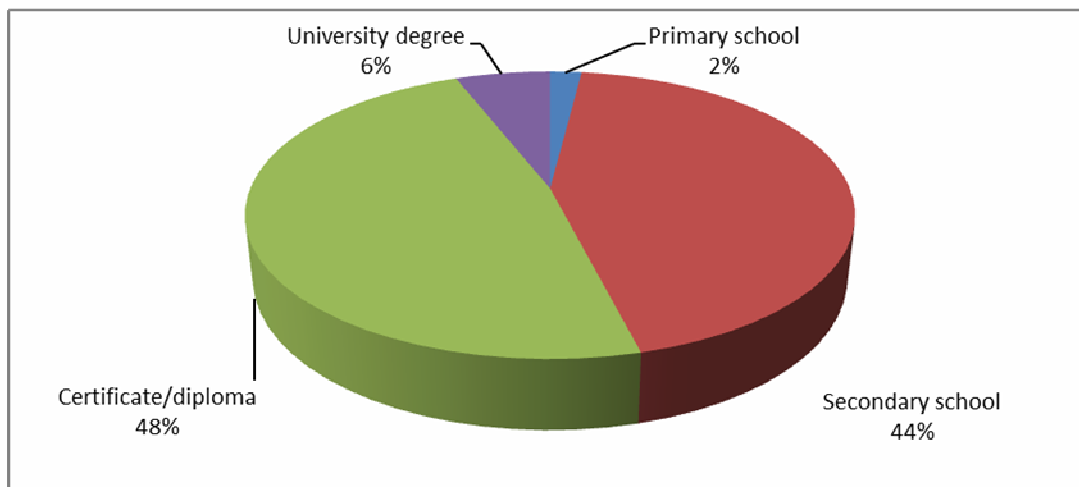
Source: Survey Data, (2010)

4.1.5 Major routes the matatus operated in.

The study inquired on the various routes that the matatu's operated in. The respondent's cited Nyeri-Nairobi, Nyeri-Nakuru, Nakuru- Nyeri routes and Nairobi- Thika routes.

4.2 Brand Personality

The study went further to inquire whether the respondents had a procedure of measuring or evaluating the impact of brand personality of lubricant brands for the vehicles. Data revealed in table 4.4 showed that a majority of the respondents did not have a procedure of measuring or evaluating the impact of brand personality of lubricant brands.

Table 4.3 Presence of procedure of measuring or evaluating the impact of brand personality of lubricant brands

	Frequency	Percentage
Yes	15	25
No	45	75
Total	60	100

Source: Survey Data, (2010)

Further, the study inquired the extent of agreement on how various factors affected the effectiveness of brand personality for matatu lubricants. Data was analyzed using a scale of 1 to 5 where 1 is to a least extent and 5 is to a greatest extent. The results were presented in means and standard deviation. Results depicted in table 4.4 shows that most respondents cited that consumer commitment affected the effectiveness of brand personality for matatu lubricants to the greatest extent as was shown by a high mean of 4.8 followed by brand image shown by a mean of 4.6 and brand familiarity shown by a mean of 4.5. The least cited factor that affected the effectiveness of brand personality for matatu lubricants was consumer trust shown by a lower mean of 4.23.

Table 4.4 Extent of agreement on how various factors affected the effectiveness of brand personality for matatu lubricants

Factor	Greatest extent	Great extent	Moderate extent	Less extent	Least extent	Mean	Std dev
Consumer trust	31%	50%	5%	4%	3%	4.233	.7738
Consumer commitment	44%	28%	7%	7%	14%	4.800	.5508
Brand familiarity	67%	10%	7%	10%	6%	4.500	1.106
Brand image	63%	20%	10%	4%	3%	4.666	.6064

4.2.2 Extent various factors are important in brand personality of lubricants.

This section aimed at establishing the extent various factors were considered important in brand personality of lubricants. Data was analyzed using a scale of 1 to 5 where 1 is to a least extent and 5 is to a greatest extent. The results were presented in means and standard deviation. Results presented in table 4.5 shows that most respondents cited hygiene, efficiency, price and brand name, packaging and logo as the major factors that were important in brand personality of lubricants as was shown by high means of 4.9, 4.8 and 4.6 respectively. The least important factor was mechanical durability shown by a low mean of 3.8.

Table 4.5 Extent various factors are important in brand personality of lubricants.

Factor	Least extent	Less extent	Moderate extent	Great extent	Greatest extent	Mean	Std dev
Quality	3%	7%	3%	17%	70%	4.560	.8172
Price	3%	3%	7%	3%	84%	4.866	.5074
Efficiency	3%	3%	3%	13%	76%	4.866	.3457
Hygiene (cleanliness)	3%	3%	3%	7%	82%	4.993	.2537
Mechanical durability		7%	10%	33%	27%	3.800	.9247
Brand name, packaging and logo	3%	3%	3%	17%	73%	4.666	.7587

4.2.3 Extent various aspects of brand personality affect creation of brand personality of lubricants for Matatus operating along Nairobi-Nyeri.

In this section, the study aimed at establishing the extent various aspects of brand personality affect creation of brand personality of lubricants for Matatus operating along Nairobi-Nyeri route. Data was analyzed using a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent. The results were presented in means and standard deviation. Results presented in table 4.6 shows that most respondents agreed to a great extent that wear and tear was the major aspect considered that affected creation of brand personality of lubricants shown by a low mean of 1.11, followed by energy saving shown by a mean of 1.5 and functional characteristics (such as, cleanliness, efficiency) shown by a low mean of 1.6, brand knowledge shown by a mean of 1.9. The least cited aspect was market share of the brand shown by high mean of 3.29.

Table 4.6 Extent various aspects of brand personality affect creation of brand personality of lubricants for Matatus operating along Nairobi-Nyeri.

Factor	Mean	Std dev
Functional characteristics (such as, cleanliness, efficiency)	1.6136	.7866
Energy saving	1.5682	.3463
Wear and tear	1.1136	.5467
Type of the lubricant brand (by producer company)	2.0682	.5865
.Market share of the brand	3.2955	.9776
Brand extensions	2.1136	.6543
Brand knowledge	1.9545	.4344
Advertising of the lubricant brand	2.0000	.9898
Physical attributes (such as color, components of the lubricant brand	2.454	.3454

4.2 4 Extent various factors were considered when buying lubricants

The study went further to establish the extent into which the respondents considered various factors when buying lubricants se a scale of 1 to 5 where 1 is to a least extent and 5 is to a greatest extent. Results from the study showed that most respondents considered that the lubricant helped in engine performance, the lubricant helped increase life of the car, consistency in quality, the engine received protection against engine deposits and that the engine received protection against heat stress as the major factors considered when buying lubricants shown by high means of 4.8, 4.7 and 4.6 respectively. The least cited factors considered when buying lubricants were that due to reduced fuel consumed fewer harmful exhaust emissions were produced and that the engine received protection against starting friction shown by a low mean of 2.8 and 3.0 respectively.

Table 4.7 Extent various factors were considered when buying lubricants

Factor	Least extent	Less extent	Moderate extent	Great extent	Greatest extent	Mean	Std dev
Due to reduced fuel consumed fewer harmful exhaust emissions are produced	15%	4%	31%	31%	4%	2.846	1.046
The engine will receive protection against starting friction	3%	7%	75%	13%	3%	3.000	.2537
A good grade of oil help reduce fuel consumption	9%	3%	39%	10%	39%	3.739	.8172
The engine will receive protection against wear	5%	14%	20%	7%	54%	4.000	1.186
The engine will receive protection against heat stress	10%	4%	7%	25%	54%	4.0357	1.400
The engine will receive protection against engine deposits	3%	4%	3%	19%	71%	4.714	.4600
Consistency in quality	4%	4%	7%	10%	75%	4.7786	.6118
The lubricant help increase life of the car	5%	5%	3%	30%	57%	4.846	.5074
The lubricant helps in engine performance	10%	5%	5%	14%	67%	4.866	.3457

4.2.5 Rating of various brand personality factors as far as choice of lubricant is concerned

The study in this section aimed at establishing the rating of various brand personality factors as far as choice of lubricant was concerned. Data in this section was analyzed using a likert scale of 1 to 5 where 1 is to a least extent and 5 is to a great extent. Results revealed from the study showed that the major brand personality factors as far as choice of lubricant that were considered included number of years the brand had been in the market (mean of 4.9), proper packaging of the grade of oils (mean of 4.8), education by the sellers about the right lubricants (mean of 4.86), professional training of staff involved in selling of lubricants(mean of 4.80) and experience of the staff involved in the selling of lubricants 4.6. The least cited brand personality factors considered as far as choice of lubricant was concerned were color of the lubricant packaging and symbol of the brand shown by low means of 3.8 and 4.0.

Table 4.8 Rating of various brand personality factors as far as choice of lubricant is concerned

Factor	Least extent	Less extent	Moderate extent	Great extent	Greatest extent	Mean	Std dev
Symbol of the brand		7%	10%	33%	27%	3.800	.9247
Color of the lubricant packaging	3%	7%	3%	27%	60%	4.060	.8172
Rate of advertising of the lubricants	3%	7%	7%	13%	70%	4.633	.6149
The good name of the lubricants company	7%	3%	7%	13%	70%	4.633	.6149
Experience of the staff involved in the selling	3%	3%	3%	17%	73%	4.666	.7587

of lubricants						
Professional training of staff involved in selling of lubricants	3%	3%	3%	20%	79%	4.801	.4068
Education by the sellers about the right lubricants	3%	3%	7%	3%	84%	4.866	.5074
Proper packaging of the grade of oils	3%	3%	3%	13%	76%	4.866	.3457
Number of years the brand has been in the market	3%	3%	3%	7%	82%	4.993	.2537

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECCOMENDATION

5.1 Summary

The study revealed that a majority of the respondents worked in 2NK SACCO comprising 40 percent while 30 percent worked in 4NT SACCO. 20 percent worked with Nyeri Shuttle Cartel while 10 percent worked with Prestige shuttle. In addition, majority of the respondednts between ages 31 to 40 comprised 50 percent followed by 23 percent who were between ages 21 to 30 years. 17percent were between ages 41 to 50 years.

On the highest formal education of the respondents, most of the respondents had Certificate and diploma level of education comprising 48 percent while 44 percent had secondary school level of education. The study also found that the various routes that the matatu's operated in were Nyeri-Nairobi, Nyeri-Nakuru, Nakuru- Nyeri routes and Nairobi- Thika routes. On the issue of whether the respondents had a procedure of measuring or evaluating the impact of brand personality of lubricant brands for the vehicles, the study revealed that a majority of the respondents did not have a procedure of measuring or evaluating the impact of brand personality of lubricant brands.

The study found that consumer commitment affected the effectiveness of brand personality for matatu lubricants to the greatest extent followed by brand image. The least cited factor that affected the effectiveness of brand personality for matatu lubricants was consumer trust. On the various factors that were important in brand personality of lubricants, most respondents cited hygiene, efficiency, price and brand name, packaging and logo as the major factors that were important in brand personality. The least important factor was mechanical durability. On the extent various aspects of brand personality affect creation of brand personality, most respondents agreed to a great extent

that wear and tear was the major aspect considered that affected creation of brand personality of lubricants   , followed by energy saving and functional characteristics (such as, cleanliness, efficiency) and brand knowledge. The least cited aspect was market share of the brand.

The study established that the various factors considered when buying lubricants were that the lubricant helped in engine performance, the lubricant helped increase life of the car, consistency in quality, the engine received protection against engine deposits and that the engine received protection against heat stress as the major factors considered when buying lubricants.

The least cited factors considered when buying lubricants were that due to reduced fuel consumed fewer harmful exhaust emissions were produced and that the engine received protection against starting friction.

On the issue of the major brand personality factors considered as far as choice of lubricant was concerned, the study revealed that the number of years the brand had been in the market, proper packaging of the grade of oils, education by the sellers about the right lubricants , professional training of staff involved in selling of lubricant and experience of the staff involved in the selling of lubricants were the major brand personality factors considered as far as choice of lubricant is concerned. The least cited brand personality factors were color of the lubricant packaging and symbol of the brand.

5.2 Conclusion

The study concludes that there was brand personality in lubricants in the Nairobi-Nyeri Route in Kenya. Majority of the consumers were attracted by various factors such as hygiene, efficiency, price and brand name and packaging and logo of the lubricants.

The study further concludes that brand personality had an effect on lubricants in the Nairobi-Nyeri Route in Kenya. Most lubricants had a distinctive brand personality that helped create a set of unique and favorable associations in consumer memory and thus build and enhanced brand equity.

5.3 Recommendation

The study recommends that for companies to improve brand personality of lubricants,there is need to improve brand name, logo and packaging. This contributes to brand recognition and visual awareness.

5.4 Area of further study

This study was focused on the effectiveness of brand personality on the choice of lubricants by Matatu drivers. More research needs to be carried out on other products and services and in other different institutions. This can generalize findings and hence pave way for new policies.

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APPENDICES

Appendix I: Introduction Letter to the Respondents

University of Nairobi

 School of Business

P.O BOX 30197-00100

Nairobi.

September, 2010

Dear Respondent,

RE: COLLECTION OF SURVEY DATA

I am a masters' program student at the University of Nairobi, School of Business.

In order to fulfill the master's program requirements, I am undertaking a research project on "**THE EFFECTIVENESS OF BRAND PERSONALITY ON THE CHOICE OF LUBRICANTS BY MATATU DRIVERS: A CASE OF NAIROBI-NYERI ROUTE IN KENYA"**.

You have been selected to form part of this study. Therefore, I kindly request you to assist me to collect data by filling out the accompanying questionnaire

The information provided will be used exclusively for academic purposes and will be held in strict confidence. Thank you.

Yours faithfully,

Richard Mathenge _____

Student

Dr. Mutugu _____

Supervisor

Appendix II: Research Questionnaire

Instruction: Kindly answer al the questions by ticking or filling in the spaces provided.

SECTION A: GENERAL INFORMATION

1. Matatu Cartel/SACCO..

2. Kindly tick on the range in which your age falls

   Below 20 years   [1]

   21-30 years   [2]

   31-40 years   [3]

   41-50 years   [4]

   Over 50 years   [5]

3. To date what has been your highest formal qualification?

   Primary school   [1]

   Secondary school   [2]

   Certificate/diploma   [3]

   University degree   [4]

   Other (specify......................) [5]

4. Which major routes does this matatus operate in?

…………………………………………………………………………………………………
…………………………………………………………………………………………………
…….

SECTION B: BRAND PERSONALITY

1. Do you have a procedure of measuring or evaluating the impact of brand personality of lubricant brands for your vehicle?

        Yes   [ ]   No   [ ]

2. To what extent do the following factors affect the effectiveness of brand personality for matatu lubricants? Use a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent

Factor	1	2	3	4	5
Consumer trust					
Consumer commitment					
Brand familiarity					
Brand image					
Other (specify………………………………………………..)					

3. To what extent do you consider the following factors as being important about brand personality of lubricants? Use a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent

Factor	1	2	3	4	5
Quality					
Price					
Efficiency					
Hygiene (cleanliness)					
Mechanical durability					
Brand name, packaging and logo					

4. To what extent do the following aspects of brand personality affect creation of brand personality of lubricants for Matatus operating along Nairobi-Nyeri Route? Use a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent

Factor	1	2	3	4	5
Functional characteristics (such as, cleanliness, efficiency)					
Energy saving					
Wear and tear					
Type of the lubricant brand (by producer company)					
Market share of the brand					
Brand extensions					
Brand knowledge					
Advertising of the lubricant brand					
Physical attributes (such as color, components of the lubricant brand					

5. To what extent do you use the following factors when buying lubricants? Use a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent

Factor	1	2	3	4	5
A good grade of oil help reduce fuel consumption					
The lubricant help increase life of the car					
The lubricant helps in engine performance					
The engine will receive protection against starting friction					
The engine will receive protection against wear					
The engine will receive protection against heat stress					
The engine will receive protection against engine deposits					

Due to reduced fuel consumed fewer harmful exhaust emissions are produced					
Consistency in quality					

6. How do you rate the following brand personality factors as far as choice of lubricant is concerned? Use a scale of 1 to 5 where 1 is to a great extent and 5 is to a least extent

Factor	1	2	3	4	5
Rate of advertising of the lubricants					
Education by the sellers about the right lubricants					
Proper packaging of the grade of oils					
Color of the lubricant packaging					
Symbol of the brand					
Experience of the staff involved in the selling of lubricants					
Professional training of staff involved in selling of lubricants					
Number of years the brand has been in the market					
The good name of the lubricants company					

THANK YOU FOR PARTICIPATION AND COPERATION!!!