FACTORS INFLUENCING THE CHOICE OF TELEVISION AS A MEDIUM OF ADVERTISING BY FAST MOVING CONSUMER GOODS (FMCGs) MANUFACTURERS IN NAIROBI, 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 college or university.

Signed ………………………………… **Date** ……………………..

MWANGI K. JUSTUS **REG NO: D61/P/8817/2004**

SUPERVISOR'S DECLARATION

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

Supervisor Signed ………………………..Date………………………….

MRS MARY KINOTI

DEDICATION

I wish to dedicate this research project to my mum, Eunice for showing me the value of education, my wife, Faith and sons Baraka Mwangi and Jabali Irumiah for their support, encouragement and prayers. I also dedicate this project to my university classmates and colleagues for comradeship and assistance.

May God bless them all.

ACKNOWLEDGEMENT

This research project has been challenging and inspiring. However it has come to fruitful conclusion by not only my efforts but of others as well.

I first of all thank our good Lord for enabling me complete this project. I would also like to acknowledge my immediate family, friends and colleagues for the effort.

My special thanks to my supervisor, Mrs Mary Kinoti without whose guidance and advice this work would not have been completed. I thank her most sincerely for her efforts, time, guidance and kindness from the time this project was conceptualized and having seen it concluded successfully.

May God bless you all.

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ABSTRACT

In today's complex environment, the key to successfully building a brand is to understand the relationship between consumers and that brand, regardless of the viewpoints of advertisers or advertising agencies. The objective of this study was to determine the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi.

This study was a descriptive research design meant to investigate the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. The study targeted 50 marketing and advertising managers of 50 FMCG manufacturing companies which were selected using stratified sampling method due to time and financial constraints. The study used primary data. The data was collected through the use of a structured questionnaire which were dropped and picked later at the selected employee's work stations. Data analysis was done by the use of relevant statistical package for social science which is the process of bringing order, structuring and interpreting the mass of collected data. The data was analyzed using descriptive statistics—percentages and frequencies, bar charts and pie charts where necessary. Factor analysis was used in classifying the large number of dimensions of factors to identify the underlying constructs affecting choice of television as a medium of advertising by the FMCG manufacturers in Nairobi and environs.

The study concludes that there were various factors that influenced the choice of television as a medium of advertising by FMCG manufacturers in Nairobi and its environs. These included having products geared to the consumer market, originality of brands, products with unique attributes, product characteristics, cost of TV adverts and having products backed by adequate advertising budgets. The study highly recommends that for Fast Moving Consumer Goods (FMCG) companies to prosper they need to embrace innovativeness and the use of aggressive advertising including use television as a key medium. This can lead to increased brand awareness as well as enhanced purchase intention.

CHAPTER ONE: INTRODUCTION

1.1 Background

The benefits a firm receives from advertising have not been meaningfully quantified for many years (Broadbent, 1993; Flandin et al. 1992; Stewart, 1992). Indeed some have suggested that such efforts have been little more than tools of rationalization and legitimation of the wishes of the powerful or politically influential executives in a particular firm (Aaker and Carman, 1982; Bell, 1988; Piercy, 1987).

In marketing, recognition of the difficulty in quantifying benefits has led some to separate the objectives of advertising from the setting of the dollar value of the advertising budget - that is to accept the fact that advertising should be evaluated in terms of its contribution to the communication objectives of the firm, and to understand the limitation on evaluating advertising primarily on the basis of its bottom-line contribution (Colley, 1961).

The problems attendant on the budgeting of advertising have been of interest to marketers, economists and marketing academics for many years (Aaker and Carman, 1982; Taplin, 1959). Hung and West (1990) indicate that well over 2,000 studies on the subject have been published since 1960. A major thrust of this research has been with respect to the methods that firms use or should use to establish the dollar value of the advertising budgets.

While the content of the advertising is usually more important to the success of the firm than the total dollars spent (Gillen, 1995), the dollars spent and, therefore, the method used for determining the advertising budget are clearly important for many kinds of service enterprise. The authors suggest that a non simplistic use of the percentage of sales method in conjunction with utilization of benchmarking is a reasonable method for service firms in many situations. This method attempts to minimize the impact of the political "realities" and can be readily adapted to competitive actions, communication objectives (and task) approach to advertising budgeting.

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1.1.1 The Concept of Advertising

Advertising is the art of arresting the human intelligence just long enough to get money from it. (Ben Bagdikian, 2000). Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries (Rorty James 1976).

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "brand image" (Rorty, James 1934). For these purposes, advertisements sometimes embed their persuasive message with factual information. There are many media used to deliver these messages, including traditional media such as television, radio, cinema, magazines, newspapers, video games, the carrier bags, billboards, mail or post and Internet marketing. Today, new media such as digital signage is growing as a major new mass media. Advertising is often placed by an advertising agency on behalf of a company or other organization (Kilbourne, Jean 2000).

Advertising is pervasive (Drake, 1988, p. 21), intrusive (Blakeney and Barnes, 1982, p. 35) and, at times, pernicious and the purveyors of the art have been known to be mischievous in their attempts to reach and persuade their target markets (Mittal, 1994). It is estimated that worldwide expenditure on advertising has been "growing faster than the world gross product" (Mooij and Keegan, cited in Agrawal, 1995), and Boddewyn (1992, p. 22), for one states that, on a global scale, developed and developing societies are bombarded by "several hundred millions of different advertisements" which are published and broadcast each year.

Advertising has been used by many creative directors since the 1800s, as a tool to persuade the consumer and also help the consumer perceive images quickly. One of the earlier definitions of advertising is brought to us by Wenzel (1990, p. 555) who expressed advertising as an "approach

to systematize". Indeed, Barthes (1998) believes it is merely "a clever arrangement of signs" (Barthes, 1998, p. 21).

Greenwald and Levett (1984, p. 581), on the other hand, suggest that creative directors use advertising as a motivational tool, because " consumers are under no compulsion to start reading the headline, finish reading the headline, or continue on to read the rest of the advertisement." McQuarrie and Mick (2003) continue with this suggestion by stating that due to the swerve from "the usual", readers of an advertisement, collaborates with the creative director to "find" the hidden meanings. The distinctive feature of advertising; is that they rely on visuals to supply information about the product in a highly symbolic form (Scott, 1994).

Creative directors use a whole host of rhetorical figures in alcohol advertisements even though they are burdened with the restrictions of the Advertising Standards Authority (available at: www.asa.org.uk/asa/codes, accessed 6 April 2006). Post-modern advertisements, therefore, use images that need to be cognitively processed using complex verbal and pictorial schemata. Indeed advertisements which are multifarious are enjoyed more, as the reader becomes highly motivated to "understand" the messages contained within it (DeRosia and Batra, 2002). Therefore, complex advertisements, such as those presented by Absolut Vodka, produce greater pleasure and may produce a more favourable attitude towards the advertisement (Toncar and Munch, 2003; Tom and Eves, 1999; McQuarrie and Mick, 1999).

Over the years, greater efforts have contributed to research associated with the success of different forms of advertising as a tool (Ahluwalia and Burnkrant, 2004; Phillips and McQuarrie, 2003; McQuarrie and Mick, 1993; Scott, 1994). Gibbs et al. (1994) states that often the primary focus, when studying rhetorical advertising figures, deals with individual elements, rather than the collective whole. An additional view, by Morgan and Reichert (1999) is that some elements are simple or complex or as they refer to the phenomena; concrete or abstract. Concrete metaphors are useful for audiences as they can rely on their five senses to literally transfer meaning from one object to another.

Solomon (2002) refers to them as "Sensory Stimuli Receptors" and defines the senses as sight, sound, smells, taste and textures. However, abstract metaphors refer to something which is intangible and deals with visceral experiences, such as deep feelings of joy, anger, love and superiority (Morgan and Reichert, 1999). Whilst there clearly is a need to break rhetoric down into manageable elements, McQuarrie and Mick (1996) suggest attempts to systemize rhetorical figures are hindered by the taxonomic categories being too vague or too coarse grained, the categories are not linked to consumer responses, or the focus is on outcome rather than persuasion (McQuarrie and Mick, 1996, p. 425).

Horsky and Simon (1983) examined the effects of advertising on the sales growth of new products. It was assumed that producer originated advertising served to inform innovators of the existence and value of the new product while word-of-mouth communication by a previous adopter affected imitators. It was shown that advertising accelerated the diffusion process of the new product. And it was demonstrated that the optimal advertising was to advertise heavily when the product was introduced and to reduce the level of advertising as sales increased and the product moved through its life cycle.

1.1.2 Media Industry in Kenya

The media in Kenya is a diverse and vibrant growing industry which faces an uncertain future, partly due to inadequate investment, weak regulation and government interference. Due to liberalization, the media industry has witnessed tremendous growth in Kenya. The phenomenal growth of private media, led by the explosion of radio and television stations in the region over the past 15 years since liberalization of the sector began, has established the dominant position of private media players in the region. Many privately owned publishing and broadcasting companies have been established.

Kenyans, if compared to people in other developing countries, now enjoy a vibrant media industry, offering opportunities for entrepreneurs, both local and foreign. Kenyans now have access to over 6 TV channels (some which incorporate international satellite channels), keeping

them in touch with world developments as they happen. Today, about 80 FM radio stations command the airwaves.

Anyone visiting Kenya or researching the industry will notice the dominant and established mainstream media. These are: The Nation Media Group Ltd who have several newspapers, a TV channel and two Radio stations. NMG has also expanded into Uganda and Tanzania with both print and electronic. The Standard Group which publishes the East African Standard and own Kenya Television Network (KTN) and Radio Maisha, Royal Media Services Ltd has several radio stations, a TV station and a newspaper, The Leader and Kenya Broadcasting corporation that is a major player in television and several radio stations.

Kenya Media Diaries provides a comprehensive statistical analysis of both radio and TV in the country. The report gives a station-by-station analysis of the various radio and TV stations and their reach in the country, based on primary data gathered through a representative national sample. The data is based on the respondents' previous seven days of listening and viewing.

1.1.3 TV Stations in Kenya

There are six major TV stations in Kenya currently: KBC (Kenya Broadcasting Corporation formerly VOK), KTN (Kenya Television Network), NTV (formerly Nation TV Channel 42 in Nairobi), Family TV, Citizen TV (Royal Media) and Sayare TV. The Kenya Broadcasting Corporation (KBC) was founded in 1928, during British colonialism. Until the 1990s it was the only Kenyan TV station. After Kenya's independence, the station was renamed "Voice of Kenya" and it became the official mouthpiece of the Kenyan government. KBC also has a separate entertainment TV channel, KBC Metro.

Kenya Television Network (KTN) is the second main TV station. In 1990 it was the first TV station in Kenya to break the KBC's monopoly. In the first period, KTN's speciality was 'activism journalism'. It developed its own aggressive and sophisticated news style.Since then it however turned more to business reporting. The success of KTN has been an inspiration to other

African journalists. It had a huge impact on Kenyan culture and many sectors and business profited from this, such as the theatre, music and fashion industry.

NTV is owned by the Nation Media Group Ltd, Kenya's largest media corporation which also owns the newspaper Daily Nation and two radio stations- Easy FM and QFM. Cross-ownership of the media in Kenya has raised questions about the independence of the Kenyan media. The station was officially launched by then Kenyan Vice President George Saitoti in a colourful ceremony at the Safari Park Hotel in Nairobi. The station's reach is an average of 100 kilometers from each of the towns of Nairobi, Mombasa, Kisumu, Eldoret, Nyeri, Nyanyuki and Meru. It has quickly won importance. Several NTV journalists have received the CNN Journalist Award of the Year.

Family TV, together with Family FM radio station, is owned by TBN Family Media. TBN stands for Trinity Broadcasting Network. This is a Christian organisation which, in its own words, "seeks to provide an alternative form of TV and radio entertainment that is uplifting, informative, positive and life-transforming". It broadcasts current affairs programs, movies, shows and documentaries, with a religious angle.

Sayare (short for 'Sauti Ya Rehema') has both a TV and a radio channel. It is a Christian broadcasting organisation which airs mostly Christian and gospel programmes, foreign and locally produced, both in English and Swahili. It has 5 transmitter stations in Nairobi, Timboroa, Nyanundu, Mombasa and Eldoret.

Citizen TV is owned by Royal Media Services Ltd, a multimedia house which also owns 8 radio stations, most of them broadcasting in local vernacular languages but together covering the bulk of Kenya. Citizen TV began broadcasting in 1998. It broadcasts both current affairs programs and entertainment.

Of all TV stations in Kenya, only the Kenya Broadcasting Corporation is government-owned. The other TV stations in Kenya are privately owned.

1.1.4 Fast Moving Consumer Goods Manufacturers

Fast Moving Consumer Goods (FMCG) companies manufacture products that are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large (Aydın Çelen et al (2005). Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries, paper products and plastic goods (Janet Coulthart 2006). FMCG may also include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately.

FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management.

 These days the utility of FMCG products has widened in a large manner as they have become part and parcel of our daily lives (Janet Coulthart 2006). FMCG products have become an integral requirement of our daily lives and therefore FMCG manufacturers are required to work extensively in terms of active distribution services. Wholesalers and other distributors play a major role in terms of delivering the product in the most versatile manner. This refers to the delivery of product at the right time and in the right place, that too in the most rapid fashion possible. The other important aspect that needs to be taken care of is the product quality which should not be hampered in the entire process of distribution. That means from the point of manufacturing till the point of usage the product needs to be served through a well managed distribution service (http://www.articlebliss.com/Art/300842/53/Advanced-Opportunities-for-Fmcg-Manufacturers.html)

1.2 Statement of the problem

In today's complex environment, the key to successfully building a brand is to understand the relationship between consumers and that brand, regardless of the viewpoints of advertisers or advertising agencies. In recent years, much literature postulates that young audiences are sophisticated, cynical yet inconsistent in their use of mass media. It has been claimed that most young adults in the 1990s preferred visual imagery to the written word (Postman, 1986). As Postman (1986, p. 74) commented "seeing, not reading, became the basis for believing" since television, billboards and posters focus on the image as the main form of information. Stewart and Ward (1994, p. 355) recommended that media research pursue "a better understanding of how and when people use and interact with various media", not a better understanding of the medium itself. "Research should address what consumers do with advertising instead of what advertising do to consumers" said Bauer (1964) and echoed by more recent studies like Hirschman and Thompson (1997) and O'Donohoe (1994)Collett (1994), based on the observation of people's television viewing habits, indicated that while overall attention to television commercials seemed to be quite low, people tended to watch either all of the advertisements or none. Companies are therefore borne in dilemma of which media to use in order to reach many of their potential customers through advertising. They must make their products well known to their customers, induce trial and purchase, enhance repeat purchases and grow market share. Television advertising is one medium in Kenya that marketers are turning to in order meet the above objectives. This study seeks to unravel the factors that influence the choice of Television as a medium of advertising in Kenya by FMCG manufacturers in Nairobi.

Locally, many researchers have studied the various aspects of advertising e.g. Odhiambo (1984) studied advertising timing strategy: the practice in Kenya, Petronilla Akinyi Oduor (1989) researched on the relationship between advertising expenditure and sales volume for selected Kenyan products, Mwangi (1991) studied the practice of evaluating advertising effectiveness in Kenya, Munir Sheikh Ahmed (1992) researched on consumer attitudes toward advertising: an empirical study of the middle class in Nairobi, Wanjoga (2002) studied consumer attitudes towards online advertising; the case of internet users in Nairobi while Makau Joseph (2008)

investigated the effectiveness of advertising on brand preferences the case of coca cola brands. None of these researchers have focused on the choice of Television as a medium of advertising. Owing to the limited research on choice of television as a means of advertising in Kenya's context, this study therefore is a survey on factors influencing the choice of television as a means of advertising by FMCG manufacturers in Nairobi. The researcher wished to help bring to fore factors influencing choice of TV as a medium of advertising and the challenges faced vis a vis other media. The study aimed to answer the question: What are the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi?

1.3 Objectives of the study

The objective of this study was to determine the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi.

1.4 Importance of the study

The study is invaluable to the following:

To corporate managers of advertising firms: The study will increase managers' of media houses understanding and appreciation of the advertising strategies that relate to the industry. The study is invaluable to the television companies' management in that it will provide an insight into the various approaches effective advertising guided by the customers' attitudes towards various adverts. Managers will also be made aware of the challenges that have been experienced by advertisers in trying to access TV.

FMCG manufacturers in Nairobi: The study will also assist FMCG manufacturers in Nairobi make appropriate decisions on the medium to employ in order to successfully promote their brands.

To regulators and policy makers: The study will provide insights on the strategies that can enhance the sectors growth, and hence guide in regulation and policy formulation. This will

therefore help policy makers of the media sector such as Communications Commission of Kenya and Ministry of Information and Communication among others with the development and review of existing policies for television companies.

To researchers and academicians: The study will avail material for reference by future researchers and academicians on the topic of television as a medium of advertising. In addition the study will also highlight other topics for future research like the relations between advertising strategies and TV industry competition.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter summarizes the information from other researchers who have carried out their research in the same study of advertising. The specific areas covered here are concept of advertisement, advertising theories, advertising effects, factors that lead to successful advertising, consumer attitudes towards television advertising and finally television advertising likeability.

2.2 Concept of Advertising

Good Advertising Concepts can mean the difference between an effective advertising campaign and a waste of money (Yahklef, 1999). Advertising is tricky business. A company purchasing loads of ad time or print space never insures that their sales will increase. A well-designed ad that targets the right market, on the other hand, will almost certainly raise revenues (Stern and Schroeder, 1994)

Marketing research often treats visual issues solely as an information-processing variable, even though, as one consumer theorist points out, It is chiefly the visual aspect of the advertisement that conjoins the world and object between which a transfer of meaning is sought" (McCracken, 1988, p. 79). Furthermore, advertising research generally focuses on the internal content of advertisement, looking at the design of the ad, what it claims, and how it links the product to consumer benefits. These are important issues, to be sure, but advertising also acts as a representational system that produces meaning outside the realm of the advertised product (e.g. Ritson and Elliot, 1999; Stern and Schroeder, 1994; Yahklef, 1999).

Marketing research has turned to the concept of representation for insight into diverse market-related phenomena, including advertising imagery (Pearce, 1999), war propaganda posters (Hupfer, 1997), research methods (Stern, 1998), information technology (Schroeder and Borgerson, 2002a), and photography (Schroeder, 1998). As representation refers to meaning

production through language systems (cf. Stern, 1998), how that language is used is central to creating that meaning. Using representation as an analytic tool, recent studies have emphasized how cultural practice, such as laws, rituals, norms, art and advertising, all contribute to meaning production within marketing (e.g. Firat and Shultz, 1997; Hirschman, 1986; Messaris, 1997; Schroeder, 2002; Scott, 1994). Conventional views of representation hold that things, such as objects, persons or consumers, exist in the material and natural world, and that their material characteristics define them in perfectly clear terms; representation, according to this view, is of secondary importance in meaning making.

Advertising, a pervasive representational form, both reflects and creates social values. As philosopher Richard Lippke writes, "The ways in which individuals habitually perceive and conceive their lives and the social world, the alternatives they see as open to them, and the standards they use to judge themselves and others are shaped by advertising, perhaps without their ever being consciously aware of it" (Lippke, 1995, p. 108). Visual perception of "lives and the social world" is intensified and magnified by information technologies of photography – which includes still photography, video, film and digital imaging, and representation today depends on photographic imagery to accomplish its many tasks (e.g. Solomon-Godeau, 1991). Sociologists Goldman and Papson point out the close interconnected relationship between advertising and photography.

The power of advertising lies in its ability to photographically frame and redefine our meaning and our experiences and then turn them into meanings that are consonant with corporate interests. This power to recontextualize and reframe photographic images has put advertising at the center of contemporary redefinitions of individuality, freedom, and democracy in relation to corporate symbols (Goldman and Papson, 1996, p. 216).

Advertising employs photography – as information technology – to produce meaning within a circuit of production and consumption (Schroeder, 2002). The photographic representations, harnessed by advertising, ripple through the culture circulating information about the social world. As Cadava (1999) expresses it, even the world itself has taken on a "photographic face".

The ethical, aesthetic and political interconnections of photographic representations constitute an important realm for societal marketing.

Having debunked misconceptions, the authors then present their positive theory. They describe how advertising influences sales (Ritson and Elliot, 1999) and builds brands (Stern and Schroeder, 1994). Over the short term, the impact of advertising on sales depends more on the creative idea than on any other factors.

2.3 Advertising Theories

An examination of the advertising literature indicates that the study has been built on a foundation of communications and psychological literature, particularly research on attitude change. Earlier studies concentrated on identifying the stages that a customer passes through before making a purchase decision, and these led to the hierarchy of effects proposition, noted above, which consists of three main stages, cognitive, affective and conative (e.g. Strong, 1925; Colley, 1961; Lavidge and Steiner, 1961). These proposals did not extensively change until the work of Petty and Cacioppo (1980), who identified a relationship between involvement and cognitive processing. This theory was developed into the elaboration likelihood model (ELM), which proposes that a highly involved consumer, who has the ability and motivation to process information, will undertake extensive cognitive processing, or elaboration. This is referred to as the "central route," where persuasiveness can be achieved by presenting a strong and logical argument. If these antecedents are not present, the individual proceeds down the "peripheral route," where little effort is taken to analyse the arguments and cues such as celebrity, music, visual imagery, etc. are more effective.

The ELM was further developed to create a managerial framework in the form of the FCB grid (Vaughn, 1986; Ratchford, 1987). The grid classifies products in terms of high/low involvement and think/feel influences, to create four types of goods/services, each having a different hierarchy of effects and a different advertising approach. For example, it proposes that a high involvement "feel" product, such as perfume, is bought by progressing through the stages of

affect, cognition and conation and that emphasis should be placed on the executional elements of the advertisement in order to create impact.

2.4 Television Advertising Effects

Image advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers so that they may be predisposed to making a purchase from a manufacturer when they are in the market for the type of products or services sold. This brief overview of advertising literature reveals that cognition, affect and experience are all key intermediate advertising effects. The importance of each effect varies, depending on a number of factors, the most influential being the level of involvement and the impact of emotion on the decision-making process (Vakratsas and Ambler, 1999). This understanding is not just based on conceptual input but on operationalisation and extensive testing in the market place. Tools such as tracking studies and econometric analysis are extensively used by advertising agencies, academics and clients to establish the impact of advertising strategies (Joyce, 1991). Such a strong foundation has enabled more specific studies to be undertaken, such as attitude to the advert (Brown and Stayman, 1992) and the debate on the importance of repetition and salience (e.g. Jones, 1991).

A campaign survey that was conducted in 1996 revealed that 72 per cent of agency staff considered that most advertising does not work (Hall, 1996). The extreme pessimists were the planners, of whom only 17 per cent agreed with the statement that "most advertising works". This was mainly due to the communication problem between clients and agencies, who do not discuss exactly what they expect a campaign to achieve (Hall, 1996). It is generally agreed that advertising effectiveness is difficult to measure, but it is also important to check whether the advertising money is well spent. The effectiveness of advertising can be judged by whether the campaign increases the number of consumers who would consider the product or service, and whether the campaign improves the value of the product or service in the collective mind of consumers (Neal and Bathe, 1997). Advertisements usually reach their peak effectiveness immediately at the start of the campaign and then tend to wear out relatively rapidly, perhaps in

six to twelve weeks. After the wearout, it is time to launch a brand new advertising campaign (Businessline, 2004).

Although theoretical insights have been developing and methodological improvements have been made, predicting the effectiveness of individual advertising messages can only be done within a wide range of uncertainty (Poiesz and Robben, 1994). In the 1960s, most advertising agencies used sales and distribution data or buying and usage surveys, and relied less on attitude and image studies to measure advertising effectiveness. In the 1970s, agencies moved towards communications research as a specialty and concentrated on advertising. In the 1980s, advertising agencies used a wide variety of consumer exploratory research techniques to develop advertising ideas and assist creative people and clients alike in understanding the relationship between the brand, the message, and the consumer (Restall, 1986).

Some scholars have commented that advertisers have fallen into the communications trap by measuring the "communications effects" of the advertising campaigns according to the "hierarchy of effects" attitudinal change models. Marketers should focus on outcomes, not outputs, and the true value of advertising itself is in marketing results (Schultz, 1997). However, most studies have focused more on communication effects and approached the task from the consumer's perspective, such as by using brand recall (Higie and Sewall, 1991).

2.5 Factors that Lead to Successful Television Advertising

Television is probably the best medium for image advertising. The visual action and audio allow viewers to feel involved with television. The per person cost to reach viewers through television, which is typically national in its reach, is very expensive. If one is targeting a small, local marketplace, checking out the advertising programs offered by local cable station is of importance. The success of an advertising campaign is affected by various factors. In a study of 524 brands in 100 consumer-product categories from 1997 to 2001, the winning brands, 90 in all, dramatically and consistently outpaced their brand categories each year (Blasberg and Vishwanath, 2003). These winning brands posted average annual-revenue growth rates above 10

per cent – more than triple the average rate. The two major characteristics of their success were innovativeness and the use of aggressive advertising (Blasberg and Vishwanath, 2003). In addition, Batra et al. (1995) found that product characteristics, brands, and advertising copy influence advertising effectiveness in terms of advertising awareness, brand awareness, or purchase intention. Advertising spending had a greater effect on awareness for less-visible brands in growing product categories and a greater effect on purchase intentions when the advertisement featured a new strategy or benefit, when the brand had significant trade promotion support, when the advertising copy was not "soft sell", and when the brand was not already "declining" (Batra et al., 1995).

1,500 TV advertising agencies were surveyed about the correlates of factors that lead to successful advertising campaigns in terms of increasing sales, awareness, and favorable product attitudes (Korgaonkar et al., 1984). Advertising campaigns were successful in increasing sales when they were for nondurable products with unique attributes, were geared to the consumer market and backed by adequate financial resources, and when they featured unique and creative messages. It also found that favorable product attributes could be achieved by advertising campaigns that promoted product uniqueness, had adequate financial resources, and used creative messages and appropriate media. At the same time, campaigns were successful in increasing product awareness when the product market was highly competitive, the product being advertised had unique characteristics and was for the consumer market, advertising messages were creative, media selection was appropriate, and financial resources were adequate (Korgaonkar et al., 1984).

In 1985, Korgaonkar and Bellenger reported the results of a replication of the aforementioned study with the advertising executives of the advertisers. Comparisons of the responses of the two studies indicated that factors noted by both as essential for advertising campaign success were message/creativity, media selection, financial/managerial resources, and the agency/client relationship (Korgaonkar and Bellenger, 1985). Although competition was significantly related to successful advertising campaigns in both studies, conflicting conclusions were reported. From the advertising agency's view in the first study, greater competition led to a greater chance of

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advertising success. In the second study, from the advertiser's point of view, a lower level of competition implied a greater chance of success.

Murphy and Maynard (1996) conducted a study in which the decision cues featured cognitive judgement components rather than organizational or emotional factors. The results confirmed five of the decision criteria that Korgaonkar et al. (1984) and Korgaonkar and Bellenger (1985) found to be central to successful advertising campaigns: market research, media planning, message/creativity, advertising budget, and the relationship between client and agency. Only two criteria, message/creativity and budget, heavily dominated the decision-making of both groups, accounting for 59 per cent of their overall judgements. Media planning counted for little on either side, roughly one-tenth of their overall judgements.

There is a clear difference between the views of advertising agencies and advertisers on the approaches that should be taken to monitor the success of a campaign. From the advertiser's point of view, immediate measures of effect, making advertising accountable only in the short term, were more important, whereas agencies often focused more on creativity, ahead of strategy (Flandin et al., 1992). Advertisers viewed market research as being more important, whereas agencies viewed relationships as being more important (Murphy and Maynard, 1996). In today's complex environment, the key to successfully building a brand is to understand the relationship between consumers and that brand, regardless of the viewpoints of advertisers or advertising agencies.

2.6 Consumer Attitudes towards Television Advertising

As consumers continue to be exposed to an ever-increasing barrage of diverse advertising message via various media, it is little wonder advertisers are having a difficult time getting advertisements to be heard. Advertising and its associated creativity rely upon the audience for success (Cummins, 1996). Nevertheless, it is important to remember advertising is more often than not deemed to be an unwelcome intrusion, regarded by many consumers as a constant source of irritation. Hence, many consumers often make a conscious effort to avoid advertising

communications. In fact both academics and practitioners contend that it has become second nature for consumers to "zap" or "flick" television channels. In recent years, much literature postulates that young audiences are sophisticated, cynical yet inconsistent in their use of mass media. It has been claimed that most young adults in the 1990s prefer visual imagery to the written word (Postman, 1986). As Postman (1986, p. 74) commented "seeing, not reading, became the basis for believing" since television, billboards and posters focus on the image as the main form of information.

Cummins (1996) claims people watch television to gain access to information and entertainment, thereby utilising an opportunity to escape reality rather than using the medium to watch, ingest and analyse advertising messages. In the instance(s) where attention is awarded, consumers (generally speaking) do not concern themselves with thinking too deeply about advertising. A typical consumer will not attempt to decipher and comprehend intricate, complex advertising messages; they simply "switch off". Stewart and Ward (1994, p. 355) recommended that media research pursue "a better understanding of how and when people use and interact with various media", not a better understanding of the medium itself. "Research should address what consumers do with advertising instead of what advertising do to consumers" said Bauer (1964) and echoed by more recent studies like Hirschman and Thompson (1997) and O'Donohoe (1994). This viewpoint is exemplified by Greene (1992) who contends that only one-third of commercials a person is exposed to will make any active impression on memory. "Of those attended to, only half are correctly comprehended and fewer than 5 per cent is actively recalled for as long as 24 hours." Thus attention and the opportunity to motivate (through influence) are often lost amongst the clutter of modern-day advertising.

There is a belief; however, that the generic concept of television advertising can also be off-putting to the average consumer, and as a result they are inclined to "switch-off" before the first advertisement even appears. Biel and Bridgwater (1990) contends that the concept of advertising is disliked more than individual advertisements. Collett (1994), based on the observation of people's television viewing habits, indicated that while overall attention to television commercials seemed to be quite low, people tended to watch either all of the advertisements or

none. Thus what Collett (1994) is alluding to is that likeability has an important role to play in facilitating consumer responsiveness towards advertising, thereby creating the opportunity to develop an effective communication. However, it cannot be assumed that likeability provides the single best measure or indicator of advertising effectiveness. In other words, it would not be accurate to draw conclusions based upon advertising likeability as a variable in isolation.

2.7 Television Advertising Likeability

The inference that advertisements that are liked by consumers will be given greater mental processing effort is logical. However, the desired outcome may only be achieved if the advertisements are viewed in ideal circumstance (i.e. full attention is bestowed upon the advertisement as environmental variables remain constant). The implication being that advertising likeability provides the potential to facilitate consumer responsiveness, if most impacting factors are held constant. A further point is that liking might indeed engenders trust through the implementation of source credibility. However, the accomplishment of consumer trust would also be reliant upon other elements such as maintaining high product quality. Additionally, if the advertisement is disliked then credibility may be lost as negative connotations develop.

MacKenzie and Lutz (1989) carried out a laboratory test to ascertain the relative influence of Aad (attitude towards the ad) on Ab (attitude towards the brand), and concluded that Aad had a considerable and direct influence on Ab and at the same time it exert far less influence over cognitive brand associations. Further, they conclude that persuasion is more likely to result from advertising executive variables than from specific information on the product or brand. The Advertising Research Foundation (ARF) undertook a copy research validity project and identified and emphasised the role of "liking" a commercial as an important evaluative measurement (Harley and Baldinger, 1991). A fundamental question raised by the research was exactly what drives commercial liking? Is it entertainment value, or is it content, or the communication element of the advertising message? These underlying factors were found to relate to information, liking, persuasion and brand name recall. Doubtless the importance of each

varies, both with the objectives of the commercial, and with the type and status of the brand to be advertised. However, all are potentially important components of advertising and all should be covered in any complete copy-testing method.

Biel and Bridgwater (1990) suggested likeability does have a persuasive effect, as it can directly affect feelings towards a brand. "When we like the advertising, we are more inclined to like the brand as well. It is just a form of traditional emotional conditioning. Likeability was found to be a complex concept, intertwined with various factors, and Biel and Bridgwater identified five dimensions which they labeled ingenuity meaningfulness, energy warmth and rubs the wrong way". They concluded that the overall contribution each of these basic factors makes towards explaining advertising likeability differs from one product category to another. Consequently no concise and accurate conclusions can be drawn. Aaker and Stayman (1990) also carried out a similar study covering 80 commercials and a sample of 300 respondents per commercial. When responses were reduced to five basic factors, the two studies came up with virtually identical findings. Fam (2006) conducted a five-country study of what constitutes ad likeability and identified seven attributes, namely "entertaining", "warmth", "relevant to me", "soft sell", "strong/distinctive/sexy", "status appeal" and "trendy/modernity/stylish". Although the first three attributes (entertaining, warmth and relevant to me) are similar to Biel and Bridgwater's (1990) likeable dimensions, the remaining four attributes (soft sell, strong/distinctive/sexy, status appeal and trendy/modernity/stylish) can be described as uniquely Asian.

There have been a number of studies which have looked advertising likeability and its role in the advertising process relating such things as brand recall, brand attitude and brand preference (Walker, 1990). While these studies relating to the differing viewpoints of advertising likeability highlights an inherent need for further in-depth research, undoubtedly the likeability variable has the potential to significantly impact the effectiveness of advertising communications. Although prior studies have succeeded in establishing the various dimensions of ad likeability and indicated the presence of a relationship between advertising likeability and consequent effectiveness, very few of these studies looked beyond the national boundary let alone undertake an inter-country comparison. Most of the existing studies focused on American advertisements in

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America. As such, an opportunity arises to examine whether there are differences in ad likeability across selected African markets with distinct culture and religious background.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out various stages and phases that were followed in completing the study. It involves a blueprint for the collection, measurement and analysis of data. This section is an overall scheme, plan or structure conceived to aid the researcher in answering the raised research question. In this stage, most decisions about how research was executed and how respondents were approached, as well as when, where and how the research was completed. Therefore in this section the research will identify the procedures and techniques that were used in the collection, processing and analysis of data. Specifically the following subsections are included; research design, target population, data collection instruments, data collection procedures and finally data analysis.

3.2 Research Design

This study was a descriptive research design meant to investigate the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. According to Donald and Pamela (1998), a descriptive study is concerned with finding out the what, where and how of a phenomenon.

3.3 Population of the study

The population of interest of this study was the Fast Moving Consumer Goods manufacturers that are operating in Nairobi and environs. According to the Kenya Chamber of Commerce and Industry 2008 and Kenya Manufacturers Association 2009 directories there are over a thousand small, medium and large enterprises that operate within Nairobi and its environs engaging in production and marketing of various products.

3.4 Sample Size

The study targeted 50 marketing and advertising managers of 50 FMCG manufacturing companies which were selected using stratified sampling method due to time and financial constraints. The rationale for the fifty (Appendix II) is their advertising history which is available, ease of reach (within Nairobi and environs) and are a representative of the various sectors in the manufacturing industry.

3.5 Data Collection Methods

The study used primary data. The data was collected through the use of a structured questionnaire which were dropped and picked later at the selected employee's work stations. The questionnaire consisted of both open and closed ended questions. The study selected one (1) employee from each of the fifty FMCG manufacturers in Nairobi and administered with the questionnaire. The staff in the FMCG manufacturers included either marketing manager or advertising manager and other staff in the ranks of management whose role is related to making decisions regarding advertising. This made it easier to get adequate and accurate information necessary for the research.

The questionnaire was pre-tested and where appropriate adjusted before the study to establish the effectiveness of the instrument. This enhanced the reliability and effectiveness of the study and the improved scope of the information to be gathered. Employees were briefed and informed that participation is voluntary and anonymity was observed and encouraged.

3.6 Data Analysis

Data analysis was done by the use of relevant statistical package for social science which is the process of bringing order, structuring and interpreting the mass of collected data. The data was analyzed using descriptive statistics—percentages and frequencies, bar charts and pie charts where necessary. Factor analysis was used in classifying the large number of dimensions of factors to identify the underlying constructs affecting choice of television as a medium of advertising by the FMCG manufacturers in Nairobi and environs.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS, PRESENTATION AND INTERPRETATION

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. Likert type questions were used whereby respondents indicated the extent to which the variables were practiced in a five point scale. The data has been presented in form of quantitative, qualitative followed by discussions of the data results. The chapter concludes with critical analysis of the findings.

4.1 Respondents' Demographic Information

4.1.1 Response Rate

The study targeted 50 respondents in collecting data. Results in table 4.1 below, show that 40 out of 50 target respondents, filled in and returned the questionnaire contributing to an 80% 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 survey can therefore be said to be successful.

Table 4.1.1: Response Rate

Response Rate	Frequency	Percentage
Responded	40	80
Not responded	10	20
Total	**50**	**100**

4.1.2 Department Representation

In this section, the study aimed at establishing the department into which the respondents worked. Findings from the study revealed that a majority of the respondents were in marketing department comprising 32 percent while 24 percent were in operations department. 18 percent were in procurement department while 16 percent were in finance department.

Table 4.1.2 Department Representation

Department	Percent
Marketing	32
Operations	24
Procurement	18
Finance	16
Human Resources	10
Total	**100**

Source: Survey Data, (2010)

4.1 3 Designation of respondents

The study further inquired on the designation of the respondents. Results from the study revealed that a majority of the respondents were managers comprising of 35 percent while 30 percent were general staff. 20 percent were supervisors while 15 percent were assistant managers.

Table 4.1.3 Designation of Respondents

	Frequency	Percent
Manager	14	35
Assistant manager	6	15
Supervisor	8	20
General staff	12	30
Total	40	100

Source: Survey Data, (2010)

4.1.4 Length of time working in the Company

The study further inquired on the length of time working the respondents had worked in the company. Findings from the study revealed that majority of the respondents had worked for a period of 5 to 10 years comprising 36 percent while 28 percent had worked for a period of 1 to 5 years. 22 percent had worked for a period of 11 to 15 years while 14 percent had worked for a period of over 15 years.

Table 4.1.4 Length of time working in the Company

Length of time (in years)	Percent
0-5	28
5-10	36
10-15	22
Over 15	14

Source: Survey Data, (2010)

4.2 Factors influencing the choice of television as a medium of advertising.

4.2.1 Agreement on statements that relate to advertisement

The study in this section aimed at establishing the respondent's agreement on various statements that related to advertising. Findings revealed from the study showed that a majority of the respondents agreed that television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands shown by a mean of 3.8 and that television advertising acts as a representational system to produce visibility of the advertised product shown by a mean of 3.5.

Table 4.2.1 Agreement on statements that relate to advertisement

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
Television advertising acts as a representational system to produce visibility of the advertised product.	36.2	29.6	12.6	2.5	2.1	3.508	1.090
Television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands.	37.5	56.7	2.1	2.1	2.1	3.875	0.624
The power of television advertising lies in its ability to photographically frame and redefine our experiences and then turn them into meanings that are consonant with corporate interests.	29.2	43.8	8.3	8.3	10.4	2.270	1.267

Source: Survey Data, (2010)

4.2.2 Effects of TV advertising

The study further inquired the respondents view on the effects of TV advertising. A five point Likert scale was used to interpret the extent to which respondents agreed or disagreed with listed statements on effects of TV advertising. Those factors that respondents strongly agreed were awarded 1 while those that they disagreed were awarded 5. Findings from the study revealed that majority of the respondents agreed that television advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers shown by a mean of 1.9, television advertisements usually reach their peak effectiveness in creating awareness immediately at the start of the campaign and then tend to wear out relatively rapidly shown by a mean of 2.1 and that FMCG s companies use television mainly to sell their products to consumers vis a vis other media because of reach shown by a mean of 2.4. Further, majority of the respondents were neutral on the fact that the effectiveness of television advertising can be judged by whether the campaign increases the number of consumers who would consider the product and whether the campaign improves the value of the product in the collective mind of consumers as shown by a mean score of 3.104.

Table 4.2.2 Effects of TV advertising

Effect	Strongly	Agree	Neutral	Disagree	Strongly	Mean	SD
Television advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers	43.8	27.1	6.3	12.5	10.4	1.857	1.393
Television advertisements usually reach their peak effectiveness in creating	35.4	33.3	16.7	10.4	4.2	2.145	1.148

awareness immediately at the start of the campaign and then tend to wear out relatively rapidly							
The effectiveness of television advertising can be judged by whether the campaign increases the number of consumers who would consider the product and whether the campaign improves the value of the product in the collective mind of consumers	45.8	22.9	12.5	12.5	6.3	3.104	1.292
FMCG s companies use television mainly to sell their products to consumers vis a vis other media because of reach	39.6	27.1	25	8.3	0	2.402	.9997

Source: Survey Data, (2010)

4.2.3 Factors that lead to successful television advertising of products

The study in this section aimed at establishing the extent into which various factors lead to choice of television as medium of advertising. A five point Likert scale was used to interpret the extent to which respondents agreed or disagreed with listed statements on the factors influencing choice of television. Those factors that respondents strongly agreed / very successful were awarded 1 while those that they strongly disagreed / not successful were awarded 5. Findings from the study revealed that majority of the respondents cited various factors as products geared to the consumer market, originality of Brands, products with unique attributes, product characteristics, cost of TV adverts and products backed by adequate advertising budget as the main factors that lead to successful television advertising of products shown by a mean of 1.03, 1.50, 1.66, 1.80 and 1.83 respectively.

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Table 4.2.3 Extent into which various factors lead to successful television advertising of products

	Very Successful	Successful	Moderately Successful	Slightly Successful	Not Successful	Mean	SD
Geared to the consumer market	40%	30%	13%	7%	10%	1.033	.9643
Originality of Brands	65%	10%	7%	12%	7%	1.500	1.106
Products with unique attributes	63%	20%	7%	5%	5%	1.666	.6064
Product characteristics	85%	6%	3%	3%	3%	1.800	.5508
Cost of TV adverts	73%	17%	3%	3%	4%	1.833	.3790
Backed by adequate advertising budget	77%	14%	3%	3%	3%	1.866	.3457
Price of products on offer	83%	8%	3%	3%	3%	1.928	.2622
Product featuring unique and creative messages	40%	20%	23%	7%	10%	2.033	.9643
Product market being highly competitive	45%	10%	7%	32%	7%	2.500	1.106

Source: Survey Data, (2010)

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4.2.4 Use of television in achieving various objectives

The study in this section aimed at establishing the use of television in achieving various objectives. Results depicted in table 4.6 revealed that most respondents were in agreement that use of television led to making products well known to the customers shown by a mean of 1.5, led to growth in market share shown by a mean of 1.65 and enhanced trial and purchase shown by a mean of 1.7.

Table 4.2.4 Use of television in achieving various objectives

	Very effective	Effective	Moderately effective	Slightly effective	Ineffective	Mean	SD
Making products well known to the customers	83%	8%	3%	3%	3%	1.500	0.2622
Induce trial and purchase	65%	10%	7%	12%	7%	1.928	1.106
Enhance repeat purchases	63%	20%	7%	5%	5%	1.766	0.6064
Grow market share.	77%	14%	3%	3%	3%	1.656	0.3457

Source: Survey Data, (2010)

4.2.5 Level of agreement on various statements that relate to television advertising likeability

In this section, the aim was to establish the level of agreement on various statements that relate to television advertising likeability. Finding from the study revealed that majority of the respondents agreed that the key to successfully building a brand was to understand the relationship between consumers and that brand" as was shown by a mean of 1.50, it is the visual aspect of the advertisement that conjoins the world and object between which a transfer of meaning is sought shown by a mean of 1.66 and that most young adults prefer visual imagery to the written word shown by a mean of 1.80. In addition, the respondents cited that young

audiences were sophisticated, cynical yet inconsistent in their use of mass media information as was shown by a mean of 1.83

Table 4.2.5 Level of agreement on various statements that relate to television advertising likeability

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	SD
The key to successfully building a brand is to understand the relationship between consumers and that brand"	65%	10%	7%	12%	7%	1.500	1.106
It is chiefly the visual aspect of the advertisement that conjoins the world and object between which a transfer of meaning is sought	63%	20%	7%	5%	5%	1.666	.6064
Most young adults prefer visual imagery to the written word	85%	6%	3%	3%	3%	1.800	.5508
Young audiences are sophisticated, cynical yet inconsistent in their use of mass media information	73%	17%	3%	3%	4%	1.833	.3790
Seeing, not reading, has become the basis for believing since television, billboards and posters focus on the image as the main form of information	83%	8%	3%	3%	3%	1.928	.2622
While television commercials seemed to be quite low in a given telecast, people tend to watch either all of the advertisements or none	40%	20%	23%	7%	10%	2.033	.9643

Source: Survey Data, (2010)

Factor Analysis

Table 4. 3 Communalities

	Initial	Extraction
Geared to the consumer market	1.000	.954
Product market being highly competitive	1.000	.943
Price of products on offer	1.000	.942
Product featuring unique and creative messages	1.000	.933
Originality of Brands	1.000	.911
Product characteristics	1.000	.890
Products with unique attributes	1.000	.852
Backed by adequate advertising budget	1.000	.828
Cost of TV adverts	1.000	.794

The above table helps the researcher to estimate the communalities for each variance. This is the proportion of variance that each item has in common with other factors. For example 'Product market being highly competitive' has 94.3% communality or shared relationship with other factors. "Geared to the consumer market has the highest communality of 95%, while 'cost of TV adverts activities' has the least communality with others of 79.4%.

Table 4.4: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	cumulative %	Total	% of variance	cumulative %	Total	% of variance	cumulative %
1	8.696	33.446	33.446	8.696	33.446	33.446	7.931	30.505	30.505
2	7.363	28.318	61.764	7.363	28.318	61.764	7.073	27.204	57.709
3	2.893	11.127	72.890	2.893	11.127	72.890	3.317	12.756	70.465
4	2.044	7.863	80.753	2.044	7.863	80.753	2.054	7.900	78.365
5	1.492	5.738	86.491	1.492	5.738	86.491	1.937	7.450	85.816
6	1.200	4.616	91.106	1.200	4.616	91.106	1.376	5.291	91.106
7	.707	4.718	95.824						
8	.534	3.054	97.878						
9	.415	1.597	100.000						

In the above table, the researcher used Kaiser Normalization Criterion, which allows for the extraction of components that have an Eigen value greater than 1. The principal component analysis was used and six factors were extracted. As the table shows, these six factors explain 91.1% of the total variation. Factor 1 contributed the highest variation of 30.5%. The contributions decrease as one move from one factor to the other up to factor 6.

Table 4.5: Rotated Component Matrix

	Component			
	1	2	3	4
Geared to the consumer market	.973			
Originality of Brands	.939			
Products with unique attributes	.912			
Product characteristics	.911			
Cost of TV adverts		.863		
Backed by adequate advertising budget		.839		
Price of products on offer			.947	
Product featuring unique and creative messages			-.869	
Product market being highly competitive				-.946

The initial component matrix was rotated using Varimax (Variance Maximization) with Kaiser Normalization by suppressing small coefficients of values below 0.4. . The above results allowed the researcher to identify what variables fall under each of the 4 major extracted factors. Each of the 9 variables was looked at and placed to one of the four factors depending on the percentage of variability; it explained the total variability of each factor. A variable is said to belong to a factor to which it explains more variation than any other factor.

From the above table, the individual variables constituting the four factors extracted are summarized and identified below-

Factor 1:

Geared to the consumer market

Originality of Brands

Products with unique attributes

Product characteristics

Factor 2:

Cost of TV adverts

Backed by adequate advertising budget

Factor 3:

Price of products on offer

Product featuring unique and creative messages

Factor 4:

Product market being highly competitive

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMENDATIONS

5.1 Introduction

This chapter sets out the summary, conclusion and recommendations of the study as undertaken by the researcher on the choice of television as a medium of advertising by FMCGs manufacturers in Nairobi. It reveals the motives and intentions of using television vis a vis other media as well as suggesting areas of future research in the field of advertising.

5.2 Summary

The study revealed that a majority of the respondents were in marketing and operations departments. In addition, the study established that the respondents comprised of managers, general staff and supervisors. On the length of time working the company, the study revealed that majority of the respondents had worked for a period ranging from 1 to 5 years and 5 to 10 years.

On the topic of advertisement, the study established that television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands and that television advertising acts as a representational system to produce visibility of the advertised product On the effects of TV advertising, the study established that television advertising was used when the primary advertising goal was to create company, brand, or product awareness among a group of consumers , television advertisements usually reach their peak effectiveness in creating awareness immediately at the start of the campaign and then tend to wear out relatively rapidly and that FMCG s companies use television mainly to sell their products to consumers vis a vis other media because of reach.

On the issue of the extent into which various factors lead to successful television advertising of products, the study revealed that various factors such as products geared to the consumer market, originality of Brands, products with unique attributes, product characteristics, cost of TV adverts and products backed by adequate advertising budget as the main factors that lead to successful television advertising of products.

On the area of the use of television in achieving various objectives, the study established that use of television led to making products well known to the customers, led to growth in market share and enhanced trial and purchase.

On the topic of television advertising likeability, the study revealed that the key to successfully building a brand was to understand the relationship between consumers and that brand, it is the visual aspect of the advertisement that conjoins the world and object between which a transfer of meaning is sought and that most young adults prefer visual imagery to the written word. In addition, the study revealed that young audiences were sophisticated, cynical yet inconsistent in their use of mass media information.

5.3 Conclusion

The study concludes that there were various factors that influenced the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. These factors were products geared to the consumer market, originality of Brands, products with unique attributes, product characteristics, cost of TV adverts and products backed by adequate advertising budget.

Television advertising is a successful tool in increasing sales when for nondurable products with unique attributes, geared to the consumer market and backed by adequate financial resources, and when featured in unique and creative messages.

5.4 Recommendation

The study recommends that for Fast Moving Consumer Goods (FMCG) companies need to embrace innovativeness and the use of aggressive advertising. This can lead to increased brand awareness and purchase intention, hence increased sales.

The study further concludes that Fast Moving Consumer Goods (FMCG) companies need to improve their product characteristics, brands, and advertising copy as these characteristics influence advertising effectiveness in terms of advertising and brand awareness, and purchase intention from consumers.

5.5 Suggestions for further study

This study focused on the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. More research needs to be carried out on other types of manufacturers. In addition, more study needs to be carried out on other mediums of advertising such as radio stations, print web, as well as mobile advertising.

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Appendix I: Introduction Letter

JUSTUS K. MWANGI

P.O. BOX 5549-00200

NAIROBI

CELL: 0722 855 554

August 2010

To…………………………..

……………………………….

Dear Sir/ Madam,

RE: MBA RESEARCH PROJECT

I am a postgraduate student at the School of Business, University of Nairobi pursuing a Master of Business Administration (MBA) degree program.

Pursuant to the pre-requisite course work, I would like to conduct a research project to assess the factors that influence the choice of television as a medium of advertising by Fast Moving Consumer Manufacturers in Nairobi and environs and have chosen your firm for this research. The focus of my research will be on department members who make decisions regarding advertising and will involve filling of a standardized questionnaire.

I kindly seek your assistance to conduct the research at your firm. I have enclosed a copy of the questionnaire for your perusal. Your assistance is highly valued. Thank you in advance.

Yours faithfully,

Mwangi, Kirango Justus

Appendix II: Questionnaire

SECTION I: DEMOGRAPHIC INFORMATION

1. Name of the company:

   …………………………………………………………………..

2. Your department:

   Human resource   [ ]

   Finance   [ ]

   Procurement   [ ]

   Operations   [ ]

   Marketing   [ ]

   Other (Specify……………………)   [ ]

3. What is your designation?

   Manager   [ ]

   Assistant manager   [ ]

   Supervisor   [ ]

   General staff   [ ]

4. How long have you worked in this Company?

   0-5 yrs   [ ]   5-10 yrs   [ ]

10-15   [ ]   Over 15 yrs   [ ]

5. What is the total number of employees in your department: Please tick one

Less than 50   [ ]50 – 100   [ ] Above 100   [ ]

SECTION II: MAIN ISSUES

6. What is your level of agreement with the following statements that relate to advertisement at your company? Use a scale of 1-5 where 1= strongly agree and 5 = strongly disagree?

	1	2	3	4	5
Television advertising acts as a representational system to produce visibility of the advertised product.					
Television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands.					
The power of television advertising lies in its ability to photographically frame and redefine our experiences and then turn them into meanings that are consonant with corporate interests.					

7. To what extent do you agree with the following effects of TV advertising? Use a scale of 1-5 where 1= strongly agree and 5 = strongly disagree?

	1	2	3	4	5
Television advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers					
Television advertisements usually reach their peak effectiveness in creating awareness immediately at the start of the campaign and then tend to wear out relatively rapidly					
The effectiveness of television advertising can be judged by whether the campaign increases the number of consumers who would consider the product and whether the campaign improves the value of the product in the collective mind of consumers					
FMCG s companies use television mainly to sell their products to consumers vis a vis other media because of reach					

8. To what extent do the following factors lead to successful television advertising of your products?

	Very Successful	Successful	Moderately Successful	Slightly Successful	Not Successful
Product characteristics					
Originality of Brands					
Products with unique attributes					
Cost of TV adverts					
Price of products on offer					
Geared to the consumer market					
Backed by adequate advertising budget					
Product featuring unique and creative messages					
Product market being highly competitive					

9. When does advertising spending have the greatest effect on awareness? Tick Yes/No

When the advertisement featured a new strategy or benefit   [ ]

When the brand had significant trade promotion support   [ ]

When the advertising copy was not "soft sell"   [ ]

When the brand was not already "declining"   [ ]

10. Television advertising is one medium in Kenya that marketers in the FMCG are turning to in order meet the various objectives. How effective is the use television in achieving the following objectives for your company?

	Very effective	Effective	Moderately effective	Slightly effective	Ineffective
Making products well known to the customers					
Induce trial and purchase					
Enhance repeat purchases					
Grow market share.					

11. What is your level of agreement with the following statements that relate to television advertising likeability? Use a scale of 1-5 where 1= strongly agree and 5 = strongly disagree?

	1	2	3	4	5
The key to successfully building a brand is to understand the relationship between consumers and that brand"					
It is chiefly the visual aspect of the advertisement that conjoins the world and object between which a transfer of meaning is sought					
Most young adults prefer visual imagery to the written word					
Young audiences are sophisticated, cynical yet inconsistent in their use of mass media information					
Seeing, not reading, has become the basis for believing since television, billboards and posters focus on the image as the main form of information					
While television commercials seemed to be quite low in a given telecast, people tend to watch either all of the advertisements or none					

Appendix III: LIST OF 50 FMCGs MANUFACTURERS IN NAROBI AND ENVIRONS

1. CADBURY'S KENYA
2. KAPA OIL REFINERIES LTD
3. NAIROBI BOTTLERS LTD
4. NATION MEDIA GROUP LTD
5. KENYA BREWERIES LTD
6. UNILEVER KENYA
7. BIDCO OIL REFINERIES
8. CHANDARIA INDUSTRIES LTD
9. GLAXO SMITHKILNE KENYA
10. SUPERLOAF BREAD (MINI BAKERIES)
11. EXCEL CHEMICALS
12. ELYS CHEMICAL INDUSTRIES
13. GITHUNGURI DAIRY FARMERS SACCO
14. NEW KCC LTD
15. PROCTOR AND ALLAN
16. HOUSE OF MANJI
17. NESTLE KENYA LTD
18. TRUFOODS
19. UNGA LTD
20. INTERCONSUMER PRODUCTS
21. ANGELS DELIGHT (ICE CREAM)
22. SARA LEE
23. RECKITT BENKISER
24. BLUE RING PRODUCTS
25. JOHNSON'S WAX
26. BETA HEALTHCARE
27. SAMEER AFRICA
28. SANA INDUSTRIES
29. CROWN PENS INDUSTRIES
30. HACO INDUSTRIES LTD
31. KENYA MEAT COMMISSION
32. KENCHIC LTD
33. LONDON DISTILLERS
34. CROWN BERGER
35. CARTON MANUFACTURERS
36. BAMBURI CEMENT

37. BASCO PAINTS
38. MASTERMIND TOBACCO
39. KULAL INTERNATIONAL
40. EAST AFRICAN PORTLAND CEMENT
41. KENYA WINE AGENCIES LIMITED
42. AQUAMIST
43. BRITISH AMERICAN TOBACCO
44. KARTASI INDUSTRIES LTD
45. DEEPA INDUSTRIES LTD
46. PZ CUSSONS LTD
47. SOFTA BOTTLING CO. LTD
48. INKS KENYA LTD
49. PREMIER FOOD INDUSTRIES
50. GRANGE PARK MINERAL WATER